

Crafting more sustainable tourism for North Coast

The ongoing shift from destination marketing to destination management is one of the most exciting and most promising developments in tourism.

I am an outsider to this industry — at least for now. I got my start in journalism, then moved into communications for higher education, then onto marketing and brand management for the creative and technology boom happening coast to coast. Now here I am.

I've begun to consider my diversified background an asset of sorts in this industry because many of the challenges my colleagues and I are facing at the moment fall outside the traditional realm of marketing anyway.

Seaside's messaging does a good job of reaching those in the driving

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



market (Oregon, Washington, Idaho) through a variety of print, digital, and radio advertisements. We've seen year-over-year growth in overnight visitors, web views, and social media interest. Things are undeniably going well on the awareness front.

But consider the traffic that backs up just a little quicker and further back each season. Consider the feast or famine of seasonal visitors. In addition to building a visitor base for the North Coast, how are we

working to address the livability of Seaside and the sustainability of tourism here.

Seaside is partnering with Travel Oregon and communities up and down the coast from Astoria to Pacific City on a North Coast Tourism Studio this fall. We'll offer a series of workshops from September through January to empower local stakeholders, bolster sustainable tourism, address critical management issues, and preserve and enhance our natural and cultural assets.

In other words, we'll be workshopping destination management issues. But this is not a series for tourism professionals alone. We need community members, public officials, tour operators, lodging owners, recreation enthusiasts,

conservation groups, and absolutely anyone with an interest in strengthening the Seaside economy through sustainable tourism.

Residents suffer the same downsides from overtourism as visitors do. The difference, of course, is that you aren't on vacation and you aren't passing through. This is your home.

Please join us on Sept. 25 for our opening North Coast Tourism Summit at the Old Mill Event Center in Garibaldi. There will be an overview of the tourism industry, important trends, and best practices for sustainable tourism to get us all thinking how we might apply those ideas to Seaside. The summit is free, but RSVPs are required.

Also, there will be two events

in the series held in Seaside at Best Western Oceanview. We'll be conducting a Destination Stewardship Think Tank the evening of Oct. 16 and a very important Visitor Transportation for High-Use Destinations workshop during the day on Oct. 17.

For the complete series schedule, more information about each offering, and registration links for everything, please visit Industry.TravelOregon.com/NorthCoast.

Full-day workshops are \$10 to cover lunch, but all evening networking events are free. Those who attend at least four of the workshops will receive a certificate of completion from Travel Oregon.

As a newcomer in this industry, you know I'm after that certificate myself. I'll see you there.

America's newspapers always by your side

We've been complacent.

We thought everybody knew how important a free press was to our world and that all this talk about us being the enemy of the people would be dismissed for the silliness that it is.

But the reckless attacks have continued, instigated and encouraged by our president.

When the leader of the free world works to erode the public's trust in the media, the potential for damage is enormous, both here and abroad. We once set an example of free and open government for the world to follow. Now those who seek to suppress the free flow of information are doing so with impunity.

The time has come for us to stand up to the bullying. The role journalism plays in our free society is too crucial to allow this degradation to continue.

We aren't the enemy of the people. We are the people. We aren't fake news. We are your news and we struggle night and day to get the facts right.

On bitter cold January nights, we're the people's eyes and ears at town, village and school board meetings. We tell the stories of our communities, from the fun of a county fair to the despair a family faces when a loved one is killed.

We are always by your side. We shop the same stores, attend the same churches and hike the same trails. We struggle with daycare and worry about paying for retirement.

In our work as journalists, our first loyalty is to you. Our work is guided by a set of principles that demand objectivity, independence, open-mindedness and the pursuit of the truth. We make mistakes, we know. There's nothing we hate more than errors but we acknowledge them, correct them and learn from them.

Our work is a labor of love because we love our country and believe we are playing a vital role in our democracy. Self-governance demands that our citizens need to be well-informed and that's what we're here to do. We go beyond the government issued press release or briefing and ask tough questions. We hold people in power accountable for their actions. Some think we're rude to question and challenge. We know it's our obligation.

People have been criticizing the press for generations. We are not perfect. But we're striving every day to be a better version of ourselves than we were the day before.

That's why we welcome criticism. But unwarranted attacks that undermine your trust in us cannot stand. The problem has become so serious that newspapers across the nation are speaking out against these attacks in one voice today on their editorial pages.

As women's rights pioneer and investigative journalist Ida B. Wells wrote in 1892: "The people must know before they can act and there is no educator to compare with the press."

This editorial was written by Boston Globe staff. The Seaside Signal joins more than 300 newspapers in supporting freedom of the press.



Participants in the Healthy Hearts walk in Seaside.

SUE CODY PHOTOS

A 'perfect fit' for a healthy lifestyle

By Sue Cody
For Seaside Signal

Infectious laughter erupted as participants gathered at 12th Street for a group photo at the beginning of a Healthy Hearts 3K/5K walk along the Seaside Prom July 14. Camaraderie was obvious from the teasing and bragging.

