

- 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 Jay Barber, Tita Montero, Stubby Lyons, Randy Frank, and Dana Phillips.
- Absent: None
- Also Present: Mark Winstanley, City Manager; Dan Van Thiel, City Attorney; Bob Gross, Seaside Police Chief; Neal Wallace, Public Works Director; Esther Moberg, Library Director, Russ Vandenberg, Convention Center & Visitors Bureau General Manager; and Jon Rahl, Convention Center & Visitors Bureau Assistant Manager.
- AGENDA** Mayor Larson stated there was an amendment to the agenda for Item 12 a – Liquor License Application – Stop n Go, 1625 N. Roosevelt, would not be on the City Council agenda as the applicants made a decision to not purchase the business.
- Motion to approve the March 10, 2014 agenda as amended; carried unanimously. (Phillips/Frank)
- PROCLAMATION** Councilor Lyons read the Proclamation for 2014 Seaside High School Girls Basketball Team.
- Councilor Lyons introduced Wally Hamer, Seaside Basketball Coach.
- The Girls Basketball Team was introduced and the girls as a team had discussed what they wanted to focus on for the season and came up with goals that would be used off the court, on the court, and during games and practices. The girls read their goals and introduced coaches Wally Hamer and Mike Hawes.
- Mayor Larson stated that was another great reason to live in Seaside.
- Councilor Lyons read the Proclamation for Child Abuse Prevention Month.
- COMMENTS – STUDENT REPRESENTATIVE** Danny Leary, Student Representative, stated the Seaside High School Girls Basketball Team was going to State. The Seaside High School Boys Basketball Team placed 4<sup>th</sup> in League and traveled to Northbend and beat the 10<sup>th</sup> ranked team and then beat the 3<sup>rd</sup> ranked in Central and are now headed to State. Spring Sports had started and students would be out of school for their Spring Break and third term would start when students returned to school which was exciting for Senior’s. The Culinary Team received 1<sup>st</sup> place at State and now would be traveling to the Nationals in Minneapolis. The Seaside High School Band had received the highest league score at Seaside High School and was also in the 1<sup>st</sup> place championship.
- Councilor Lyons stated that was the first time that both the Boys and Girls Basketball Teams made it to State the same year.
- COMMENTS – PUBLIC** Gini Dideum, 1941 Beach Drive, Seaside, stated she wanted to share with the City Council what “The Treasure the Beach Seaside Monthly Cleanup” had done the last three months. The monthly clean up had been done three times and the first time there was approximately twenty-four people who volunteered which was a very cold day. The last two months there were approximately fifty-seven people both times. The total for three months was 300 man hours contributed to keeping the beaches clean. There was approximately 3500 pounds of litter taken off the beach. The project clean up was put together by cooperation between the Seaside Visitors Bureau, Seaside Downtown Development Association (SDDA), and the Beach Drive Buccaneers. Volunteers can pre-register on the SOLV Website. There were many groups that picked up a lot of litter on the beach. The cleanup would continue through the year and hopefully that would make a difference on our beach.
- 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 \$664,302.87; February 24, 2014, regular minutes; and Resolution #3812 – A Resolution of the City of Seaside, Oregon, Adjusting the 2013-2014 City of Seaside Budget, carried unanimously. (Barber/Lyons)

**VACANCY –  
CONVENTION CENTER  
COMMISSION**

Mayor Larson stated there was one vacancy on the Convention Center Commission with two applications received from Patrick Duhachek, and Jennifer English who were interviewed prior to the City Council meeting. Mayor Larson asked Council what they wished to do.

Motion to appoint Patrick Duhachek to the Convention Center Commission; carried unanimously, (Phillips/Frank)

**LIQUOR LICENSE**

Mayor Larson stated there was a liquor license application received from Big Kahuna Pub and Grill, 111 Broadway #1. Mayor Larson further stated the application was for a Full On-Premises Sales License, and was for a change of ownership. Mayor Larson asked if the owners Claudia and Victor Harling were present, and the owners were present for questions.

Victor Harling, Big Kahuna Pub and Grill owner, stated in speaking with the community the suggestion was to not change things with the restaurant. Mr. Harling and his wife were living in Alaska and were new to Seaside.

