

Cannon Beach Chamber searches for new director

By Brenna Visser
Cannon Beach Gazette

The search is on for the next executive director of the Cannon Beach Chamber of Commerce.

As of last week, a search committee was formed to help fill the seat left by Court Carrier, who left the position in November due to medical concerns.

A team of nine representing the lodging industry, food and beverage industry, art community and local government will create job description and criteria and expect to advertise for the position in the next few weeks. While the chamber board will ultimately vote on the candidate, the chamber decided to mimic the city manager search process by creating a panel representative of the community to make recommendations, said Greg Swedenborg, president of the Chamber of Commerce board and committee member.

Jim Paino is currently serving as the interim director. Paino plans to apply for the



Chamber Executive Assistant Jim Paino. Paino is among those applying for the role of chamber director.

position when it opens, and said he is playing no role in the search committee process.

The goal is to fill the position by the end of March.

"We want to make the qualities we are looking for tangible," Swedenborg said.

"It's important to find someone who works well with community members, but

how do we want to measure that? That kind of criteria is what this committee is working on developing."

While the criteria is still under construction, some qualifications the board would like to see include experience with non-profit work, operating a similarly-sized budget and a love for Cannon Beach,

Swedenborg said.

One of Carrier's greatest achievements as director, Swedenborg said, was contracting with the city to receive the percentage of revenue collected from the transient room tax legally specified to promote tourism. He said he hopes the next director can continue a similar rela-



R.J. MARX/CANNON BEACH GAZETTE
Former Chamber of Commerce Director Court Carrier.

tionship with the city, as well as carry on Carrier's legacy of connecting local and national destination marketing organizations.

Changes they would like to see in the next director, Swedenborg said, would be a candidate with a more "operation, organizational focus."

"There could be improvements with the day-to-day operations, making sure projects get done not so last minute as to not stress out the staff," Swedenborg said.

Promoting longevity in the position is also a priority, he said.

Prior to Carrier, who stayed in the position almost three years, three out of the four directors prior stayed for less than a year. Some committee members attributed inconsistent and outdated bylaws concerning communication, voting, employee reviews and job descriptions to the high turnover during that era of the chamber's history.

"We don't want to have to go through this again," Swedenborg said. "It was a small organization, and things were loose. We realized there was a lot of fundamental things that needed to be given some structure. So we've spent a lot of effort and time this year on HR responsibilities, employee handbooks, and the bylaws of the chamber to provide a better foundation for any new director going forward."

Committee meetings will be closed, but Swedenborg said it's a priority of the chamber's to keep the public informed of the process.

Ridgway: Goal is to attract a demographic of affluent millennials

Brand from Page 1A

it's more like 23. We need to reach other to people in all the ways we can with the same clear images and words."

The message

When Ridgway first came to Cannon Beach, he said he saw lots of posters up with no common theme for Cannon Beach.

"We needed a brand evolution," Ridgway said.

Since last year, the chamber worked with the company Red & Co. to develop color palettes, a tone of voice in ad writing, photo style guides. The goal is to attract a demographic of affluent millennials, Ridgway said.

"We are very dependent on the baby-boomer market, which is okay, but we're dying off. We have to appeal to a



Logo showing the city's new branding concept.

younger market," he said.

Some of the changes to come will include more photos featuring people rather than landscape scenery, sharper, modern text and, most notably, a modern logo,

said Gary Hayes, president of

Explorer Media Group.

"It's personal, it's authentic, it's fun and playful," said Hayes. Some of the first implementation will be seen in Cannon Beach Magazine, which his company produces. "Presenting Cannon Beach

in a clean, fresh way. We're not changing that we're an art town, or a premiere beach destination. We're packaging it in a fresh and contemporary way. I think people will notice, but it's not such a change where they think 'this isn't my Cannon Beach.'"

The conflict

While the committee voted to approve it late December, some members of the Chamber board have expressed hesitations about certain design elements didn't fit the feel of the town.

According to both Hayes and Ridgway, some Chamber board members disagreed with some final design elements of the logo. Others took issue with colorful illustrations of icons like Haystack Rock and puffs that were

proposed, which bear a similarity to the aesthetic of Seaside's branding. Risley said she wants more original art and photography to be showcased to define the town's look.

