

**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, Council President Stubby Lyons, Councilors Don Johnson, Larry Haller, Tim Tolan, Dave Moore and Student Representative Clare McEwan.

Absent: Councilor Gary Diebolt

Also Present: Mark Winstanley, City Manager; Dan Van Thiel, City Attorney; Neal Wallace, Public Works Director; Russ Vandenberg, Convention Center General Manager; Bob Gross, Seaside Police Chief; Mikaela Norval, Tourism Director; Donald Allison, Seaside Signal; Jeff Nelson, KAST; Pamela Robel, Daily Astorian.

**AGENDA** Motion to approve the February 25, 2008, agenda; carried unanimously. (Lyons/Johnson)

**MINUTES** Motion to approve the February 11, 2008, minutes; carried unanimously. (Haller/Lyons)

**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 \$539,654.40; carried unanimously. (Lyons/Johnson)

**PUBLIC HEARING** This was the duly advertised time and place to hold a public hearing regarding Annexing Certain Property East of the City.

**ORDINANCE #2008-03** AN ORDINANCE OF THE CITY OF SEASIDE, OREGON, ANNEXING CERTAIN PROPERTY EAST OF THE CITY (Property adjacent to 14<sup>th</sup> Avenue and North Wahanna)

Neal Wallace, Public Works Director, explained there had been a request made to annex a piece of property on 14<sup>th</sup> and Wahanna. The request was made by David Langlo and the parcel in question had been involved in a measure 37 claim which had been resolved. The property had been partitioned into two pieces and Mr. Langlo was putting the property up for sale and wanted to annex the property into the City to be ready for sewer when sewer was added.

Mayor Larson opened the public hearing.

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

Mayor Larson asked for Council comments.

Councilor Tolan asked if this was the same property as the measure 37 claim that Mr. Langlo had brought to Council.

Mr. Wallace stated the property was the same property in the measure 37 claim. Mr. Wallace further stated in a discussion with the Community Action Team the parcel of property that was being looked at abuts with 14<sup>th</sup> Avenue. The discussion was that if the piece of property was bought there possibly could be a housing development built.

There were no other Council comments.

Motion to place Ordinance 2008-03 on its first reading by title only; carried unanimously. (Haller/Lyons)

Motion to place Ordinance 2008-03 on its second reading by title only; carried unanimously. (Haller/Lyons)

**CONVENTION CENTER YEAR END REPORT** Russ Vandenberg, Convention Center General Manager, stated before speaking about the Convention Center Year End Report he would acknowledge his full time staff members who were the heart and soles of the Convention Center and the Convention Center Commission who were very dedicated, supportive and had given Mr. Vandenberg the guidance he needed to run the facility. Mr. Vandenberg further stated the Year End Report for the Economic Highlights showed a total of 39,918 delegates had attended events at the Convention Center in 2007. Spending during their visits added \$23.7 million dollars – or an average of \$64,931.00 each day to Seaside’s local economy. The Convention Center contracted a total of 25 new events in 2007 that included conventions, conferences and special events. The new bookings were scheduled to take place from 2007 through 2011. Staff was pleased with the number of associations who had chosen the location and hoped to build upon the success in the future. The total number of projected attendees was 4540 with a total of 55 event days.

