

MINUTES SEASIDE CITY COUNCIL APRIL 14, 2008 7:00 PM

CALL TO ORDER The Regular meeting of the Seaside City Council was called to order at 7:00 PM by Mayor Don Larson.

ATTENDANCE Present: Mayor Don Larson, Councilors Don Johnson, Larry Haller, Tim Tolan, Dave Moore and Gary Diebolt.

Absent: Council President Stubby Lyons, and Student Representative Clare McEwan.

Also Present: Mark J. Winstanley, City Manager; Kevin Cupples, Planning Director; Bob Gross, Seaside Police Chief; Reita Fackerell, Library Director; Mikaela Norval, Tourism Director; Donald Allison, Seaside Signal; Jeff Nelson, KAST; Pamela Robel, Daily Astorian.

AGENDA Motion to approve the April 14, 2008, agenda; carried unanimously. (Diebolt/Tolan)

MINUTES Motion to approve the March 24, 2008, minutes; carried unanimously. (Haller/Johnson)

CONFLICT Mayor Larson asked whether any Councilor wished to declare a conflict of interest.

No one declared a conflict of interest.

CONSENT AGENDA Motion to approve payment of the bills in the amount of \$727,628.67; carried unanimously. (Tolan/Johnson)

PUBLIC HEARING This was the duly advertised time and place to hold a public hearing regarding Adopting and Appropriating Supplemental Budgets of more than 10 percent to the 2007-2008 City of Seaside Budget.

RESOLUTION #3647 A RESOLUTION ADOPTING AND APPROPRIATING SUPPLEMENTAL BUDGETS OF MORE THAN 10 PERCENT TO THE 2007-2008 CITY OF SEASIDE BUDGET

Mark Winstanley, City Manager, explained the resolution would adopt and appropriate a supplemental budget for 2007-2008. Periodically there needed to be adjustments made to the budget.

Mayor Larson opened the public hearing.

There were no public comments and the Mayor closed the public hearing.

Mayor Larson asked for Council comments and there were no comments.

Motion to read Resolution #3647 by title only; carried unanimously. (Haller/Johnson)

Motion to adopt Resolution #3647; carried unanimously. (Haller/Johnson)

VACANCY – CITY TREE BOARD Mayor Larson stated there was one vacancy with no applications received on the City Tree Board. Mayor Larson asked the press to advertise the vacancy.

VACANCY – PARKS ADVISORY COMMITTEE Mayor Larson stated there were two vacancies with no applications received. Jeff Holwege had resigned from the Parks Advisory Committee. Mayor Larson asked the press to advertise the vacancy.

LIQUOR LICENSE APPLICATION Council considered an application for a liquor license for Bridge Tender at 554 Broadway. The applicant had a Limited On-Premises Sales License and wanted to apply for a Full On-Premises Sales License.

Motion to approve a Full On-Premises Sales License for the Bridge Tender; carried unanimously. (Haller/Johnson)

BID RESULTS – LIBRARY PHASE 2 FURNISHINGS Reita Fackerell, Library Director, stated the bids for the library furnishings were accepted on March 25, 2008, and evaluated by architect Richard Turi. In one case the low bid had not been accepted since the bidder had substituted different furniture than what had been asked for. Ms. Fackerell further stated the Seaside Library Board of Trustees discussed the bids and recommended the City Council vote to accept the Summary of Furniture Bid recommendation as proposed by Mr. Turi.

Motion accepting the seven separate bids for the Library Phase 2 Furnishings in the amount of \$157,264.08; carried unanimously. (Haller/Diebolt)

Councilor Haller asked what the extra \$20,000.00 was for.

Mr. Winstanley stated that was additional furniture that needed to be purchased and the City did not go out to bid for.

**BID RESULTS –
4.0 MILLION GALLON
PETERSON POINT
RESERVOIR**

Mr. Winstanley, stated on April 3, 2008, the City received bids for the 4.0 Million Gallon Peterson Point Reservoir project. The bids had been reviewed by Murray, Smith, and Associates, Inc. and the recommendation was to award the contract to the apparent lowest responsive bidder, Big River Construction Inc., in the amount of \$3,714,029.00. The estimate for the project was \$3,900,000.00 - \$4,100,000.00.

Chris Uber, Murray, Smith and Associates, Inc., stated the projected completion date for the project would be March 2009.

