

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

Present: Mayor Don Larson, Council President Don Johnson, Councilors Stubby Lyons, Tita Montero, Jay Barber, and Dana Phillips.

Absent: Councilor Randy Frank

Also Present: Mark Winstanley, City Manager; Dan Van Thiel, City Attorney; Bob Gross, Seaside Police Chief; Joey Daniels, Seaside Fire Chief; Esther Moberg, Seaside Library Director; Russ Vandenberg, Convention Center & Visitors Bureau General Manager; Jon Rahl, Director of Tourism and Marketing; and Nancy McCarthy, Daily Astorian/Seaside Signal.

**AGENDA** Motion to approve the March 11, 2013 agenda; carried unanimously. (Lyons/Montero)

**COMMENTS – PUBLIC** None

**CONFLICT** Mayor Don 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 \$672,410.57; and February 25, 2013, regular minutes; carried unanimously. (Lyons/Barber)

**VACANCY – CONVENTION CENTER** Mayor Larson stated there was one vacancy on the Convention Center Commission with two applications received from Sasha Flint and Tim Tolan. There had been an application for Greg Boat who declined the nomination.

Mayor Larson stated the application process would be left open until March 25, 2013. All applicants would then be scheduled for interviews prior to the City Council meeting Monday, April 8, 2013.

Motion to nominate Tim Tolan to the Convention Center Commission; carried unanimously. (Johnson/Montero)

**SEASIDE POLICE DEPARTMENT ANNUAL REPORT** Bob Gross, Seaside Police Chief, stated there were currently 132 police agencies in Oregon and over 80 of those agencies provided services to cities with populations of less than 10,000. Seaside was one of those agencies and Chief Gross would highlight what was in the 2012 annual report. Chief Gross further stated calls for service this year went up 10% in response for request for assistance while providing security for spring break, 4<sup>th</sup> of July, Beach Volleyball, Hood to Coast. The department also provided security for the Miss Oregon Pageant including a parade. The 4th of July Parade was bigger than ever which led to the development of a parade operational plan implemented during the Christmas Parade. The two car shows, annual Bike Fest motorcycle show, and a host of other activities and events were successfully held in Seaside in 2012. The 10% increase for calls, made for a busy 2012 and the three year cops grant provided an officer to help meet the needs of the community. Chief Gross further stated the report showed a reduction of crime in both Part I and Part II crime until December, 2012, when increases in burglary and thefts caused Part I Offenses to increase slightly. Chief Gross further stated the Part I offenses were remaining steady until the month of December when Burglaries and Thefts increased significantly which led to an annual increase of two percent (2%). The only other area showing an increase was in Motor Vehicle Theft which went from 14 to 15. All other areas showed reductions most significantly Rape (3 to 0), Robbery (7 to 5), and Assaults (9 to 2). Part I offenses over the past ten years showed a four percent (-4%) reduction. Chief Gross further stated Part II offenses also saw a decrease of eighteen (-18%) percent, including reductions in Simple Assault (74 to 41), Forgery/Counterfeit (23 to 9), Fraud (40 to 22), and Liquor Laws (143 to 69). The most significant increase in Part II offenses was with Runaway's (5 to 26). Our Part I Crimes clearance rate was twenty-nine percent (29%) and our Part II Crimes clearance rate was sixty-nine (69%) percent. The ten year look at Part II offenses showed a ten percent (-10%) reduction. Chief Gross further stated while underage drinking enforcement of liquor laws remained a department priority the numbers this year dropped significantly indicating some were getting the message while others were choosing to drink elsewhere. Officers cited fifty-five (55) minors for possession or consumption of alcohol. They also arrested eight (8) people for furnishing alcohol to minors and conducted one decoy operation through local alcohol outlets to ensure compliance in asking for the proper identification. Chief Gross further stated in 2012 the police department introduced a new look to the patrol officer uniforms. The previous blue uniforms had been in service for many years and due to the uniform being discontinued by the manufacturer, there had to be changes made. The department patch was updated and designed by Corporal Baugher. Chief Gross further stated in 2012, the Seaside Police Department sponsored the sixth annual South County Citizen's Police Academy.

