

# Cruise ship visitors find a welcome in Seaside

They're called "floating cities" and they can carry crews of 1,000 people and 3,000 visitors. Unleashed into the Port of Astoria, they are offered their choice of 17 local and historic excursions in the regions. "The Sights and Sounds of Seaside" is among the most popular choices of visitors, who come from every point on the globe. "Have lunch, walk the boardwalk or the beach, play at the arcade, ride the bumper cars, shop for souvenirs or rent one of several styles of family pedal bikes or mopeds to cruise around the town," reads promotion from Sundial Travel, a booker of cruise ship excursions.

What brings long-distance visitors here? They want the shopping, the scenery and the history, members of the Seaside Downtown Development Association agreed.

They also lamented some of the problems facing merchants when welcoming cruise tourists: tight schedules, stormy weather and unpredictable arrival times.

## Big business

The Norwegian Cruise Line's Jewel of the City arrived Sunday with 1,916 passengers, while the Holland American Line's Oostendam follows Monday, Sept. 28, with 1,916 visitors and the Norwegian Pearl arrives with 2,394 passengers on the 29th.

This summer Jon Rahl of the Visitors Bureau and Tita Montero of SDDA met with Sundial Travel's Bruce Conner to identify issues and devise ways to profit from the cruise ship influx. Conner figured about 80 percent of passengers leave the ship. Each couple spends about \$125, trans-

lating to about \$150,000 for 3,000 passengers. Fees for the excursion are almost \$80 per passenger, not including tax and fees.

## Too many stops, too little time?

This should be big business here in town.

But there are concerns: tight bus schedules, stormy weather, unpredictable hours of arrival and a hesitancy to explore.

A typical tour leaves Astoria at 11 a.m., stops in Cannon Beach, comes up to Seaside and arrives back in Astoria at 3 p.m. Since the tours use local school buses to transport passengers, when school is in session weekday tours take place from 10:30 a.m. to 2:30 p.m. to provide an opportunity for school bus drivers to drop kids off in the morning and to pick students up in the afternoon.

Anyone who has tried this without allotting any time for sightseeing knows how tight this schedule can be. Drumming this into visitors on vacation may encourage promptness, but it also cuts down on time for browsing and shopping.

"The first thing cruise ship visitors want to do when they visit is use the bathrooms," Montero said, which knocks out facilities-limited sites like the Seaside History Museum.

Others are afraid to leave "home base," so they "hover by the mall," Montero said. "They want to see the ocean but don't know if they could make it in time. People are scared to leave that central location."

If excursions come in too early, shops may be closed.

Restaurants are also hindered by competition from the cruise ships themselves, Ginny Dideum

## SEEN FROM SEASIDE

By  
R.J.  
MARX



of the American Association of University Women of Seaside and Beach Bay Buccaneers said. "The idea is the meal," she said.

The four-hour blocks for the excursions, she said, are not only designed to accommodate school buses but so passengers can take advantage of the meals they've already paid for.

"They give you breakfast. All the excursions either go out in four-hour blocks in the morning and they're back for lunch. Or a four-hour block in the afternoon so you're back for dinner."

"A lot of people will get off those cruise ships and go their own way," Dideum said.

## 'Something unique,' and an ambassador

But what is it that draws visitors to one store or another?

"When we go shopping, we're looking for something that relates to the community; they're looking for something unique," Dideum said.

"They want exclusivity, they want to feel they're getting something nobody else is getting," Rahl said. "It's a challenge to keep it fresh."



R.J. MARX/SEASIDE SIGNAL

Buses lined at the Convention Center awaiting cruise ship passengers.

## The Seaside Sights and Sounds Excursion

From Sundial Travel: "Come join our local guide and visit one of Oregon's enchanting coastal communities. Seaside is a family resort area where people have been coming to spend the summer months for decades. Seaside has much to offer for a day of fun and food at the beach.

First you will visit the Seaside Aquarium where you will see and learn about the local sea life and feed the sea lions. Now you have some free time to spend as you like, have lunch, walk the boardwalk or the beach, play at the arcade,

ride the bumper cars, shop for souvenirs or rent one of several styles of family pedal bikes or mopeds to cruise around the town.

