

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

ROLL CALL Present: Council President Don Johnson, Councilors Jay Barber, Seth Morrisey, Randy Frank, and Tita Montero. .

Absent: Mayor Don Larson and Councilor Dana Phillips

Also Present: Mark Winstanley, City Manager; Russ Vandenberg, Convention Center & Visitors Bureau General Manager; Jon Rahl, Convention Center & Visitors Bureau Assistant Manager; Dave Ham, Seaside Police Chief; Dale McDowell, Public Works Director; Joey Daniels, Seaside Fire Chief; Steve Barnett, Police Lieutenant; Stacey Brown, Communications Manager; and Katherine Lacaze, Daily Astorian/Seaside Signal.

AGENDA Council President Johnson asked for approval of the agenda.

Councilor Barber so moved the approval of the agenda with a second from Councilor Frank; carried unanimously. (Barber/Frank)

INTRODUCTION – SWEARING IN POLICE COMMUNICATIONS MANAGER Dave Ham, Seaside Police Chief swore in new Seaside Police Communications Manager, Stacey Brown and she was congratulated and introduced to the City Council and public.

PROCLAMATION Councilor Montero read the Proclamation for Pearl Harbor Remembrance Day.

REPRESENTATIVE Taylor Barnes was absent.

COMMENTS – PUBLIC John Baldrige, 850 7th Avenue, Seaside, stated he was here a few months ago educating Council on the dangers of back yard burning and recommended back yard burning was banned on the west side of the highway. Since then his neighbor Marco Ward had another illegal burn which was the second one this year which put his wife in the hospital. Mr. Baldrige asked Council to ban open burning which would mean fires needed to be contained in a barrel and that would be the safest thing. Fire regulations were inadequate and dangerous to the community and the permits were given freely. The permit holder was not held accountable for causing sickness or death. The fire department wears mask to prevent them from inhaling smoke and sounded like a double standard. Does anyone in the room know what it would take for someone to lose their fire permit? Mr. Baldrige further stated he went to the judge today and the judge stated absolutely not, this is not how it happened. Someone can't continue to hurt someone over and over and over and over without paying any repercussions. Mr. Baldrige wanted something done like setting some regulations with the fire department and if people are doing bad things then the rules should be enforced and their permits lost.

Councilor Barber thanked Mr. Baldrige for his comments.

Mr. Baldrige asked if anyone knows what it would take at this point. Nobody knows because it doesn't exist.

Councilor Barber requested that item be put on a future agenda and Council can discuss what the regulations are and the penalties for the violations.

CONFLICT Council President Johnson asked whether any Councilor wished to declare a conflict of interest.

No one declared a conflict of interest.

CONSENT AGENDA Council President Johnson asked for a motion to approve the consent agenda.

Councilor Frank moved that we approve payment of the bills in the consent agenda with a second from Councilor Barber; carried unanimously. (Frank/Barber)

VACANCY – CITY TREE BOARD Council President Johnson stated there was one vacancy on the City Tree Board with applications received from Neal Wallace and Ann Tierney-Ornie. Council President Johnson asked Council what they wished to do.

Councilor Barber nominated the two with a second from Councilor Montero. (Barber/Montero)

Council President Johnson asked if Council wanted to schedule interviews.

Councilor Frank stated he knew both applicants.

Councilor Montero stated she only knew one.

Councilor Barber stated this had been a very difficult board to fill.

Councilor Barber moved to appoint Neal Wallace with a second from Councilor Frank; carried unanimously. (Barber/Frank)

The term expiration for Neal Wallace would be December 31, 2017.

**VACANCY –
BUDGET COMMITTEE**

Council President Johnson stated there was one vacancy on the Budget Committee. There were no applications received.

**VACANCY –
TRANSPORTATION
ADVISORY COMM.**

Council President Johnson stated there was one vacancy on the Transportation Advisory Commission. There were no applications received.

LIQUOR LICENSE

Council President Johnson stated there was a liquor license application received from the Osprey Café, 2281 Beach Drive. Council President Johnson asked Lieutenant Barnett to introduce the owner of the Osprey Café.