Working with Gearhart, Cannon Beach, and the Clatsop County Sheriff's Office, there was training provided to citizens interested in law enforcement in Clatsop County. Chief Gross further stated the department also held the fifth annual Child Safety Fair and continued to partner with Safe Kids North Coast to give kids the opportunity to learn about bicycle safety, water safety, pedestrian safety, safety around power lines, fire safety, and provided a child safety seat clinic. During the month of August the seventh annual National Night Out was at Broadway and Cartwright Parks. The Seaside Chamber of Commerce, Seaside Kiwanis, Rotary Club of Seaside, and Sunset Empire Parks & Recreation continued their partnership with us in sponsoring food, activities, and prizes for this community event. The community participation seemed to increase every year as people enjoy an old fashioned picnic, conversation and learning more about protecting themselves and their families. Chief Gross further stated he was very proud of all the men and women who serve Seaside. They are excellent representatives of the Seaside Police Department. Throughout 2012 they worked hard keeping the community safe. The department continued to work hard at reducing crime and is a direct reflection of their ongoing dedication and commitment to the community. Chief Gross further stated 2013 would be the year for community feedback through the use of a Community Survey. This along with feedback from within our department would allow us to update our Strategic Plan. The police department continued to work within the agency to develop clear Policies and Procedures in working toward being recognized as an Oregon Accredited agency. The department would continue to work with the community to make Seaside a special place to live and visit. It was through the continued community partnerships that police services can be provided and meet those community needs while maintaining the trust and confidence of the citizens and visitors.

Mayor Larson stated he had used the report when people had talked to him about crime in Seaside.

Councilor Barber asked what Chief Gross attributed to the decline of juvenile arrest.

Chief Gross stated last year was anomaly because when taking a look at the ten year figures there was a real issue ten years ago with juvenile crime which stayed that way for the first couple of years Chief Gross started with Seaside and then dramatically went downhill. Last year there was a spike and now the juvenile arrest was back down.

Motion to approve the Seaside Police Department Annual Report; carried unanimously. (Johnson/Phillips)

**SEASIDE CIVIC AND  
CONVENTION CENTER  
& VISITORS BUREAU  
ANNUAL REPORT**

Russ Vandenberg, Convention Center & Visitors Bureau General Manager, stated he wanted to start off by acknowledging the support from the Council, Mayor, City Manager, as well as the department heads in the City which was a talented group of people. Mr. Vandenberg further stated the convention center industry continued to evolve around technology, sustainability, and economic climate. There was expected to be a more pronounced engagement between show organizers and attendees through apps, social media, mobile-friendly sites and more. There was also an increased recognition of the role of tablets and apps, whether it was for exhibitor engagement or keeping attendees up to date on conference changes. Technology may not be the main reason a client chooses the convention center, but it certainly could be a reason they leave. Convention Center attendees were pulling very large files from the internet for demonstrations and recently the convention center invested \$17,000.00 to improve the existing WIFI technology with another \$33,000.00 planned for even greater expanded coverage in 2013. The equipment was expensive and had a life span of three to four years. Mr. Vandenberg further stated the industry was predicting a shift toward exceeding all relevant legal environmental requirements through the minimization of waste by reducing, reusing, and recycling, seeking responsible waste disposal. All client files were now digital based formats. Mr. Vandenberg further stated the convention and meeting industry was facing great challenges in the current economic climate. The biggest issue facing convention centers continued to be the companies/visitors travel budget. Travel expenses associated with attending conventions would continue to decline in the future. Organizations were sending fewer delegates to conventions. Mr. Vandenberg further stated the Seaside Convention Center hosted 255 days in 2012 that produced \$40.4 million dollars in economic impact to the local economy which represented the second best year on record with 2008 being the benchmark. The convention center had a 4.6% decrease in total events, 7.5% increase in total event days, and a 3.7% increase in economic impact. The convention attracted 35,765 delegates attending 102 events. Spending during the visits added \$40.4 million dollars – or an average of \$110,648 each day to Seaside's local economy. Mr. Vandenberg further stated the convention center in 2012 contracted a total of eighteen events that included conventions, conferences, and special events. Total number of projected delegates was 1,545 with a total of 26 event days. These new bookings were scheduled to take place 2012 through 2013. Since January of 2006 the convention center had contracted a total of 172 new events with an estimated 36,298 attendees that encompass a total of 356 event days. Mr. Vandenberg further stated the Capital Improvement Project and Purchases for 2012/2013 was to purchase (1) new Rational Convection oven in kitchen, upgrade WIFI system to accommodate 1,200 devices, purchase new stage monitors, install new LED lighting fixtures throughout facility, remodel second floor restrooms, install HDTV outlets in meeting rooms, install new ceiling grid, update sprinkler heads and lighting fixtures in hallway between Pacific Room and concessions, motorize lighting truss on stage.

