

**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, Councilor Stubby Lyons, Tim Tolan, Jay Barber, and Tita Montero.

Absent: Councilor Dana Phillips

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 Tourism Marketing.

**AGENDA** Motion to approve the October 22, 2012 agenda; carried unanimously. (Lyons/Johnson)

**COMMENTS – PUBLIC** David Langlo, 1421 N. Wahanna, Seaside, distributed pictures to Council of a dam that the North Coast Land Conservancy had built on the mainstream of the estuary that went around Leisure Time Resorts. Mr. Langlo stated the dam would cause flooding.

Councilor Lyons stated the project was started approximately a week ago.

Mr. Langlo stated that was correct and the logs that were placed in the estuary needed to be removed. There was a flooding situation being created by damming up the drainage.

Mayor Larson asked if the location was at Leisure Time back on the north section.

Mr. Langlo stated that was correct and presented Council with a map of the location. Mr. Langlo further stated he had spoken with the County and the North Coast Land Conservancy concerning the situation. Mr. Langlo further stated there were plans to introduce Beaver to the area which would also create flooding. The response from Doug Ray, who was a member of the Land Conservancy, was that the Beaver were here first.

Mayor Larson stated Mr. Ray had just retired. Mayor Larson stated the City would take a look at the situation.

John Dunzer, 2964 Keepsake Drive, Seaside, stated he spoke to Council six weeks ago concerning the fact that it was time to identify the land use on the schools that would be relocated. Mr. Dunzer spoke with Doug Dougherty, Seaside School District Superintendent, who indicated the time line, was a minimum of eight months and he definitely wanted to know what the revised land use planning would be. There would be an established value on the land and Dr. Dougherty could then figure out how much the bond issue would be. Mr. Dunzer further stated it was going to be a very very interesting discussion because Mr. Dunzer doubted very much with the report coming out by the State in February whether there would be people put in those areas. Mr. Dunzer further stated the City should get started on the planning.

Doug Barker, Seaside Chamber of Commerce, presented Council with a poster for Seaside sponsoring and supporting the 4<sup>th</sup> of July Fireworks. Mr. Barker stated the City was very involved with the 4<sup>th</sup> of July Fireworks events. Mr. Barker along with Larry Kriegshauser was the reason the 4<sup>th</sup> of July Fireworks happen but without the City's cooperation the fireworks would not happen. Mr. Barker further stated the entire City was involved like the Public Works Department, Fire Department, and Police Department, where everyone cooperated to make the event happen. Mr. Barker further stated there were many volunteers that helped out like Community Emergency Response Team (CERT), Ham Operators, Chamber Ambassadors, and the SOLVE beach cleanup volunteers made the event happen also.

Larry Kriegshauser, 311 12<sup>th</sup> Avenue, Seaside, stated the sound track for next years fireworks show would be put together stating tomorrow. Every year for the fireworks the crew along with John Chapman, and the owner of Western International Fireworks put together a soundtrack. The installation of the fireworks show actually took twelve people and in order to put on a fireworks show there needed to be a licensed Pyrotechnician and ten out of the twelve were licensed pyro's. There were people outside the Community that also helped like the Oregon Turf and Tree Farm in Hubbard, Oregon, who gave two gators every year so that the crew did not have to walk out on the beach. Cleaning the beach after the fireworks used to be a challenge but thanks to Gini Dideum and the Beach Drive Buccaneers that has been accomplished on the morning of July 5<sup>th</sup> every year with tons of stuff being taken off the beach. Mr. Kriegshauser thanked Council for giving him the opportunity to come into the Community to do one of the largest fireworks displays in the State of Oregon. Mr. Kriegshauser further stated it was a real pleasure to be in Seaside and to be part of the 4<sup>th</sup> of July fireworks.

Mayor Larson stated Mr. Kriehauser did not say enough about the hours and days that were put in for the 4<sup>th</sup> of July Fireworks in Seaside along with the Chamber of Commerce and volunteers throughout the City. Mayor Larson further stated this all went back to volunteerism throughout the City and that was why Seaside did so well. Mayor Larson thanked all who help out with the 4<sup>th</sup> of July events.

**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 \$352,596.85; and October 8, 2012, regular minutes; carried unanimously. (Lyons/Tolan)

**VACANCY –  
PARKS ADVISORY  
COMMITTEE**

Mayor Larson stated there was one vacancy on the Parks Advisory Committee with two applications received from Sean McKendry and Mary Blake. Mayor Larson asked Council what they wished to do.

