CALL TO ORDER

The Regular meeting of the Seaside City Council was called to order at 7:00 PM by Council President Don Johnson.

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

Absent: Mayor Don Larson.

Also Present: Mark Winstanley, City Manager; Dan Van Thiel, City Attorney; Bob Gross, Seaside Police Chief; Russ Vandenberg, Convention Center & Visitors Bureau General Manager; Jon Rahl, Director of Marketing and Tourism; Chris Dugan, Seaside Fire Prevention Chief/Fire Prevention Officer; Joey Daniels, Seaside Fire Training/Safety Officer; Adrian Velazquez, Student Representative; and Jeremy Ruark, <u>Seaside Signal</u>.

AGENDA

Motion to approve the March 12, 2012 agenda; carried unanimously. (Lyons/Phillips)

COMMENTS - PUBLIC

David Langlo, 1421 N. Wahanna, Seaside, stated he was wondering if the City of Seaside was ever going to do anything with Wahanna Lake. That would be the great big mud puddle right on the corner of 12th Avenue and Wahanna Road. When there was rain the water had no place to go. This area of the City was the only portion that was allowed to be development without installing curbs and sidewalks. The people already paid their system development fees to have those things put in. The puddle went across the road to drain and was a traffic hazard. There were many people who used handicapped scooters and bicycles and that puddle was a traffic hazard especially to handicapped people.

John Dunzer, 2964 Keepsake Drive, Seaside, stated he really appreciated the fact that Mark Winstanley, City Manager, had sent a letter about the Library. Mr. Winstanley said in the letter that the City needed to get more money to keep the Library open on Monday's but the City would not need more money to open the Library. In speaking with the Librarian a couple of hours could be taken from Wednesday and Thursday and with the help of volunteers there would not be extra cost. Mr. Dunzer further stated he would not attend the budget hearing because more money was not needed. What the Library Board was supposed to do was recommend a budget and recommend due policy and Mr. Dunzer had attended a Library Board meeting and they did not do anything except pass unconstitutional type things. Mr. Dunzer further stated the Seaside Library was suppose to build community support for the library service and listen and then respond to the community with the best possible solution but nothing was being done and those kids had no where to go on Monday after school. Mr. Dunzer further stated item number two was that his neighbor sold his house which had a market value by the County of \$750,000.00 and the house was sold for \$419,000.00. The assessed value was not the same as market value but by the time you figure all that out he was overtaxed twenty-one percent. Mr. Dunzer further stated he would be going to the appraisal board to speak on this issue and would be back in a couple of weeks if he was successful to inform Council the City of Seaside was really over assessed and should start figuring out a way to start living with a few less taxes. Mr. Dunzer further stated the County was now looking at priorities and had decided to have an escape route for a Tsunami or any other emergency and how there would be access to the schools if needed.

Council President Johnson stated Mr. Dunzer had one more minute to speak.

Mr. Dunzer stated this priority was fifth on the list in the County and everyone should see what was in front of the emergency priority as far as protecting the lives of people. There would be surfacing in front of the fire station driveway and everything except protect the lives of citizens in Seaside. Those people were out of step and Tom Horning needed to testify and let them know what was happening. Mr. Dunzer further stated he received his insurance bill for the fire interface which was a \$300.00 bill because Seaside was not taking care of doing that Urban Fire Interface program.

CONFLICT

Council President Johnson 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 \$549, 125.57; February 27, 2012, minutes; and Resolution #3758 – A Resolution of the City of Seaside, Oregon, Adopting and Appropriating a Budget Adjustment to the 2011-2012 City of Seaside Budget; carried unanimously. (Tolan/Lyons)

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VACANCY – CITY TREE BOARD

Council President Johnson stated there was one vacancy on the City Tree Board with no applications received. Council President Johnson asked the press to advertise the vacancy.

VACANCY – TRANSPORTATION ADVISORY COMMISSION

Council President Johnson stated there were seven vacancies on the Transportation Advisory Commission with seven applications received from Dale McDowell, Bill Carpenter, Kathleen Teeple, Terry Hartill, Russ Earl, Michael Tucker, and Robert Perkel. Council President Johnson stated Council wished to leave the vacancy open for more applicants.

LIQUOR LICENSE APPLICATION

Council considered an application for a liquor license for Moody's Supper House, 20 N. Holladay. The applicant was applying for a Full On-Premises Sales license, which would be for a change of ownership.

Jessica Karr, Moody's Supper House owner, stated this was where the Lil Bayou used to be and there was some work still to be done.

Councilor Barber asked what the restaurant would be serving and the style.

