

# Got an idea for a great project in Seaside?

The application window for the annual tourism grant program in Seaside is now open.

I encourage anyone working on a project, program, or event that results in visitation and overnight stays in Seaside to apply for up to \$5,000 in grant funding. For this year's cycle, the deadline to apply is May 10.

The city of Seaside Visitors Bureau in collaboration with the Tourism Advisory Committee will review applications at our May meeting and make award recommendations. Applicants will be notified of their status shortly thereafter.

I'm particularly excited about this long-running program because it allows a portion of our advertising budget to directly support community-driven events and initiatives, and diversify the very attractions that bring new people to Seaside in the first place.

As far as grants go, the application requirements for this one are relatively straightforward. The biggest obstacle I see is simply getting the word out so dreamers, doers, planners, and project managers know this seed money is avail-

## DIRECTOR'S CHAIR

JOSHUA HEINEMAN



able to get fledgling ideas off the ground, spur further partnerships, or expand on existing offerings.

It's worth mentioning, though, that there will be a strong preference given to shoulder- and off-season funding applications. Anything falling between mid-June and early September on the calendar, if awarded, will be capped at \$3,000 in maximum funding. We all agree that spreading visitation throughout the year is preferable.

Last year's grant recipients included the Times Theatre & Public House, Sunset Empire Park and Recreation District, Tsunami Skippers Jump Rope Team, and the Seaside Chamber of Commerce for that fantastic firework show you might have heard about once or twice.

Full guidelines and application materials can be found at [seasideOR.com/industry](http://seasideOR.com/industry) or by contacting the Visitors Bureau via

email, phone, or in-person (we'll print you copies like it's 1999).

GOAAAALS!

Mayor Jay Barber gave a great summation of the City Council's current two- and four-year goals at a recent Seaside Downtown Development Association meeting. From economy to infrastructure and from operations to quality of life, it's nice to see which direction city leaders are trying to move the needle.

In that spirit, I thought it worth sharing the goals that I put forth in December for the Visitors Bureau in the coming year (or two).

Goal No. 1 — Add and align signage onsite at the Visitors Bureau/Chamber of Commerce building to make our services more visible, reflect our current brand, and serve as a midpoint beacon between the north and south welcome signs.

This one is pretty self-explanatory. We absolutely have to update the outdated font on the main Chamber sign to signal drivers familiar with our branding and also rethink the front entryway to the building so it's more inviting from the street. Already we've got some repainting scheduled for the spring

and even some ideas on how to bring more of our fair-weather Adirondack chair crowd into the welcome center.

Goal No. 2 — Honor the dance, jazz, and rock music heritage of Seaside in ways that add to the historical legacy of Oregon's first resort town and open opportunities for future development.

On first blush, this one might seem a little far-fetched, but stick with me. Did you know Duke Ellington played the renowned Bungalow Dance Hall, which existed in the space now occupied by the Carousel Mall? Did you know The Fabulous Wailers of "Do'in' the Seaside" fame staged an impromptu rooftop show near the Turnaround in 1962 to pacify angry teenagers? Did you know there used to be a fantastical dance hall called the Hippodrome along the banks of the Necanicum in the early 1920s? There's a deep musical heritage here and I think it's worth finding ways to bring that history to the surface — whether through historical markers or establishing off-season retreats for musicians — when talking about what Seaside represents to visitors.

Goal No. 3 — Position the Visitors Bureau as a future-forward institution, exploring novel methods and new technologies to better serve visitors to Seaside and the North Coast region.

If you've been reading any of my columns in the last six months, you probably know our website — [seasideOR.com](http://seasideOR.com) — is reaching a record audience these days. In 2018, for instance, there were 362,000 unique users on the site compared to "just" 271,000 in 2017. The brick-and-mortar visitor center, while extremely valuable, isn't seeing that growth. We have audited our website to understand how to optimize for voice-search traffic from the growing Google Home and Amazon Alexa crowd, but that's only one small step. The possibilities are wide open as far as mediums and potential applications are concerned. The only guarantee is that things will change, and we shouldn't be afraid to reach people through creative nontraditional and digital means. That's the future.

Got a tourism-related comment, tip, or project? I'd love to hear about it. Write me at [jheineman@cityofseaside.us](mailto:jheineman@cityofseaside.us).

## Lesley Miller Park is not suited for new fire station

Gearhart needs a new fire station. The existing building is antiquated and constructed of unreinforced masonry that will not perform well in an earthquake.

