

Chamber contract designed to pull in winter visitors

Deal with Chamber of Commerce to fund off-season promotions

By Dani Palmer
Cannon Beach Gazette

After months of discussion, the Cannon Beach City Council formally approved a contract with the Chamber of Commerce Tuesday allocating room tax funds to off-season tourist promotions.

Under terms of the contract, the chamber will receive quarterly payments equal to 70 percent of the 1 percent transient room tax increase approved in August. The other 30 percent of the 1 percent increase will go into the city's general fund. The

room tax increase went into effect on Oct. 1 and with the state's 1 percent tax, brought Cannon Beach's lodging tax to a total of 9 percent.

Chamber of Commerce Executive Director Court Carrier said the money will be used to market the city during the time of year "hardly anyone is here." The promotions program will include advertising and a new job position geared toward bringing in more events and clientele during the months of September through May.

"We're delighted to be able to start working hard

for this city," Carrier said. "We've been waiting for it for awhile now, but we're going to do our darnedest to make sure we do the very best for Cannon Beach. We want this to work out well for them."

The council's decision was unanimous, but there was talk concerning the length of the contract. Councilor George Vetter said he felt the period from October 2015 to June 2017 isn't long enough. Despite being a small town, the chamber has 270 paid members, he noted, adding the city should "show them more confidence."

Carrier said chamber staff and board members have been waiting on the con-

'We're delighted to be able to start working hard for this city!'

Court Carrier,
Chamber of Commerce
executive director

tract's approval, to ensure they had the funds needed to complete tasks.

He noted it will be "challenging to make a mark" in the set time frame, but that staff are prepared to do their best.

City Manager Brant Kucera said a short contract could be advantageous for both parties. He pointed to disagreements over Tillamook County's 1 percent room tax increase revenue.

"I think that shows you right there that a relationship can quickly, although not expected here ... devolve into two parties fighting over revenues," he said.

He added a year and a half is enough time for the chamber "to show us that they're using this money in a fashion that was envisioned."

Councilor Mike Benefield said the shorter time frame will give both parties either incentive to make

the contract work with the increased funds involved, or a chance to walk away if the partnership doesn't work out.

"Who wants to be stuck in a longterm contract and not be happy with your partner? And that works both ways," he said.

The contract may be terminated by either party "for any reason" with a 90 day advance written warning.

Mayor Sam Steidel suggested doing an evaluation of the chamber's performance at the end of the contract to determine whether or not to continue it.

Carrier said the chamber begins planning in January.

Tsunami awareness meeting focuses on hospitality

By Cynthia Washicko
EO Media Group

The emphasis was on communication at a meeting for hospitality business owners and employees on keeping visitors to Astoria informed about the dangers of a tsunami.

The Nov. 2 meeting, hosted by Karen Parmelee, Geo-Hazards Awareness Coordinator for the Oregon Office of Emergency Management, is part the OEM's "Tsunami Safe: Hospitality Begins with Safety" program, which launched in October. Jon Rahl, assistant general manager for the City of Seaside Visitors Bureau, and Planning Director Kevin Cupples were among those in attendance.

The program calls for training for management and staff, tsunami awareness education for employees and the dissemination of tsunami awareness information to guests in order to prepare workers and visitors for a Cascadia Subduction Zone earthquake and possible tsunami. So far around 30 hotels along the Oregon coast are participating in the program, Parmelee said.

"The big thing really is, just open that dialogue. As there's even more talk about Cascadia, the reality is more people are aware of it so our visitors to our coast are going to say, 'Do you guys know what to do?'" Parmelee said.

Preparing hotels

The roughly 600-mile long Cascadia Subduction Zone runs from British Columbia down to Northern California, and lies about 70 to 100 miles off the Oregon coast. The zone is capable of producing large-magnitude earthquakes — possibly more than a magnitude 9.0 — and the shaking from those earthquakes could produce a tsunami similar to the one that hit the coast of Japan in 2011. There is a 37 percent chance that a Casca-



CYNTHIA WASHICKO/EO MEDIA GROUP

Patrick Corcoran, a faculty member with Oregon State University dealing with Coastal Hazards, discusses some of the things hospitality business owners and employees can do in the event of an earthquake and tsunami.

dia Subduction Zone earthquake will occur in the next 50 years, according to the presentation.