Mr. Vandenberg further stated providing superior customer service continued to be the highest priority, from the minute they step through the doors until the conclusion of their event, they are considered to be the most important client of the year. In 2012 there were electronic surveys solicited to 94 clients asking them to evaluate the service. Of the 94 evaluations submitted, 63 responded for a return rate of 68%. The customer evaluations/reviews for 2012 were calculated and the service of the convention center elevated service to a new level. There was an overall 98% Customer Service Rating. The staff truly cared about the groups that came in to the convention center and worked diligently to make sure every need was met and client request handled very quickly. Mr. Vandenberg further stated despite the trend toward smaller events (less money spent per event), a contraction in state and regional conferences, the Seaside Civic and Convention Center managed to maintain the current client base while adding eighteen new contracts to the events calendar. Additional good news included the strong performance of the Transit Occupancy Tax (TOT). The 2012 TOT exceeded the projections. As for the prospects for expansion, there was recently a study by Gregory Easton of Property Counselors that examined the market opportunity for spectator sporting events into a proposed Seaside Civic and Convention Center expansion plan. There was now a Financial Feasibility study to be conducted to determine financial options. The proposed expansion would add approximately 20,500 square feet of meeting space that would include a 10,000 – 12,000 square foot Class 'A' Ballroom to the existing 22,000 square foot facility. As with the any project of this scope, there would be an understanding of the full potential and impact the expansion would have on the Seaside Community. In 2012 there was a RFP for Exclusive Food and Beverage Services for the Convention Center. As a result of a thorough selection process, our recommendations to retain Oregon Fine Foods, Inc. as the exclusive food and beverage provider was unanimously approved by City Council on July 23, 2012, for a three year term beginning November 21, 2012. Mr. Vandenberg acknowledged and thanked the members of the 2012 Seaside Civic and Convention Center Commission for their continued support, guidance, and dedication to the facility. Mr. Vandenberg introduced Jon Rahl to present the Seaside Visitors Bureau annual report.

John Rahl, Director of Tourism and Marketing, stated Seaside was showing great signs of recovery when looking at the occupancy tax. Seaside had a record calendar year in 2012 for bed tax and over the last five years had averaged in at \$2,600,000.00 and in 2012 there was more than \$2,800,000.00 collected which was a 14% increase from year over year. Nationally, room revenue increased 7.3%, statewide, room revenue increased 7%, and regionally, room revenue increased 9.7%. Mr. Rahl stated the amount of mail sent out, the amount of visitors coming through the doors, and the phone calls received continued a downward trend with more modern types of communication remaining flat or increased. The web traffic increased .8% in 2012, monthly newsletter increased 91% year over year with up to 9,000 people receiving the newsletter, and facebook increased the likes from 3,100 to 19,000 in the past calendar year which was a 507% increase year over year. Mr. Rahl further stated the website was a key driver, was never complete, and was ever changing which was illustrated in 2012. In 2012 there was content added on a weekly basis led by two exciting new features, Seaside Sunday, a weekly photo dedicated to the beauty of the area and supplemented with a blog two months later, and Way Back Wednesday, another weekly photo, this one in a shared partnership with the Historical Museum to showcase the great images of Seaside's past. Mr. Rahl stated the Seaside Visitors Guide was added to the website and in partnership with Pelican Productions as the publisher unveiled a brand new look for Seaside, one we felt really played on the tag line of "More than just a day at the beach." There were 100,000 copies of the Visitors Guide printed for 2013 and the guide was reduced from 48 pages to 40 pages with 18 hidden gems to help carry the guide and point out "can't miss things to see, do, or eat while in Seaside" and the Treasure Quest Part III was added to the guide. Mr. Rahl further stated facebook was an effective tool for marketing and there was \$2,250.00 invested in last calendar year, more than 5.5 million ad impressions served, and nearly 10,000 new LIKES at a cost of just \$.25 per like. One year ago the Visitors Bureau might have reached around 1,000 to 1,500 people when there was a facebook post made. In the past two weeks the post had reached 11,383/7,228/ and 12,056 respectively and had connected with the audience regularly and keeps Seaside top of mind. Mr. Rahl further stated the Oregon's North Coast (ONC) was a 2012 campaign that featured Astoria, Warrenton, and Seaside and was seen by more than 892K adults between the ages of 25-54, nearly 70% of the population in the demographic. On the heels of what all feel was a very successful 2012 campaign, the ONC group added Cannon Beach to the mix for 2013 and that campaign would start next week. Mr. Rahl further stated in looking into the crystal ball with Curator of content which was not just having content but seeking out the best content and presenting it in a way that was inspiring to the prospective visitor. This was started in 2012 and would continue to enhance in 2013. Social Continues would be a continuation of the success with facebook and to tap into other areas, like Pinterest, which could help. Cooperative Partnerships were learned in the past 18 months that four very different communities could unite through a cooperative campaign and would look at more ways uniting made sense – like using Broadway Field as a possible example to strengthen Seaside tourism even more.

