

# Seaside ready for growth and change in 2017

Happy New Year, Seaside! Turning over a fresh calendar always represents the opportunity for something new to happen. It may be minor or it could become monumental. Often, it's the result of something that happened in the past, but could also be something new, if any, saw coming. If you've read my column for a while you know that I have utilized this January space since 2012 to look back, while also looking ahead. Without further ado, here's the 2017 rendition, recapping 2016 and looking ahead to 2017.

## Changes

At the onset of 2016, we had just unveiled a new look for our marketing materials. We were set to showcase a new visitor guide and were just a month away from unleashing a new website. We built a branding toolkit for businesses,

## SIDE RAIL

JOHN RAHL



as well as a merchandise guide that incorporated our new colors, iconography and photography. We also set our sights on new town signage that incorporates the same color palette and branded look that we advertise to those looking for a vacation in Seaside.

## Preparedness

In looking ahead at 2016, I suggested that emergency preparedness would become a hotter topic and people would feel more comfortable talking about it. To some degree, that did transpire. The annual Oregon Governor's Conference on Tourism had a session dedicated

to the topic and I believe more conversations are happening. This isn't just about the "big one" either. Fires, flooding, and even a tornado — as Manzanita unfortunately experienced — are also possibilities that can change things in an instant. It's never too early to prepare.

## Coming together

Feb. 5, 2016, is a day our town and area will not soon forget. And we shouldn't. We lost an incredible individual in Seaside Police Sergeant Jason Goodding that evening. What I'll also always remember from that tragic week is how our community came together, worked together and shared so much compassion for one another. Let's not us forget that feeling either.

## Convention Center

This was a hot topic in 2015 and 2016, but due to its magnitude,

it also makes the list in 2017. Late in 2016, city leaders voted to officially expand the 22,000-square-foot Seaside Convention Center. From start to finish, design work and construction, this should be a 24-month process. Things will get going later this year and it should be a fun process to be a part of.

## Growth and change

The nation's first travel information center opened on May 4, 1935, in New Buffalo, Michigan, along US Highway 12. Seaside's current information center opened in the early 1980s, moving from a location near present-day Norma's Seafood and Steak. Clearly, much has changed in the 80 years since visitor centers started popping up. I believe there is more we can do for folks who solely rely on information in their pockets and phones. And part of that will be

continuing to look at improved signage (mentioned above) as a means to building more awareness.

## Video assets

In late 2016, the Seaside Visitors Bureau learned it would be receiving a grant of almost \$13,000 from Clatsop County. The money comes from county lodging tax — 70 percent of which must be used for tourism promotion. We'll use the funds to create inviting and exciting new videos to further promote Seaside as a fun place to visit.

*Have a thought or a question about tourism in Seaside, or maybe an idea for a future column? Drop me an email at jrahl@cityof-seaside.us. Jon Rahl is the director of tourism for the Seaside Visitors Bureau and assistant general manager of the Seaside Civic & Convention Center.*

# How do we prepare for unpredictability?

It's the beginning of 2017 as I write this, a wonderful opportunity to wish you a joyous and satisfying year. I'll be working for our community resilience during this year, and I'd like to update you.

First, there's inescapable unpredictability about what it will take to flourish after a catastrophic event of whatever kind. Come to think of it, there's unpredictability about what it takes to flourish on a day-to-day basis. That means that we're dealing with some degree of uncertainty, no matter what we do. Part of the fun, the adventure of life.

An essential element in both day-to-day and catastrophic resilience is relationships characterized by respect and affection. Another essential element is a healthy curiosity about getting the full picture, which means listening to all kinds of people with differing points of view.

Then comes applying a creative intelligence to the data and the emotions, working to take effective actions, making use of multi-disciplinary thinking to develop mutually satisfying solutions.

Perhaps most challenging is grounding in profound empathy. Empathy for ourselves, for each other, and for the place in which we live, work, play, and worship glues us together in a social and environmental context. The environment matters a lot to all of us.

We're blessed to live in a place where people are passionately devoted to protecting the environment, and there are differing opinions on how to do that, including people who don't want to see another tree cut. Part of our place is

## GUEST COLUMN

LIANNE THOMPSON



**'An essential element in both day-to-day and catastrophic resilience is relationships characterized by respect and affection. Another essential element is a healthy curiosity about getting the full picture, which means listening to all kinds of people with differing points of view.'**

people who make a living from natural resource extraction industries, cutting trees. How do we live in peace and harmony with each other? How do we create a resilient community for all?

I'm a long-term community activist. My purpose is to activate people to think, find common ground, and develop mutually satisfying solutions. There are community organizers, and their goal is often different. They're often

looking to motivate people to adopt a position, voice a mantra, apply pressure to achieve results they believe necessary for community well-being.

Too often, we can fail to take each other's point of view into account, all in service of our noble cause. Too often, we can think that having our voices heard means obedience to our preferred action.

As an elected member of the governing body of Clatsop County, I'm committed to listening to all relevant points of view on important issues. I'm asking questions, asking the natural resource extraction people how we can have a livable planet, asking the environmental community how we can pay the bills, on both a family and a community-wide basis?

We must take each other into account, or we perish.

Pressing issues currently in play: the Linn County lawsuit, ecologically sustainable economic development by means of manufacturing modular housing using mass timber technology (which can also help with our housing shortage), and building more structures and relationships to support emergency response.

I'm devoted to protecting Clatsop county's resources in the forests and oceans, using the best science and our own expert legal advice, especially as regards the Linn Co. lawsuit.

