

# Rebranding Seaside gives us opportunity for promotion

How do you describe Seaside to your friends, neighbors and relatives? Better yet, how would you, if asked? You may have an answer on the tip of your tongue. Perhaps you have a different description depending on who you are talking to? There's no right or wrong answer. However, in the world of destination marketing, the task is to make sure that description resonates with prospective visitors. We want to inspire them to visit and we want to be authentic in our portrayal of this great place.

For the past two months we've been working side-by-side with Portland-based Lookout Consulting, and a team of three branding experts, to reimagine Seaside's identity and determine how it is that we should and will talk about Seaside.

## SIDE RAIL JON RAHL



This decision to rebrand our communications did not come overnight. As I look back on it, it was an evolving decision that gained steam in mid-April during my attendance at the 2015 Oregon Governor's Conference on Tourism. I was asked if Seaside would serve as a case study during a session on developing an integrated marketing plan. Never one to shy away from constructive feedback — and free I might add — I had no hesitation in agreeing to the exercise.

While the session offered a holistic look at our content development, the team of panelists also

recommended a simple yet impactful new approach to Seaside's advertising creative; this new thinking really encouraged me to take the next step towards rebranding. After consulting with my Tourism Advisory Committee, the decision was made to hatch this project.

Beginning in early January, the descriptions, colors and identity of Seaside marketing will change dramatically and I could not be more excited about the new direction and opportunity it will give us. A new primary logo features various icons that celebrate the unique identity of our town, echoing the love and nostalgia visitors have felt for Seaside for generations, while introducing a visual abundance of what to see and do here in vibrant coastal colors. With this new logo, we will also roll out a new tagline.

It's easy to Seaside will become our new consumer facing tagline. It speaks to our audiences leading hectic lives in nearby urban areas about how easy it is to have a fantastic time in Seaside. The tagline will anchor our new brand campaign, which tells visitors how to experience all the amazing things to do and see in and around town through fun, informative "how to" instructions.

It will not entirely replace More Than Just a Day at the Beach — which has been our tagline since the late 1990s. We look at it instead as an evolution. There are times where the More Than... can and will be used. But as we develop new advertising creative, we will want to use It's easy to Seaside to play off of the new "how to" executions we'll be introducing.

This "how to" campaign will not only give us a way to have fun (by telling people how to eat taffy), but also allow us a way to describe to new visitors how to do something that maybe didn't seem so obvious (like finding the perfect hike or learning how to dig for razor clams).

It's difficult to summarize a 48-page style guide down to a 600-word column, but whether you are a life-long resident, a casual part-timer with a second home or a prospective new visitor, the ceiling is truly high in the number of ways we can tell everyone that It's easy to Seaside!

*Have a thought or a question about tourism in Seaside? Drop me an email at [jrahl@cityofseaside.us](mailto:jrahl@cityofseaside.us). Jon Rahl is the director of tourism for the Seaside Visitors Bureau and assistant general manager of the Seaside Civic & Convention Center.*

## HOLIDAY LIGHTS



R.J. MARX PHOTO/SEASIDE SIGNAL

Doug Barker gets into the holiday spirit in Seaside with some tree decorating.

## Obituaries

### Helen H. Alto Raasina

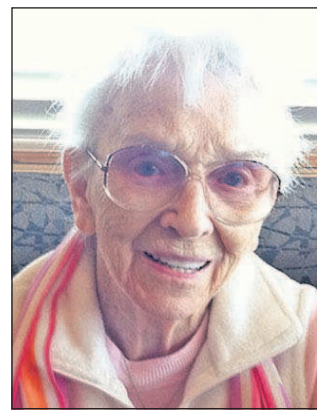
Aug. 11, 1916 — Nov. 21, 2015 (Warrenton)

Helen H. Alto Raasina, age 99, a lifelong resident of Seaside and Astoria, was born Aug. 11, 1916, in Seaside, Oregon, to Finnish immigrants, Frank Nestor and Hilma Louisa Alto.

Raised in Seaside, Oregon, Helen was one of four children, and the last remaining sibling. She graduated from Seaside High School in 1934. After high school, Helen lived and worked in Beaver, Oregon, for a short time, working in the mill.

On Aug. 31, 1940, Helen married Bill Raasina, who preceded her in death in 1982. They lived on the Raasina Dairy farm in Olney, providing milk to nearby communities and all of Astoria. Helen designed the milk bottle tab caps that sealed the glass milk bottles in the 1940s, and Bill and his brothers worked the farm and delivered the milk.

They enjoyed dancing in Seaside at the Bungalow



Helen Raasina

and moved back to spend her last years in Astoria and Seaside. She served as president of the local Degree of Honor society for many years, and enjoyed traveling to Finland with her brother and his wife, visiting relatives.

Helen was active in all her years, loving clam digging, fishing, gardening, tennis, bicycle riding, sewing, and taking up golf at age 70, which she enjoyed with her sister-in-law.

Helen is survived by her daughter, Joy Raasina Smith, and son-in-law, Robert Smith, from San Diego, California, and numerous nieces and nephews. Her oldest daughter, Susie, died in 1971.