Councilor Phillips stated when looking back it was all so worth it because Mr. Vandenberg had made such a tremendous difference with the convention center. Councilor Phillips further stated when Mr. Vandenberg looked over the surveys with every single document presented to the Convention Center Commission. If there were any negative comments which rarely showed up then Mr. Vandenberg was on the phone finding out what happened and what could be done better.

Councilor Barber complimented both Mr. Vandenberg and Mr. Rahl who both worked very well together with two organizations that were parallel. Councilor Barber congratulated Mr. Rahl for pulling the four villages together and working together to benefit.

Mr. Vandenberg stated each community had invested \$20,000.00 per community to pull the money in addition to a \$20,000.00 grant received from Travel Oregon to help market the North Coast. Mr. Vandenberg further stated Mr. Rahl was current on all the social media aspects with the marketing and tourism and attended all the conferences and learned many new things.

Mayor Larson stated in the newsletter this week there was mention about moving the food stand at the convention center. Mayor Larson asked where that would be moved.

Mr. Vandenberg stated it would go into the concession area and would look permanently placed and the appearance would be much better. The other part was a wall would be added and would be used for storage. The space was primarily used eight times a year and when there was a need a portable food stand would be placed in a strategic place.

Motion to approve the Seaside Civic and Convention Center & Visitors Bureau Annual Report; carried unanimously. (Johnson/Phillips)

**ORDINANCE #2013-01**

AN ORDINANCE OF THE CITY OF SEASIDE, OREGON, AMENDING CHAPTER 117 OF THE SEASIDE CODE OF ORDINANCES REGARDING TAXICABS/SHUTTLES

Mayor Larson asked if there had been changes made to the ordinance.

Dan Van Thiel, City Attorney, stated there were some minor corrections he had suggested and he did not know if they were accepted or not.

Councilor Montero stated she wanted to express her appreciation in being allowed to participate in the finalization of the ordinance.

Chief Gross stated Mr. Van Thiels suggestions were prior to the City Council meeting.

Mr. Van Thiel stated he looked at the ordinance and on page 5 there was a mistake with the word appropriated which should be appropriate.

Mayor Larson stated for the audience, this was an ordinance of the City of Seaside amending chapter 117 of the Seaside Code of Ordinances regarding Taxicabs/Shuttle. This was the third and final reading.

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

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

Motion to place Ordinance 2013-01 on its third reading by title only; carried unanimously. (Montero/Lyons)

Motion to adopt Ordinance 2013-01; carried with the following roll call vote: (Montero/Johnson)

YEAS: LYONS, JOHNSON, MONTERO, BARBER, LARSON, PHILLIPS,  
NAYS: NONE  
ABSENT: FRANK  
ABSTAIN: NONE

**CITY COUNCIL MEETING  
MARCH 25, 2013**

Mayor Larson stated there were two items for the March 28, 2013, agenda and the bid on the building at the Wastewater Treatment Plant was not ready and would not be on the agenda.

Mr. Winstanley stated the City was not ready for the bid opening and there was no legislative business for the agenda.

Mayor Larson asked Council what they wished to do.