Ms. Karr stated the restaurant would be serving Southern food like Fried Chicken, Pork Chops with mashed potatoes. There would also be Hamburgers served.

Adrian Velazquez, Student Representative, asked if there would still be live music.

Ms. Karr stated there would be music with the old band on Sunday nights and Dan Golden would do music on Thursday nights.

Councilor Lyons asked when the restaurant would be opening.

Ms. Karr stated she would really love to be open by next weekend which was the goal but that may not happen.

Council President Johnson stated there was a recommendation from the Seaside Police Chief.

Motion to approve a Full On-Premises Sales license for Moody's Supper House, 20 N. Holladay; carried unanimously. (Tolan/Phillips)

LIQUOR LICENSE APPLICATION

Council considered an application for a liquor license for Norma's Seafood and Steak, 20 N. Columbia. The applicant was applying for a Full On-Premises Sales license and Off-Premises Sales license. The applicant currently has a Limited On-Premises Sales license.

Randy Frank, Norma's Seafood, and Steak owner stated Norma's was just expanding the liquor license to full service.

Councilor Barber stated as he understood this would not involve a bar but service with meals.

Mr. Frank stated that was correct and was based on demand of the customer's request.

Council President Johnson stated there was a recommendation from the Seaside Police Chief.

Motion to approve a Full On-Premises Sales license and Off-Premises Sales license for Norma's Seafood and Steak, 20 N. Columbia; carried unanimously. (Phillips/Montero)

SEASIDE POLICE DEPARTMENT ANNUAL REPORT

Bob Gross, Seaside Police Chief, stated 2011 continued to show a reduction of crime in spite of the financial challenges that included remaining down two officers and one dispatcher. The department was able to meet the needs of the community and was successful in policing the ongoing activities and scheduled events. The ongoing planning and partnerships with the Seaside Downtown Development Association and Seaside Chamber of Commerce led to another successful Spring Break, 4th of July, Beach Volleyball, and Hood to Coast. Officers also provided security for the Miss Oregon Pageant with Parade, and 4th of July Parade with related activities. Security was also provided for two car shows, annual Bike Fest motorcycle show, and a host of other activities and events held in Seaside. Chief Gross further stated in 2011 Part I offenses were reduced by six percent (6%) with Theft being the only area of increase by 1%. All other areas showed reductions most significantly Arson (10-5), Rape (6-3), Robbery (9-5), and Assaults (15-9). Part I offenses over the past ten years showed a fifteen percent (15%) reduction. Part II offenses also saw a decrease of eight (8%) percent, including reductions in Vandalism (211-159), Runaway (12-5), and Sex Offenses (33-12). The most significant increase in Part II offenses was in Forgery (18-24).

The Part I Crimes clearance rate increased from twenty-nine percent (29%) to thirty-five percent (35%) and the Part II Crimes clearance rate increased from sixty-nine (69%) to seventy-seven (77%). The ten year look at Part II offenses showed no change. Chief Gross further stated underage drinking and enforcement of liquor laws remained a priority of the department because it reduced other criminal activity in the community. Officers cited one hundred sixty six (166) minors for possession or consumption of alcohol. Officers also arrested eighteen (18) people for furnishing alcohol to minors and conducted one decoy operation through local alcohol outlet to ensure compliance in asking for the proper identification. Chief Gross further stated in 2011, the Seaside Police Department sponsored the fifth annual South County Citizen's Police Academy. Working with Gearhart, Cannon Beach, and Clatsop County Sheriffs Office, training was provided to citizens interested in law enforcement in Clatsop County. The department also completed the first Advanced Citizen's Academy, training 15 Citizen Police Academy graduates wanting even more information and a better understanding of the challenges facing different departments. Chief Gross further stated the Seaside Police Department held the fourth 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 also provided a child safety seat clinic. The department partnered with Seaside Heights Elementary and participated in the Fall Pedestrian Safety Walk. The department also provided free safety helmets thanks to ongoing donations from citizens and organizations. Chief Gross further stated August, 2011, was the sixth annual National Night Out in Broadway Park and Cartwright Park. The Seaside Chamber of Commerce, Seaside Kiwanis, Rotary Club of Seaside, and Sunset Empire Parks & Recreation continued their partnership in sponsoring food, activities, and prizes for the community event. The community participation seemed to increase every year as people enjoyed an old fashioned picnic, conversation, and the opportunity to learn more about protecting themselves and their families. Chief Gross further stated he continued to be very proud of the officers and dispatchers at the Seaside Police Department. The past year was just another example of their hard work keeping the community safe. The continued reduction in crime was a direct reflection of their ongoing dedication and commitment to the community. Chief Gross further stated as the department began 2012, the department had two new vehicles thanks to the City's decision to eliminate the City Equipment Replacement Fund and make those funds available for police vehicles. The department also received a Cop's Hiring Grant that enabled the funding of another police officer for the next three years. In 2012 the department would again review and develop a new Strategic Plan. The department had already begun by talking with employees about new ideas and goals for the next several years. This would be expanded to the community, asking them for their ideas and priorities. With the information received a plan would be developed for the next five years and beyond. The strategic plan charts the future direction of the department and the community. Chief Gross further stated as a department and community the department would work together to make Seaside a special place to live and visit. It was only through the continued community partnership that the department could provide police services that met the community needs while maintaining the trust and confidence of the citizens and visitors.

