

**CANNABIS IN CANNON BEACH**

# Highway 420 goes from 0 to 60 with rec ruling

## Seaside medical dispensary gets city green light

By R.J. Marx  
Cannon Beach Gazette

What a difference 12 hours makes. Steve Geiger, proprietor of Highway 420 in Seaside, saw angst turned into a happy ending. After a four-year quest, he received approval from the city of Seaside Monday to sell recreational marijuana under terms regulated by the Oregon Liquor Control Commission.

Twelve hours before, his business future seemed anything but clear. Seaside still

hadn't weighed in on a state bill allowing medical dispensaries to sell recreational cannabis, and with an Oct. 1 date looming, the clock was ticking. He feared a new moratorium, a second vote or further delay.

"I've made several attempts to get information, to find out what's going on," Geiger said Monday morning. "I will just say this to you — I'm in a very tenuous position right now."

Everything changed with a letter from Seaside Planning Director Kevin Cupples granting "the temporary sale of limited marijuana retail products from licensed medical marijuana facilities."

"I feel elated and great — like we might be able to make it after all," Geiger said. "They concluded what I asserted, that this early sales program works with the city's ordinance."

Geiger, 55, moved to the area in 2012 with his wife, Evee. Their South Roosevelt Drive location met medical marijuana dispensary criteria and the couple applied for that status in 2013.

When the city issued a moratorium on licensing medical marijuana dispensaries, the Geigers plans were stalled. The moratorium expired in June 2015 and in July, Gov. Kate Brown signed a bill into law allowing existing dis-

pensaries to sell marijuana to all adults beginning Oct. 1.

Without word from the city, he feared further delay, a new moratorium or a second referendum.

For the Geigers, the letter from Cupples changed everything. "We have concluded that unless Seaside adopts an ordinance prohibiting the activity, a licensed dispensary can operate in accordance within the provisions established by the state," the planner wrote.

State rules haven't been put in place, Cupples added, and won't be completed until later this week. "None of us know what those rules are until they are put out by the state."

## Cannabis Nation also OK

Tyler Walker of Seaside's medical marijuana dispensary Cannabis Nation spoke with Cupples today and received approval for Oct. 1 recreational sales under state regulations.

Monday night, Walker said, "If they gave us the opportunity to sell rec, I'd like to say thanks to the city of Seaside for allowing us to operate our businesses as we have planned to and allowing everyone that chooses the opportunity to obtain cannabis in a safe and legal manner. We look forward to serving the people of Seaside and look forward to our future here in the city."

## Council hashes out regs on dope dispensaries

Council from Page 1A

cases are in the Oregon Court of Appeals and could move to the state's Supreme Court.

"So that's shaky ground," Herdener said. "If the council said, 'We don't want any businesses selling marijuana in Cannon Beach, let's just rely on our business license ordinance,' I'd rec-

ommend against that."

Because Measure 91, legalizing recreational marijuana in Oregon, received so much support from the public, Herdener said, Cannon Beach "voters would have to approve any attempt to ban these businesses" under House Bill 3400.

Cannon Beach residents showed their support for Measure 91 in the 2014

General Election, 453-264 in Precinct 20.

Police Chief Jason Schermerhorn said his concerns were the security of retail dispensaries and a potential increase in impaired drivers.

However, council members said any added risk could be mitigated eliminating potentially unsafe driving to retail outlets outside of the city.

City Manager Brant Kucera said the passage of Measure 91 was the "will" of state voters and questioned the need for a new vote in 2016. "And now you're talking about, 'Let's try again. Make sure,'" he said. "How many times do you do that for anything else?"

The conversation will be continued at October council meetings.

## Strategic plan: How should community be polled?

### Council works on mechanics of citizen survey

By Dani Palmer  
Cannon Beach Gazette

The Cannon Beach City Council wants citizen input for its new strategic plan.

When a citizen survey was first proposed in Cannon Beach in July, questions flew. Would a national survey allow the characteristics of the coastal community to come through? Would enough people respond, and what would be done with responses?

At a Sept. 8 work session the council took a closer look at surveying options.

City Manager Brant Kucera said his next steps are survey quotes and finding a consultant to assist

in the strategic planning process. He'd like to speak with Erick Jensen, of Principal of Jensen Strategies, LLC, further about the available survey options "then huddle and relate to the council what Jensen's suggestions are."

This summer, the council decided to use the National Citizen Survey at a cost of roughly \$30,000 to provide a detailed analysis and summary of community viewpoints. Jensen said the city should be careful about asking relevant questions during a survey. The National Citizen Survey, he added, is "one size fits all" but may not fit the coastal town.

Some Cannon Beach residents sought a different approach that would allow more feedback.

With a community Cannon Beach's size, Council-

or Mike Benefield asked Jensen if it was unreasonable to survey everyone.

He answered that it could be done, but the city would be "at the mercy" of those who want to respond. The survey would be more balanced, perhaps, through a random phone survey or focus group. Kucera noted they'd need a minimum of 400 survey responses with a full-time population of 1,700 to filter out extremes.

During an August work session, Jensen spoke of community involvement and its importance when talking about where the city is now, where it wants to be in five years and how to get there. "Stakeholder engagement is really important in this," he said.

At the work session this month, councilors considered polling homeowners,

random surveys or individual focus groups.

"Our population is not big enough to be totally random," Mayor Sam Steidel said.

"I felt there was a really good argument made for a focus group," Councilor George Vetter noted.

Kucera said the survey could always be customized.

"As long as it's statistically valid, I don't care what method," he said. "If doing the focus group is a better fit for Cannon Beach, that's perfect."

The councilors agreed the survey is just the first step of many.

Steidel said it's one tool in the strategic planning process that cannot be the basis of all decision making. The council will consider the topic at a future meeting.

## Providence Seaside selects new chief operating officer

Janiece Zauner, M.S.N., R.N., has been named chief operating officer and chief nursing officer for Providence Seaside Hospital. Zauner has been serving in this position on an interim basis since April 2. Zauner has held many roles since starting work with Providence in 1992. She has served as a nurse manager, business and project man-

ager at Providence Portland Medical Center, and as regional director for clinical operations, before taking on her current role at Providence Seaside. She is considered to have a proven track record of driving excellence in patient care and relationships. While at Providence Portland, Zauner played a crucial part in the implementation and roll-

out of the Releasing Time to Care project with Care Oregon and several other local hospitals. This work was based on similar work in the British National Health System, making Providence Portland one of several best-practice facilities in the

U.S. in improving patient care and clinical outcomes. Zauner holds a master of science degree in nursing; is a member of Sigma Theta Tau, the national honor society for nursing; and is board certified as a nurse executive.

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