Motion to cancel the City Council meeting scheduled for Monday, March 25, 2013; carried unanimously. (Johnson/Lyons)

**COMMENTS - STUDENT  
REPRESENTATIVE**

Absent.

**COMMENTS – COUNCIL**

Councilor Johnson stated he had been reading the Worldmart Magazine and Seaside was ranked number four in the top five in all their properties.

Councilor Montero complimented Russ Vandenberg, Jon Rahl, and Chief Gross for the annual reports which gave her some enjoyable reading last week and she was very impressed.

Councilor Barber stated he had several enquiries from people in his ward about the spectacular fireworks show that happened approximately two weeks ago.

Mr. Winstanley stated the fireworks show was in connection with an event at the Convention Center and they went through quite a process in getting permits and approval set up. The fireworks were managed by the group that normally did the Seaside Fireworks show.

Councilor Barber asked what the convention was.

Mr. Rahl stated Oregon Festival and Events Conference and last year they met in Eugene and attendance this year in Seaside was better than a central location.

Councilor Phillips thanked Chief Gross, Russ Vandenberg, and Jon Rahl for the wonderful reports and she was aware of how much time and energy was put into the reports.

Mayor Larson stated Pacific Power had a get together with all the big operators which was held in Astoria and there were presentations made with checks distributed and Seaside had previously received a check for the Seaside Jazz and for the foodbank.

**COMMENTS – CITY  
STAFF AND PUBLIC**

Mr. Rahl stated this weekend Seaside would welcome a conference the Travel and Awards Conference which consisted of fifty to sixty travel writers from the Pacific Northwest that would come experience Seaside and receive a good show.

Russ Vandenberg, Convention Center & Visitors Bureau General Manager, stated he failed to mention a couple of people as he was going through his thank you's. Occasionally there were legal challenges at the convention center and Mr. Van Thiel had always been a pleasure to work with during the legal challenges with contracts and insurance. There was another person to thank and that was Kim Jordan and she was the conduit between City Hall and the department heads and department meetings and kept everyone on track.

Chief Gross stated spring break was in two weeks.

Mayor Larson read an email he received from a man who was in an accident and was rear ended on Friday and the Police Officer B. Petersen was very professional and took all the information quickly. The fire department also did well with checking for injuries, traffic control, containing the spill of fluids, cleaning up the debris, and even where to get a replacement receiver bar and ball. Chris Dugan had offered to lend the gentleman his replacement receiver bar and ball. Mayor Larson stated in this small town it was very important to have comments like that which made the town shine.

Chuck Minor, Chamber of Commerce President, stated the fireworks show was put on by Larry Kriehauser, Western Fireworks, and the Chamber of Commerce. Mr. Minor further stated Friday and Saturday was pouring at the coast.

Esther Moberg, Library Director, stated the Library was doing very well with the Friends of the Library purchasing a new photo copier for the Library and working on the 100<sup>th</sup> Year Birthday Party on April 20, 2013 from 2:00 to 3:00 pm and the Mayor and Council were all invited. Ms. Moberg further stated Sunset Empire Park and Recreation donated to the Library approximately 1600 VHS Tapes that were being sold in the Friends of the Library Book store. Ms. Moberg further stated Julie Handyside and Ms. Moberg received scholarships through the Oregon Library Association to attend the Statewide Oregon Library Association conference. Ms. Moberg also received a partial scholarship to attend a Supervision Management Training in April, 2013.

Joey Daniels, Seaside Fire Chief, stated with moving the clocks forward then the smoke detectors should be looked at and changed. Chief Daniels further stated the lifeguards would start in May, 2013 and the department had been working on the paperwork for that. Chief Daniels further stated the call load was way up this year and the department was very lucky to have more than forty volunteers with many calls.

Mr. Winstanley reminded Council the first Budget Committee meeting was scheduled for Monday, April 29, 2013. Mr. Winstanley thanked Chief Gross, Russ Vandenberg, and Jon Rahl because the City does an excellent job because of the people who worked here. These were point people in the community and were out front getting things done. Mr. Winstanley stated on Saturday, March 9, 2013, Lorna Brandt from the Seaside Police Department was at the fire department for the vaccinations of dogs and cats for \$10.00 which was a very important event that happened in the community.

**ADJOURNMENT**

The regular meeting adjourned at 7:59 PM.

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Kim Jordan, Secretary

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DON LARSON, MAYOR