

# Reaching an audience through a catchy tagline

It's my hope that you've seen the new branding campaign the City of Seaside Visitors Bureau undertook this past year. Whether it be from a past column I wrote, a local meeting you've attended, visiting our website or maybe you've just see our visitor guide around town, I'm hopeful that many residents and businesses are seeing how we are telling Seaside's tourism story.

Back in December I wrote about the process we went through to come up with our new look. The end result was a new color scheme, graphically represented with icons that depict an array of things to do in Seaside, while also including items that illustrate how unique this place is to visit. The development also

## SIDE RAIL

JOHN RAHL



included a new tagline, "It's Easy to Seaside," and a methodology for telling consumers just how easy it is to visit and play in and around town. Fast forward nine months and we're now working on further development of that methodology through several new "how to" scenarios that will be the basis for our fall, winter and spring advertising.

The process for coming up with these executions – or ways to carry out our advertising plan – has been

a lot of fun. We have retained a relationship with Portland-based Lookout Consulting and started with a simple list of all the "how to" things we could talk about. Without unveiling the results, because they are not complete, I'll instead share three of the "how to" executions we've used since January of this year. The first ad we ran was entitled "How to get an epic view of Tillamook Lighthouse from Seaside." The photograph shows a lone hiker with her companion dog walking a path along the Tillamook Head trail while giving the reader four easy steps for accessing the trail.

Next came "How to storm watch in Seaside," which has been one of my favorite advertisements we

placed in 2016. It features a man on the beach with his arms extended and his hat in his left hand as he let the awesome ocean wind pound against his chest. The idea was to express the exhilaration a storm can deliver through a simple photograph and I think we did just that.

One of the most recent ads we've run features another beautiful photograph with the title, "How to Kayak through Seaside." As with the entire campaign, the steps are quite easy to follow because ultimately, "It's easy to Seaside." And that's what makes this process of development so much fun. We can feature something as simple as "How to eat saltwater taffy," to something more difficult like "How to razor clam," although even

that can be pretty easy once you get the hang of it.

The bottom line is that we don't want visiting Seaside to be difficult. Life is stressful enough with our jobs, obligations and unique wrinkles inevitably thrown our way. When people come here to visit, we want it to be as simple as possible while enabling them to experience the wonders and beauty of this coastal paradise.

Have a thought or a question about tourism in Seaside, or maybe an idea for a future column? 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.

## LETTERS

### Letters from Page 4A

Gearhart's mayor and a handful of others in favor of the new zoning ordinance claim everyone had the opportunity to be heard. However, limitations were strictly placed on input — only five, and sometimes only three minutes, and only at public meetings or hearings. Additionally, the process set out by the law wasn't even properly followed. As one example, the ordinance as passed has provisions and language that was added after all public notice and hearings. The city pays its attorney to do a better job than that.

The 5 percent of Gearhart homeowners who rent their homes to vacationers (typically less than one-third of any year) were completely denied such a process. Many homeowners requested an audience with council members, either individually or in groups. We were refused. On repeated occasions we requested to help form a committee of Gearhart homeowners to study the issue. The council refused. We offered to form a group of homeowners who rent to vacationers to take into account other homeowners' concerns and impose self-regulation. The council didn't consider it.

Experts on the issue of vacation rentals, including property managers, lawyers and political consultants were given five or three minutes, depending on the meeting, to speak at public meetings or hearings, and no more. Of course, written testimony was also submitted, but who knows what was received and read. City councilors have admitted to not looking at their government email accounts, and the city administrator has confirmed this. If there are emails which the city administrator decides need particular attention, he has admitted to sending them to the councilors' personal email addresses.

Don't find comfort in the

claim that democracy has been served by simply following a process. On the issue of regulating a small percentage of Gearhart homeowners who rent to vacationers, process has been abused in Gearhart by refusing, and not actually accepting and considering data, meaningful citizen input and expert information.

I am a friend of Gearhart who respects the rights of citizens both in court, and at the ballot box.

**Kathy Schroeder  
Portland/Gearhart**

### Thank you

Many upsetting headlines have focused on Oregon foster care providers who wronged youth in their care, prompting an investigation that will hopefully lead to much-needed changes ("Culture change" needed at state human services agency," *The Daily Astorian*, Sept. 14). These providers are the sad exception, brought about by a system in need of repair. They are not the norm.

The true heroes for children in foster care are those who never make the news. They make the beds, and wash the laundry, and read the stories, and wipe the tears. They open their homes and hearts to children who challenge them. They give shelter to the 4-year-old who can't understand what has happened, and to the 14-year-old who struggles with the uncertainty of what is next. They are the families who make a difference for children in care: kind, loving, patient foster parents.

"The cost of failing to protect foster children from harm is high," the article states, going on to quote dollar amounts of settled claims brought by youth formerly in foster care. Yet the true cost of failing to protect children and youth from further neglect and abuse does not fit neatly into a budget category for the legislature: mental illness, substance abuse, juvenile de-

linquency, life in poverty, and only disjointed family members to occasionally provide a connection.

The true cost of failing to protect foster children from harm is the loss of their health and happiness. Denying children the ability to pursue happiness means denying them their unalienable rights. Fortunately, many children in foster care have temporary personal champions of happiness and safety.