Rebecca Kimmel said she had difficulty getting into the swimming pool before starting the Healthy Hearts program. After 12 weeks, she is now swimming one hour three times a week. Other participants reported similar success.

Healthy Hearts started as a collaboration between Columbia Pacific Coordinated Care Organization's Community Advisory Committee, Providence Seaside Hospital and Seaside Park and Recreation District to provide Oregon Health Plan members ways to reduce risk factors associated with heart disease. It provides walking opportunities, recreation passes and one-on-one coaching to lose weight, move more and eat healthier over 12 weeks.

"We thought a 3K/5K walk would be a way to celebrate the spring cohort," said Sarah Brown, CAC member and administrator of Healthy Hearts.

"Healthy Hearts is a program to connect people with community resources and support their overall health and wellness over time. We don't expect to create wellness in 12 weeks, but we hope to provide an avenue to grow and access resources down the road."

On finishing the walk, Rebecca said she exceeded her own expectations, walking farther than the 3K return marker.

"I told myself if I can make it to the turnaround, maybe I can make it to the next point. I made it to 0.75. That's going to be a mile and a half! That's huge, huge for me."

Rebecca said she almost lost her foot to disease. Through Healthy Hearts, she received a recreation pass that allows her to use Sunset Pool. When she started, she had to use a cane to get in the pool. Through the aerobics class, she learned how to safely exercise her foot. "And now I have enough strength to do this," she said.

"You don't know what it means when they're going to take your foot, and you're not

able to get up. And now, I'm going to walk a mile and a half. That's unreal. Oh, god it's just like a miracle."

At the finish line, proud participants returned, with stories of their own. Denise Adams said summer will be her third term of Healthy Hearts. It's the longest she has stuck to any program in years. She walks about 10 miles a week, and logged 50 miles the week before.

"I am out here helping others," she said.

Meeting new friends, forming bonds through Facebook posts, sharing recipes, walking together, taking classes has been transformative for many.

"It's a confidence builder," said Michelle Franklin. "As the mother of boys and running two households, I was always inside. Then I got to meet these women at Healthy Hearts, and it gave me hope. It's a lifestyle change. That's what it is."

"All these women's recovery stories are so awesome," said Rebecca. "Healthy Hearts is a lifeline. I'm doing this and I'm not going to give up."

Program coach Alix Richardson cheers the participants as they reach the finish line. With a degree in public health and health education, she says



Michelle Franklin participates in the Healthy Hearts walk in Seaside.



Alix Richardson, program coach of Healthy Hearts.

Healthy Hearts is a perfect fit for her skills and passion for being active.

She encourages people to go through the program more than once. "It's good for participants to hear everything twice, to fully comprehend mindful eating and yoga classes," she said.

"I am very thankful to be doing this. I can give people resources, but I like to help in other ways, offer encouragement," Alix said.

"Oh, that Alix," Rebecca said, "what a jewel."

Healthy Hearts is a program for Columbia Pacific CCO members who are on the Oregon Health Plan. Established in September 2012, Columbia Pacific CCO coordinates health services for more than 25,000 Oregon Health Plan members in Columbia, Clatsop and Tillamook counties; colpachealth.org or email lacostebrowns@careoregon.org.



SEASIDE SIGNAL

TIME MACHINE
FROM THE PAGES OF THE SIGNAL

**30 YEARS AGO
August 1988**

- Documents concerning tax lots subpoenaed and area remains a parking lot, putting plans to build a 10-story Holiday Inn south of the Seaside turnaround in limbo. Information on the matter is sketchy, but the dispute appears to be over property rights of two apartment buildings south of the proposed hotel site on the Prom.
- Income trends for workers show an increasing gap between Oregon and the United States from 1979 to 1986 according to Labor Trends, and an even bigger gap in the north coast region with Clatsop County showing the second greatest difference: In 1979, the average income for Oregon was \$13,197 compared to the U.S. at \$13,155. In 1986, the average fell in Oregon at \$18,311 while the country increased to \$19,966 — Clatsop was at \$17,127.
- GARAGE SALE — Wanted mail order bride, reply to Elsie route: Box 70, Seaside, OR 97138.
- POLICE LOGS — July 24: The city of Seaside reported slashed tire, valued at \$100 on car in the police department parking lot.
- July 24: The City of Sea-

side reported slashed tire, valued at \$100 on police car at 11th Avenue and Franklin.

July 30: Cannon Beach Police Department took a Forest Grove man into custody for climbing Haystack Rock, who was cited and released.

**95 YEARS AGO
August 1923**

- All business and social affairs ceased promptly at noon for two hours on Friday, Aug. 10 so Seaside citizens and beach visitors could attend a memorial service to honor President Warren G. Harding at Central school auditorium with Rev. J.R. Jeffrey of the Methodist Church presiding.
- FOR SALE — Good cow; will come fresh soon; apply at 917 Ave. H.
- Along with thousands of cars visiting Seaside, came King Tut's chariot, according to a legend painted on the side of a Stephens touring car occupied by four young men from Long Beach, California, who expressed themselves in the most enthusiastic terms and dared to say that Seaside and its beach was only second in the country to their own home town and its attractions.



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