

# New tourism director finds a welcoming home

I'd been in Seaside each weekday for three weeks before my wife and three young children arrived — a sort of reverse “daddy train” situation. Living out of a suitcase isn't the most comfortable life, but it is one way to simplify the distractions and routines of home for a short while.

Free of those things you see clearly. And what I saw in Seaside those first days as tourism marketing director was remarkable. Not just the impossibly vast and sandy beach from Tillamook Head to the Necanicum Estuary either.

I'm thinking about an impromptu lunch at Patty's Wicker Cafe with Steve Wright discussing the Muse-

**FROM THE DIRECTOR'S CHAIR**  
JOSHUA HEINEMAN



um & Historical Society. I'm thinking about a mid-construction tour of the Civic and Convention Center with Gretchen Darnell, and how she treated me like an old friend on my very first morning in town.

I'm thinking about Michelle Wunderlich, who may have been the first person to realize I'd actually be sticking around awhile and gave me a coffee mug as a welcome gift because it matched my outfit.

I'm thinking about the apple butter oleo from Alex Brandon at Dough Dough Bakery that changed my life.

I'm thinking about Russell Vandenberg, who was the one who invited me on this Seaside adventure in the first place and has continued to be there when I've had a question or needed context on a city issue or the unfamiliar faces in a room. I'm thinking about watching Seaside's spectacular fireworks from a front-and-center IMAX-esque position on the beach at sundown thanks to Brian Owen and the Chamber of Commerce.

I'm thinking, of course, about Chelsea Harper, Ken Heman, and

Josh Garhofer — aka the City of Seaside Visitors Bureau — and the closest thing to “home” I had in those first weeks. Watching these three amazing employees and our two lovely volunteers attend to the needs and inquiries of North Coast tourists with heartfelt guidance is something to see. As one of only a handful of official Welcome Centers in Oregon, I'm proud that travelers leaving our Visitors Bureau are also leaving with the keys to unlock the state as a whole.

Lastly but maybe most importantly, I'm thinking of Jon Rahl. For eight years, Jon built up a little tourism marketing empire over here at U.S. Highway 101 and Broad-

way before transitioning to a new position as assistant city manager at City Hall. He's been absolutely integral to the cooperation up and down the coast of community partners and has assembled a coalition of creative, development, marketing, and destination partners for Seaside and the North Coast in general. Thanks to his vision and bridge-building over the years, millions of people know “it's easy to Seaside” and this historic coast community is well positioned for the future.

My family will be a small part of that future. Thanks to all of you.

*Joshua Heineman is Seaside's director of tourism and marketing.*

# County libraries rock out with music-themed summer

We are having a beautiful summer here in Seaside. The sun is sparkling on the waves at the beach, people are playing on the shore and so many people are reading books. Reading may not be the first thing you think of when summer starts, but it's true. A lot of people enjoy summertime for reading more than any other time of the year. Vacation R&R is a great time to relax and what better way than to turn off the TV, get outdoors or just relax with a book in a hammock with a fruity drink nearby!

Every year at the Seaside Library we do something called a summer reading program. Not just for kids, we do a program for adults, teens, and kids too. The official summer reading programs for libraries has a theme that is used across the entire United States. Collaborative library summer reading programs originally started in the late 1980s in Minnesota when a group of libraries got together to share their ideas for get-

**BETWEEN THE COVERS**  
ESTHER MOBERG



ting kids in to the library all summer long while having fun educational programs tied in to reading. However, library summer reading programs have been around since the 1890s.

From there it grew year after year until every one of the United States offered summer reading programs at their libraries.

With the exception of Alaska, most summer reading programs offered have similarities including theme and some of the program ideas. However, each library usually customizes their program to fit their local kids, teens, and adults. Each library wants to use program ideas that are unique, creative, and meant to stir the imaginations of kids.

The focus is especially on kids in the summer because studies

have shown that children who stay engaged in reading and learning all summer long do a much better job of retaining their grade levels at school each year. Our summer reading started in June and is now in full force at the Seaside Public Library. This year's summer reading theme is “Libraries Rock!”

All of the libraries in Clatsop County are rocking out this summer to as many music-themed events as possible. Most events are open to all ages. So far at the Seaside Library we have had a sock hop party, drum circle, dance class, create your own musical jingle, and a performer from Ghana who gave a hands on demonstration of the storytelling, dance, music, and instruments of his country. At the dance class, kids learned how to do certain styles of dance including the Charleston, African dance, and hip-hop. At the musical jingles event, children created original lyrics which were then filmed and edited by a teen volunteer.



