

Arts groups vie for a piece of the pie

New budget reporting tool developed

By Brenna Visser
Cannon Beach Gazette

Starting next year, the Tourism and Arts Commission will phase in a new budget reporting tool to help standardize the data kept after festivals and events funded by grants.

Nine local groups and associations have applications in the midyear evaluation stage to receive a piece of more than \$250,000 in grant funding from the commission to fund many of Cannon Beach's festivals, programs and promotion. The purpose of the Tourism and Arts Commission is to see that expenditures from the funds are used to attract tourists through efforts directly related to marketing and enhancing the arts, according to the group's guidelines.

Three groups — Cannon Beach History Center, Friends of Haystack Rock Awareness Program and the North Coast Land Conservancy's Coast Walk — had their final grant requests approved Wednesday.

Steve Sinkler, the owner of The Wine Shack and the tourism commission's newest member, designed the reporting tool after observing a lack of consistency in how groups reported data related to the events and programs each seek to fund. This new tool will ask these groups to provide the number of attendees, how many are re-



SUBMITTED PHOTO

CoastWalk Oregon 2016 participants follow the trail over Tillamook Head. The program is among those to receive funds from the Cannon Beach Tourism and Arts Commission.

turnees and how many came from 50 miles outside of Cannon Beach — a number that is required to be reported for consideration. Numbers will be supplied in a spreadsheet for evaluation.

"What we're trying to do is promote Cannon Beach from outside the local area," he said.

This system would also have a standardized way of reporting how much funding groups have received, how much was spent in public relations and advertising, the av-

erage number of days an attendee stayed for their event or program, and the average "total spend" of their attendees.

The "total spend" of an attendee is an estimated amount of money each tourist spends on a room, meals and other vacation expenses. An average for Clatsop County is calculated each year by the Oregon Travel Impacts study.

"The inconsistency makes it difficult for the committee to go in and find these numbers, put pieces together to try and put calculation for those numbers," Sinkler said. "This should make it easier. It's also easier for grant submitters, because we're taking that, 'How do I format this?' question off their plate."

At this point the tool is not mandated for applicants, and the plan is to try it out for a year and reevaluate. Sinkler said the commission realizes it's primarily an event-based tool, which means applicants can still include other metrics that might be more important to their specific request.

"It's not a one size fits all," he said. "But it gives us a consistent benchmark to evaluate."

Sinkler said he hopes having organizations keep this type of data will help grant applicants make decisions about their own programs to identify points of strength and improvement, as well.

To be considered for the 2017-18 grant season, send an application to Colleen Riggs at Cannon Beach City Hall by 5 p.m., May 1.



R.J. MARX/CANNON BEACH GAZETTE

Signs of spring at Elk Run Park.

City revises rules for downtown parking

Parking from Page 1A

"We look at this problem often anecdotally, but until you count cars you can't say empirically what kind of parking problem we have," Kucera said.

Where timed parking will be located, how long it will be and whether or not it will be applied seasonally just for the summer months are still all options to be discussed after the completion of the study. Parking enforcement would still be under the jurisdiction of Cannon Beach police department.

"All this ordinance does is allow us to explore what works and what doesn't," Mayor Sam Steidel said during the city council meeting.

City Councilor Nancy McCarthy voted to adopt the ordinance, but requested the council be a part of the discussion on exactly where and when this would be implemented.

"I think there needs to be a lot of notice for the public," McCarthy said.

The next city council meeting will be Tuesday, May 2.

Kids get feet wet in environmental program

Grant funds boat-to-school program

By Katherine Lacaze
EO Media Group

Fifth-graders at Seaside Heights Elementary School are receiving exposure to economic and environmental sustainability in a tasty, fun way during the 2016-17 school year.

During the Seaside School District Board of Directors meeting March 21, fifth-grade teachers from the Heights presented on the school's yearlong partnership with the Oregon Albacore Commission, a part of the U.S. Department of Agriculture, for an educational boat-to-school pilot program.

"It's been a really, really exciting program," fifth-grade teacher Laurie Dougherty told the board. "I wish it wasn't a pilot, and we could keep it going on and on."

Funded by an approximately \$15,000 farm-to-school grant from the Oregon Department of Education, the program connects students to local seafood and fishers. The purpose is for students to learn about the importance of seafood to the state's economy, as well as "where their food comes from, and that they can eat healthy and enjoy it," Nancy Fitzpatrick, executive director of both the salmon commission and the Oregon Albacore Commission, said in a Grant's Getaways video on the program shown to the Seaside board.

Fitzpatrick spearheaded the boat-to-school program along with Christa Svensson, an export and marketing manager at

Bornstein Foods, and retired teacher Robin Timmons Malony.

Since October, the program has featured four different segments on wild and locally sourced seafood and the individuals who catch and produce it.

The program started with salmon in October; the school was visited by guest fishers and speakers from the Oregon Salmon Commission. According to fifth-grade teacher John Meyer, the segment included a sample of freshly caught salmon, smoked right on campus, for all the fifth-graders. They also received activity books — featuring projects that applied mathematics, artistic skills and vocabulary — and dinner kits with fresh fish, other ingredients and recipes to use.

The same components were incorporated into a rockfish segment in December, a Dungeness crab segment in January and an albacore tuna segment in March. The program will wrap up with a pink shrimp segment in May. The idea was to cover "all the major [seafood] exports from Oregon," Dougherty said.

The program also financed a trip to the Nehalem Fish Hatchery for the students, where they got a more hands-on experience with live fish and a deeper understanding of biology and conservation. The program coincided with the release of coho salmon fry into the river, an activity Meyer has conducted for his fifth-graders for several years.

During their presentation to the school board, the Heights' teachers shared a testimonial from a fifth-grader's parent, who wrote, "I believe that

teaching a kid to cook is a vital part of growing independent and healthy. And it's so fantastic the school is supporting this, while also supporting our local community and fishermen."

In the Grant's Getaways video, Fitzpatrick said she hopes this program "can go all over the place," even outside of Oregon.

"All of our coastal states have their own seafood, so maybe we can be the template for other areas to develop something like this," she said.

In other news:

• After a public hearing, the board unanimously approved a resolution exempting the school district from the competitive bid process when hiring a construction manager/general contractor for the new school campus construction project. Mike Day, with owner's representative DAY CPM, discussed how the exemption will not lead to favoritism and will result in cost-savings for the district. It is "the commonly used contracting method by local governments for larger, complex projects," such as Seaside's new \$100-million school campus, Day said. With the approval, the procurement should take place in April. Community members are invited to a meet-and-greet event from 5 to 6:30 p.m. April 4 at the Heights Elementary School. They can interact with

staff from the district, DAY CPM and DOWA-IBI Group, the architecture firm; learn more about the bond program; and find out how to get involved with the project.

• The board unanimously approved a resolution to accept a \$4 million matching grant from the department of education's Oregon School Capital Improvement Matching Program. Business Manager Justine Hill said Seaside originally was a runner-up but after another district's bond measure didn't pass, Seaside became eligible to receive the grant instead. The resolution authorized Superintendent Sheila Roley to sign an agreement with the education department. The grant will be distributed as reimbursements for payments made on anything related to the project up to \$4 million, Hill said.

• The board approved the calendar for the 2017-18 school year. It is similar to previous calendars, with school starting Sept. 5, the day after Labor Day, and a two-week winter break. One change, Roley noted, is parent-teacher conferences for kindergartners have been scheduled on the same day as those for first- through fifth-grade students. In the past, having the conferences on different days caused "a hardship on some of our families," Roley said.

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