Motion approving the Full On-Premises Sales License for Big Kahuna Pub and Grill, 111 Broadway #1; carried unanimously. (Frank/Lyons)

**PUBLIC HEARING**

This was the duly advertised time and place to hold a public hearing regarding A Resolution Adopting and Appropriating Budget Increases and Reductions of Greater than 10% for the 2013-2014 City of Seaside Budget.

**RESOLUTION #3813**

**A RESOLUTION ADOPTING AND APPROPRIATING BUDGET INCREASES AND REDUCTIONS OF GREATER THAN 10% FOR THE 2013-2014 CITY OF SEASIDE BUDGET**

Mark Winstanley, City Manager, explained Resolution #3813 was a resolution that was either increasing or decreasing the 2013-2014 current year budget by more than 10% which required a public hearing and the City had advertised for the public hearing. There were three different funds being adjusted which were the Special Assessment Fund, Economic Development Fund, and the Library Trust. The resolution was a housekeeping issue but was greater than 10%.

Mayor Larson opened the public hearing.

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

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

Motion to read Resolution #3813 by title only; carried unanimously. (Frank /Montero)

Motion to adopt Resolution #3813; carried unanimously. (Johnson/Phillips)

**RESOLUTION #3814**

**A RESOLUTION ADOPTING AND APPROPRIATING BUDGET INCREASES AND REDUCTIONS OF LESS THAN 10% FOR THE 2013-2014 CITY OF SEASIDE BUDGET**

Mr. Winstanley explained Resolution #3814 was a resolution adopting and appropriating increases or reduction less than 10%. The law was a little different for budget changes that were less than 10%. The City was still required to publish the resolution but not as a public hearing.

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

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

Motion to read Resolution #3814 by title only; carried unanimously. (Phillips/Barber)

Motion to adopt Resolution #3814; carried unanimously. (Lyons/Frank)

**SEASIDE LIBRARY  
ANNUAL REPORT**

Esther Moberg, Library Director, stated in 2013 the Seaside Library celebrated 100 years. The Seaside Library was established with one room in 1913, moved to the location on Roosevelt in 1964, and now the new Library built in 2008 on Broadway. Ms. Moberg further stated she would discuss the Library annual report with the Top Ten Takeaways of 2013-2013. #10 Technology Seaside Library's Technology Upgrades in 2012-2013 Included: New Server, New Library Automation Upgrade To The 'Cloud', New Wi-Fi Access Points, New Receipt Printers, New Staff Ipad and Laptop, New Public Printer, and New Color Photocopier. #9 E-Books: EBook Circulation and use had increased fourteen percent and have access to over 25,000 titles that were shared with libraries though out the State of Oregon. In the future the plan was to explore purchasing some titles specifically for the Library.

#8 Interlibrary Loans: ILLs Requested from Other Libraries: Up 27%, ILLs Loaned To Other Libraries: Up 8%, Interlibrary Loans and Digital E-books were Two Ways To Add Value To the Library Core Collection. #7 Community Development both New and Ongoing: Library Foundation, ROCC Grant, Words on Wheels. #6 Volunteers: Total Hours Volunteer Time: 2,726, 78% Increase From Previous year, Dollar Value of Volunteer Time: \$60,354.00. Ms. Moberg further stated The Friends of the Library were a vital part of the Seaside Library with a mission to provide all the programming for the youths and adults in the library. The Friend of the Library also purchased the new photo copier, hosted the 100 year party, buy custom library bookmarks with the hours on them, print a newsletter twice a year that advertises and promotes the library, purchase movie licensing so copyrighted television and movies could be watched in the library during events, added a new early reader section to the children's room, and purchased four new Kindle's for the library to be checked out to users.#5 Library Patrons: In 2012-2013 sixty-nine percent Of All Residents Owned a Library Card, Only thirty-one percent of the Seaside Residents Were Without a Library Card. Total Seaside Population: 6,550, Total Library card holders in city: 4,481, Non-resident Library cards: 1,000. Total Library Visitors: 144,785. #4 Programming: Adult Programs, Teen Programs, Children's Programs, Teen Advisory Board (TAB), Summer Reading. #3 Supporting Our Local Schools: Summer Reading, Classroom Books and Custom Storytime, School Visits and Library Visits, Library Skills, Reader's Advisory, Database Instruction. #2 Circulation: Seaside Ranks 21 out of 136 Libraries in Oregon for Circulation Per Capita, Total Circulation of Materials 2012-2013: 127,266. #1Library Love: "This Library has the best collection on the coast", "The Seaside Library is so awesome, I can't believe we have a library like this in our town", "I just want you to know what a great staff you have". Ms. Moberg further stated many things done on a day to day basis was minor adjustments like rearranging the tables in the library, because the new wireless access points many people were coming in with laptops and wanted to sit at a table to plug into the wall. Ms. Moberg further stated the Top 3 Statistics: Seaside Ranks 21 out of 136 Libraries in Oregon for Circulation Per Capita, 69% of All Residents Own a Library Card, 144,785 Library Visits. Ms. Moberg thanked the Seaside Mayor and City Council, City Manager, Library Board, Art Committee, Friends of the Library, Library Volunteers, Library Staff, Thank You to the Supporters and Friends of the Seaside Public Library.