A new fire station should be in a location that best serves the community, has the support of the community, and is designed to contribute to making Gearhart safer and more resilient.

The Lesley Miller Dunes Meadow Park (aka Gearhart Park) is at the center of Gearhart's oceanfront, and one of the places being considered for the fire station. It is also one of the places that makes Gearhart special. In this unique beautiful park, as Mrs. Miller had dreamed, everyone is able to have "a place to play baseball, football, have a picnic, or just sit, relax and watch the sunset." People have even been married in the park.

Parks are important for towns — we should make more of them, not pave them over. The park should not even be considered for a fire station, unless there are no other options.

There are also many pragmatic reasons to not site a fire station in the park.

• Gearhart residents deserve a new fire station that uses taxpayer money wisely. Contrary to what the city of Gearhart estimates, I and many others believe that the "Gearhart Park station" option will end up being extremely

## GUEST COLUMN

STUART EMMONS

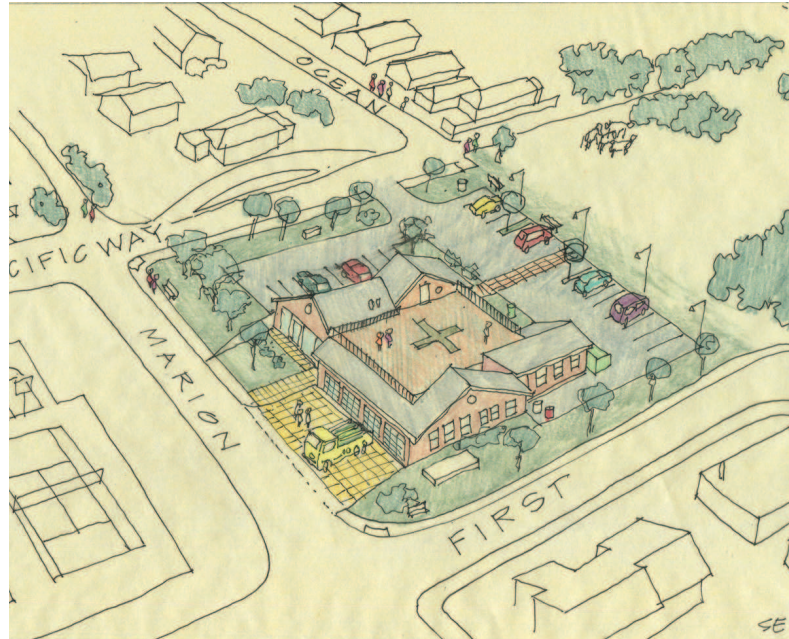


expensive, probably well more than the other options being considered, due to the numerous complex regulatory and legal challenges with the site. There is a good chance of costs spiraling out of control with this option.

• The Lesley Miller Park is in the State DOGAMI (Oregon Department of Geology and Mineral Industries) tsunami inundation zone. Oregon law prohibits new fire stations from being built in these zones. An exception will clearly be required. Yes, exceptions are possible to get approved, but primarily if there are no other strategic alternatives, which is clearly not the case here.

• The park was decided to the city by the county in 1947 with the agreement that it always remain a park. I don't see why the county would vote to modify the use, especially with so many county residents opposing this modification, unless there were no other site options, which is clearly not the case here.

• The city has stated in its literature to residents that park loss would be "minimal." Apparently they want to bring in a fleet of dump trucks after cutting down most of the trees on the site and



Stuart Emmons

An artist's rendering of the proposed fire station site plan in Lesley Miller Dunes Meadow Park.

fill in a large area of the dunes for a replacement park in sensitive dune areas. Creating open space on already open space. The reality is that a 13,000-square-foot fire station and large unsightly asphalt parking lot on one of the most beautiful places on the North Coast will have a massive negative impact on the park, effectively ruining a place that people on the North Coast have enjoyed for generations. This park is the wrong place to put a fire station.

The city has spent several years trying to find a suitable site

for a new fire station. It would be a very difficult undertaking for any group. The Gearhart Fire Station Committee has worked long hours and we are grateful for their work, along with city staff and elected leaders working hard on this difficult problem. Let's now all come together around a solution that has broad community support.

Fortunately, Gearhart has several viable options for locating a fire station. The city has higher ground outside of the state-defined tsunami inundation zone,

between 60 and 70 feet above sea level, and these areas should be considered first. The largest area outside of the tsunami inundation zone is around McMenamins, sometimes called Palisades or Highlands, at 60–70 feet above sea level. The other is at the south end of South Ocean Avenue. If we have an earthquake, I'm certainly not going to Lesley Miller Park to ride out a potential tsunami. I am going to the Palisades or South Ocean Avenue, like everyone west of 101 should. They are the highest places in Gearhart west of the foothills.

