

CALL TO ORDER The Regular meeting of the Seaside City Council was called to order at 7:00 PM by Council President Tim Tolan.

ATTENDANCE Present: Council President Tim Tolan, Councilors Stubby Lyons, Gary Diebolt, Larry Haller, and Don Johnson.

Absent: Mayor Don Larson and Councilor Dave Moore.

Also Present: Mark Winstanley, City Manager; Trish Downey, Asst. to the City Manager; Bob Gross, Police Chief; Russ Vandenberg, Convention Center General Manager; Mikaela Norval, Tourism Director; Cody Forsythe, Student Council Representative; Donald Allison, Seaside Signal; Jeff Nelson, KAST; Nancy McCarthy, Daily Astorian.

AGENDA Motion to approve the February 23 2009, agenda; carried unanimously. (Haller/Lyons)

MINUTES Motion to approve the February 9, 2009, minutes; carried unanimously. (Haller/Lyons)

SWEARING IN SEASIDE POLICE OFFICERS Bob Gross, Seaside Police Chief, swore in Seaside Police Officer Gary Welborn and congratulated him.

CONFLICT Council President Tolan 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 \$184,269.44; carried unanimously. (Lyons/Johnson)

PRESENTATION - TOURISM ADVISORY RECOMMENDATION Mikaela Norval, Tourism Director, stated the Tourism Advisory Committee heard comments from community members concerning the Tourism Stimulus Plan at their February 11, 2009 meeting. After much discussion the committee voted four to one in favor of asking the City Council for an additional \$50,000.00 in funds for marketing and advertising during this time with the economy. The understanding was that the funding would be a loan against future advertising budgets for the department. Ms. Norval further stated the timing of the plan would be April 15, 2009 through June 15, 2009. The goal was to drive incremental traffic and overnight stays to Seaside taking advantage of the current economic situation. The hope was that this would not be a one time relationship with potential new customers but the beginning of a long relationship. The realization was that customers were looking for deep discounts and people were not willing to give up vacations but were trading down. This would position Seaside in a very nice place particularly since Seaside was an easy drive distance from large metropolitan locations. Ms. Norval further stated the focus for the marketing campaign was for the greater Portland (primary) and Seattle (secondary) markets. The target was young professionals, empty nesters and retired people. The City would use tools and promotions already in place, which would minimize the cost and start-up time. The City would also copy Hot Deals on the Chamber of Commerce web site and imbed in www.SeasideOR.com (Visitors Bureau site) opening the site to all businesses in Seaside for the duration of the plan. Ms. Norval further stated all offers were under complete control of the individual business management, subject to availability, restrictions apply, etc. Offers would be posted on the Chamber's Hot Deals site giving the value conscience consumer access to all special values offered in the City. Ms. Norval further stated the City would adapt all advertising directed in the target market that was not currently in production. The City would also look at additional marketing opportunities in the target markets with the additional funding to support these opportunities. All advertising would drive the market to www.Seaside.OR.com to the Hot Deals. Ms. Norval further stated staff was asking for Council's approval on an additional \$50,000.00 in advertising to have a greater presence in the drive market for Portland and Seattle.

Councilor Diebolt asked if this would be a different market the City was after.

Ms. Norval stated the City was in that market already with the Oregonian and Seattle Times twice a month.

Councilor Diebolt stated he meant to say the customer not the market.

Ms. Norval stated because of the trends of customers trading down new people may be attracted to Seaside instead of Hawaii, Disney Land, and Las Vegas. Different advertising would be used to attract these customers to reach the market not being reached currently.

Council President Tolan asked if there was a decision how the \$50,000.00 would be spent.

Ms. Norval stated the City was looking at advertising on the radio, billboards, and the internet. The City would not be able to use all three advertising ideas but a combination could be used. Several options would be proposed to the Tourism Advisory Committee.

Councilor Haller asked where the money would come from.

Mark Winstanley, City Manager, stated Council would make a motion allowing staff to use contingency dollars from the room tax and Visitor's Bureau fund. The contingency was currently at \$100,000.00 and half of the contingency would be used.

Council President Tolan stated there were Tourism Advisory Committee members and business owner that had attended the meeting and asked if there were any additional comments they would like to make.