The projects/purchases that were completed during 2007 were a 42" Plasma information screen installed in the main hall and a 32" screen in the west lobby, Main and Exhibit Halls were renamed to the Pacific and Necanicum Room, new stage flooring installed in the Pacific Room, new scheduling and booking program was implemented, new sound system installed in the Pacific Room, upgraded the lighting system in the Pacific Room, installed third side of the reader board on south side of exterior sign, installed new baby changing stations in restrooms, developed a new logo, designed new interior office space, developed new web-site with enhanced facility layouts, replaced metal railing on balcony with a new glass enclosure and purchased new acoustical shell. The projects/purchases scheduled for 2008 were to install new room dividers in meeting rooms, purchase new chairs, purchase new floor scrubber, purchase new table skirting, purchase new pipe and drape, apply concrete application to the kitchen floor, install new interior signage, install new stage curtain, relocate sound system in Necanicum room and install new lighting fixtures in Necanicum room. Mr. Vandenberg further stated the Customer Service Analysis for 2007 was for staff to remain committed to providing exceptional customer service. There were electronic surveys sent to seventy-nine clients asking them to evaluate the Convention Center's service in the following categories: booking, food and beverage, restrooms, event planning, facility service and meeting rooms. Of the seventy-nine evaluations sent out, forty-five were returned for a return rate of 57%. The results had been compiled to evaluate how well the Convention Center accomplished their goal. Providing superior customer service had become the benchmark for which the Convention Center was managed. The evaluations were analyzed to determine areas that needed improvements and staff strived to make adjustments in the operations and management of the center. Feedback from clients allowed the Convention Center to improve the quality of the facility and services, which was the Convention Center's report card. In 2007 there was an overall customer service rating of 4.68. Staff would continue in 2008 to find ways to improve the facility and services and would strive for a perfect five. Mr. Vandenberg further stated the Convention Center's outlook for 2008 was to be committed to building a solid foundation for economic growth while recognizing the role as a vital component of the regional economy. In 2008 the Convention Center was forecasting a modest increase of 3% and to maintain current relationships with the existing clients while maximizing the event calendar. In the past twenty-four months there had been a total of seventy-four new business contracts secured between the years 2007-2011. Mr. Vandenberg further stated the website would continue to be the primary marketing tool for establishing new business leads and the Convention Center was proud to unveil the new logo which would portray a positive image with reference to the location on the coast.

**RESOLUTION #3641**

**A RESOLUTION OF THE CITY OF SEASIDE, OREGON, ADJUSTING THE 2007-2008 CITY OF SEASIDE BUDGET**

Mark Winstanley, City Manager, explained resolution #3641 was adjusting the 2007-2008 budget. The resolution would not increase or decrease any of the budgets but was rearranging some of the expenditure categories.

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

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

Motion to read Resolution #3641 by title only; carried unanimously. (Haller/Lyons)

Motion to adopt Resolution #3641; carried unanimously. (Haller/Johnson)

**RESOLUTION #3642**

**A RESOLUTION OF THE CITY OF SEASIDE, OREGON, AUTHORIZING PARTICIPATION IN THE TRANSPORTATION ENHANCEMENT GRANT PROGRAM (Regarding the development of a sidewalk between Avenue 'G' and Avenue 'M' along Highway 101)**

Mr. Wallace explained the Transportation Enhancement Grant was a grant offered by the Oregon Department of Transportation (ODOT). The grant would be used to develop a sidewalk between Avenue 'G' and Avenue 'M' along Highway 101. The project would include the sidewalk, lighting, some irrigation and landscaping and the under grounding of a few utility poles along Irvine.

Mayor Larson asked how much the grant was for.

Mr. Wallace stated approximately \$315,000.00.

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

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

Motion to read Resolution #3642 by title only; carried unanimously. (Johnson/Lyons)

Motion to adopt Resolution #3642; carried unanimously. (Johnson/Lyons)

Erin Barker, 570 S. Roosevelt Dr., Seaside, asked how the acoustical ceiling would impact the balcony.

Mr. Vandenberg stated there would not be an impact on the balcony.

Bill Hubbard, 930 Necanicum Dr., Seaside, stated the 2020 Visioning process had started with the first meeting which had a very good attendance with a lot of good comments. Mr. Hubbard thanked the reporters for the media coverage which was outstanding. Mr. Hubbard further stated there were surveys sent out so that data could be collected and the visioning process was well under way. The visioning was a long term process to find out things that needed to be done in the future. The survey's filled out showed that over 75% of the respondents were coming back with the same comment which was the beautification of Seaside. Mr. Hubbard stated there was a project "Operation Beautify Seaside" planned for May, 2008, which pertained to making Seaside more beautiful by picking it up, fixing it up and painting it up. Mr. Hubbard further stated there would need to be City support by establishing a location for dropping unwanted materials, establish two Saturdays in May for drop off of materials, haul away the waste materials and put stuffers in water bills prior to May to inform the public. There would need to be media support with the newspaper and radio to present stories of the need for cleaning the City, teaser spots "Watch for OBS coming in May" and cover stories in May of the actual cleanup in progress. There would need to be local business involvement with the local hardware, lumber, home improvement, garden center stores to advertise products used in the beautification of Seaside and other local businesses to run ads supporting the project. There would need to be local organizations involvement with service clubs like the Chamber of Commerce, Seaside Downtown Association, schools, churches, other clubs like seniors, garden clubs, hospital auxiliary and Bridge groups, out of town real estate owners, other interested parties and yard signs if possible showing support for beautification efforts. Mr. Hubbard further stated this was a proposal to the City Council to be considered.

