

Depoe Bay Economic Development Committee
Regular Meeting – Thursday, September 5, 2013 - 7:00 pm
Depoe Bay City Hall

Present: Noelle Achen, Pat Dunlop, Robert Gambino, Michael Granat, Ken White
City Staff: none

Gambino called the meeting to order and established a quorum at 7:00 pm.

Approve Minutes – August 7, 2013 Regular Meeting

MOTION: Dunlop moved to approve the minutes as written. Achen seconded the motion.

VOTE: Motion passed.

AYES: Achen, Dunlop, Gambino, Granat, White

Public Input

Zeke Olsen, 40 Conway St., said this committee is desperately needed, the Mayor and he are supportive of the committee and they plan to attend every meeting. Brent Berry encouraged committee members to think outside the box.

UNFINISHED BUSINESS:

Dunlop distributed copies of a form she'd created, explaining that the form could be used for reviewing, rating and prioritizing ideas the Committee wishes to recommend to the City Council. Gambino suggested using the form during discussion under New Business agenda item C.

NEW BUSINESS:

A. Presentation- Peter Wang, College Student, Student Marketing Plan/Project Information

Gambino said this agenda item will wait until Wang arrives and moved on to agenda item B.

B. City Survey – Review Prior and Develop New Survey

Gambino summarized the information packet (copy attached to the original of these minutes), noting that the packet includes Council meeting minutes, a previous City Council survey (1999), and surveys conducted in 2002 by Neighbors For Kids (NFK) and the city's Economic Business Development Committee. He suggested each Committee member review the information and work on coming up with questions for a current survey. Discussion ensued, including a suggestion that each member come up with 20 questions for review and selection at the next meeting; how many questions should be included in the current survey; methods of distribution, such as mailing to residents and businesses. Olsen said audience members may want to contribute survey questions and suggested the Committee could categorize the questions. Committee members were agreeable to considering suggestions from audience. Upon discussion, it was agreed to separate survey questions into four categories: Business, Events, Land Use and the Harbor, and Residents including Youth and Senior Issues. It was also agreed to include roads as a question under the Land Use and Harbor category rather than creating a separate category. Olsen suggested including the Committee's mission statement, goals and purpose on the survey document to inform people why the survey is being conducted. He questioned if residents know how the city government is funded and suggested including a synopsis of city revenues. Gambino reviewed wording in Ordinance # 296 to use for the Committee's mission statement, goals and purpose statement, and he referred to the city's 2012-13 Financial Report distributed to the City Council. Olsen offered to draft a city revenue statement for the survey document. Gambino will ask City Staff to distribute a copy of the 2012-13 Financial Report to Committee members.

A. Presentation- Peter Wang, College Student, Student Marketing Plan/Project Information

Peter Wang arrived and Gambino introduced Committee members. Wang explained he has done data management work at OSU and is interested in discussing a marketing project for the city with the Committee and City Council. Dunlop noted an independent study project would provide credits for Wang. Discussion followed, including the Committee being an advisory group to the City Council, ideas the Committee has come up with to-date, and the survey. Wang said that the communication system needs to be efficient and a database is needed to receive input and record survey results and ideas. Achen suggested obtaining tourist input on the survey with assistance from the Chamber of Commerce. Olsen suggested making the survey available electronically. Dunlop asked what happened to the Safety Committee member on the Committee. Gambino reviewed the Committee's membership (Ordinance # 296), advising he anticipates, with recent revisions to Ordinance # 296, the Planning Commission member position will be filled in the near future. Wang asked how the Committee communicates with the City Council. Discussion followed on Oregon public meeting laws, Wang's limited available time for this proposed project, what the project could consist of - such as setup for communications and information sharing, and a timeline for conducting the survey. It was suggested that the Committee bring its recommendations on the survey to the City Council at the October 15th Council meeting. Wang plans to attend future Committee meetings.

C. Committee Projects/Program Ideas-Select One for Research and Development

Achen noted that food draws people and likes the ideas for a Fish Fry and a Weekly Farmers Market. Olsen said the farmers market that was at the north end of town had been granted a three event stay, after three events the Council said it would cost \$1,000 for a temporary vending permit, the person conducting the farmers market couldn't afford that much so it was discontinued. He believes it was applied subjectively, not objectively, and suggests revisiting the ordinance. Discussion included: competition, or not, with existing businesses by transient vendors and concessionaires; locations for a farmers market, possibly the Community Hall or City Park; and advertising methods, including a banner across the highway and locations for such a banner. Achen suggested winter time activities such as a Santa Photo event, which would be indoors, free of charge, donations accepted. Dunlop suggested a vacant retail space be used, include a sleigh for the photos, and offer free gift wrapping. Gambino likes Flower Pots on Poles during the summer months. Dunlop said Redmond installed old fashioned street lights with automatic watering systems for hanging flower pots. It was noted that the Chamber of Commerce puts boughs on the bridge and hangs candy cane decorations. Berry likes a Clam Chowder Cook-Off, with local restaurants involved, people buying and eating the chowder vote rather than a panel of judges. Dunlop likes having something inside stores that draws people in, such as Carrie Newell's whale rubbing. She suggested restarting that project. Olsen likes Play Acting Competitions in the Streets/Sidewalks. Granat noted there may be a permit needed from ODOT for this activity. Dunlop suggested a Radio Control Airplane Fly-In at the Gleneden airport. Gambino said he flies radio control planes and there is not much activity on the coast due to the windy weather. Olsen said the recurring theme will be pirates, who love to act. Dunlop likes Decorating Whale's Tails on the Sidewalk, saying this activity brings people on the sidewalk inside businesses. It was suggested that a Vintage Fishing Tackle Show could be incorporated with the Wooden Boat Show, an event that needs to be refreshed. Gambino spoke of the benefits of Sponsorship Events and encourages getting sponsors involved. A New Year's Eve Whale Spout, lighted, was discussed.

