

# Nicholson hearing could be final one

Nicholson from Page 1A

would include rebuilding the 100-year-old home on the property.

This week, Nicholson said that the Planning Commission's unanimous recommendation is unlikely to sway the City Council because the commission has "no decision-making capability."

"Me spending half a million dollars is not so somebody else can't make a McMansion," he said. "I'm just trying to get it so I can build, on these lots, normal-sized houses."

A city staff report issued this week responded to concerns raised at the Planning Commission hearing by stating that the City Council has the "ultimate authority to approve or deny this request for final approval."

Among the more contentious issues during the council's deliberations was whether the property qualified for a "planned development overlay zone," a

tool that allows for zoning changes on a parcel of land based on the land's natural features. In this case, the overlay allows for greater housing density on property that, because of its slope, would otherwise allow for only one structure, which the property already has.

Additional conditions for the building include measuring building height, compensation for repairs should construction work cause damage and shared driveway plans, among others.

The city's decision to place a Planned Development and overlay zone designation on this property remains in effect, the city said this week.

The city recommended a decision at the March 8 meeting of the council, after the closing of the public hearing.

Since the city determined the application was complete in November, it must make a final decision within 120 days, or by March 17.

# Chamber hopes new marketing will draw 'shoulder' season tourism

## Tax increase to fund \$72,000 marketing campaign

By Lyra Fontaine  
Cannon Beach Gazette

Cannon Beach Chamber of Commerce members unveiled a new destination marketing campaign, to the tune of \$72,000, that aims to bring more overnight visitors to the city during between September and mid-June.

"We've assembled a great group of people over the last year, stronger than I've ever seen," Chamber of Commerce Executive Director Court Carrier said. "I'm excited to work with them to make some progress on this new eventuality to bring Cannon Beach more business during the shoulder and the off-season."

The marketing contract that the chamber signed with the city includes larger ads on more platforms, attracting business conferences and meetings, and hiring a marketing specialist.

The plan will use 70 percent of funds from the recently added 1 percent transient room tax, designated for tourism development and promotion. At the Feb. 2 meeting of the Cannon Beach City Council, Carrier and Chamber of Commerce President Steve Sinkler presented marketing and spending plans for the fiscal year.

Sinkler said the chamber has set aside \$20,000 on destination advertising such as larger ads across more platforms; \$15,000 for marketing to conferences and meetings; \$13,000 for "more robust" web content with images and up-to-date information; and \$6,000 for a branding guide

for businesses with consistent colors, words and imagery.

The chamber also plans to spend \$5,800 on expand Cannon Beach's social media presence to Instagram and eventually Pinterest, \$5,000 on familiarization trips for travel writers, and \$3,900 on email marketing. There is a \$2,800 reserve for future opportunities that may come up, Sinkler said.

In addition to marketing, the chamber will spend money on staffing and facilities. The chamber is recruiting a destination marketing specialist and expects the full-time position, which includes benefits and "comparable" pay, to be filled within the next 45 days. The specialist would help promote meetings and conferences.

The chamber plans to add new resources to the Visitor's Center, such as streaming video and a self-service kiosk for guests to eliminate waiting times. The Visitors' Center currently has an improved lobby and accolades wall, Carrier said.

"We've done a great job of bringing leisure travelers to Cannon Beach," Carrier said, "but the primary time that business travelers hold their meetings and conferences for both associations and corporations is during the fall through the spring."

The goal is to drive people to the chamber's website "with the expectation that they'll come to visit Cannon Beach," Sinkler said.

The chamber will hold a meeting to discuss how to reach marketing goals and objectives.

# Marine mammal strandings on North Coast concern experts

By Lyra Fontaine  
Cannon Beach Gazette

The humpback whale stranded in Seaside in January may have become entangled or struck by a boat, according to Debbie Duffield, a Portland State University biology professor.

More than 30 people gathered for a lecture, "Marine Mammals, the Marine Mammal Stranding Network and Marine Reserves," Feb. 10 at the Cannon Beach Library.

The topic was particularly timely. In the past few weeks, a humpback whale washed ashore in Seaside, and a harbor porpoise and two striped dolphins were found on the North Coast. Experts are still waiting on necropsy results for the whale to see whether it was infected or if it had an accident.

The humpback has bruising that could have been from entanglement or a boat strike, Duffield said. It also carried a fairly heavy parasite load for a whale not more than 2 years old.

The presentation — a partnership between Duffield and Keith Chandler, the Seaside Aquarium general manager — was part of Haystack Rock Awareness Program's lecture series.

The Oregon Marine Mammal Stranding Network, which Duffield and Chandler belong to, responds to mammal strandings from Tillamook to Long Beach, Washington. They see 149 stranded animals a year on average. The most common animals include California sea lions, harbor seals and Steller sea lions.

Strandings allow researchers to evaluate otherwise inaccessible animals, and necropsies tell scientists vital physiological and biological information. Marine mammals' tissues are sampled and used for studies on ocean pollution, biotoxins and other environmental changes.

Once they evaluate a stranded animal, researchers take samples back to the university to study it in a controlled area and test for infections. After they finish the necropsies, they might prepare the bones for students to piece together.

"Every once in awhile we have species that, because of their charismatic value, are of great interest to everybody,"



EO MEDIA GROUP

People stop to look at the dead humpback whale calf that washed ashore on the Seaside beach.

Duffield said.

