

Buttons are another tactic designed to drive conversation

Throughout 2016 and into early 2017, I've occasionally written on the new branding and marketing tactics we've been rolling out. Our new look officially launched in early 2016 with a new website, followed by fresh print and digital advertisements. But we were far from complete and had many other things on the horizon — including some fun new buttons I'll get to in a moment.

Since those first ads were developed, we've created window clings to assist in the promotion of our smart phone app around town. In coordination with our magazine publisher, we've also helped put together two newly designed issues of the Seaside Visitor Guide. Included

SIDE RAIL
JON RAHL



in the branding overhaul has been a merchandise guide. With this tool in hand, area merchants are encouraged to create t-shirts, towels, bags, coffee mugs or just about anything else you can think of to put our fun iconography on. One of the most recent tools was a brand amplification toolkit, also designed with Seaside businesses in mind.

The amplification guide was put together to be an extension of the marketing and advertising we do

from this office. Most businesses have their own logo and name badge that they use in a variety of ways, so we came up with a way for the overall Seaside creative to be incorporated into what an individual business is doing with its own identity. The most exciting piece of that project is the arrival of ten, 1.5 inch buttons that use the icons I just mentioned to start a conversation, or show off a popular Seaside activity that locals and visitors participate in.

Promenade Walker, Sand Dollar Finder, Bike Rider, Kayaker and Hiker represent the five buttons that incorporate getting out and recreating amidst the beautiful area so many of us call home. Other buttons include Official Candy Tester, Sand

Castle Builder, Carousel Rider and Seal Feeding Expert — all meant to pay homage to Seaside pastimes that families have been participating in for decades. The final button recognizes the Craft Beer Taster — a popular activity that has spawned the development of close to a dozen breweries here along Oregon's North Coast alone.

The buttons are free and available to businesses immediately, and I already have a few that have expressed interest in participating. They'll offer any of the 10 buttons to their staff, encouraging them to pick an activity or two that they are most passionate about. The end goal is to have as many of these buttons being worn across town as possible,

helping to prompt conversations with customers and promote some of the fun activities Seaside has to offer. We've also talked about creating a program that allows consumers to collect single buttons for all the activities they have completed while visiting Seaside. The idea here is to do it in a fun way that mirrors the scouting merit badge program so many are familiar with.

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. Jon Rahl is the director of tourism for the Seaside Visitors Bureau and assistant general manager of the Seaside Civic & Convention Center.

LETTERS

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Gearhart dunes, beginning at the Necanicum estuary and extending northward. We are two of the citizens who encouraged the commission to postpone passing the revised ordinance until after a Columbia River Estuary Study Taskforce (CREST) led citizen committee could study and recommend action.

We are also two of the many Gearhart residents who enjoy walking the dunes and observing the wildlife that resides there. We have observed 45 species of birds on our walks, as well as elk, deer, coyote, bats, bees and butterflies. Quiet walks in this area including enjoyment of the wildlife is greatly enhancing our quality of life and the "Gearhart" experience. It is an experience that is readily accessible to all, visitors and residents alike.

The amount of allowed clearing being proposed — a minimum of 60-feet plus at both the Neocoxie right of way and the fire road — will alter the habitat to the detriment of the wildlife utilizing the vegetation for foraging and breeding and therefore greatly reduce viewing opportunities. This is not a small amount of clearing. These animals will need to move elsewhere to meet their needs. The Birdy Beach Path, named by local school children, will no longer live up to its name.

The city of Gearhart has hired CREST to form a volunteer citizen's committee to develop a dune management plan including dealing with vegetation issues. At the time of the Planning Commission meeting, this committee had not met for the first time. It does not make sense to finalize a revised ordinance before the citizen committee is allowed to study the issue.

Rushing the process has the potential for damaging results. The Gearhart City Council will be considering the revised ordinance on May 3. We certainly hope citizens who have concerns for this issue, show up to let the council know their feelings and thoughts and we hope the council makes the wise choice of waiting for an alternate plan that melds citizen safety and quality of life issues.

Margaret and John Green Gearhart

Vote for Lum

It is my pleasure to write this letter of support for Lori Lum for the board of directors of the Seaside School District. Many community members invest extensive time and effort into their local schools. Lori has taken this to a different level. She is personally invested in each of our schools as a positive force in support of our local children.

For many years, Lori has served as a classroom volunteer, an officer in the Parent-Teacher Organization (PTO), and most recently, she co-chaired two successful ballot measures. Lori was co-chairwoman of our 2015 Local Option Levy to continue Seaside School District to offer programs and services they otherwise could not provide for the schools.

Immediately following the passage of the Local Option Levy, Lori co-chaired the 2016 School Relocation Bond that will provide for relocating the three deteriorating schools that

are in the tsunami inundation zone. This bond passed by the greatest margin of any school district in Oregon.

Lori Lum will make an outstanding member of Seaside School District's Board of Directors. She is the General Manager of Lum's Auto Center, and her extensive business and finance background will be a great asset.

She also regularly communicates with parents and community members, consistently finding ways to collaborate and encourage adults to play an active role in students' education. Lori has a wealth of energy, insight, and skills.

She is a master at juggling many tasks and is able to clarify and prioritize issues. I highly recommend Lori Lum for the board of directors of the Seaside School District.

Douglas C. Dougherty Superintendent-emeritus, Seaside School District

Vote for Lori Lum Toyooka

I am writing in support of Lori Lum Toyooka, school board candidate for the Seaside School District. Lori has my vote for a number of reasons. One of the first things you will realize about Lori is that she is a mother, first and foremost.