The presentation included advice for hospitality business owners and staff on how to communicate necessary information to their guests about what to do and where to go if an earthquake were to occur during their stay.

Options to convey that information to guests included using avenues like printed key cards or fliers in hotel lobbies and rooms with evacuation maps and other information.

In Seaside, upward of 10 hotels have opted to use sleeves for key cards printed with information and graphics detailing what to do during and after an earthquake, Rahl said. The city originally printed 52,000 of the sleeves, and has distributed more than 30,000 of them to local hotels so far, he said.

Confident employees

Ensuring hospitality employees are confident in

to navigate around if the bridge near the hotel is down.

Don West, general manager at the Cannery Pier hotel and owner of Astoria Crest Hotel, was concerned not only with what should be done directly after the earthquake and tsunami,

"I'm thinking, we do a great job of getting everybody out of the inundation zone, then what?" West said. "They do have plans, so I need to find out more about it so that we know."

No reason to fear

The point of making guests aware of the possible hazards of an earthquake and tsunami isn't to scare them, Parmelee said, but to keep them prepared in case a disaster does strike. She added that, of the hotels who have implemented the practices of informing guests of the hazards, very few have reported losing guests as a result.

The Cascadia Subduction Zone earthquake and subsequent tsunami are just some of the possible natural hazards facing Oregon, Parmelee said, and it's important to discuss the issue without making it a topic of fear.

"If you're in Florida you've got hurricanes instead of earthquakes, you've got sinkholes instead of landslides," Parmelee said. "Really this is just facing one of our hazards that we have to plan for that we haven't really tackled planning for because the magnitude of it is really just becoming better understood."

More information on what to do in the event of a tsunami is available at oregontsunami.org.



DANI PALMER/CANNON BEACH GAZETTE

Corlyn Regier, 15, of Tigard, left, checks out a book with her mother, Lisa Regier, at the Cannon Beach Book Company during Mimosa Madness.

Madness 'much nicer' than typical Black Friday

Madness from Page 1A

"We're not into Black Friday shopping, so this is just our speed," she said.

Lisa Regier, of Tigard, and her daughter, Corlyn, 15, also stopped by the store in search of a book the teen wanted. Visiting family in town, they attended last year's shopping extravaganza and decided to return because it was "fun and more relaxed," Lisa said.

Business owners called it a good year.

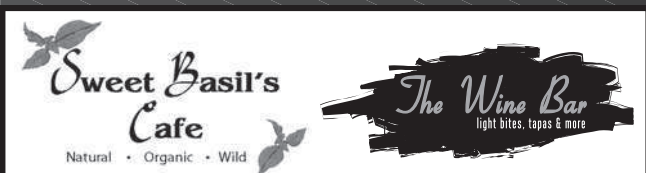
Wine Shack and Provisions 124 co-owner Steven Sinkler said they'd served roughly 30 mimosas and seen about 75 people by 11 a.m., when the stores normally open.

"It's been busier" than years past, he said.

The Wine Shack and Provisions encouraged customers to stop in early with their best offer of the day, 20 percent off, running from 8 to 9:30 a.m. In the past, Sinkler said, one patron had come annually for the sale on collectible, higher end wines. He offered 10 percent off the rest of the day.

Lori Hill, of Portland, stocked up on jewelry with Pomeranian Jasmine, 6, in tow. She travels to Cannon Beach each year for the Thanksgiving holiday with her sister and brother-in-law owning a place in town. She said Mimosa Madness was "much nicer" than the typical Black Friday experience.

Dining on the North Coast



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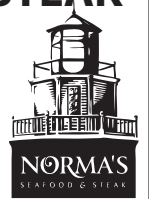
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