Mayor Larson stated he had called Western Oregon Waste (WOW) and found out based on what Gearhart had done the City of Seaside would need six, thirty yard boxes which would be approximately \$1,800.00 with a \$750.00 fee to pick the boxes up. The boxes would be brought on a Friday night and removed on Saturday so that there would be a quick start and close.

Councilor Haller stated the City of Seaside would need more boxes than Gearhart.

Mayor Larson stated six boxes would be more than Gearhart. Mayor Larson asked Council if they wanted to discuss the information at a workshop.

Motion to implement Operation Beautify Seaside; carried (Johnson/Haller)

Mayor Larson stated there would be a financial impact with the operation because the money was not in the budget for this year.

Mr. Winstanley stated if Council would agree the Mayor and Mr. Winstanley could find where the \$2,500.00 would come from. The operation would need to be staffed because the boxes could not be left alone.

Dan Van Thiel, City Attorney, stated the motion could be made subject to the Mayor and City Manager getting together to figure out where the money would come from and how the operation would be staffed.

Mayor Larson asked if the motion could be made again.

Motion to amend the motion to include the Mayor and City Manager addressing the cost and staffing of Operation Beautify Seaside; (Johnson/Haller)

Mayor Larson asked Council if they were comfortable with the motion.

Councilor Tolan stated he was not comfortable and asked to postpone the motion until the next meeting when there was time for the Mayor and City Manager to get together to discuss the issues further.

Mayor Larson stated everyone liked the idea with the operation.

Councilor Moore asked if the operation could be staffed with a volunteer.

Mr. Winstanley stated staff did not have any idea at this point.

Mr. Van Thiel stated to accommodate what Councilor Tolan wanted to do Council could make the motion subject to the Mayor and the City Manager getting together to flush out the source of financing and staffing and report back to Council at the next regular meeting.

Mayor Larson stated he was comfortable with Councilor Tolan's thoughts but would do whatever Council voted for.

Motion to table the “Operation Beautify Seaside” discussion until the next stated Council meeting; carried (Johnson/Tolan)

Councilor Johnson withdrew all motions.

Councilor Haller withdrew the second on the motion but wanted to make sure that everyone understood that Council liked the project and what Council would do was wait two weeks to find out where the money would come from and how the operation would be conducted.

**COMMENTS – STUDENT  
COUNCIL REP.**

Clare McEwan stated there was a Spring Musical at the High School this week called Hot Makato. The girls basketball team would have a playoff basketball game in Warrenton on Thursday which would be a fight for second or third at state. The High School students finished their first round of Raising Students Voice (RSV) and the second round would be Tuesday, February 26, 2008. RSV would be issues that students had in the schools and how to change them and solve the problems.

**COMMENTS – COUNCIL**

Councilor Lyons stated there was a letter received that stated the City of Seaside was granted Tree City Recognition from the National Arbor Day Foundation. Councilor Lyons further stated to be a Tree City there had to be four qualifications filled which was to have a City Tree Board, Tree Care Ordinance, comprehensive plan and to have an Arbor Day Observance. Councilor Lyons further stated at the next Council meeting he would like to have Tom Chatterton do a presentation for the City Tree Board.

Councilor Tolan thanked Mr. Vandenberg for the wonderful report. Councilor Tolan further stated that Mr. Hubbard’s idea was good and Council was totally behind the proposal.

Councilor Lyons stated he heard some nice compliments about the benches on the Prom.

Mayor Larson stated Council would have a fifth Monday meeting with the Planning Commission on March 31, 2008.

**COMMENTS – STAFF**

Bob Gross, Seaside Police Chief, announced there would be two new Police Officers starting on Monday, March 3, 2008, and a new Communications Clerk on March 6, 2008.

Mr. Wallace stated there was a final review today for the 95% design on the water tank. The project would be advertised next week.

Mikaela Norval, Tourism Director, stated the first Tourism Advisory Committee Meeting was last Thursday. Ms. Norval thanked the Mayor for welcoming the Committee. Ms. Norval further stated Jenny Dideum was selected as the Chair person, Heather Watkins was selected for Vice Chair person and Angela Clark as secretary.

**ADJOURNMENT**

The regular meeting adjourned at 7:59pm.

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Kim Jordan, Secretary

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DON LARSON, MAYOR