Mayor Larson asked Ms. Moberg to introduce those people attending the meeting that were connected with the Seaside Library.

Ms. Moberg introduced staff and Library Board members.

Councilor Frank asked how the ILL's worked.

Ms. Moberg stated the Seaside Library paid for a currier service that picked up weekly. If the library were to go through the post office it would cost a lot of money because there were so many items going in an out. There were approximately 4,000 to 5, 000 items that went in and out each year.

Councilor Barber asked if there was one item the Seaside Library needed or would like to have.

Ms. Moberg stated the Library Foundation which was the one piece the library did not have and would help support what the friends and the library does.

Mr. Winstanley stated there was a new program the Seaside Library would offer.

Ms. Moberg stated during Spring Break the Seaside Library would allow teens to read down their fines. The teens would come to the library to read and the fines would be reduced based on the amount of time the teen read.

**SEASIDE CIVIC AND  
CONVENTION CENTER/  
VISITORS BUREU  
ANNUAL REPORT**

Russ Vandenberg, Convention Center & Visitors Bureau General Manager, stated this was the annual report for the Seaside Civic and Convention Center and Visitors Bureau. Mr. Vandenberg further stated the Convention Center Objectives: The primary objective was to utilize the convention center to its maximum capacity and to generate economic benefit to the community, a secondary objective was to provide services and facilities to respond to the needs of local and civic related events. Convention Center Annual Usage & Impact: There were 36,052 attendees to the Convention Center with an Economic Impact of \$39,900,000.00. In 2013 there were 49 Conventions, 7 Trade Shows, 24 Civic Events, and 8 Fundraiser Events. CAPITAL IMPROVEMENT PROJECTS: Added ADA Compatibility Lift, Added HDTV outlets, installed a new ceiling grid, Updated sprinkler heads and lighting fixtures, Created additional storage. Customer Service Analysis: The Convention Center's customer service rating is a top priority and each client is equally important. The staff takes great pride knowing that clients leave Seaside happy. This annual rating indicated staff was measuring up to the expectations. In 2013 we solicited surveys to 81 clients. 42 clients responded for a return rate of 51%. Convention Industry Trends: BIG NUMBERS: On average, 205 million people in the United States attend the 1.8M conventions, conferences, trade shows, and exhibitions, corporate/business meetings each year.

**BALANCING THE VIRTUAL:** Face-to-face meetings build trust and relationships between professionals that shared similar passions, experiences, and expertise. **LIVE MEETING SETTING:** Education and training is more effective in a live setting, and live meetings result in a more efficient exchange of ideas. **Convention Center 2014 Outlook: FACILITIES:** Convention facilities, new and established, are emerging from the shadow of their former image of big box strategy with dated designs and are pushing their strategies to lure bigger groups that are sustainable, **ECONOMIC REBOUND:** The convention industry is back to the pre-2008 recessionary period, before the collapse of the economy, and attendance numbers have shown a steady increase, **EXPANSION:** We have recently concluded a study to develop a detailed facility expansion conceptual design plan that will estimate construction cost. Up next is a Financial Feasibility study to identify potential funding sources. Mr. Vandenberg recognized and gave thanks to Oregon Fine Foods, Convention Center Staff, and Convention Center Commission. Mr. Vandenberg further stated Jon Rahl would speak about the Visitors Bureau Annual Report.