Councilor Barber stated he knew who Mary Blake was but did not know Sean McKendry. Councilor Barber further stated it would be appropriate for Council to interview the applicant.

Councilor Montero stated both applicants should be interviewed.

Mayor Larson asked staff to schedule the interviews prior to the next City Council meeting.

**VACANCY –  
AIRPORT ADVISORY  
COMMITTEE**

Mayor Larson stated there was one vacancy on the Airport Advisory Committee with one application received from Teri Carpenter. Mayor Larson asked Council what they wished to do.

Councilor Johnson stated he would like to appoint Teri Carpenter who had already attended many of the Airport Committee meetings.

Councilor Montero stated she would actually like to interview Teri Carpenter so that Council had the opportunity to meet Ms. Carpenter.

Mayor Larson stated Council did meet Ms. Carpenter when she applied for a liquor license for her restaurant on Avenue 'U'.

Motion to appoint Teri Carpenter to the Airport Committee; carried with Montero opposed. (Johnson/Tolan)

**TOURISM ADVISORY  
COMMITTEE ANNUAL  
REPORT**

Shaun Wagner, Tourism Advisory Committee (TAC) Chairperson, stated this was the Tourism Advisory Committee Fall update. Chair Wagner further stated the highlights for 2012 was the development of Oregon's North Coast Cooperative with a brand development and Ad campaign in cooperation with Travel Oregon and the Astoria/Warrenton Chamber of Commerce was a cooperative program; April promotional, advertising, and editorial campaign seen by nearly 900,000 adults; September/October advertising campaign ran on Comcast and Charter cable channels; and working towards adding Cannon Beach. Chair Wagner presented an example of the 15 second commercial. Chair Wagner further stated there was a new look with the Visitor Guide and gone was the single image look; replaced by a collage that gave better representation of the More than Just a Day at the Beach tagline; and additionally to build a more consistent look across the board, all print and digital materials had been redesigned to match the new look. Chair Wagner further stated there was a Mobile Development and JackRabbit Lodging System (JRS) with mobile statistics – year over year; striving to stay ahead of the curve and consistent with consumer behaviors; addition of a mobile component to the JRS that tracks "click to calls." There was now a way to track both desktop and mobile users who continued to use the valuable tool to search for lodging; and cost for system was approximately 4.7 cents for every lead sent to a lodging partner. Commissions were not a component of structure, which meant lodging doesn't pay. Chair Wagner further stated the current and future outlook for 2012 was the additional digital advertising/Face book development with continued growth of internet/more emphasis on digital banners, electronic news and social media (similar to imagery seen in previous slides); additional Face book advertising campaigns that drive LIKE's and ultimately more engagement and more awareness; the stats from this year's campaigns (3,000 new LIKE's in spring, 2,000 + so far this fall). Chair Wagner further stated the annual radio buy this year was to keep consistency, with a 12-month annual radio plan with Entercom Portland for 12-months that would keep Seaside on the airwaves, both terrestrially and digitally from July through June. Going this route was spurred by a six-month contract with Entercom to wrap up the 2011-2012 campaign.

Chair Wagner further stated the Tourism Advisory Recommendations was to have discussions about the value of the TAC and future recommendations with the belief that TAC offered a good checks and balances and exchange of ideas; an emphasis for Director to contact individual TAC members on a more regular basis to help spur discussion and ideas; and the lone recommendation for the future of the TAC was the recommendation that the Director and/or TAC had the discretion to cancel a meeting, especially during the busy summer months or during light activity report months. Chair Wagner stated TAC was a great committee where all the members felt comfortable giving ideas and suggestions and Chair Wagner thanked Jon Rahl and Russ Vandenberg who both had positive attitudes.

Councilor Tolan stated he was the Tourism Advisory Committee Council representative and had really enjoyed his time with the group and the members.

Mayor Larson thanked Chair Wagner for the Tourism Advisory Committee presentation.

**RESOLUTION #3782**

**A RESOLUTION OF THE CITY OF SEASIDE, OREGON, REGARDING THE CLATSOP ECONOMIC DEVELOPMENT RESOURCES**

Mayor Larson stated the resolution would approve the Clatsop Economic Development Resources (CEDR) receiving a contribution from the City of Seaside in the amount of \$7,500.00.

Mayor Larson asked for public comments.

