

Seals, Tillamook Head, kayaking, crabbing and more

You've likely driven into Seaside, arriving from the north or the south, hundreds if not thousands of times. The entry signs into Seaside may have never struck you as a storytelling element for our town, but that's exactly what we're trying to do with the new branded signs that were installed the first week of January.

Have you seen them? What was your initial reaction? As with any project that brings change, there will be voices on either side of the spectrum — some that love it, some that dislike it. They'll even be those that don't have an instant reaction, but just need some time to get used to the new addition to our town.

The new Seaside signs project comes a little more than two years after we reimagined Seaside's image, the visual identity that we use to market and advertise a community that became a tourism destination nearly 150 years ago. Back then, Ben Holladay built an Italian-style villa on the site of the Seaside Golf Course in 1871 to help attract those living inland to visit here. Today, we use a number of methods to encourage visitation to a community where one in three jobs is tied to tourism and hospitality, and tourism is a critical

SIDE RAIL
JON RAHL



driver for our town's economic vitality. The entry signs are just the latest in an effort to amplify the rebranding work we started two years ago.

In 2015, I wrote about the complete rebranding we'd just finished. It's easy to Seaside officially became our new consumer facing tagline in early December of that year. It speaks to our audiences leading hectic lives in nearby urban areas, and about how easy it is to have a fantastic time in Seaside. The tagline has anchored our 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 and vibrant icons of harbor seals, Tillamook Head, kayaking, crabbing and more.

Over these past two years we've created new print ads, digital ads, "how to" videos, a brand merchandise kit, a business partner toolkit and are currently finishing up a 12-month campaign where our bright



SEASIDE VISITORS BUREAU

New welcome sign in Seaside.

colors and iconography completely wrap around Portland Max trains. Speaking of that iconography, you may be wondering what led to the

six icons we've anchored our signs to. They each represent just a few aspects of what makes Seaside such a fun place to visit. The bright-col-

ored lettering is a warm welcome to all, and ensures our town name will stand out, even on stormy days.

The Tourism Advisory Committee that I report to on a monthly basis helped craft a vision more than two years ago that saw U.S. Highway 101 in Seaside (where hundreds of thousands of cars pass by every year) as another way to reach potential visitors. Thanks to that vision — a desire to match consumer advertising outside of Seaside with a welcome message just as you enter Seaside — a bigger, bolder statement now greets motorists as they come and go.

A couple other important notes. The signs are paid for with a small portion of transient lodging tax dollars, collected when visitors stay in local hotels and vacation rentals. And while they are fully installed, we'll be enhancing the brightness on them in the coming weeks so that they can be a strong welcome sign for many years to come.

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.

LOCAL HAPPENINGS IN BRIEF

Open house for Seaside Elks

In celebration of the 150th birthday of the Benevolent and Protective Order of Elks, Seaside Lodge will host an Open House on Saturday, Feb. 10. All community members and families are invited to visit our lodge, take a tour, watch the Cub Scout Pinewood Derby, enjoy a snack, play a game and meet Elks members. The lodge and lounge will open at 11:30 a.m. Snacks will be offered. Karaoke begins at 6 p.m. A crab feed will be offered at 6 p.m. for \$25. Tickets must be paid in advance.

The Benevolent and Protective Order of Elks was the idea of a theatrical company located in New York in 1868 and evolved into a fraternal organization dedicated to the service of others. Seaside Lodge particularly cares about our local community needs, including students, educators, the needy and veterans. During the 2017 year, Seaside members and helpers volunteered over 5,000 hours, drove more than 11,000 miles and donated \$9,000 to assist with local projects. The lodge used Elks National Foundation grants of \$1,500 to help the county's local Head Start Center and \$3,000 to help feed the hungry at Thanksgiving. The lodge motto is "Elks Care — Elks Share."

Learn about our Order, its history, see photos, read magazine articles and more at www.elks.org/history. Visit Seaside Lodge at 324 Avenue A. Call 503-738-6651 or email seasideelks@yahoo.com.

Clatsop Job and Career Fair

Clatsop Economic Development Resources and WorkSource North-



FILE PHOTO

Adults and students are invited to the job fair.

west Oregon spearhead the fourth annual Clatsop County Job and Career Fair on Wednesday, Feb. 21, from 10 a.m. to 3:15 p.m. at Patriot Hall at the Lexington Campus of Clatsop Community College in Astoria.

Seaside, Astoria, Ilwaco, Jewell, Knappa, Naselle and Warrenton high schools will be sending all juniors and seniors in the morning and will be finished by 1 p.m. At 1:15 the doors will reopen for adult job seekers, Clatsop Community College students, and those seeking more information about career and job opportunities in Clatsop County. More than 700 students will be in attendance, and many college students and adult job seekers.