As the mother of four children attending three of the four Seaside public schools, she is active in each school, supporting her high school student and all his activities, attending events and supporting her student at the middle school, and available and willing to help at any and all events at Gearhart Elementary School. Going beyond her personal interest in the each school, Lori works in a variety of capacities to support the administration, staff, and school district personnel. She was co-chairperson of the school bond issue that was put before the voters, and overwhelmingly passed, in November 2016. She has been instrumental in the planning of the new schools in Seaside, and, because she has so much prior knowledge, it's almost a no-brainer to elect her to help see these projects to their conclusion.

In addition to her dedication and participation at all levels of the local school district, Lori maintains a successful business, a business based on customer service, listening and supporting the customers and employees alike, maintaining fiscal responsibility, and involving herself in the welfare of the community at large. Lori's family business, Lum's Toyota has a rich tradition of community involvement spanning all the way from the Toyota dealership barbecues to large donations and sponsorships to virtually every agency and cause that has positive impacts on the community, including large scholarship endowments to graduating seniors at Seaside High School. I have served with Lori on local committees and have seen her passion and tireless energy. Coupled with this passionate service, she is well read, organized, and has a superb sense of humor. I think we will all lose if we don't elect Lori Lum Toyooka to our Seaside school board.

Sue Lorain Gearhart

Vote for Lum

Seaside School District residents deserve to have a

hard-working, deep listener and sound thinker as a board member, and they will have that if they vote for Lori Lum for the Seaside School District Board.

Lori is a mother to four, an involved PTO member, a successful businessperson and an all-around great gal. I had a birds-eye view of Lori's dedication to Seaside schools when Lori and I co-chaired two campaigns on behalf of SSD over the past two years. One was a bond levy and the other was the campaign to pass the school bond to pay for new schools to replace our deteriorating and unsafe current schools.

Lori worked with devotion and engagement during every one of our many meetings to ask and get answers to questions of importance to the local community, to bring in the voices of community members so all could be heard and addressed and to anticipate concerns and seek solutions.

Lori Lum has my vote for Seaside School Board. If you want someone with proven experience on our school board, I encourage you to vote for Lori Lum.

Gail Dundas Seaside

No shows

Last Wednesday, April 26, a candidate forum for those seeking an Astoria Port Commission position was held at the Warrenton High School. Three of the candidates did not appear. Two had agreed to participate and the third made excuse after excuse for not coming. What part of a representative democracy do these men not understand?

They are seeking to represent all citizens of Clatsop County not just those who live in Astoria.

By not appearing, the 30 plus members of the audience who came to hear all the candidates did not hear what these three know, why they are seeking office, what they see as the issues facing the Port and what solutions they have to solve those issues. These three have not demonstrated they understand the basic requirement of an elected official to be accountable to the public they seek to represent.

I am voting for the three who did attend and did answer the audience's questions. Dick Hellberg, Pat O'Grady and Steve Fulton will represent the public interest of all Clatsop County.

Patricia Roberts Gearhart

Vote for Lum

I am writing in support of Lori Lum's candidacy to the Seaside School District Board of Directors. The Lum family is well known in the community for their altruism and support of a diverse array of community interests, and Lori is no exception to this trait.

I have known Lori for a number of years, and in the recent past, I had the opportunity to work alongside her to pass two important bond measures for Seaside Schools. Her dedication to improving the quality of education in our area is unparalleled. She is an active participant in parent teacher organizations at all three schools in the district and serves as co-president of the PTO at Broadway Middle School.

She was co-chairwoman of the committee to renew a Local Levy Option in 2015, which provides over \$1 million per year in operational funding for the Seaside district. In 2016, she served as co-chair of the Vote Yes for Our Local Schools campaign committee, a year-long project that resulted in passage of a bond to fund relocation and construction of new schools in Seaside.

She is the general manager of Lum's Auto Center, a mother of four, and yet, she makes time to serve in the name of the greater good. She is seemingly tireless in her ability to attend meetings, garner support and find the resources necessary to propel a vision of improved education for our community. I don't think we can find a more knowledgeable, capable candidate for this position. Please join me in casting your ballot for Lori Lum.

Mary Bess Gloria Seaside

Flugle ball should be Olympic sport

I am eighth grade student at Broadway Middle School. Flugle ball should be a summer Olympic sport. There are five reasons Flugle ball should be a summer Olympic sport.

First, it's fun. It is fun because it has a funny name. It's completely random, because if you kick a ball into radishes, you look ridiculous because you are inside air-filled balls. You get to bump each other around like a bunch of bouncy balls.

Second, it's a national sport. Pretty much all schools play flugle ball. A lot of people take flugle ball seriously. So you know how good it feels to win, right, and it is easy to win in flugle ball — so if people play

flugle ball, they will win.

Third, it is an extreme work out. You run across a football field. You push against other people. And you kick a ball into a goal of radishes.

Fourth, you don't get hurt. You are on a big old soft mat. You are wearing a big bulky helmet. You are inside, and I mean literally inside, a big air-filled ball. I mean the only way you can get hurt is either if someone kicks you, or if you trip and fall on your face.

Finally, flugle ball is like other sports. You kick a ball just like in soccer. You run just like in track or cross country. You bump people like in hockey. And you get treated like you are in football.

So as you can see, flugle ball should be an Olympic sport. It is fun, it's a national sport, it is an extreme work out, you don't get hurt, and it's like other sports.

Hayden Spratt Seaside

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