Jon Rahl, Convention Center & Visitors Bureau Assistant Manager, stated the Visitor Bureau Mission & Objectives: Our Mission - To improve the area economy by attracting and servicing visitors to the City of Seaside and those traveling along the Pacific Northwest Coast. **OBJECTIVES:** #1 - Enhance Brand, #2 - Assist & Inspire, #3 - Build new awareness, #4 - Strengthen the ONC, #5 - Develop tools (VG, blogs, etc.), #6 - Increase Mktg Opps, #7 - Broaden Comm Awareness. **5-year Bed Tax History:** Prior to the most recently completed year, bed tax had never surpassed \$2,800, 000.00 in a fiscal year; 2012-13 saw record numbers approaching \$3, 000,000.00. **Breaking down the budget:** In 2013-14, the advertising committee budget (advertising, printing, postage, grant program, and travel) is set at \$255,000.00. **How does that break down?** Digital 25% Broadcast 19%, Grant Program 11%, PR 3%, Print 18%, Visitor Guide Development and Distribution 18%, Development 3%, and Misc. 4%. **Visitor Guide Distribution:** In 2013, the Visitors Bureau printed 100,000 Visitor Guides and added another 22,500 when it became clear the Visitors Guide would run out. In all, the Visitors Bureau distributed 96.4% of the guides in 2013. The distribution of the guides was 35,472 mailed, 18,400 State Visitors Centers, 44,000 Local Biz, 5,120 Seaside Visitors Center, 15,120 WorldMark. The Seaside Visitor Guide had evolved these past few years. **Display Advertising:** In 2012, the Visitors Bureau made the decision to better align our advertising creative with our biggest asset, the Visitor Guide. The result had been materials that really stand out in print and online. **Web Prospecting and Retargeting. Social Media Facebook Growth:** Through ads alone in 2013, the Visitors Bureau acquired 12,372 NEW Like's at a total cost of \$2,600.00 (\$20.8 cents/like) 1/23/2013 15,196 LIKES and 1/23/2014 29,142 LIKES which was a 91.7% increase. **Facebook: Total audience reached in one week 48,301. Facebook Gold: Total audience reached this post 36,912. Broadcast Advertising: CONSISTENCY:** 2<sup>nd</sup> Consecutive Annual Campaign with Entercom Portland. **MULTI-FACETED:** Not just a radio campaign. **MANY TOUCH POINTS:** Also advertise via digital spots, web advertising, email blasts, social media, and SMS Text Messaging. **Oregon's North Coast:** 4 North Coast breweries, 20+ area partners, 1,300+ unique contest entries (to name a collaborative beer), and one great tagline: "What's brewing along Oregon's North Coast." This was the fourth promotion for the coalition and plans are already underway for a Beer 101 event in 2014. **Audio Walking Tours:** Episode 3 of 6: Seaside Aquarium. Mr. Rahl thanked and acknowledged Seaside Visitors Bureau Staff and Tourism Advisory Committee.

Tess Ratty, Library Board, asked if an advertising agency or graphics design company was hired.

Mr. Rahl stated thanks to the partnership the Seaside Visitors Bureau had with Pelican Productions who was the publisher of the Visitors Guide. In 2012 the Visitors Bureau made the decision for Pelican Production to help with the advertising to be more closely aligned and create a digital identity that was consistent. The purchasing of the Ad was done by Mr. Rahl but Pelican Productions was the publisher and advertising.

Mayor Larson stated Mr. Vandenberg had spoken about the Convention Center Staff. Mayor Larson was at the convention center on Saturday and there was a woman that needed to clean up a mess and staff insisted they would take care of it and went right out and took care of the mess.