For example, a killer whale was stranded in Long Beach several years ago, drawing veterinarians, researchers and onlookers alike. Duffield also recalls when a Baird's beaked whale came in live in Seaside during a volleyball tournament. "Luckily, people weren't around it when it started to die and thrash, because it could have killed somebody," she said.

Why do these animals appear on shores? Seals, sea lions, whales, dolphins and porpoises are primarily stranded due to human interaction, such as gunshots, fisheries interaction and net entanglement. Bacterial disease, cancer and infections also cause strandings.

Sometimes the human-related interactions are extreme. Duffield displayed a jarring photo of a California sea lion that had part of its face destroyed by an explosive device.

She also showed a picture of plastics and debris on the Seaside beach. Sea lions get entangled in plastic bands, but since they bite, it's difficult for humans to help them remove bands and recover from wounds. In 2010, a dead whale stranded in Washington's Puget Sound beach had 50 gallons of material in its stomach that was mostly algae, but also human debris, such as sweatpants, plastic bags, duct tape and towels.

The Oregon Marine Mammal Stranding Network works to improve treatment and dis-

entangle marine mammals from debris and fishery gear.

Duffield said that the animals are resilient. Seals and sea lions often carry worms in their stomach that can form ulcers. "They just live with that," she said. "Their parasite loads are tremendous."

The strandings may also point to larger forces at work. The El Niño climate pattern that's increasing coastal temperatures, along with the warm "blob" of water in the north Pacific Ocean, affect the animals' prey.

"We're at the apex of these changes that we can actually follow annually," Duffield said. "It's a fascinating change that we're living through."

Last year, in California, increasing water temperatures affected sea lions and their pups in California. The animals normally feed on anchovies and sardines, which disappeared to another location due to warming water. The remaining fish may not have had adequate nutrition, leading females to leave their pups earlier, which resulted in more than 2,000 young sea

lions starving on California beaches.

Rehabilitating the animals raises a question, Duffield said. "It's easy to feed and rescue the pups, but what do you do with them next? Let them go out into the same area they couldn't get food out in the first place?"

Several in the crowd asked why we don't not let nature dictate the animals' lives.

Rehabilitation efforts have been in California, while the Northwest does not rehabilitate seals and sea lions, Duffield responded. Oregon state policy aims to minimize disturbance from humans and let nature take its course.

However, in cases like Astoria, sea lions are crowding ports, perhaps drawn to food like smelt fish in the Columbia River.

"We've gone from having a few sea lions to having a lot, from 100 or 200 sea lions to over 2,000 last year," she said as the crowd murmured in agreement. "It will be interesting to see if their numbers get quite as high this year, and they should."

# Dining on the North Coast

## PIG 'N PANCAKE

223 S Hemlock  
503-436-2851  
7AM - 3PM Daily

From hashbrown potatoes ground fresh daily and award-winning sourdough pancakes to homemade soups and clam chowder, you'll find delicious family friendly dining at the Pig 'N Pancake. Over 35 breakfast varieties and a complete lunch menu, too. Our dining area overlooks a beautiful wetland area and downtown Cannon Beach.



Sweet Basil's Cafe  
Natural • Organic • Wild

The Wine Bar  
light bites, tapas & more

OPEN Wednesday - Sunday  
for Lunch & Dinner

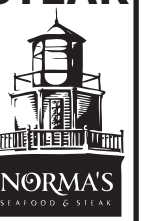
Live Music • Wine Tasting

Find us on Facebook 271 N. Hemlock St., Cannon Beach  
503.436.1539 • www.cafesweetbasils.com

## NORMA'S SEAFOOD & STEAK

20 N. Columbia, Seaside  
503-738-4331

Since 1976 discriminating diners have sought out this Seaside landmark. There's a chalkboard fresh catchlist, exclusively natural Angus beef and a great regional wine list as well as local microbrews. From Steak & Lobster to Fish & Chips (and Chowder to die for) - this is worth the drive! 11am-10pm daily. Visit [www.normasseaside.com](http://www.normasseaside.com)



# TO PLACE YOUR AD HERE!

ONLY \$25 per issue

Seaside Office: 503-738-5561  
Astoria Office: 503-325-3211

## THE COASTER THEATRE PLAYHOUSE PRESENTS



## THE APPLE TREE

March 4 - April 16, 2016

Tickets \$23 or \$18  
Shows begin at 7:30 pm  
Sunday shows at 3:00 pm  
Sponsored by Coaster Construction  
Tickets: 503-436-1242 or [coastertheatre.com](http://coastertheatre.com)

COASTER THEATRE PLAYHOUSE  
108 N Hemlock St  
Cannon Beach, OR

102.3 fm  
**KC.RX**  
the Classic Rock Station

**THE WINE SHACK**  
EST. 1977  
CANNON BEACH

**CANNON BEACH'S LARGEST SELECTION OF OREGON AND WASHINGTON WINE!**

**UPCOMING TASTINGS**

- Feb 27 • Great Northwest Wines
- Mar 5 • Savor Northwest Medal Winners
- Mar 11 • Savor Cannon Beach - Wine, Art & Cheese Walk
- Mar 12 • Savor Cannon Beach - Wine Walk (Pudding River)

**Shack Hours**  
Sun-Thurs • 11am to 5pm  
Fri-Sat • 11am to 6pm

**Tasting Room Hours**  
Saturdays • 1 to 5pm

**"Best Wine Shop"**  
- 2016 Reader's Choice Award

124 N. HEMLock, CANNON BEACH - 503.436.1100 - [WWW.BEACHWINE.COM](http://WWW.BEACHWINE.COM)