Olsen said his only concern is for the city and he wants to see the city's economic engine turned on. He said the city's second biggest revenue generator is Transient Room Tax (TRT), and until 1995 the city collected an additional 22% TRT revenues because single family residences in certain zones were allowed to be rented out. Every other city on the coast allows this except Depoe Bay. He suggested the Committee consider this idea and if the Committee finds it has merit, to recommend the change to the

City Council. He added that if the change were to take place, those additional TRT revenues could be dedicated to funding the Committee's activities. In response to a question, Olsen said that right now there is no place in the city that single family residences can be rented out for vacation rental purposes. Gambino said this would still be seasonal and he doesn't know if the change can be made. Discussion ensued including: there are a number of homes in Depoe Bay that are rented out for vacation purposes with Committee members citing personal knowledge of different locations; there is a website VRBO.com which lists many homes in Depoe Bay for vacation rental; any rental for less than 30 days is considered vacation rental; Bella Beach is not in the city limits; the restriction does not apply to condominiums, only single family homes; enforcement issues; single family homes on Coast Avenue which are used as vacation rentals are either owned by Peggy Leoni or the Channel House and they operate under their motel licenses.

Dunlop referred to Parking, saying signs are needed to let people know where parking is available behind the businesses and suggesting painting signs and arrows on the pavement. White said the biggest contributor to the parking problem is the fishermen who park for long periods of time while on fishing trips and he suggests time limit parking such as 2 hours. Enforcement is a question. Olsen said some years ago Gracie's Sea Hag tried to place a parking structure behind the Sea Hag but the project didn't happen. He asked if anyone had noticed the pay-for-parking sign at the Joan-E parking lot (corner of Collins and Conway). It was noted that the lot is often empty or near empty now. Olsen said business owners should direct their employees to park behind the businesses and not on the highway. Dunlop said it is a tough situation, but encourages directing people to park behind the stores, off the highway, using more signs, painting on the pavement and placing banners to inform people of parking lot locations. Granat suggested starting further out with informational signs to let people know ahead of time which streets to turn on to access parking lots. He added that the Chamber of Commerce is working on a parking lot map of Depoe Bay.

Dunlop voiced her highway crosswalk concerns, suggesting flags in buckets and more green shirts. Olsen likes free 4G wireless for anyone coming into Depoe Bay, it wouldn't say "4G" it would say "Depoe Bay". He said this will take a public/private partnership and he is working on it. In response to a question, he said there would be WIFI terminals throughout the city. Dunlop mentioned Progressive Dinners, A Bite of Depoe Bay, Channel 12 news doing something like they did in Cannon Beach and Seaside, and the Community Cash program by the casino in Florence. In response to a question, she said she'd already contacted the Lincoln City casino and they are not interested in this type of program. Achen likes the Fishing Village Theme for Depoe Bay, giving Depoe Bay a more uniform look. It was noted that Sister accomplished this theme look through regulation and it took 20 years. Achen suggested there are things the businesses can do such as flower pots and dressing up garbage cans. Granat said some businesses would not be able to afford major renovations, and if a theme look was regulatory it may cause businesses to defer needed maintenance. He suggested a voluntary basis rather than regulatory. Gambino said he would prefer to get grant money or use the city's money to place and maintain flower pots rather than rely on voluntary efforts by businesses. Dunlop said cigarette butt containers are needed. Berry likes illuminating the city with solar powered skyward-aimed lighting shining on the bridge and spouting horns, City Lights. Olsen likes using Channel 4 to provide information about Depoe Bay, allow businesses to advertise and to make announcements.

Gambino asked members to pick one project to work on. White said parking is the biggest issue. Granat agreed. Achen thinks a cooking competition or Santa, agrees with parking for a long term project. Dunlop likes Santa and New Year's Whale Spout now and a cook-off for the spring. Gambino likes Santa.

Discussion on plans for a Santa Event included: Christmas caroling, cookies, a quiet setting for Santa photos such as the Community Hall, NFK building, or a vacant business location; Granat and Achen agreed to look into a possible locations; Santa available on Friday and Saturday night of the Christmas Tree Lighting weekend; matching caroler outfits or scarves, portable boombox for carolers, availability of Santas, contact Mark Mcpherson at North Lincoln Fire & Rescue to see if he is available; Gambino will work on details for a Santa event until the next meeting, Achen and Dunlop will work on decorations.

MEMBERSHIP REPORTS:

Granat – Chamber of Commerce reported the Chamber is busy with preparations for the Salmon Bake on September 21st, they expect about 1,400 people showing up. After the Salmon Bake, they will be working on expanding membership and events.

White – Parks Commission reported that a conceptual plan for the Harbor Renewal Project is underway which includes a water level walkway around the harbor and added boat moorages facilities. He noted there are difficult issues which will need to be dealt with, including easements, private land, acquisitions, what to do with the fish plant, conflicts between a commercial fishing harbor and tourist access.

Achen – Harbor Commission reported the last two months meetings have been canceled.

COMMITTEE COMMENTS OR CONCERNS:

There were none.

The meeting was adjourned at 8:55 pm.

Robert Gambino, Temporary Chair

Pery Murray, City Recorder (transcribed from audio)