Councilor Phillips thanked Chief Gross and the department for all that was done in the City and for keeping the citizens safe.

Councilor Barber asked Chief Gross to clarify what clearance rate meant.

Chief Gross stated clearance rate means that a case had been successfully cleared by arrest or in some cases the department knew who was responsible but by circumstances beyond our control no arrest had been made. Someone may report a theft and the department may find out who was responsible but the person who reported does not want to press charges.

Councilor Montero stated the Chief and department do so much and she felt very safe in the community day and night and that was wonderful. Councilor Montero further stated the report was excellent.

Chief Gross stated one thing that was in the report was to expand the statistical report to take a look at 8-10 years which gave a bigger picture how things had gone for the last 8-10 years.

Councilor Montero asked if there was any comment as to why Juvenile arrest and Juvenile activity was up.

Chief Gross stated he had no answer but did speak to Juvenile pretty regularly and they were seeing some of the same statistics Clatsop County wide and most likely beyond that.

Councilor Lyons stated he appreciated the personnel that the police department had hired over the years. Those were real men and women who do a great job.

Chief Gross stated he appreciated those comments because the administration could make presentations and let Council know what was going on but it truly was the men and women out there every day 365 days a year answering calls and doing their best to make the City safe.

Councilor Lyons asked Lieutenant Dave Ham if there was a date for the Pig Bowl Football Game this year.

Lieutenant Ham stated the first game would be June 2, 2012.

Councilor Lyons stated the game would be in Seaside on the new field.

Councilor Tolan asked if Astoria was participating on the Drug Task Force.

Chief Gross stated Astoria was not participating on the Drug Task Force.

Councilor Tolan asked if that ever changed.

Chief Gross stated Astoria was suffering through the same kinds of things that everyone was suffering through which was the funding concerns and the stability of funding.

Councilor Tolan asked what other cities were involved with the Drug Task Force.

Chief Gross stated right now just the County and Seaside.

Councilor Tolan thanked Chief Gross and stated his visibility in the community was wonderful and set a great example for other police officers and the citizens of Seaside.