The sooner residents say "no" to a fire station in Lesley Miller Dunes Meadow Park, the sooner everyone can focus on finding the best site and getting the fire station built.

As Joni Mitchell sang in Big Yellow Taxi: "Don't it always seem to go ... That you don't know what you've got ... 'Till it's gone ... They paved paradise ... And put up a parking lot."

The park is a paradise for many of us. Let's forget about destroying the park for a fire station, come together to find the best solution, and build something that makes Gearhart safer and more resilient. And then, let's all watch one of those magnificent sunsets from the park, together.

Stuart Emmons is an architect and planner who used to have a woodshop on the North Coast and now comes to the coast frequently.

## For Valentine's Day, 'put your own oxygen mask on first'

By JENN VISSER  
For Seaside Signal

Valentine's Day is such a wonderful time of year to let the one we love know how much we value them. And, with the desire to express our love, sometimes we may overlook the most important piece of the "love puzzle."

That piece is found in the way we take care of our own selves. The way we care for ourselves directly influences our ability to love another person. If we do not love ourself, it can diminish the way that we nurture another human being.

The well-worn phrase, "put your own oxygen mask on first" remains the best reminder for developing a daily guideline to begin to improve the way that we practice self-care.

So this season, whether you are in a relationship or not, be sure to focus on your own well-being.

Each day, start with little steps:

Inspire yourself to find one small challenge that moves you out of your comfort zone. This could be something as small as taking a different way home, attending a community event that you never thought would interest you, or buying a fruit or a vegetable that



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you have never eaten, just to try it.

Amuse yourself by doing something small that is out of your ordinary routine. Discover something new that is fun to do. Perhaps, merely pulling over in your car to stop and gaze at a vista that you never noticed before or deciding to read about a simple topic online, such as the history of comedy. Go play skee-ball at the arcade, no matter how old you are.

Make a new connection. Seek out and say hello to a neighbor that you do not know. Invite a neighbor that you do know to walk around the block with you.

Be active. Engage with nature. For example, walk 500 steps from the Ecola

parking lot wooden bridge, up the incline. Count your steps. Stop at the chain link overlook point and take in your proximity to the Lighthouse.

Be grateful. Find and focus on points of gratitude in your life as you move through the day. Be sure to count your blessings every time you have a meal.

Get good rest. No matter how hectic you think your life is, carve out even the smallest moment to practice the art of resting.

Don't forget to breathe. A happy, healthy insider tip for the Best Valentine's Day ever: It's OK to fall in love with taking care of ... you!

Jenn Visser is a mind/body coach based in Seaside.

## NEWS IN BRIEF

### Jenny Frank joins Windermere

Windermere Realty Trust welcomed a new real estate broker in the company's Gearhart office.

Jenny Frank is a Cannon Beach native and has managed and sold family owned properties in Cannon Beach, Seaside and Gearhart for the last 18 years.

Frank comes to Windermere from Wyndham Destinations, where she managed the Seaside staff and served her own clients. Her top honors include president's club inductee; top presenter and highest sales volume representative.

### Coast Family Law comes to Gearhart

Coast Family Law, LLC is a local, family-law focused law firm is now open at the corner of Highway 101 and Pacific Way in Gearhart, Coast Family

Law is centrally located to serve the needs of the surrounding communities.

Contact Coast Family Law at 503-440-7616 or visit [www.coastfamilylaw.com](http://www.coastfamilylaw.com).

### Providence gains new providers

Three new providers have joined the Providence hospital's professional staff: family nurse practitioners Dianna Doyle, FNP, and Debra White, FNP, and family physician with obstetrics, Jiyeon Jeon, M.D.

Doyle will see patients at primary care clinics in Cannon Beach, Seaside and Warrenton.

Jeon is accepting new patients including obstet-

rics at Providence Seaside Clinic. For more information or to schedule an appointment, call 503-717-7060.

White is accepting new patients at Providence Warrenton Clinic. For more information or to schedule an appointment, call 503-717-7060.

### Writers to read essays and poems

Life on the North Coast will be the topic of essays and poems read by local writers during the Writers Read Celebration March 1 in the Cannon Beach Library. The event begins at 7 p.m.

The 10 writers' residences range from Gray's River on the Washington coast to Nehalem in Oregon.

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