*Lianne Thompson is a long-time community activist who's currently serving as the elected Clatsop County Commissioner for District 5, the southern half of Clatsop County.*

## LETTERS

Letters from Page 4A

to take a real look at what they are doing and support, for these identifiers fit them to a tee and reveals them as the real haters.

Carl Yates  
Seaside

### Join women's march

I guess there really is a first time for everything.

As a resident of Clatsop County for the last six years, I have paid my taxes, picked up trash on the beach, volunteered for several worthwhile organizations and paid attention to what's happening locally and in the wider community. I grew up in a white, middle class family in the 1940s, '50s and '60s when it was considered very impolite to talk about religion and politics around the dinner table, let alone stand on a street corner in broad daylight with a protest sign.

Now I'm ready to march down a city sidewalk with hundreds of like-minded women and men in support of something I thought was expected in our society — respect. I was wrong and naïve, so consequently I will be walking in Astoria Saturday, Jan. 21 in the Astoria Women's March. That

is the day that women all over the country will be involved in organized activities, marches and rallies to raise awareness of the dangerous tone and rhetoric of the incoming administration.

But this letter is not about what I personally believe. That will be clear enough on Saturday. It is about the fact that I can freely and without fear, express that belief. The fact that I can join a group of local women, some working, others retired, busy with families, businesses and ordinary life who are taking the time to organize and take action is frankly remarkable.

Bravo ladies! Bravo to the men, partners and families who support them, and bravo to the community who listens. We are all better for this.

Please support us Saturday, Jan. 21, at noon at 12th and Exchange streets, as many of your neighbors and friends from the Columbia/Pacific area will demonstrate for the rights of everyone to peacefully express their opinions about the need to protect the environment, the safety of minorities, women and others, health care and education for all, and above all, respectful discourse.

Pat Wollner  
Gearhart

## PUBLIC MEETINGS

**Monday, Jan. 23**  
Seaside City Council, 7 p.m., City Hall, 989 Broadway.

**Tuesday, Jan. 24**  
Seaside Airport Advisory Committee, 6 p.m. City Hall, 989 Broadway.

**Wednesday, Feb. 1**  
Seaside Improvement Commission, 7 p.m., City Hall, 989 Broadway.

**Thursday, Feb. 2**  
Seaside Parks Advisory Committee, 7 p.m., City Hall, 989 Broadway.

**Tuesday, Feb. 7**  
Seaside Community Center Commission, 10 a.m., 1225 Avenue A.

**Seaside Library Board**, 4:30 p.m., 1131 Broadway.

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

**Thursday, Feb. 9**  
Seaside Convention Center Commission, 10 a.m., 1225 Avenue A.

**Monday, Feb. 13**  
Seaside City Council, 7 p.m., City Hall, 989 Broadway.

## Phone and Internet Discounts Available to CenturyLink Customers

The Oregon Public Utility Commission (OPUC) designated CenturyLink as an Eligible Telecommunications Carrier within its service area for universal service purposes. CenturyLink's basic local service rates for residential voice lines are \$15.48-\$17.55 per month and business services are \$23.00-\$28.00 per month. Specific rates will be provided upon request.

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A household is defined for the purposes of the Lifeline program as any individual or group of individuals who live together at the same address and share income and expenses. Lifeline service is not transferable, and only eligible consumers may enroll in the program. Consumers who willfully make false statements in order to obtain a Lifeline discount can be punished by fine or imprisonment and can be barred from the program.

Internet Basics may also be available to Lifeline eligible subscribers and provides reliable home high-speed Internet service up to 1.5Mbps for \$9.95\* per month for the first 12 months of service. Please call 1-800-257-3212 or visit centurylink.com/internetbasics for more information regarding CenturyLink Internet Basics.

If you live in a CenturyLink service area, please call 1-855-954-6546 or visit centurylink.com/lifeline with questions or to request an application for the Lifeline program.

**\*CenturyLink Internet Basics Program** — Residential customers only who qualify based on meeting income level or program participation eligibility requirements, and requires remaining eligible for the entire offer period. First bill will include charges for the first full month of service billed in advance, prorated charges for service from the date of installation to bill date, and one-time charges and fees described above. Qualifying customers may keep this program for a maximum of 60 months after service activation provided customer still qualifies during that time. Listed High-Speed Internet rate of \$9.95/mo. applies for first 12 months of service (after which the rate reverts to \$14.95/mo. for the next 48 months of service), and requires a 12-month term agreement. Customer must either lease a modem/router from CenturyLink for an additional monthly charge or independently purchase a modem/router, and a one-time High-Speed Internet activation fee applies. A one-time professional installation charge (if selected by customer) and a one-time shipping and handling fee applies to customer's modem/router. **General** — Services not available everywhere. Customers must not be currently subscribed to CenturyLink internet service. CenturyLink may change or cancel services or substitute similar services at its sole discretion without notice. Offer, plans, and stated rates are subject to change and may vary by service area. Deposit may be required. Additional restrictions apply. **Terms and Conditions** — All products and services listed are governed by tariffs, terms of service, or terms and conditions posted at centurylink.com. **Taxes, Fees, and Surcharges** — Applicable taxes, fees, and surcharges include a carrier Universal Service charge, carrier cost recovery surcharges, state and local fees that vary by area and certain in-state surcharges. Cost recovery fees are not taxes or government-required charges for use. Taxes, fees, and surcharges apply based on standard monthly, not promotional, rates.



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