I would like to send a huge "Thank you!" to the foster parents whose homes and hearts are havens to the most vulnerable children in Clatsop County. We deeply appreciate you. You save lives every day.

**Julia Mabry  
Executive director, Clatsop County Court Appointed Special Advocates (CASA)**

### Replace outdated Gearhart fire station

A Gearhart grassroots, citizens' committee has been meeting monthly since September 2015. This committee was organized at the request of the Gearhart City Council. One of the council's goals is to replace the outdated Gearhart Fire Station. The committee was charged with the task of assessing whether the existing fire station and city hall facilities are adequately meeting the needs of the community.

After months of research, which included a strong emphasis on resiliency in terms of natural disasters, the day-to-day operations of the fire department, and the training and retention of volunteers, the Firehall Committee agreed that an investigation into a cost effective plan was the next logical step in their research.

In April 2016, the committee asked the Gearhart City Council for \$10,000 from the building reserve fund to begin the next phase of research. The City Council unanimously voted to release the funds to the committee. The advisory com-

mittee has ongoing, monthly meetings to continue the process of exploring the many possibilities for constructing a public safety building which will provide staff and volunteers the tools to better protect our community for now and well into the future.

**Sue Lorain  
Gearhart**

### Democrats must remove shaky plank

Although I agree with the Democratic platform on several points, I cannot vote for the Democratic candidates because of their party platform's insistence on abortion "rights." Over one million abortions are performed every year in the U.S., not to mention millions more in other nations who might look to America for example.

The American losses alone are of citizens who are entitled to live their lives and to contribute to their society. They are Americans deprived of their Declaration — and creator-entitled — rights to "life... and the pursuit of happiness." We will need these persons' contributions to families, medicine, education, care of the elderly, Social Security and national defense. The world needs everyone.

Roe v. Wade was decided with a rationale that American women must have equal "access." Now, ironically, a disproportionate percentage of black women are given abortions. Whereas black women aged 15 through 44 are only 13 percent of America's female population, a full 36 percent of abortions are perpetrated on black women.

As a result, a discriminatory percentage of victims of abortion are black children. This is genocide. The Democratic party must rescind the abortion plank of its platform in order to protect the rights of all of America's children.

**Gregory Voss  
Belleville, Illinois**

## ANNIVERSARIES

Jerry and Bonnie Eller, of Gearhart, celebrated their 50th wedding anniversary on Sunday, Sept. 18 at Abigail Gardens in Oregon City. All of the family attended the celebration as well as the wedding of the Eller's granddaughter Jessica Hanson to Andrew Moffert, both of Vancouver, Washington.



SUBMITTED PHOTO  
**Jerry and Bonnie Eller**

## First Saturday Art Walk

The Seaside First Saturday Art Walk takes place Oct. 1, between 5 and 7 p.m. Meet artists, enjoy wine and appetizers and enjoy musical performances.

The Art Walk, celebrating 12 years, is a walk about in the historic Gilbert District located between Holladay and Broadway. Dedicated parking is to be found on the corner of Oceanway and Holladay.

SunRose Gallery, 606 Broadway will showcase new work from Ronni Harris with Seaside-oriented "quilted paintings."

Fairweather House and Gallery, 612 Broadway, presents an opening reception for "Drama in Art." The



SUBMITTED PHOTO  
**"Across the Columbia" by Renee Rowe at Fairweather House & Gallery in Seaside.**

gallery displays work by Jo Pomeroy-Crockett, Jan Shield, Renee Rowe and Linda Fenton-Mendhall. Artist Paul Brent offers a watercolor painting demonstration.

Moxie, Shine On, at 609 Broadway, will display jewelry and art.

## Passport to Wellness offers activities to ward off obesity

By Sue Cody  
EO Media Group

Did you know that research data shows that physically active children have more active brains?

The Way to Wellville, the Clatsop County community-wide effort to improve health, is embarking on a Passport to Wellness program. Physical movement and healthy nutrition help students concentrate, pay attention and improve their behavior in the classroom, while reducing and preventing obesity.

Providence Health & Services recently gave a \$40,000 Community Wellness Benefit Award to The Way to Wellville to hire a coordinator and create wellness programs in Clatsop County elementary schools. The Way to Wellville is sponsored by Columbia Pacific CCO.

Providence Oregon has identified childhood obesity as one of its main missions of "Creating Healthy Community Together."

Seaside Providence Hospital CEO Kendall Sawa said, "We seek to partner with agencies and programs to help reach the unmet needs of the people we serve," as he handed out Community Benefit Awards at the hospital.

"We can't do it alone. Our ministries allocate money to other agencies, to extend our mission. The Way to Wellville has a good mission," he says.

The goal of Passport to Wellness is to create a culture of positive attitudes, knowledge and behaviors around nutrition, physical activity and emotional well-being," says The Way to Wellville Strategic Council member Debbie Morrow.

In the fall, a 12-week Passport to Wellness program will be initiated for third, fourth and fifth graders at Lewis and Clark, and Warrenton elementary schools. Students for the program will be chosen by school counselors, administrators, teachers and staff.

"Our goal is to help students develop healthy eating habits, healthy behaviors, healthy body image and

healthy emotional development," Morrow says.

In addition to traditional physical activities, students will participate in yoga and mindfulness training.

The wellness coordinator will teach students about nutrition through growing a garden, fruit and vegetable identification and healthy cooking.

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