R.J. MARX

## Seaside Library

Coming up in July, we will have a guitar class for teens, giant lawn games, book club, and more. The festivities included Mo Phillips, a comedic songwriter, creating a song with the help of the kids attending the event, with a musical instrument-making art project in the style of the artist Kandinsky, who saw colors when he heard music. Preschoolers will also have music themed storytimes throughout the entire summer and our children's librarian is incorporating more music and movement into all of our storytimes. Preschool storytimes are held every Wednesday at 10 a.m. in

our children's area. This week will be Seaside fire trucks and firefighters at storytime.

Kids can sign up for summer reading at the free lunch program at Broadway Middle School when the Seaside children's librarian is present. Get a free lunch, sign up for summer reading, and get a free book! Weekdays through summer.

Kids, teens and adults can all turn in reading logs throughout the summer for a chance to win a prize. Grand prizes for kids and teens this year are all music related including an electronic drum set, blue tooth speakers, and musical instruments. The prize drawings for those who turn in their reading logs will be held at the end of summer, giving everyone a chance to read all summer long. So pick up a favorite book, a new book, or a book recommended by a friend, join the summer reading program, and start relaxing while you exercise your mind!

*Esther Moberg is director of the Seaside Library.*

# Fighting invasive weeds at Circle Creek

Seaside Signal

Soon the seed pods of invasive policeman's helmet plants will be maturing, and when they do, their seeds can fly as far as 20 feet, spreading the plant far and wide. You can help arrest this weed and keep it from overrunning native coastal plants. Join North Coast Land Conservancy for a volunteer stewardship day at its Circle Creek Conservation Center in Seaside on Saturday, July 21, from 10 a.m. to 1 p.m.

Policeman's helmet (*Impatiens glandulifera*), a highly invasive, non-native plant, has taken hold throughout the Necanicum River watershed, choking out native plants and



NORTH COAST LAND CONSERVANCY

**A weed-pulling day is scheduled at Circle Creek on Saturday.**

reducing plant and animal diversity while increasing the risk of streambank erosion. North Coast Land Conservancy and the Necanicum Watershed Council are working together on a three-year project

to try to rid the watershed of this invader.

Four summer stewardship interns are working throughout the watershed to eradicate this plant, and volunteers will be gathering to help them at

Circle Creek on July 21. The plant is easy to pull; the next step is to pile uprooted plants and stomp on them to crush the stems and prevent the seed pods from developing or maturing. Get details on the June 13 stewardship day at [NCLCtrust.org/pull-policemans-helmet-july](http://NCLCtrust.org/pull-policemans-helmet-july).

Visit [NCLCtrust.org/pull-pile-stomp](http://NCLCtrust.org/pull-pile-stomp) for more details and to report suspected sightings of the plant.

Policeman's helmet is named for the shape of the blossom, which resembles an old-fashioned British policeman's headwear. It is native to the Himalayas and was introduced in North America as an ornamental garden plant but has since spread widely.

# Trail's End judged art show

Seaside Signal

The Trail's End Art Association's 68th Annual Judged Show is open to all artists. This year's show will take place Aug. 4-31. A gala reception is planned Saturday, Aug. 4, from 2 to 5 p.m. This year's prizes include \$100 for best in show and a \$50 “mayor's award.” Prizes were also donated by McMenamin's Gearhart Hotel and Dots 'N Doodles Art Supply in Astoria.

Artists may submit their work on Sunday and Monday, July 29 and 30, between 10 a.m. and 3 p.m. Age categories are adults over 16; youth 13-16; children 12 and under.

The 68th Annual Judged Show call for art form may be picked up at Trail's End upon delivery of art for the show. Trail's End Art Gallery is located at 656 A Street in Gearhart; 503-717-9458 or visit [Trailsendart.org](http://Trailsendart.org).

# Resource leadership class to start in November

Seaside Signal

Resource Education and Agricultural Leadership Oregon is seeking applications from natural resource professionals from around the state for Class 2, which will start this November.

REAL Oregon is a collaboration of industry and other groups throughout the state that have recognized the importance of developing and grooming natural resource leaders now and in the future. In addition to networking opportunities and learning more about the state, the program will bring current

and future leaders together from agriculture, fishing, and forestry sectors in a series of five statewide sessions starting this fall. The annual leadership development program will expose this cross-section of representatives to the diversity of Oregon's geography, economy, and cultures through training in board governance, communication skills, conflict resolution, government interaction, public policy work, critical thinking, media relations, professional presentations, public speaking, relationship building and other areas.

The application deadline for

program consideration is July 27. Application packages and additional information can be found on the organizations e at [www.realoregon.net](http://www.realoregon.net).

REAL Oregon Alumni are serving on various boards and commissions and have been recruited for other industry and service related organizations. In addition, many from the pioneer class have volunteered to help with future classes and even serve on the organization's governing board. Alumni are now serving on the organization's board of directors, its curriculum and fundraising committees, and helping in oth-

er capacities.

The REAL Oregon Board will review application material in August and announce the members of Class 2 in September.

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