

# Innovative concepts steer business Seaside's way

Autumn has always been one of my most favorite times of the year. I think it's largely based around my love of baseball and football (one winding down, the other ramping up), but the transition of seasons is always an interesting time. This year is no different except for the fact that it feels like it happened overnight. On Friday, Sept. 15, colleague Ken Heman and I were filming another Facebook Live video on the streets of Seaside on a warm sunny afternoon. The streets were busy and it still felt like summer.

Just one week later I was on the beach in the early morning hours of Sept. 22 with a production crew, set to start another Seaside video project on the official first day of the Autumn Equinox. While the calendar reminded me it was fall, the upper 40-degree temperatures slapped me in the face to say it's definitely not summer anymore.



**SIDE RAIL**  
JON RAHL

And so it is, another summer season has come and gone in Seaside.

When I last wrote this column in June (I took a little hiatus this summer from the writing world), we had just wrapped up the filming of four videos we were developing to promote Seaside. Utilizing our "It's Easy to Seaside" tagline and "How to" approach for explaining the myriad activities we offer, our aim was to have four, fully-produced videos ready for launch by fall. Just this past Monday, two of the four (all four are finished) began running as 60-second video advertisements in the Portland-metro market.

With an estimated 70,000 new residents arriving in the Portland



Photo collage cards from the city's new tourism campaign.

area over the past year, this is still one of our strongest markets especially as we gear up for the fall and winter travel seasons. "How to Seaside Inside" and "How to Walk Seaside" launched the advertising efforts, but thanks to a razor clamming season that looks like it will open again on Sunday, Oct. 1, we hope to follow up those two videos with an also-completed "How to Catch Your Dinner in Seaside." A final video, "How to Paddle Seaside," is fairly spring and summer centric and although it's produced and something we used as a social

advertisement in August — won't be a focused advertisement for us until early in 2018. "How to Bike Seaside" and "How to Treasure the Beach" were successfully filmed and should be ready for distribution later this year. I encourage you to check the new videos out by going to our YouTube Channel (youtube.com/VisitSeasideOregon) and viewing our "How to" playlist.

Finally, if you or someone you know has expertise in social media and web development, the Oregon's North Coast cooperative (made up of Astoria-Warrenton, Seaside

and Cannon Beach) is looking for someone to work with its group to develop a social and web presence beyond what each of the individual communities does on its own. If you want more info, please send an email to me (noted below).

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.

## POLICE LOG

**Sept. 9**  
**2:44 a.m.**, Avenue A and Prom: A disturbance is reported.

**7:02 p.m.**, 200 block Broadway: Caller reports a juvenile sitting alone in the back seat of a car crying. Police locate parents who are in a restaurant in direct view of the car. They say the child is being disciplined.

**Sept. 10**  
**11:39 a.m.** Highway 101 just south of Safeway: Officer checks on subject sleeping on the side of the road. The subject agrees to nap elsewhere.

**12:06 p.m.**, 1100 block Broadway: Caller reports a man jumping out at some girls and cussing at them. Officers trespass the subject on their arrival.

**10:15 p.m.**, 12th and Roosevelt: A person is arrested on a warrant.

**Sept. 11**  
**9:45 a.m.**, 2500 block Mill Creek Lane: A physical disturbance is reported.

**12:45 p.m.**, 900 block S. Holladay: A man seen scaling a balcony and entering an apartment

turned out to be the tenant who had misplaced his key.

**5:52 p.m.**, 800 block S. Roosevelt: A man spitting and cursing was warned of disorderly conduct.

**Sept. 12**  
**3:32 a.m.**, Quatat Park: A subject is arrested on a warrant.

**10:04 a.m.**, 400 block Avenue I: A person who called 911 to report people were in her home moving furniture forgot contractors were scheduled to come that day to paint.

**Sept. 13**  
**9:04 a.m.**, Avenue A: Heroin was confiscated. The person holding it was arrested.

**12:51 p.m.**, NC Land Conservancy: A transient camp was reported. Officers were unable to locate.

**Sept. 14**  
**1:36 a.m.**, N. Downing: Roof jumping youths are reported. Police are unable to locate.

**10:14 a.m.**, Seaside police station: A registered sex offender from Colorado came in to register as per his legal obligation.

**1:53 p.m.**, Avenue U and The Prom: A female reported to be holding a gun turned out to be using a torch-style lighter while on her break from work.

**Sept. 15**  
**1:00 a.m.**, Avenue A: An intoxicated woman is taken to detox.

**12:20 p.m.**, 400 block N. Holladay Drive: A raccoon trapped and unable to escape was freed by a tenant before police arrived.

**9:48 p.m.**, 400 Block S. Roosevelt: A person who gave false information about himself to police was subsequently arrested on a warrant.

**Sept. 16**  
**3:15 p.m.**, Seaside police station: A person found and turned in to the police a black phone, a black quilted purse and a pair of glasses.

**8:17 p.m.**, 2500 S. Roosevelt: Police and emergency personnel respond to a medical emergency.

**Sept. 17**  
**9:56 a.m.**, 1100 block Broadway: Police respond to a report

of a sick or injured cat. Police determine it is a very old cat, but not injured. The cat walked away on its own.

**3:44 p.m.**, 1200 block S. Wahanna: Police respond to a report of a screaming child. The child and mother were arguing over cookies.

**Sept. 18**  
**6:09 p.m.**, Astoria: Seaside police assist Astoria police with a cold assault case.

**11:30 p.m.**, 500 block S. Downing: Suspicious circumstances are reported.

**Sept. 19**  
**12:23 a.m.**, 800 block 2nd Avenue: A person is arrested for being in violation of a restraining order.

**3:30 p.m.**, 200 block S. Roosevelt: An elderly disoriented man is helped to find his wife; the pair are reunited.

**Sept. 20**  
**1:17 p.m.**, 300 block Broadway: A special needs adult who became separated from his group at the Carousel was located and reunited with his group.

## MEETINGS

**Tuesday, Oct. 3**  
**Community and Senior Center Commission**, 10:30 a.m., 1225 Avenue A., Seaside.

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

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

**Wednesday, Oct. 4**  
**Seaside Improvement Commission**, 6 p.m., City Hall, 989 Broadway.

**Gearhart City Council**, 7 p.m., City Hall, 698 Pacific Way.

**Thursday, Oct. 5**  
**Seaside Parks Advisory Committee**, 7 p.m., City Hall, 989 Broadway.

**Monday, Oct. 9**  
**Seaside City Council**, 7 p.m., City Hall, 989 Broadway.

**Thursday, Oct. 12**  
**Seaside Convention Center Commission**, 5 p.m., 415 First Avenue.

**Tuesday, Oct. 17**  
**Seaside School District Board of Directors**, 6 p.m., 1801 S. Franklin, Seaside.

## SHS Class of 1977 - 40<sup>th</sup> Reunion October 6<sup>th</sup> & 7<sup>th</sup>, 2017

**FRIDAY, OCTOBER 6<sup>TH</sup>**  
5:00 PM Reunion tailgate party at the American Legion Hall  
7:00 PM Homecoming Football Game

**SATURDAY, OCTOBER 7<sup>TH</sup>**  
11:00 AM High School Tour  
1:30 PM Times Theater Tour  
5:00 PM Reunion Reception - Gearhart Crossing  
7:00 PM Reunion Bon Fire - Del Ray Beach

**For more information contact**  
**Alan Thayer 541-517-2990**  
**Bob Woodford 503-738-2554**

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