Next, you will visit McKeown's — the perfect place to sit in a cozy European style cafe atmosphere and enjoy a tasting of northwest wines. Along with an informative talk about the pre-chosen wines, you will enjoy the casual ambiance of McKeown's and kids can enjoy an authentic Italian soda! We hope you enjoy your day in the little town of Seaside Oregon."

Ruth Swenson of Hillcrest Inn agreed. "When I go on a cruise, I want to see something no one else has done and knows about," she said.

Association members considered the idea of greeters to be modeled on an Astoria-based program which now has 125 volunteers, according to Kevin Leahy of Clatsop Economic Development Resources.

"The best excursion is one where someone takes them," Di-

deum said. "Even if it's a half-hour, then they know how far it is and they're free to go shopping. It's always that guided tour that makes it so important."

Jeff Ter Har suggested guides escort visitors to the Turn-around and back to home base. "It's a matter of time," he said. "They're all worried about how much time. The big thing is getting them into the businesses. We need to give them a path."

## Between the Covers

ESTHER MOBERG

# Calling all Star Wars buffs to the Seaside Library

We have some exciting events coming up at the Seaside Public Library this fall. Our calendar is so full, I am only going to mention a few of the highlights, but be sure and check out the entire calendar in the library or online at [www.seasidelibrary.org](http://www.seasidelibrary.org).

One of my favorite events, Star Wars Reads Day was held for the first time last year. I'm excited to say we will be returning for our second annual event on Saturday, Oct. 10, from 11 a.m. to 1 p.m. Star Wars Reads Day is a national event, with booksellers, libraries, and

retailers participating all over the globe in celebration of all things Star Wars and the joy of reading! There is a rumor someone from the 501st Legion will be in attendance. Come take pictures with your favorite characters or come in costume yourself and enjoy making a lightsaber while eating delicious Star Wars treats. Crafts and snacks provided. Darth Vader may try to stop us, but we will prevail if the library reading force is on our side. This event is family oriented for all ages.

Of course this fall we will continue to have our



ESTHER MOBERG

usual storytimes for preschoolers on Wednesday mornings at 10:00am and our once a month trivia

tournament for adults, the second Wednesday of the month. Teen Tuesdays are back in full swing including a Halloween party the Tuesday before Halloween. We are also bringing back Lego building club once a month for kids, a sign-up sheet is available at the front desk of the library. Halloween is coming up faster than you can blink and the library will be holding a family Halloween event on October 31st this year.

Another big event happening at the Library for adults in October is the Crazy8s author tour.

We will have nine outstanding Oregon authors at the Seaside Public Library. Each author gets to talk for eight minutes about their life as a writer and introduce one of their books! It's an action packed fast paced event that you won't want to miss. Some of the authors include Jane Kirkpatrick, Molly Gloss, Craig Lesley, and Dan DeWeese. Join us on Thursday, Oct. 29, for this exciting event! In November, the library is planning a big book sale! Come find some new treasures and rediscover some old friends (we are

talking books, of course!) The book sale will be held Nov. 6-8, and we are actually putting the book sale in the main area of the library of this year so wander in past the circulation desk and find some treasures to take home with you for a great price!

All this and more is going on at the library in October and early November so stop on by the Seaside Public Library at 1131 Broadway Ave., Seaside, for any or all events. If you ever think there is nothing to do in Seaside, you haven't ever checked out your local library!

## Scene and Heard

CLAIRE LOVELL

# Visiting friends and acquaintances along the coast

When our flag was being raised over the Cuban Embassy weeks ago, I noticed that the Secretary of State did not salute — or if he did, I didn't see it. It's like a lot of great traditions in our country these days. They seem to have gone out the window.

Late in August, we went south to visit my friend Emmy, in Wheeler. Two other of her friends were there and an acquaintance of Raniero's, another John from the Gearhart Bowling Alley who recognized me. It was a gorgeous day — a little too warm but we visited in the shade. There's a lot to see on that trip;

familiar restaurants we've been to on other occasions. There was a side trip to the Nehalem winery. The little train was out, drawing three cars and all perked up for the excursion. We were looking for the entrance to Camp Magruder in Rockaway. I know about where it was except we couldn't find it. The sign has only outlines or letters and is easy to miss. They should be filled in with dark paint so they're easily readable. We were leaving for home about the time the cows were heading for the barn — I suppose for milking. Neahkahn Mountain was soaked in. It's supposed to



CLAIRE LOVELL

be a viewpoint but there was nothing but fog as far as the eye could see. Of course there was an excess of visitors because of hot weather in Portland, but

we're used to them. I've never had to go to the beach to cool off because I've always lived there. We had lunch at the Pirate's Cove in Garibaldi. There was a group ahead of us waiting to be seated. The waitress asked, "Are you a party of eight?" A young boy who was with them piped up and said, "I'm seven." I had a great crab sandwich, half of which became my dinner. Life can be beautiful.