Steve Barnett, Seaside Police Lieutenant, stated Joshua Bokish was the owner of the Osprey Café and they have applied for a Limited On-Premise License, and was for a new outlet. Lieutenant Barnett further stated there was information in the Council packet regarding the liquor license for consideration.

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Councilor Frank stated in lieu of the city's ok and looking over the applicant he moved that we grant the application with a second from Councilor Montero; carried unanimously. (Frank/Montero)

Councilor Barber stated the Osprey Café is in his ward and he highly recommends it.

**UPDATE –
VISITORS GUIDE**

Jon Rahl, Convention Center & Visitors Bureau Assistant Manager, presented Council with a powerpoint presentation regarding the process branding refresh and style guide for the Visitors Bureau. Mr. Rahl stated How We Talk About Seaside – Languages and Messaging. Manifesto - Some places guard their secrets. They shun tourists, discourage newcomers, and do their best to stay out of the travel section of the New York Times. Seaside is not that kind of place. It's wonderfully warm and welcoming. Sure, tourism is a big part of the economy and always has been. But it's more than that. Seaside is where Lewis and Clark were welcomed by locals and found not just food, but the salt to make their food last through the winter. It's where at the turn of the century a train brought families to and from Portland for the day or the entire summer. These days, Seaside welcomes tournaments and races, family reunions and bachelorette parties, and so many conferences the Convention Center might get an expansion. And aside from a secret surf spot or two, the locals are eager to share the secrets of Seaside. Ask around and you'll learn about logging roads with miles of mountain bikes and sweeping vistas. You'll hear different opinions on where to put your kayak or canoe in, and which ways to paddle to best experience the rivers and estuary. When you visit the aquarium ask if Keith is around, and you're liable to get a personal tour of his favorite exhibits and where each fish was found. Seaside is a place that wants its visitors to experience all it has to offer. Much of it is right there on Broadway, like the saltwater taffy and bumper cars that have been loved for generations. And as for the harder to find stuff, the clamming spots and hiking trailheads and exciting new spots to eat and drink, a local will gladly and clearly show you the way. Either way. Its easy to Seaside. Mr. Rahl discussed the Tagline: It's easy to Seaside is our new consumer facing tagline. It speaks to how easy it is to have a fantastic time in Seaside, and will anchor our new brand campaign that will tell visitors how to experience all the amazing things to do and see in and around town. It does not completely replace *More Than Just a Day at the Beach*. It's an evolution. There are still places and times we can use *More Than Just a Day at the Beach*. It can and should remain a way we talk about Seaside and can be used in places like the visitor guide, in e-newsletters and in social media. But when we are creating an ad we want to use *It's easy to Seaside*. It will very nicely and clearly play off the creative "how to" executions we're introducing. And it signals to folks who are familiar with Seaside that the brand is evolving, and will give them a reason to take a closer look and help them to put Seaside top of mind for a visit. Mr. Rahl stated the Targeting Audience: All types of people visit Seaside, but we don't have the resources to reach every type of visitor. We think Modern Family Adventurers (MFAs) are the ideal primary audience for all the fun that Seaside has to offer.

