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A LITTLE BIRDIE

Jeff TerHar

Seaside senior Carson Kawasoe birdied the first hole of sudden death to win the Cowapa League individual title over defending state co-champion Elliot Lee of Tillamook, Monday afternoon at the Astoria Golf & Country Club. *Story on A10.*

Softball revisited at Broadway Field

Deadline looms for field upgrades

By R.J. MARX
Seaside Signal

After initially rejecting Broadway Field for future Seaside School District play, the school district is again casting its eye on the property, located on Broadway east of the Sunset Pool.

At last Tuesday's meeting of the Sunset Empire Park and Recreation District board of directors, Skyler Archibald, the district's executive director, said he had received correspondence from school district superintendent Susan Penrod renewing the possibility.

"It sounds very possible at least that they will be using that location for softball and as such they need to create a plan that will comply with Title IX standards and make sure that they're clear of the risk of lawsuit for that," Archibald said. "From our position what seemed like it was a pretty set thing that was going to be at Wahanna is now not quite so set. Now we're going to be stakeholders and there's going to be decisions to be made by the board based on the plan they present."

The school district has been pursuing a site for a new softball field for a number of months, Penrod said.

The new or upgraded facility must meet requirements outlined in a resolution with the U.S. Department of Education's

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R.J. Marx

Resident care coordination Brittany Barnett and maintenance director John Baldrige of Suzanne Elise Assisted Living.

Clearing the air at assisted living facility

Suzanne Elise on leading edge

By R.J. MARX
Seaside Signal

No industry was as vulnerable during the COVID-19 pandemic as the nation's assisted living facilities, where older Americans in congregate settings faced particular risk.

At Suzanne Elise Assisted Living in Seaside, maintenance director John Baldrige set out to bring additional layers to the residents, staff and visitors to the facility. Right now, Suzanne Elise is the only assisted living facility to have the system — one just purchased by the Pentagon for its buildings.

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Sunset Recreation Center strategic plan outlines program, financial goals

Naming of center could come later

By R.J. MARX
Seaside Signal

Last summer the Sunset Empire Park and Recreation District and Sports Facilities Advisory launched a series of community discussions to determine the future uses of the Broadway Middle School.

The plan will be used to guide and steer a strategic plan for the entire district, Skyler Archibald park district executive director, said. "We are hoping to kick that plan off sometime this calendar year."

On last Tuesday, the district and consultants shared the finished report, detailing program plans, financial performance and economic impact analysis.

According to the strategic plan, prepared by Sports Facilities Advisory and Scott Edwards Architecture, the center is projected to have an economic impact both for residents and businesses. The center is expected to

require an operational subsidy of about \$300,000 in the first year, decreasing to approximately \$232,000 in the fifth. The estimates are conservative, they write, and may be exceeded as programming expands.

The center is projected to generate approximately 3,200 new lodging room nights annually within five years and \$1.5 million in annual direct spending at the bond's maturity throughout the local area.

"In recognition of the work completed to date and the information above and detailed throughout this report, SFA believes that the facilities as planned have the potential to accomplish the project team's goals if pursued," consultants wrote.

The report will be used as the district develops its own strategic plan, the district's executive director Skyler Archibald said. "This was a really important first step after we purchased the building."

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Lambert steps up as new downtown association director

By R.J. MARX
Seaside Signal

Kerri Lambert has taken on the role of executive director of the Seaside Downtown Development Association, the association's Laurie Mespelt announced last Thursday.

"We talked for over a year about the succession plan," Mespelt said. "That's the biggest thing you can do for a company or business."

Mespelt, who has served as director of the association since late 2019, praised Lambert for her leadership, planning and social media skills. "Kerri has the ability to fast forward in the present time," Mespelt said. "She can multitask. Her intuitiveness for what's ahead is just amazing."

Lambert has worked in the downtown area since 2004, when she was a manager at Norma's. She will continue to work as manager of the Times Theatre & Public House. "I'm going to try to back off a bit, but

the two kind of go hand-in-hand," Lambert said at the association's morning meeting at the Pig 'N Pancake.

SDDA was formed 1993 by a group of downtown businessmen and women who joined together to improve and promote downtown Seaside.

After more than two years Lambert hopes to bring back events canceled or postponed as a result of the pandemic.

"We want to bring back events we have prior to COVID and get those going

and strong," Lambert said. "We're working on membership and then trying to advocate as much as we can for the businesses for the community as far as housing, being able to have people raise their families. We really want to work on building a healthy business community."

Coming up on May 14 from 3 to 6:30 p.m. the association's spring wine walk returns. The event features tastings from 17 Oregon wineries, presented at

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R.J. Marx

Kerri Lambert and Laurie Mespelt at the Seaside Downtown Development Association breakfast.