Motion accepting the bid from Big River Construction, Inc. for the 4.0 Million Gallon Peterson Point Reservoir; carried unanimously. (Johnson/Haller)

**ANNUAL REPORT –
TOURISM DIRECTOR**

Mikaela Norval, Tourism Director, stated 2007 had been an exciting year for the Seaside Visitors Bureau. Ms. Norval stated she was fortunate to have been hired as the Director of Tourism to oversee visitor services, marketing, and promotion of Seaside as a leisure travel destination. Additionally the Tourism Advisory Committee was formed to advise the department. Ms. Norval further stated the Visitors Bureau utilizes paid staff, both full time and part time, and volunteers. The core, year round staff dedicated to the Visitors Bureau include: the full time Director of Tourism and Visitor Services Manager and four part time Visitor Information Specialists. The staff had been busy meeting the needs of many visitors, sending the official Seaside Visitor Guide, answering a multitude of questions, and welcoming visitors to our coastal community. The number of open-to-the-public hours of operation totaled 3,081 in 2007 and the number of staffing hours was 163 per week. Ms. Norval further stated the operations of the department were one hundred percent funded by local lodging taxes. There were many layers to advertising, marketing, and promotion. Providing excellent visitor services to the traveler was one layer. Another layer was the official Seaside Visitors Guide, produced by Pelican Productions. In 2007, a total of 100,000 copies of the guides were produced. The guides were distributed to Visitor Centers, Welcome Centers, Chamber of Commerce, local businesses and lodging properties. Additionally, 22,939 Seaside Visitor Guides were mailed or picked up by visitors at the Visitors Bureau. Ms. Norval further stated media attention had been strong in 2007. Seaside was host to a number of travel writers from NW Woman Magazine, Portland Monthly, PDX Magazine, and several others. Various Portland television stations aired news programming from Seaside, especially during key summer events, marine animal findings, and the December storm. The advertising strategy continued to focus on what made Seaside unique: our wide sandy beach, Lewis and Clark history, Prom and Turn around, family fun and out door adventure. In the past, Seaside had focused much of their advertising dollars on television advertising. Statistical support could not be found to justify continuing the television advertising. The focus in the print market was to differentiate Seaside from coastal competitors and focus on the winter months September through May. Ms. Norval further stated after the December storm the advertising was increased in the Oregonian and Seattle Times which invited the traveling public to shop, stay, and play in Seaside. Ms. Norval further stated Washington-State visitors continued to rank second after Oregon and California visitors ranked third. Visitor walk-ins continued to be steady Saturdays with an increase of Sunday visitors during the summer months and an increase in international visitors, with a notable growth from Canada, Germany, and Asia. The visitors most often inquired about local-area information, directions, relocation, and retirement information. Seaside visitors were primarily leisure travelers, new residents and meeting and conference attendees. Ms. Norval further stated monitoring the leisure travel population was challenging and on average five percent of the traveling public contacted a Visitors Bureau, the market was evenly split between those who spent the night and those who were visiting for the day, on average and over night visitor spent \$201.00 and a day tripper spent \$73.00. While the statistics were dated they were specific to Seaside but once the Visitor Survey was completed there would be updated information to report. The estimated economic impact of the leisure traveler in 2007 was approximately \$120,000,000.00. Ms. Norval further stated the goals for 2008 were development of key fundamental department building blocks, improve the Visitors Bureau building, strengthen the Visitors Bureau website, increase marketing, continue cooperation and assistance to community partners, support the development of the Columbia-Pacific National Heritage Area, and build greater access to visitor information.

**APPROVAL -
PURCHASE TSUNAMI
SUPPLY CACHES**

Kevin Cupples, Planning Director, stated the City of Seaside was fortunate to have a number of dedicated volunteer groups working on tsunami and emergency preparedness activities in the community. There were some individuals that volunteered on an informal basis and Seaside was fortunate to have a number of organized groups that met regularly to help improve tsunami preparedness. The groups include, but are not limited to: Seaside Volunteer Fire Department, the Community Emergency Response Team (CERT), Seaside Tsunami Armature Radio Society (STARS), and the Tsunami Advisory Group (TAG). Mr. Cupples further stated for months TAG had been working diligently on establishing a tsunami supply barrel program. The program would establish emergency supply containers (55 gallon barrels) within high ground evacuation areas that surround Seaside. TAG had painstakingly worked to establish appropriate supply lists, the storage capacity of each barrel, and the estimated distribution throughout five different assembly areas. Thanks to their careful consideration and willingness to problem solve, the public benefit from these supplies would be greatly enhanced.