Terry Bischel, 414 N. Prom, Seaside, stated he was the owner of the Best Western and River Tide Suites in Seaside, and the lodging tax was down for the first time when comparing 2008 to 2007 and that had not been seen in many years. Approximately fifty-eight percent of vacationers were trading down in the country. Markets like Las Vegas and Hawaii had suffered serious declines in the last twelve to eighteen months. The hospitality hotel industry expected a ten to twenty percent decline in revenue per available room. The last ten percent of the revenue was perhaps the most valuable because it not only provided businesses somewhat of an opportunity for profit but also opportunities for capital improvements. To make the capital improvements businesses needed to have the opportunity to service guest. Mr. Bischel further stated the Tourism Advisory Committee was going the right direction. The amount of money that was being asked for would not be enough because \$50,000.00 would get the businesses something but would not get the businesses where they needed to go. Mr. Bischel further stated he would not be surprised if the Tourism Advisory Committee had to come back to Council in June or July 2009, to ask for more money.

Shaun Wagner, 30 N. Prom, Seaside, stated he was a member of the Tourism Advisory Committee. Mr. Wagner further stated the Committee spent a great deal of time on the proposal and the decision came with the support from the public with a very large attendance at the last Tourism Advisory Committee meeting. The Committee agreed to ask for \$50,000.00 which was a responsible amount of money. There would also be time for Ms. Norval to find the best opportunities for the dollars.

Motion to approve taking \$50,000.00 out of the contingency dollars from the room tax and Visitor's Bureau fund to pay for the Tourism Stimulus Plan; carried unanimously. (Haller/Diebolt)

Councilor Johnson asked if there was a state room tax fund the City could apply for.

Mr. Winstanley stated there was a one percent room tax that went to the State of Oregon.

Councilor Johnson stated he was under the impression the City could reapply for a small percentage of the fund.

Ms. Norval stated there was a one percent state tax and up to fifteen percent of what was collected on the Oregon Coast could go back to the Oregon Coast Visitors Association which was the representation for the entire region but the money would not come directly back to Seaside.

**POLICE DEPARTMENT
YEAR END REPORT**

Chief Gross stated Seaside had successful community events throughout the year. Through the annual planning and working with the promoters of citywide events, the police department was able to ensure the City's four largest events; Spring Break 4th of July, Beach Volleyball, and Hood to Coast went smoothly with minimal criminal activity. Officers also provided security for the Miss Oregon pageant and parade, 4th of July parade and activities, and the two car shows and motorcycle show that were held at the Convention Center. Chief Gross further stated the criminal activity in Seaside continued to drop in 2008 with Part I and Part II offenses decreasing. The report indicated that Part I offences decreased by six percent with decreases in Assault, Forcible Rape, Thefts, Motor Vehicle Thefts and Arson. There was an increase in robbery, burglary, and arson. The report indicated that with Part II offences there was a twenty-eight percent decrease including reductions in Simple Assault, Forgery/Counterfeit, and Fraud. Vandalism, Weapons Laws, Drugs, Driving While Intoxicated Liquor Laws, Disorderly Conduct, and Curfew Violations. The department was successful in clearing thirty-three percent of the Part I Crimes and sixty-six percent of the Part II Crimes. Chief Gross further stated the second year of the Reduce Access to Alcohol grant had allowed the department to continue to make an impact on the illegal consumption and possession of alcohol by minors. During 2008, officers arrested two hundred fifty-six minors for possession of alcohol. There were also fifteen people arrested for furnishing alcohol. This was done through local alcohol outlets to ensure compliance with asking for the proper identification. Chief Gross further stated the department continued the partnership and participation in community programs like the second annual South County Citizen's Police Academy, the merchant alert program, which made merchants more aware of potential crimes out there that could affect them, and the department participated in the second annual Job Fair.

Chief Gross further stated in 2008 the department saw the establishment of the first annual Child Safety Fair and conducted the third annual National Night Out in Broadway Park and Cartwright Park. Chief Gross further stated he was proud of the men and women of the Seaside Police Department who continued to work hard to keep the community safe. The daily police log could be found online. Officers at all levels participated in community presentations to make the community more aware of what the police department was doing. There was a development and implementation of a citizen's survey for both patrol and communications to receive feedback from customers who were served. The records management system and computer dispatch systems were updated and were now linked with Astoria. A three day mini academy was developed and implemented to provide ongoing training for officers during the off season and the academy had been very successful. The new evidence building was completed which would provide the department with ample space to house the evidence now and into the future. Chief Gross further stated the department was able to do all of these things while meeting the challenges of spring break, 4th of July, Beach Volleyball, and Hood to Coast, not to mention the daily request throughout the year. As the department moved forward in 2009 the community connections would continue to be improved by establishing a neighborhood watch program., work to restore the School Resource Officer, create a crime stoppers program with other agencies in Clatsop County, and schedule a meeting with the community and department to review and update the strategic plan. Over the last three years the department had seen a thirty percent reduction in violent crimes and a thirty six percent reduction in other crimes. Chief Gross thanked the City Council, City Manager, and the City Budget Committee for giving the Police Department the support that was needed to make all of the accomplishments. Chief Gross gave the credit to the men and woman of the Seaside Police Department and further stated in the coming year they would continue to work hard with the community to meet their needs while maintaining their trust and confidence.