A private family graveside service was held in Ocean View Cemetery in Warrenton.

Hughes-Ransom Mortuary is in charge of the arrangements. An online guest book may be signed at [www.hughes-ransom.com](http://www.hughes-ransom.com).

### Daniel Heath Kennell

Feb. 3, 1985 — Dec. 4, 2015 (Astoria)

Daniel Heath Kennell, of Astoria, went to be with the Lord on Dec. 4, 2015.

Daniel was born on Feb. 3, 1985, in Astoria, Oregon, to Van and Nancy Kennell. He has one sister, Laurie Kennell Major; a brother-in-law, Jon Major; and two nephews, Liam and Landon Major.

Daniel attended Lewis and Clark School and graduated from Astoria High School in 2003. He went on to attend Clatsop Community College. From there he became an entrepreneur in 2006 as owner and manager of the Seaside Radio Shack. He also co-operated the mobile DJ business, Have Music Will Travel, with his father.

Music was Daniel's passion. Daniel was a member of the Viking/Nordic Dancers of Astoria, and to honor his Swedish heritage he was a member of the Vasa Astor Lodge 215. At 9 he had the starring role in the Astor Street Opry musical, "Oliver." At 10 he was chosen to be a member of the Portland Children's Choir, and traveled to New York to perform at Carnegie Hall. His musical talents were not limited to just his voice. He was also an accomplished pianist. He



DANIEL KENNEL

cy Kennell of Astoria; and a sister and brother-in-law, Laurie Kennell Major and Jon Major, along with two nephews, Liam and Landon Major of Coos Bay, Oregon. He is also survived by his grandparents, Bill and Betty Cunningham of Astoria, along with numerous aunts, uncles and cousins.

He is preceded in death by his grandfather, Ole Johnson; and his grandparents, Ivan and Vivienne Kennell.

Visitation will be from 3 to 7 p.m. on Friday, Dec. 11, 2015, at Caldwell's Luce-Layton Mortuary in Astoria.

A celebration of life will be held at 11 a.m. on Saturday, Dec. 12, 2015, at North Coast Family Fellowship in Seaside, Oregon. A reception will follow at the church.

Graveside services will be private, at Ocean View Cemetery.

Memorial contributions can be made to the Daniel Kennell Memorial Music Scholarship Fund. Donations may be sent to the TLC Credit Union, 85 W. Marine Drive, Astoria, OR 97103.

An online guest book may be signed at [www.caldwellsmortuary.com](http://www.caldwellsmortuary.com).

## PUBLIC MEETINGS

### Monday, Dec. 14

**Seaside City Council Meeting**, 7 p.m., City Hall, 989 Broadway.

### Tuesday, Dec. 15

**Union Health District**, 8 a.m., Providence Hospital, Education Room B.

**Seaside School District**, 6 p.m., 1801 S. Franklin St.

**Seaside Planning Commission**, work session, 7 p.m., City Hall, 989 Broadway.

### Wednesday, Dec. 16

**Seaside Tourism Advisory Commission**, 3 p.m., City Hall, 989 Broadway.

### Thursday, Dec. 17

**Seaside Transportation Advisory Commission**, 6 p.m., City Hall, 989 Broadway.

### Monday, Jan. 19

**Seaside School District**, 6 p.m., 1801 S. Franklin St.

### Wednesday, Jan. 21

**Seaside Tree Board**, 4 p.m., City Hall, 989 Broadway.

### Tuesday, Jan. 26

**Seaside Airport Advisory Committee**, 6 p.m., City Hall, 989 Broadway.

## Home for the Holidays camp starts Dec. 21

The Coaster Theatre Playhouse will hold its 2015 Winter Kidz Camp this December with the theme Home for the Holidays.

The Coaster Theatre Playhouse holds two to three Kidz Camps each year. Each camp focuses on three common aspects of theater arts: acting, singing and dancing. This theater camp

can improve confidence and creativity, and campers are exposed to teamwork, respect and unlimited imagination while creating a show of their own. In addition to singing, acting, and dancing, each camper will create and apply their own unique makeup designs.

The camp is for ages 8 and up. It runs from 10 a.m.

to 4 p.m. Monday Dec. 21, to Thursday, Dec. 24. A camp performance will take place Dec. 24, at 3 p.m. for parents and families to enjoy. Registration is \$95 per camper. Download the camp registration form at [coastertheatre.com](http://coastertheatre.com). For more information email [executivedirector@coastertheatre.com](mailto:executivedirector@coastertheatre.com) or call 503-436-0609.

## The Harbor offers support group for women

The Harbor's Sexual Assault Peer Center will be offering a multi-week support group for women who are survivors of sexual violence. This group meets Wednesdays

through Jan. 27, from 4 to 5 p.m. Group topics include the importance of self-care, developing coping skills to manage stress and anxiety, identifying the effects of sexual vio-

lence, and inner strength identification.

For more information and to register call Sharon at The Harbor: 503-325-3426, ext. 106, or visit [www.harbornw.org](http://www.harbornw.org).

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