"We don't want to homogenize ourselves. The draw of both places is the fact we are so different. You can go to one place and enjoy the other next door," said Robin Risley, a Chamber board member who did not vote to approve the brand redesign.

While she did not agree with the final version of the logo, Risley said she thinks the branding overall is "fresh and clever," and that it is important for the community to support the new look for it to succeed.

However, she still sees room for improvement.

"People who are attracted to Cannon Beach are very impressed with how it is so natural and nature oriented and art oriented, and I think we need to make sure we continue to project that," Risley said. "The look is fresh, which I appreciate, but we need to maintain the feel we've been able to project in the past."

Hayes, who held similar reservations about the illustrations, said part of implementing the new look will be translating these differences of opinion into the product.

"Whenever you embark on this journey, you get a variety of opinions. Our job is to translate that into what works for our community. We are looking at phasing in the branding immediately, one project at a time," he said.

Treasure hunting team heads south

Treasure from Page 1A

into the field of excavating and treasure hunting themselves.

But what exactly are they hoping to find?

"We're treasure hunters, so we keep secrets better than the pope," Robert said. "But let's just say one of the things fascinating about the panhandle is many Spanish galleons had to sail right past there on their way from Mexico to Havana. There are a number that are sunk off the coast there, and we have access to some of the world's top research."

The Knechts have been in the world of treasure hunting for more than 30 years, and eventually met and bonded over their shared love of the physical manifestations of history. Both grew up in households that valued history — Robert remembers his dad dredging for gold, April her parents showing her around historical sites.

Robert got his first chance to hunt for treasure while working as a photojournalist in Florida, where he was offered to join an excavation in Antarctica as a photographer and medic with a crew who discovered a famous Spanish galleon off the coast of Florida. Soon after Captain Carl Fisman, a famous treasure hunter and shipwreck discoverer, started mentoring him and Robert produced documentaries of his journeys.

"Treasure always seemed to find me, regardless where I was living," Robert said.

The two for years carried on for years in unrelated careers, but decided while living in Phoenix, Arizona, it was time to reignite their shared passion for history, treasure and ocean living.

The Knechts searched up and down the coast for a perfect place to open up shop before they were reminded of Cannon Beach by the image of Haystack Rock while they



Ancient coins sit on Robert Knecht's work bench as he and his wife work on moving their business Cannon Beach Treasure Co. out of their Hemlock Street location.

**'I LOVE SEEING THE KIDS....
THEY'LL PULL MONEY
OUT OF THEIR POCKET,
KNOW THEY EARNED
IT BECAUSE IT'S ALL
CRUMPLED UP, WANTING
TO BUY THEIR TREASURE!'**

ROBERT KNECHT

were watching TV one day. A couple of months later, they signed a lease on Christmas Eve, and started selling treasure from all over the world — some treasures from as close as Cannon Beach's own sand.

"It's an exciting process to go from archaic documentation all the way to something easily digestible and memorable for someone who is purchasing an artifact," April said. "It introduces people to something they may have never come in contact with. It becomes more intrinsically valuable when you understand our shared history."

April is excited to explore a new region and expand her business model to showcase

more artifacts at one time than is presently possible in a retail location. But she will miss interacting with the customers both her and Robert have grown to know.

"I love seeing the kids come in and grow up. Little ones, 4 and 5 years old, come back. They'll pull money out of their pocket, know they earned it because it's all crumpled up, wanting to buy their treasure," she said. "We just want to thank our longterm customers that come back and continue to support us to do what we do"

"And who have become our friends," Robert added. "We are very blessed to have had our opportunity to do this."