To register as an employer to participate in the career and job fair, call Debbie Newton from WorkSource Oregon at 503-325-4821, ext. 226, email her at Debbie.M.Newton@oregon.gov, or register at clatsop-jobfair.com, under the employer tab. This event is free.

Employers are asked to register

as soon as possible as the entire list of employers participating will be provided to the schools in advance, and space is limited.

Contact Kevin Leahy at kleahy@clatsopcc.edu or 503-338-2342 to sign up to be a financial sponsor.

Understanding the stream network

Lower Nehalem Watershed Council presents research fish biologist Gordie Reeves at the Pine Grove Community House in Manzanita at 7 p.m. on Thursday, Feb. 8.



Gordie Reeves

Reeves will present an approach that includes a focus on the entire watershed and places where key ecological processes occur in the stream network. This methodology increases the potential for restoration efforts to be successful and also allows for a shift away from a focus solely on population size to include increasing life-history diversity, which is particularly critical to meet the challenges posed by climate change.

Reeves has been a research fish biologist since 1983. His expertise is in the freshwater ecology of salmon and trout, conservation biology of those fish, and aquatic aspects of landscape ecology. Reeves has published papers on the freshwater ecology of Pacific salmon and trout, effects of land management activities on the freshwater habitats of these fish, conservation plans and dynamics of aquatic ecosystems.

This event is free and open to the public. The presentation will start at 7:20 p.m. following an update from Lower Nehalem Watershed Council at 7 p.m. Doors open at 6:30 p.m.; Pine Grove Community House, 225 Laneda Ave., Manzanita.

Going back to the toolshed

The little shed at Circle Creek Conservation Center in Seaside is full of tools that North Coast Land Conservancy staff and volunteers use all year long, as well as tools leftover from the property's farming days that haven't been touched for a decade or more. Skilled and unskilled volunteers are invited to join the staff for an indoor stewardship day on Wednesday, Feb. 14, from 10 a.m. to 1 p.m. to give the NCLC tool collection some TLC.



NCLC

Melissa Reich in the tool shed at North Coast Land Conservancy's Circle Creek Conservation Center.

The tool shed holds a wide variety of tools, including some the land trust inherited when it bought the property in 2004. Staff could use some help sorting and identifying the tools in the shed so they know which ones to keep, which need repair, and which aren't needed at all. Some tools such as hazel hoes, pulaskis, and loppers need to be sharpened and oiled. Others could use some minor repairs. Volunteers who are familiar with farm equipment and power tools are especially welcome, to help staff understand what they have and potentially to help with minor repairs. Unskilled volunteers can help by sorting, organizing, cleaning, and sharpening.

Email Stewardship Director Melissa Reich at melissar@nclctrust.org with questions or to let her know you're coming. Circle Creek Conservation Center is at the end of Rippet Road in Seaside. Look for the Rippet Road sign on the west side of U.S. Highway 101, 0.7 mile north of the junction with U.S. Highway 26. Follow the road west and north a short distance, passing a gravel quarry on your left, to where the road ends between two barns.

MEETINGS

TUESDAY, Feb. 6
Community 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, Feb. 7
Seaside Improvement Commission, 6 p.m., City Hall, 989 Broadway.

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

THURSDAY, Feb. 8
Seaside Convention Center Commission, 5 p.m., 415 First Avenue.

Cannon Beach Academy, 5:30 p.m., 3718 S. Hemlock St., Cannon Beach.

Gearhart Planning Commis-

sion, 6 p.m., 698 Pacific Way, Gearhart.

MONDAY, Feb. 12
Seaside City Council, 7 p.m., City Hall, 989 Broadway.

THURSDAY, Feb. 15
Seaside Tree Board, 4 p.m., City Hall, 989 Broadway.

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

TUESDAY, Feb. 20
Seaside School District Board of Directors, 6 p.m., 1801 S. Franklin, Seaside.

Seaside Planning Commis-

sion, work session, 7 p.m., City Hall, 989 Broadway.

WEDNESDAY, Feb. 21
Seaside Tourism Advisory Committee, 3 p.m., 989 Broadway.

MONDAY, Feb. 26
Seaside City Council, 7 p.m., City Hall, 989 Broadway.

THURSDAY, March 1
Seaside Parks Advisory Committee, 7 p.m., City Hall, 989 Broadway.

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MONDAY, March 26
Seaside City Council, 7 p.m., City Hall, 989 Broadway.

TUESDAY, March 27
Seaside Airport Advisory Committee, 6 p.m., City Hall, 989 Broadway.

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