Thursday night while minding my own business, suddenly the rooms were filled with flashing red and blue lights. It was kinda scary. I looked out and several police and fire

cars were maneuvering up and down Lincoln St. and 9th Ave. and all around the neighborhood. Some of the trucky ones were backing up very fast. I finally called the police department's non-emergency phone and asked what was up. Apparently there was an accident where a driver fled the scene and officers were looking for him. He should have stayed to face the music.

I always look forward to the Legion picnic. This year it was Aug. 23, sunny but very windy and to me, cold. Lunch was al fresco, of course. Many of us felt virtuous in having our ham-

burgers and hot dogs without buns, strictly protein. There were lots of fixings, salads, lettuce, tomatoes, onions, pickles, etc. and Fourth of July strawberry shortcake for dessert. The first person I saw was Lou Neubecker, looking good in spite of his latest heart episode. We send prayers for blessings and good health to Lou from here on out and wish nothing but happily ever after for him and Beverly.

## Laugh lines:

Old is when someone compliments you on your alligator shoes and you're barefooted.

## Letters to the Editor

### Praise for ODOT

A very loud shout out to Felix Martinez and his crew for their amazing performance in getting 800-plus vehicles onto Camp Rilea last Saturday for the Three Course Challenge Cross Country Meet. The crew accomplished this feat in the span of no more than two hours.

School buses, team vans, and spectators coming from north and south were quickly and safely ushered off busy U.S. Highway 101 onto

the base. Without their professional assistance it would be next to impossible to host this meet, which has become a traditional event for 2,500 high school runners, their coaches and parents.

The Oregon Department of Transportation personnel have removed what could be a huge barrier to this event. Thank you Felix Martinez, your crew, and Kevin Werst of the Astoria ODOT office.

Neil Branson  
Seaside

## Obituaries



### Steven James Trachsel Aug. 29, 1949 — July 19, 2015

Steven passed peacefully from this life on July 19 in his home in La Pine, Ore. Steven was born in Lebanon, Ore., and spent many years in Seaside, but made his final home in La Pine as of 2013.

Steven is survived by his son Matthew Trachsel (Gearhart), and his mother Helen Trachsel (Seaside). Steven is also survived by his sister Charlotte Robinson (Lebanon), and his brother Dennis Trachsel (La Pine).

Steven graduated from Union High School in Sea-

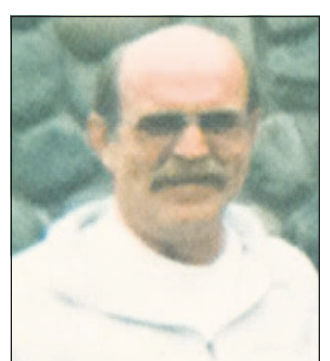
side, Ore., in 1967. He was drafted to serve in the U.S. Army on Oct. 9, 1968, and served in Fort Hood, Texas, for two years as a private first class. On Oct. 9, 1970, he was transferred to the U.S. Army Reserves and was stationed in St. Louis, Mo.

Upon returning home from the service, Steven spent his entire working career in the logging industry, starting by working for Crown-Zellerbach. He then transitioned to Debrae Logging out of Cathlamet, Wash., where he

ran a yarder. He then went to work for Morisse Logging in Astoria, followed by Big-Horn Logging, where for a few months he and Matthew worked together. Steven retired from BigHorn Logging in 2012.

Steven enjoyed the outdoors, hunting, fishing and spending time with family and friends.

Steven was buried at Wilamette National Cemetery in Portland, Ore., with military honors, on Aug. 28. A celebration of life will be



Steven Trachsel

held at the Seaside American Legion on Saturday, Oct. 3, from 1 to 5 p.m.

In lieu of flowers and gifts, donations may be made to the Camp 18 Loggers' Memorial, located in Elsie Ore.