Council President Tolan thanked Chief Gross for the update and stated Seaside was very fortunate to have the Seaside Police Department.

**REPRESENTATION -
CREST DELEGATE**

Council President Tolan stated Council needed to select a delegate for the Columbia River Estuary Study Taskforce (CREST). The governing body of CREST was comprised of an elected official and an alternate was appointed from each jurisdiction. CREST was not a regulatory agency but was a regional organization providing a forum for members to identify and discuss the use of regional importance and monetary comment on governmental activities related to the development of the National Economic and resources of the Columbia River Estuary. Council President Tolan asked if there was any Councilor interested in becoming a delegate.

Councilor Johnson stated he would be interested in serving on CREST.

Motion to appoint Councilor Johnson as the delegate to serve on CREST; carried unanimously. (Haller/Diebolt)

PROCLAMATION

Council President Tolan read a Proclamation for Seaside's 110th Birthday.

COMMENTS – PUBLIC

Beth Milander, 1210 2nd Avenue, Seaside, stated originally she had spoke to Mayor Larson about attending the meeting to introduce the French Exchange Student for Seaside who had been attending Broadway Middle School for the month of February.

**COMMENTS – STUDENT
REPRESENTATIVE**

Cody Forsythe, Student Council Representative, stated last week Stephanie Hanthorn and Cardie Gilligan place at the State Swim Meet. Wrestling contenders Justin Meer and Alex Swynenberg were leaving for state on February 25, 2009. Boys Basketball league playoff game was February 24, 2009. Last week the girl's basketball won the league and would play again on March 7, 2009. There was a musical "Once upon a Mattress" starting on February 27, 2009. Spring sports had started which was good for all athletes. The Ruby Goldberg project would be at the high school on April 1, 2009. Spring Break was March 23-27, 2009. The end of the term was March 10, 2009, which was moved back because of the snow days.

COMMENTS – COUNCIL

Councilor Lyons stated students were present because they had been assigned to attend a meeting and make a report for Mr. Boyd or another teacher.

Councilor Johnson asked Mr. Forsythe if he realized the high school was fifty years old this year.

Mr. Forsythe stated Mr. Loving had not mentioned that.

Councilor Diebolt stated there were comments from last weeks discussion that were related to the Proposed Maintenance Ordinance that Council had discussed. As chair of the 20/20 Visioning Group, the majority of the Seaside residences were in support of cleaning up Seaside and had not directed their comments at private parties only. The comments were related to commercial property owners, residential property owners, City, State, and all property in general because they wanted the town to look better. The City could not single themselves out because they needed to lead by example. Instead of Council rewriting the ordinance there could be simple steps taken. Councilor Diebolt further stated with some ordinances there were sections that may be unenforceable because they were never defined.

An example would be the temporary sign ordinance which was not defined. How would the ordinance be enforced since it was not defined. Councilor Diebolt suggested Council step back and look at the simple things along the way that had never been defined. Councilor Diebolt also suggested in the future there should be only one reading unless it was housekeeping and that would give the public a chance to give input and would also give Council a chance to digest the input and a decision could be made that would work for everybody instead of something that lights fires and makes walls go up. The citizens of Seaside, the City, and Council needed to work together to make a better City for everyone and maybe the City would be cleaner along the way.

Council President Tolan stated last weekend Council had their Goal Setting Session and asked if Council would receive a report on the goals.

Mr. Winstanley stated the City had received a report received but some editing still needed to be done before presenting to Council.

COMMENTS – STAFF

Mr. Winstanley complimented the women and men of the Seaside Police Department stating they all do a wonderful job and he received compliments about the department from City Manager's and staff from other City's. Mr. Winstanley also thanked Chief Gross for the marvelous job and leadership he had with the Seaside Police Department. Mr. Winstanley further stated the first budget meeting was tentatively set for May 4, 2009, which was the first Monday in May.

Russ Vandenberg, Convention Center General Manager stated Tony Peterman was in Seaside for three days in February and had met with additional stake holders and also toured facilities within the Seaside Convention Centers demographic range of competition. Mr. Peterman was prepared to present the study in late March, 2009.

ADJOURNMENT

The regular meeting adjourned at 7:34 PM.

Kim Jordan, Secretary

DON LARSON, MAYOR