Mr. Dunzer distributed to Council a letter to Tim McCabe, Director of Business Oregon, concerning Clatsop County government received over \$300,000.00 annually from Video Lottery Profits. The proper use of the funds was defined as "Oregon counties were to use the funds for local economic development projects or to promote economic growth by attracting new businesses to the area or by working with established businesses to retain them." Mr. Dunzer further stated the current Clatsop County expenditures from the \$300,000.00 received which was to be used only for economic development and included \$25,000.00 to fix road flooding, \$12,000.00 for Chamber memberships, and \$40,000.00 contribution to CEDR, a private organization. The remaining \$220,000.00 was transferred into the County's Community Development Department. The transfer of the money represented forty-five percent of the funds supporting the activities of Clatsop County's Community Development Department.

Mayor Larson stated Council had received the letter previously from Mr. Dunzer.

Mr. Dunzer further stated he was very much in favor of money for economic development and the County had real problems with morals. This was not what the people of Oregon expected and when Seaside gave CEDR \$7,500.00 it just fostered something that was wrong to start with. CEDR needed more money and should receive what the State gave to the County which was \$300,000.00. Mr. Dunzer further stated he had a big problem with the County and the \$7,500.00 should not be given to CEDR until the County gave the \$300,000.00 that was received from the State.

Al Smiles, 1120 Queen Street, Seaside, stated he was on the Board of Directors with CEDR. Mr. Smiles stated this was the first time he had agreed with Mr. Dunzer and CEDR should receive a larger share from the County because it took three years for CEDR to receive the \$60,000.00 from the County. Mr. Smiles further stated there would be \$20,000.00 given for the Warrenton Business Park and he had never seen that amount of money put towards Seaside. Council should understand that CEDR was an organization that helped many businesses and the information was confidential. The confidentiality could be difficult as far as funding was concerned. Seaside was well represented at the CEDR Board of Directors meetings and Mr. Smiles recommended Council continue to help fund CEDR.

Kevin Leahy, Clatsop Economic Development Resources (CEDR) Director, stated he wanted to follow up on a couple of issues that were brought up at the last City Council meeting. Mr. Leahy presented Council with the Oregon SBDCN Network Statewide Center Accomplishments and discussed some of the percentages with the Council. There was a request to add names of businesses with the statistics. Mr. Leahy further stated he received permission from one of the new business starts which was called Highlife Adventure which was a Zipline Adventure Tour and they were doing very well. On the Seaside Front there was permission received from Seaside Brewing which had meetings with CEDR quite often. Mr. Leahy further stated Council also requested a copy of last years CEDR budget which was emailed. Mr. Leahy asked for Council's support for CEDR which was a County wide organization.

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

Mayor Larson asked for Council comments.

Councilor Montero thanked Mr. Leahy for providing some specifics. Councilor Montero stated just showing numbers did not justify the use of tax payer's dollars, which was what Councilor Montero did for a living. There needed to be specifics or to see it in person and that was why she had asked for the information that was shared with the Council.

Councilor Barber stated he supported the approval of the budget allocation and in doing that and just as one of the Councilors would like to see Warrenton step up to a greater investment in CEDR then in the past particularly recognizing the impact that CEDR has had in opening that corridor on the highway and moving forward into the future. Councilor Barber further stated in supporting the \$7,500.00 that was in the City of Seaside budget and do that by saying Warrenton needed to step up.

Councilor Montero stated she would add to Councilor Barber's statement with not only Warrenton stepping up but in fact if the County was using money for a different purpose then it should be used, the County should also be challenged.

Mayor Larson stated Mr. Dunzer had written to Mr. Tim McCabe concerning that information on June 30, 2012.

Mr. Dunzer stated there was legislation that had been passed.

Motion to read Resolution #3782; by title only; carried unanimously. (Tolan/Lyons)

Motion to adopt Resolution #3782; carried unanimously. (Tolan/Johnson)

Mayor Larson stated he was glad there was support for CEDR and if the County was not doing something properly which Mayor Larson was not saying they were or were not but to hold this to work the other piece in did not make any sense.

Councilor Montero stated that Mr. Leahy should work the marketing. During the year there was not enough seen out there from people who benefited from CEDR. If somebody valued what they were getting in terms of producing their business and nobody wanted to share the counseling aspect that was understandable. Councilor Montero stated if someone could step up to the plate and say "Hey CEDR helped me start my business and this was the results, and my business was supporting this many families". Receiving that information through the year rather than just in piece when asked was helpful and needed to be kept out in the public view because that was their tax dollars being spent.

**FINAL – 2012 STREET  
OVERLAY PROJECT**

Mark Winstanley, City Manager, stated the 2012 Street Overlay project had been completed by Bayview Transit Mix, Inc. The streets that were completed were Avenue 'B' between Highway 101 and Holliday, South Holladay between Avenue 'G' and the South 'Y', East Broadway between Wahanna Road and Hilltop Street, and Hillside Loop. The final cost of the project was at the bid amount of \$172,794.00. The invoice for the work had just been received and no retainage had been held. Staff had examined the contract work and recommended accepting the project and pay the invoice amount of \$172,794.00 to Bayview Transit Mix.