SEASIDE CIVIC AND CONVENTION CENTER ANNUAL REPORT

Russ Vandenberg, Convention Center & Visitors Bureau General Manager, stated the Convention Center ended the 2011 year hosting 237 event days that produced \$38.9 Million dollars in economic impact to the local economy. In all regards this was a productive year and the objective was to build upon this and continue to increase the visibility and marketing efforts to fill more event days in 2012. The convention center as compared to 2011 posted a 2% decrease in total events, 0.8% decrease in total event days, and a 7% decrease in economic impact. The convention center attracted a total of 36,926 delegates attending 107 events. Spending during their visit added \$38.9 million dollars – or an average of \$106,693 each day to Seaside's local economy. There were 110 total events in 2010 and 107 in 2011, in 2010 the total event days was 239 in 2010 and 237 in 2011, the total attendees was 37, 294 in 2010 and 36,926 in 2011, the total attendees staying 2 + days was 23,905 in 2010 and 21,490 in 2011, total economic impact was \$41,764,843.75 in 2010 and \$38,942,968.75 in 2011. Mr. Vandenberg further stated the convention center in 2011 contracted a total of 17 new events that included conventions, conferences, and special events. Total number of projected delegates was 4,470 with a total of 34 event days. These new bookings were scheduled to take place 2011 through 2012. Since January of 2006 the convention center had contracted a total of 154 new events with an estimated 34,753 attendees that encompassed a total of 330 event days. Mr. Vandenberg further stated the Capital Improvement Planned Projects/Purchases for 2011 was to purchase a new Rational steamer oven in kitchen, planning to level, stain and polish Pacific Room concrete floor, replaced 75 damaged and worn tables, planning to install Necanicum room video screens and projectors, planning to install new stage and scenery truss in Pacific Room, and purchased new beverage bar. In 2011 the convention center introduced a rental fee modification to encourage additional usage for local non-profit organizations. The objective was to provide incentives for local non-profit organizations to utilize the Seaside Civic and Convention Center for events and activities that produced economic stimulus to the local economy and encourage additional use of the facility. Mr. Vandenberg further stated providing superior customer service remained the highest priority in terms of making sure the clients received individualized service from their first point of contact to the final day of move out. During 2011 there were electronic surveys to 87 clients asking them to evaluate the services in the following categories: Facility Services, Booking Experience, Event Coordination, Food and Beverage and Product Quality, Audio Visual Quality and Room Set-Up and Housekeeping. Of the 87 evaluations submitted, 52 responded for a return rate of 67%. The convention center had just calculated the customer evaluations/reviews for 2011 and found that the service had been elevated to a new level. The convention center had been rated by clients providing an overall 96.8% Customer Service Satisfaction Rating! This was an increase from 95.6% in 2010 and was the fifth consecutive year the overall customer service rating had increased. Mr. Vandenberg further stated he was very proud of the staff for all the accomplishments in 2011. The convention center was fully committed to providing superior customer service at each and every point of contact and would strive in 2012 to exceed the previous efforts. Mr. Vandenberg further stated the convention center industry had seen a significant decrease in the number of delegates attending meetings, conferences, and trade shows as compared to just a few years ago. The need for face to face meetings was still relevant and important to the industry, even as virtual meetings become increasingly common. A new study from the Cornell Center for Hospitality Research (CHR) focused on specific strategic advantages of face-to-face meetings for medium-large groups. The Seaside Convention Center Outlook for 2012 was expected to see a slight to moderate increase in both convention attendance and economic impact as a result of the slowly improving economy. The best forecast based on industry trends would estimate the number of Event Attendees, Event Days, and Economic Impact to increase between 2-5%. As for the prospects for expansion, a Financial Feasibility study was preparing to be conducted to determine financial options for expanding the facility; this proposed expansion would add approximately 20,500/sf of meeting space that would include a 10,000-12,000/sf Class 'A' Ballroom to the existing 22,000/sf facility. As with any project of the scope, there were studies being conducted that would assist in the understanding of potential market share, site location, estimated construction cost, and funding options.

Mr. Vandenberg acknowledged and thanked the members of the 2011 Seaside Civic and Convention Center Commission for their continued support, guidance, and dedication to the facility. Those members were Randy Frank, Terrance Bichsel, Jeff Kilday, Mark Tolan, Seth Morrisey, Mark Posalski, Chuck Miner, and Dana Phillips as City Council Representative. Mr. Vandenberg further stated Jon Rahl from the Visitors Bureau would speak about the 2011 annual report.

Jon Rahl, Director of Marketing and Tourism, stated the mission of the City of Seaside Visitors Bureau was to improve the area economy by attracting and servicing visitors to the City of Seaside and those traveling along the Pacific Northwest coast. The Visitors Bureau employed three full-time employees and one part-time employee. The staff consisted of Jon Rahl, Director; Joyce Stewart, Manager; Patricia Murphy, Information Specialist; and Sandra McDowall, part time Information Specialist. Seasonal staff also consisted of 3-5 volunteers during the low season and 5-7 volunteers during the high season. The Tourism Advisory Committee met with the director every month to review budget, discuss projects, and formulate strategies for future marketing and advertising. The committee consisted of Shaun Wagner, Gini Dideum, Keith Chandler, Marci Utti, and Angela Clark. Mr. Rahl further stated the 2011 highlights was the Tourism Grant Program which \$30,000 was awarded to eight entities for tourism development in Seaside. The Visitors Bureau monthly newsletter continued to be distributed to targeted new and repeat visitors to Seaside. Mr. Rahl further stated the website continued to be a large component of the marketing and outreach. As numbers to the visitor center and mail requests had decreased, traffic to the website and industry partner sites had increased making it extremely important to current and inspiring to web visitors. Mr. Rahl further stated the JackRabbit Lodging Search Engine was introduced to the website which developed a strong reputation as a robust search tool for consumers looking at lodging rates in the immediate Seaside area. In 2011 more than 180,000 searches for lodging were conducted on the Bureau website, resulting in over 250,000 referral links sent to our lodging partners. Mr. Rahl further stated 2012 marked the second year of a three-year agreement with Seaside based Pelican Productions with the Visitor Guide which included this year a new, modern look, the Seaside experience, beyond Seaside, and year two of the Seaside Treasure Quest. There were 125,000 guides printed this year, which was down from 150,000 in 2011 but consumers were getting their information form the website. Mr. Rahl further stated other 2011 highlights included Print Advertising, Social Media, spring and Fall Radio Campaigns, Oregon's North Coast Cooperative, SeasideOR App Development, and Additional Tourism Involvement. The 2012 forecast was more website development and the use of technology advancements, long term strategic development, media outreach and community awareness, and Tourism Grant Program.