Windermere
REAL ESTATE
WINDERMERE REALTY TRUST
LUXURY PORTFOLIO
INTERNATIONAL

<p>NEW LISTING</p> <p>ELEGANT AND COZY 132 E Surfcrest #D-1, Cannon Beach Craftsman style townhouse, fully furnished with gourmet kitchen, 2 fireplaces, close to the beach, restaurant, bakery & markets. CMLS#17-1685 \$679,000 Karen Meili 503-440-5806 Steve Crane 503-440-6310</p>	<p>NEW LISTING</p> <p>A FINE COLLABORATION 3063 S Hemlock St, Cannon Beach Architect Jay Raskin & builder Scott Rekate have pulled out all the stops in this 3 bedroom, 2 bath home. Gourmet kitchen, heated detached garage with connecting breezeway. CMLS#17-1692 \$675,000 Tina Chapman 503-440-9957</p>	<p>NEW LISTING</p> <p>LODGES AT CANNON BEACH 132 E Surfcrest #D-2, Cannon Beach Looking for an investment? The Lodges allows nightly rentals with excellent management by the Inn at Cannon Beach. Fully furnished. CMLS#17-1686 \$629,000 Karen Meili 503-440-5806 Steve Crane 503-440-6310</p>
<p>NEW PRICE</p> <p>QUIET SOUTH LOCATION 3748 Coho Place, Cannon Beach Kick back on your expansive deck, enjoy the views & sounds of the waves on attractive double lot. FOR DETAILS CALL 1-800-784-9541 EXT 711 CMLS#17-469 \$499,900 Jackie Weber 503-440-2331</p>	<p>NEW LISTING</p> <p>ROOM FOR ALL! 3779 Coho Place, Cannon Beach Just a short walk to the beach this current vacation rental has an additional rented 2 bedroom apt. Perfect income property. CMLS#17-1543 \$499,000 Tina Chapman 503-440-9957</p>	<p>NEW PRICE</p> <p>GREAT LOCATION 160 E Siuslaw #3, Cannon Beach Just one block to the beach, this 3 bedroom condo has 3 fireplaces and a carport. Seller will pay one year HOA fees for buyer at closing. Zoned for nightly vacation rentals. CMLS#16-1664 \$291,900 Craig Weston 503-738-2838 Dana Weston 503-738-2838</p>
<p>NEW PRICE</p> <p>OCEAN VIEW PARCEL Seascape Drive, Cannon Beach With 3.34 acres of wooded rolling land, potential park-like grounds and close to beach & mid-town shopping, you will have all the benefits of the city high above summer crowds. CMLS#16-848 \$259,000 Karen Meili 503-440-5806</p>	<p>NEW PRICE</p> <p>BEAUTIFUL, PEACEFUL PROPERTY Seascape Drive, Cannon Beach With 2.07 acres and ocean views, just a ten minute stroll to town and beach, you can build your dream home and enjoy Cannon Beach without the crowds! CMLS#17-739 \$220,000 Karen Meili 503-440-5806</p>	<p>NEW LISTING</p> <p>ENJOY BEACH LIFE 420 Elk Creek Road #201, Cannon Beach Lovely one level condo east of Haystack Rock & Highway 101 within walking distance to downtown, or east for miles of forest hiking. CMLS#16-1149 \$215,000 Tina Chapman 503-440-9957</p>
<p>NEW LISTING</p> <p>IT'S BEACH TIME 401 Cannon Beach Ridge #102, Cannon Beach Step away from the rat race and come to the sea with just a short stroll to the woods just 200ft from your front door. 2 bd, 1 bath. CMLS#17-1303 \$210,000 Tina Chapman 503-440-9957</p>	<p>NEW LISTING</p> <p>SWEET COZY COTTAGE 3608 W Chinook Ave, Cannon Beach Charming features include vaulted beamed cedar ceiling, cottage style windows, 2nd bedroom/loft. Entirely fenced and covered area in rear. Priced to sell in "as is" condition. CMLS#17-1728 \$172,000 Melissa Eddy 503-440-3258</p>	<p>NEW LISTING</p> <p>HAYSTACK HEIGHTS 3801 E Chinook, Lot 364, Cannon Beach Located at the end of a cul de sac, high above the tsunami line with great ocean views & spectacular sunsets, this is the perfect time to build that beach home. CMLS#17-1654 \$155,000 Tina Chapman 503-440-9957</p>

CANNON BEACH OFFICE
255 N. Hemlock, Ste. B1 • Cannon Beach, OR 97110
800/676-1176 • 503/436-1027
cannonbeach.withwre.com

GEARHART OFFICE
588 Pacific Way • Gearhart, OR 97138
800/275-7773 • 503/738-8522
gearhart.withwre.com

Serving the Entire North Oregon Coast