Councilor Johnson stated the streets looked good.

Motion approving the final on the 2012 Street Overlay and pay the invoice to Bayview Transit Mix in the amount of \$172,794.00.

**COMMENTS - STUDENT  
REPRESENTATIVE**

Kegan Wallis, Student Representative, stated Seaside High School was finishing up Fall Sports with the last Volleyball Game tonight and the last Football games would be played Thursday and Friday. Winter Sports would start on November 13, 2012.

**COMMENTS – COUNCIL**

Councilor Tolan stated he loved the Seaside Fireworks. Councilor Tolan further stated he thought the Highway 101 flood area was being taken care of by the Oregon Department of Transportation (ODOT) but heard it was a County project and it was not going to happen this year.

Mr. Winstanley stated he did not have any information on the project.

Mayor Larson stated he had heard the bid was going out for a contract.

Councilor Montero stated a \$1,100,000.00 contract.

Councilor Tolan stated the project had not gone out to bid.

Mayor Larson stated he was not sure but it was not that the project could not be done during the winter based on the highway, based on flooding, or based on fish. The project would not be done based on the weather.

Councilor Barber stated there was a letter presented to Council concerning several Coyotes that had taken up residents in the residential area of South Seaside. Councilor Barber further stated he had personally seen the Coyotes in his yard. This constituent had lost two of his family pets to Coyotes and in Lincoln City this summer a child was attacked by a Coyote. There were many concerns about the issue and Councilor Barber's understanding was that nothing could be done other than contacting the Fish and Game who had indicated that the neighbors could get together and possibly hire the County Trapper to come in and trap some of the Coyotes.

Councilor Montero stated this weekend she thought about the Highway 101 flood problem only because she had learned about another flood problem and did some comparisons. On Highway 30 between Scappoose and Sauvie Island at least once a year that area floods so badly that Highway 30 was closed down to traffic.

Mayor Larson stated the Seaside City Council Goal Setting Session was scheduled for January 18, 19, 2013. Council needed to bring ideas with them to the meeting. Mayor Larson further stated the Mayors Rugby match was Sunday, October 21, 2012; the attendance was not wonderful because of the weather.

**COMMENTS – STAFF**

Bob Gross, Seaside Police Chief, stated he hoped to be announcing the new Sergeant at the next City Council meeting. Chief Gross further stated the police along with the fire department were busy trying to determine fire causes.

Mayor Larson asked if there were still seven applicants for the sergeant position.

Chief Gross stated there were seven candidates.

Russ Vandenberg, Convention Center & Visitors Bureau General Manager, stated Jon Rahl has done such a wonderful job at the Visitor Bureau and with the Tourism Advisory Commission. Mr. Vandenberg further stated last week the Seaside Civic and Convention Center had the West Coast Women's Conference which was a first time event with approximately three hundred people. The group was going back to their board and pulling contracts with other venues and hopefully would start coming to Seaside on an annual basis in 2014.

Mr. Smiles stated that thanks to the Beach Soccer Tournament in Seaside there was money donated and used towards sand on one of the fields and the girl's soccer team now had bags for their gear.

Laurie Oxley, Seaside Downtown Development Association, stated in approximately one week there should be 12,000 Coupon Books circulating throughout the Community. Ms. Oxley further stated the Wine Walk was scheduled for Saturday, November 10, 2012, 3:00 to 7:00 pm.

Mr. Kriehauser stated there was a wall in the Convention Center called the Seaside Hall of Fame and a Council person used to head that up and was not able to be involved any more. A suggestion to Council was to have a volunteer that could be in charge of that program. There were many volunteers in the community and there were enough frames and mats but pictures were needed to go into the frames.

Mr. Winstanley stated there would be a City Council meeting on Monday, November 12, 2012, which was Veteran's Day and while the City offices would be closed there certainly would be a City Council meeting. Mr. Winstanley further stated there were interviews conducted last week for the Library Director position and the finalist had been narrowed down and would come back this week for additional interviews. Mr. Winstanley thanked the Convention Center staff for coming over this weekend and cleaning the City Hall carpets. Staff really appreciated the Convention Center taking the time to come over to do that.

**ADJOURNMENT**

The regular meeting adjourned at 7:55 PM.

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Kim Jordan, Secretary

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DON LARSON, MAYOR