Mr. Vandenberg stated as the convention center saw an economic decrease of 7% which was pretty much parallel with the room tax from 2010 to 2011 there was approximately an 8% decrease in room tax. With that being anticipated Mr. Rahl was asked to reduce the Visitor Budget down this past year of \$60,000.00 from the advertising and promotions budget. Mr. Rahl had been able to accomplish that even while working with a reduced budget from what was available the year before. Mr. Vandenberg further stated a lot of praise goes to the Visitors Bureau with the work they had done while stretching that budget and Mr. Rahl had done an outstanding job. Mr. Vandenberg further stated a new program started this year with Jon Rahl, Gretchen Darnell, who was the Director of Sales at the Convention Center, and Mr. Vandenberg who were visiting hotels this year, There were plans to visit one hotel each month to discuss different issues with them. There would also be recommendations made to these properties as well as what could be improved.

Councilor Phillips stated it was amazing what Mr. Vandenberg and the staff had accomplished at the Convention Center the last couple of years. Many people did not realize the fast turn over for events and how the Convention Center staff made that happen in a very professional manner.

Councilor Montero stated she served on the Tourism Advisory Committee and had suggested a professional Tourism Director be hired but Mr. Rahl was doing a lot of the things that had been envisioned and Councilor Montero really liked seeing this happen and liked the working together of both the Convention Center side and Tourism side because those went hand in hand.

AGREEMENT – EMERGENCY ASSIST. SEASIDE FIRE

Mark Winstanley, City Manager, stated this was a Mutual Aid Agreement between Clatsop and Tillamook County's. This was an agreement that would be signed by the fire services in Clatsop County and Tillamook County and allowed for the different agencies to work back and forth between the two Counties'. This was more of a legal document and there were not a lot of specifics but the agreement was important because there were times when an agency from Tillamook County may need an agency in Clatsop County and for the fire services to cross the County lines there needed to be an agreement. Mr. Winstanley further stated staff recommended Council adopt the Emergency Assistant Agreement.

<u>Motion</u> to adopt the Clatsop and Tillamook Inter-County Mutual Aid and Emergency Assistance Agreement; carried unanimously. (Phillips/Montero)

COMMENTS – STUDENT REPRESENTATIVE

Adrian Velazquez, Student Representative, stated Thursday, March 8, 2012, the Seaside Basketball Team had the privilege to attend the state tournament. The basketball team won on Thursday, lost on Friday, and Saturday played for the third place title and won. The basketball team also won the Sportsmanship Award and also received the league title for the Cowapa League. Mr. Velazquez further stated Track and Field had started and also Baseball had started. Beginning Friday, March 16, 2012, spring break would officially start and students would be out for two weeks.

COMMENTS - COUNCIL

Councilor Barber stated he loved seeing the picture of the new Seaside Police Vehicle on the report and seeing it move around town. Councilor Barber further stated the genius of those men and women who came up with the idea forty years ago for the Convention Center and how it would work in Seaside.

COMMENTS - STAFF

Mr. Winstanley stated there were two very wonderful reports given tonight and those who gave the reports did not say much about themselves. One reason why Seaside had such a fantastic police department was because of Chief Gross and Lieutenant Ham who did a marvelous job leading the police department and that department was great because of that. The Convention Center, Russ Vandenberg, and Visitors Bureau, Jon Rahl had done a magnificent job upgrading the convention center and upgrading what could be done at the Visitors Bureau and needed to be commended for that work. Seaside was lucky to have people like that in the community. Mr. Winstanley further stated he wanted to recognize two fire personnel that attended the meeting which was Chris Dugan, Seaside Fire Prevention Chief/Fire Prevention Officer and Joey Daniels, Seaside Fire Training/Safety Officer. As Council was running the meeting there was a call that Mr. Daniels had to go out for and now he had returned. Mr. Winstanley stated he wanted to read a letter of appreciation that was received about Mr. Daniels.

Mr. Daniels stated there were five people selected from around the country and the classes were taught at the National Fire Academy in Maryland and they went through their entire curriculum which made the facility better for the agency.

ADJOURNMENT	The regular meeting adjourned at 7:52 PM.
Kim Jordan, Secretary	DON JOHNSON, COUNCIL PRESIDENT