

# City Council unanimously OKs tourism, arts awards for 2015-16

## Chamber is big winner as grants are awarded

By Dani Palmer  
Cannon Beach Gazette

The Cannon Beach Tourism and Arts Commission delivered grants to eight arts and marketing organizations Tuesday night. The Cannon Beach City Council unanimously approved the Tourism and Arts Commission's awards' recommendation July 7 at City Hall.

The commission budgeted \$283,850, less than the \$375,000 requested by the arts organizations, but an increase from last year's \$277,000 allotment. Ten projects were given a total of \$282,887, leaving a slight reserve. Each applicant received a portion of what was requested.

The money will be coming from 70 percent of the funds collected from the 1 percent lodging tax increase that went into effect in 2010, City Manager Brant Kucera said.

Receiving a total of \$81,428 for three projects, the Cannon Beach Chamber of Commerce will be focusing on technological enhancements, event marketing and the North Coast Partnership.

"The North Coast Partnership is continuing a commitment of working

## List of winners and amounts

**Cannon Beach Arts Association:** \$12,857 for the Juried Show Program

**Cannon Beach Chamber of Commerce:** \$18,429 for North Coast partnerships, \$51,142 for event marketing and \$11,857 for techno enhancements

**Cannon Beach Children's Center:** \$37,667 for Savor Cannon Beach

**Cannon Beach Gallery Group:** \$40,143 for the Spring Unveiling Arts Festival

tival and the Plein Air and More Arts Festival

**Cannon Beach History Center:** \$16,978 for the Cottage Tour

**Coaster Theatre:** \$35,264 for special events and marketing

**Friends of Haystack Rock:** \$38,407 for the Cannon Beach Yoga Festival

**Tolovana Arts Colony:** \$20,143 for Get Lit

with neighboring communities to market the region," Chamber Executive Director Court Carrier said.

Between Cannon Beach's chamber, the Seaside Visitors Bureau and the Astoria & Warrenton Area Chamber of Commerce, the partnership will be expanding its reach into new markets.

Carrier said the North Coast Partnership runs digital and video ads in Washington and British Columbia, and ran a sweepstakes last year that attracted about 7,000 entries.

The partnership will be developing a loop tour itinerary with destinations from Portland to Cannon Beach, focusing on the attractions of the region, including visits to local breweries. "The 'beer trail' idea is something that's very hot right now," Carrier said.

In addition to the city grant, the chamber will need an additional \$6,500 to maintain participation in the North Coast Partnership, he added.

While the Cannon Beach Chamber of Commerce website has been doing well, according to Carrier, the chamber plans to make improvements by honing in on attractions, events and wildlife rather than general business listings, and by making its "events" page more navigable. The site received 46,000 hits last month.

The majority of tourism and arts fund projects came within \$7,000 of what was requested. However, the Cannon Beach Children's Center saw an \$8,061 decrease in funding for Savor Cannon Beach, a four-day wine, culinary and arts festival that serves as a fundraiser and the chamber an

\$18,583 decrease in event marketing. The Coaster Theatre suffered the largest drop at \$32,179. Representatives of the theater asked for \$67,443 for special events and marketing and received \$35,264.

To qualify for a tourism and arts fund award, businesses and organizations must meet Tourism and Arts Commission guidelines, including using those funds to attract tourists through marketing and enhancing the arts in Cannon Beach.

The commission, comprised of seven members from the arts and business community, interviewed applicants in May, and after reviewing the applications, made recommendations at their June 2 meeting.

The City Council discussed those recommendations and asked Tourism and Arts Commission members questions during a June work session. They talked eventual sustainability of the projects and about the value each event brings to Cannon Beach marketing.

It was discovered during that meeting that one Tourism and Arts Commission member should have recused herself from the chamber's event marketing request due to her involvement. The commission met again last month and recalculated the amount for that project.

Members of the City Council voted unanimously to award the funds.

# Police salaries boosted to be on par with departments of similar size

Police from Page 1A

The field training officer will also receive a 5 percent base hourly rate increase.

The police department split with the Public Works/City Employees SEIU Local 503 in 2014, according to an Employment Relations Board document, and moved to a private firm in the Portland area to cover its particular interests.

Schermerhorn said police unions or guilds are very different from city unions "so there was a lot of necessary cleanup" to be done in writing the new contract.

Cannon Beach's police contract was last updated in 2011. The last SEIU Local 503 negotiated contract ran from July 1, 2011 to June 30, 2015.

Councilor George Vetter asked about the economic impact of the new contract.

Kucera said there was an overall 8 percent increase in the new contract, mirroring contracts of other local municipalities.

The new contract may seem generous, he added, but Cannon Beach police were the lowest paid force in the county, and may still be.

The City Council unanimously voted in favor of the new contract.

## Devon Edwards recognized for service

The Cannon Beach Police Department rec-



## 'The new contract may seem generous, but Cannon Beach police were the lowest paid force in the county, and may still be.'

City Manager Brant Kucera

ognized Officer Devon Edwards for her service to Cannon Beach from October 13, 2011 to July 21, 2015. Edwards is headed to the King County Sheriff's Department in Washington, close to home, where she can work in the areas she wants to cover, such as crimes against children and family violence, in a specialized setting.

Edwards is known not only for her investigative skills, but her art skills. She helped in the apprehension of "serial robber" Earnest Lee Dean. Edwards saw Dean drive away from a crime scene at the Stephanie Inn in January 2014 and diagrammed the getaway car. Dean was ultimately captured and convicted.

"She's done a lot of great things for this community," Lt. Chris Wilbur said.

Edwards designed this year's Sandcastle Contest poster, which is "selling like hotcakes," as Chamber of Commerce Executive Director Court Carrier put it.

She also designed the decal on the town's police cars and new badges for the department.

"It's been an honor serving this community," Edwards said.

Edwards noted that she had "a moment of brilliance" after graduating college. "I decided that my dreams of retiring in Cannon Beach could actually be me working in Cannon Beach," she said. "So things just kind of happen for a reason. I ended up here doing the job I love in the place I wanted to be for almost four years."

## Council supports grant

The City Council voted to lend the city's support to the Oregon Department of Geology and Mineral Industries and Oregon Department of Land Conservation and Development in a grant they're submitting to the National Oceanic and Atmospheric Administration. The grant would fund tsunami evacuation modeling for coastal communities. For Cannon Beach, it would mean

additional refinement to the already existing evacuation route model.

## Supply barrel discussion

During the public comment session, residents spoke against returning emergency supply barrels to residents. There have been concerns since items such as guns and cash were discovered in them. Those who spoke said the city should focus on having enough supplies for everyone, rather than removing what residents have chosen to prepare for.

## National Night Out

The City Council proclaimed Aug. 4 as National Night Out. From 5 to 7 p.m., members of the Cannon Beach Police Department will be at the city park at the chamber to promote community unity and partnership in fighting crime.

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