MFAs are active explorers seeking unique experiences and one-of-a-kind memories for their families. For them, travel is an act of curiosity and inspiration; it's a time to explore, disconnect from over-scheduled lives, reconnect with their partners and kids, and of course, have a ball. Moms still remain the biggest decision makers when it comes to travel. Our strategy, which highlights how easy it is to give your family a great vacation that packs a lot in, and how easy it is to do all those fun things once you get to Seaside, will be particularly inspiring for time-deprived, multi-tasking moms. These are the same moms who organize their family's hectic lives—like bringing their kids to the giant basketball tournaments held in Seaside every winter. Primary Audience - MODERN FAMILY ADVENTURERS: Live within a 300-mile radius, 30-40% of them come from the Portland Metro area, 30% come from Washington. The remainder is likely a mix of Boise, Spokane and other Northwest areas. Some of these families came with their parents and grandparents, and we want that tradition to continue for generations to come. Let's not forget, however, that the Portland area alone is estimated to grow by up to 725,000 people, topping the 3 million population mark by 2035, according to the most recent estimates from the regional government Metro. With two-thirds of recent growth coming from people moving here from outside of Oregon, they will have little or no awareness of Seaside. Let's invite them to make Seaside their special Oregon Coast place! (An interesting strategy might be a direct mail or digital campaign to invite new Oregonians to Seaside.). Secondary audience - Active empty nesters – especially during the shoulder and value-season of October-May. Niche audiences eager for Seaside's iconic offerings—like active adventurer-birders (typically 50-65 year olds), kayakers, hikers and bikers. Event participants—let's invite them to extend their event experience and stay a few nights, by enticing them with special offers and all there is to see and do. Mr. Rahl further stated Our Voice: It's easy to Seaside allows us to tell folks exactly how to dig for razor clams, exploring logging roads by mountain bike, or best enjoy flying a kite on the beach. Example of Sample Copy Lines for Ads/Social Media - HOW TO EAT SALTWATER TAFFY IN SEASIDE Go downtown, Walk into almost any establishment, Pick out your favorite flavors, Hand the cashier a few coins, Unwrap, Eat, and Repeat as necessary. Mr. Rahl discussed the Seaside Visitors Bureau website and e-newsletter. Mr. Rahl further stated the Primary Logo - The primary Seaside, Oregon logo consists of "Seaside" with various icons above it and with "Oregon" right justified below. The logo is slightly distressed. The preferred way to use the logo is to keep everything together. However, there will be times when that is not possible. The logo is flexible in that it can sit on top of a light background or dark background. Knock Out and One Color Versions - There are instances when the logo can be knocked out (for example: when sitting on top of a photograph or on a dark colored background). The logo can be reproduced in any one color of the colors in the Seaside color palette. However, when printing in a photocopy, please use the black, gray or knocked out version of the logo. Mr. Rahl discussed the Secondary Elements – Colors, Typography, and Photography. Contextual Examples – How to use the Brand Elements for the Visitors Guide. Mr. Rahl discussed the idea of Additional project ideas to help promote Seaside – How to Booklet, Street Teams, Turnaround Sign, Directional Signage, and Event Signage. Mr. Rahl further stated the Tourism Advisory Committee met on November 18, 2015, and moved that the process of the rebranding refresh move forward.

Councilor Barber stated he was certainly not an expert in the field and it was comprehensive and he was not real excited about the colors.

Mr. Rahl stated those are what if kind of things and the colors really were meant to be beachy.

Councilor Montero stated she agreed the lamppost were iconic and another thing that was iconic was the turnaround and the promenade.

Mr. Rahl stated that was one of the first recommendations he had. The turnaround would work but the prom wall did not seem to work as an illustration.

Councilor Morrissey stated it was definitely smart to get ahead of the logo before a change was needed. The signs coming into town needed to be refreshed.

**DISCUSSION –
COUNCIL MEETING
DECEMBER 28, 2015**

Council President Johnson asked Council about the December 28, 2015, City Council meeting.

Councilor Montero asked how much business are we going to have.

Mark Winstanley, City Manager, stated traditionally for the most part the second meeting in December was cancelled and staff did not have anything that would be critical for December 28, 2015.

Councilor Montero moved to cancel it with a second from Councilor Morrissey; carried unanimously. (Montero/Morrissey)

COMMENTS – COUNCIL

Councilor Montero wished everyone a Happy Thanksgiving. As part of the holiday tradition there is the Gingerbread Teas at the Butterfield Cottage at the museum the four Saturdays between Thanksgiving and Christmas.

Council President Johnson stated there was a great parade coming up on Friday, December 27, 2015.

Councilor Montero stated the Holiday Gift Fair was Friday, December 27, 2015 to Sunday, December 29, 2015.

COMMENTS – STAFF Joey Daniels, Seaside Fire Chief, stated the new Seaside pumper/rescue fire truck would be in the parade along with the Mack Fire Truck on Friday, December 27, 2015.

Dale McDowell, Public Works Director, stated it has been a wonderful couple of weeks.

ADJOURNMENT The regular meeting adjourned at 7:45 PM.

Kim Jordan, Secretary

DON JOHNSON, COUNCIL PRESIDENT