**APPROVAL –  
SOLARBEE PURCHASE**

Neal Wallace, Public Works Director, stated Peterson Point Reservoir started developing algae problems the summer of 2008, with the bloom of the blue-green algae, anabaena. Blue-green algae were noted for their toxic levels and the taste and odor issues they caused. The Public Works Water Department started testing the reservoir on a regular basis and algae cell counts remained an issue. The water department started purchasing an algaecide called EarthTec, which was a copper ion and less harmful than copper sulfate. The cost for the algaecide application was fairly consistent from 2010 through 2012 spending approximately \$1,400.00 each month. The water department became uncomfortable with the amount of algaecide required to keep up and what the long term effects would be to the health of the reservoir. Mr. Wallace further stated March, 2013 the water department was introduced to a piece of equipment called a SolarBee that was a sustainable circulator for reservoirs. The SolarBee was sustainable because the motor for the water circulator was off the grid and driven by batteries that were charged from solar panels. The water department was not convinced that the product would be able to keep algae counts down simply by improving circulation in the reservoir.

There was an agreement to enter a one-year lease, with monthly payments of \$1,212.72, and that lease would end March 31, 2014. The SolarBee had performed without a hitch and algaecide had not been applied to the reservoir since November, 2012 and the cell count numbers were better with the circulator than with the chemicals. Mr. Wallace further stated the equipment cost was \$46,640.00 with a \$7,160.00 installation and set-up fee. Seventy-five (75%) of the lease payment had been set aside toward the purchase of the equipment. The water department could purchase the SolarBee at a cost of \$35,725.52. Mr. Wallace further stated the water department was extremely happy with the results of the circulation equipment and Staff recommended Council approve the purchase of the SolarBee for \$35,725.52.

Councilor Frank asked if algaecide had always been used or just when there had been an algae problem.

Mr. Wallace stated it was just after that bloom.

Motion to approve the purchase of the SolarBee in the amount of \$35,725.52, for the Seaside Water Department; carried unanimously. (Lyons/Montero)

**VACANCY – PARKS  
ADVISORY COMMITTEE**

Mayor Larson stated there was a vacancy on the Parks Advisory Committee with three term expirations from Tom Horning, Jason Boyd, and Mary Blake, who wished to be reappointed. Mayor Larson asked Council what they wished to do.

Councilor Barber stated he served as the Council Representative for the Parks Advisory Committee and would like to keep the vacancy open for applications.

Council consensus to leave the vacancy open for the Parks Advisory Committee.

**COMMENTS – COUNCIL**

Councilor Phillips stated she thanked the presenters tonight and was very proud to be a part of the community.

Councilor Montero stated she was the liaison for the Library Board and not only was there an excellent Library Director in Ms. Moberg, there were really good people on the Library Board who were interested in the library and put the work in that needed to be done

**COMMENTS – STAFF**

Mr. Vandenberg stated the Dorchester Conference event was at the Convention Center this last weekend and they celebrated a 50<sup>th</sup> Anniversary with over 600 attendees for the first time in Seaside. The Department of Baptist Event was scheduled for this week and Pouring at the Coast this weekend.

Mr. Rahl stated he would like to make a small announcement about visioning. There had been a request for visioning posters and a copy was given to Council. Mr. Rahl also distributed more business cards to Council. There had been approximately 370 surveys collected and the 7<sup>th</sup> graders and 9<sup>th</sup> graders would be taking the survey at school.

Bob Gross, Seaside Police Chief, stated Spring Break was starting March 22, 2014.

Chuck Minor, Chamber of Commerce, stated the 6<sup>th</sup> Annual Pouring at the Coast was starting Friday, March 14, 2014, with a Brewer Dinner at McKeown's and Saturday March 15, 2014, was the actual Pouring at the Coast at the Convention Center from 3:00pm to 9:00 pm.

Mayor Larson stated the Chamber of Commerce sponsored a meeting on Saturday, March 8, 2014 with Congressman Waldon who spoke about the Forest.

Laurie Oxley, Seaside Downtown Development Association (SDDA), stated it was nice to see the stores getting ready for Spring Break. SDDA would partner with Seaside Kids in a golf tournament auction this year on Wednesday, August 27, 2014. Flower Baskets were beautiful and in full bloom.

Mr. Winstanley stated the City was blessed to have Ms. Moberg, Mr. Vandenberg, and Mr. Rahl. Mr. Winstanley further stated room tax was up with wonderful numbers and that was the reason for the resolutions.

**ADJOURNMENT**

The regular meeting adjourned at 8:25 PM.

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Kim Jordan, Secretary

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DON LARSON, MAYOR