Mr. Cupples further stated there was an attached list which was the culmination of the group's efforts to identify the final list of supplies necessary to stock one hundred twenty supply barrels. One member of the group, Roy Hackett, deserved special thanks for his meticulous efforts to obtain the best price quotes from vendors that commonly provided emergency supplies. Although the fruits of his labors had ended up tasting like odd flavored survival bars, staff could not thank Mr. Hackett enough for the time he had devoted to the project. Mr. Cupples further asked Council to extend their appreciation for the time and effort the volunteers had put into the tsunami supply barrel program by approving the purchases identified on the list. Reimbursement funds for the supplies would be provided by the Department of Geology and Mineral Industry (DOGAMI) in conjunction with funding from the National Oceanic and Atmospheric Administration (NOAA).

Councilor Tolan asked if there was a list of essentials to put into a backpack in case of emergencies.

Mr. Cupples stated there was a Tsunami Handbook that provided a list of the items that could be placed into a backpack.

Motion to approve the purchase of the Tsunami Barrel Supplies; carried unanimously. (Haller/Diebolt)

**DECISION –
SENATE BILL 111**

Bob Gross, Seaside Police Chief, stated Senate Bill 111, passed by the 2007 regular session of the legislature required each county in Oregon to create a Deadly Physical Force Plan. The plan was to be delivered by the District Attorney and Sheriff of the County and development must include a non-management police officer, a police chief, a representative of the public, and a representative of the Oregon State Police. The Clatsop County District Attorney Josh Marque along with Sheriff Tom Bergin had developed a Deadly Physical Force Plan with the Participation of Lieutenant Duane Stanton (OSP), Officer Ken Hansen (Astoria Police), Chief Bob Maxwell (Warrenton Police), and Mel Jasin (Public Representative). The planning group also advertised and conducted a public meeting soliciting input from citizens of Clatsop County. Chief Gross further stated the attached plan included the results of the planning and input from the public meeting. The plan meets all the required elements of Senate Bill 111 and had been shared with the Seaside Police Association. Chief Gross had reviewed the document and found it to be very close to what had been done in the past. Chief Gross further stated Senate Bill 111 required the plan be submitted to the governing body of each law enforcement agency within the County except for the Department of State Police and the Department of Justice. The governing body had sixty day to either approve or disapprove the plan. Staff recommended Council approve the plan.

Motion to approve Senate Bill 111 – Deadly Physical Force Plan; carried unanimously. (Haller/Johnson)

COMMENTS – PUBLIC

None

COMMENTS – COUNCIL

Councilor Diebolt stated May 17, 2008, would be Seaside Beatification Day. There would be volunteers from the Key Club, Letterman Club, Football Team, and Boy Scouts. Councilor Diebolt stated Monday, April 21, 2008, would be the second meeting of the 2020 Visioning Group.

Councilor Haller stated volunteers were still needed for the Beautification Day Project. There would be a schedule and volunteers would work two hour shifts.

Councilor Tolan thanked Ms. Norval for a great report.

Councilor Moore stated the United States Senate passed a bill for a study to be conducted on making the Lower Columbia Pacific a National Heritage area. National Heritage areas were designated locations in the United States authorized by congress to encourage the preservation of history in locations of distinctive human impact on the landscape.

Mayor Larson stated Spring Break was a success this year because of the police department and everyone in Seaside. Mayor Larson further stated Council needed to schedule a workshop for the Cemetery District and Forestry Department.

Council consensus to schedule the Cemetery District Workshop on Monday, April 28, 2008, following the City Council Meeting.

Council consensus to schedule the Forestry Workshop sometime after the budget meetings in May.

COMMENTS – STAFF

Mr. Winstanley reminded Council and the public there would be an Emergency Preparedness Fair on Wednesday, April 30, 2008, 2:00 pm to 8:00 pm, at the Seaside Civic and Convention Center.

ADJOURNMENT

The regular meeting adjourned at 7:50 pm.