

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

Present: Chair Michael Kiefer, Noelle Achen, Pat Dunlop (via telephone), Robert Gambino, Michael Granat
Absent: Bob Blessinger, Ken White
City Staff: City Recorder P. Murray

Chair Kiefer called the meeting to order and established a quorum at 7:09 pm.

Approve Minutes – November 7, 2013 Regular Meeting

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

VOTE: Motion passed.

AYES: Achen, Dunlop, Gambino, Granat, Kiefer

Special Orders – Marketing/Promoting Depoe Bay

- **Chuck Connell** - Chuck Connell, Four Winds Motel, reviewed the handout he'd provided (copy attached to the original of these minutes), noting that he believes the solution is the design of various marketing tools revolving around digital media. He provided a brief background on himself. The term "rich media" refers to audio and video on the internet and he believes the city, sandwiched between Lincoln City and Newport, would benefit by being the center of off season marketing and hosting workshops. His goal is to share video with the market and his focus is to build channels under the city's name, and work with businesses to market the businesses. He suggested the city would host regular workshop meetings, work toward businesses working together and coordinate with cities. He said it's not about the videos, it's about the marketing channels. He would set up Twitter, Blog, YouTube and other internet accounts for the city and create an education program for the city to host. His offer is a six month contract for \$500 a month. Committee members said they are interested in this process being competitive and discussion ensued. Connell was strongly encouraged to prepare a video to show the Council and provide information on how it would be distributed and how many distributions. Connell said again that it is not about his video, it is about marketing. In response to a question, Connell explained that for his idea of hosting a marketing workshop program, he would contact people and organize the program, build the program then turn it over to the Chamber of Commerce to continue, and in the process he would look to the business community for sponsorships. Kiefer said that typically when selling advertising, the vendor will show examples of work, speak to return on investment and show stats on how different types of advertising will create and generate business. Connell said it is hard to show statistics on a new industry and he is willing to put in only so much time on an opportunity for \$500 a month.

MOTION: Gambino moved to invite Mr. Connell to make a brief presentation at a City Council meeting including graphs and his description of programs and back door analytics and also a brief video, or a combination of a couple of videos, one maybe of Depoe Bay and one of something that incredibly shows out. Dunlop seconded.

VOTE: Motion passed.

AYES: Achen, Dunlop, Gambino, Granat, Kiefer

- **Howard Shippey, Digital Video Designs** - Mr. Shippey's letter, which accompanied the sample video he'd sent to the city, and his email dated December 5, were briefly discussed (copies attached to the original of these minutes). Members watched a portion of the video Welcome to Newport Oregon. Everyone liked the video and the quality. Gambino offered to follow up with Newport and Toledo and report on their experience with Mr. Shippey at the next meeting. It was agreed to invite Mr. Shippey to the January 2nd regular meeting for discussion/presentation.

Public Input None.

UNFINISHED BUSINESS:

A. Photo Sitting With Professional Santa Claus Event-Neighbors For Kids

Achen reported the biggest concern now is to get the word out. Gambino has gotten information from Zeke on PSA's and he will follow up. Achen said that NFK will use Neighbor For Kids' (NFK) normal channels to advertise the event, and she handed around a flyer she'd drafted (copy attached to the original of these minutes). The city has a notice posted on the city's website, Granat was asked if the Chamber of Commerce could advertise the event, Granat will follow up. Achen said one item that was not on the budget is a floor cover for the photo area. The floor is concrete and should be covered, there was discussion about carpet remnants, or borrowing a rug. NFK is putting out a volunteer sign-up sheet and other tasks will wait until closer to the event. Kiefer reported that while at work today, he obtained donated holiday decorations for the city (present in the room). There are 3 items- a reindeer, a large nutcracker, and a wooden Santa. Achen will be able to use the items for the Santa photo event. Post event storage was discussed, including the need for totes to store small items.

B. Making a Positive Impact on Depoe Bay's Economy-Member Ideas and Discussion

Kiefer spoke of his idea to open up the entire city to allow vacation rentals in all zones. He thinks that anyone should be able to rent their home for vacation rentals. He referred to Ordinance # 234, saying he would like to see a requirement added that any home rented will be inspected by a licensed home inspector to ensure it is up to code, then inspected annually; retain the things that protect the community, such as parking requirements; and he would like to see any wording speaking to incompatibility of transient rentals and residential areas be removed. Dunlop said this would not affect the motels because people who rent homes do not want separate motel rooms, it would eliminate places like Little Whale Cove because they have a Homeowners Association, and there would be tax revenue to the city.

MOTION: Dunlop moved that we do that.

Kiefer clarified that we open it up to all zoning, having a pre-home inspection before they are authorized to rent, then a once a year inspection. Granat asked how much home inspections cost. Kiefer estimates about \$120. Murray clarified that what is being discussed is the Committee making a recommendation to the City Council to initiate a text amendment to the zoning code. Granat has a reservation on the home inspections, but otherwise agrees with the idea. He believes the home owner should be responsible for their home inspection and safety of renters. Kiefer said it can be, and should be, mandated. Achen asked what the motion is. Dunlop restated that the motion is basically moving that the items that Michael had said as far as opening the community to rentals and pulling a fee off for the city. Achen clarified that this is a recommendation to the City Council to look at this ordinance and possibly revise it to all the things he was talking about. Murray briefly explained the text amendment public hearing process. She reviewed the items Kiefer had stated: open up all of the city for tourist accommodations, adding licensed home inspections for any home that would be rented, with ongoing annual inspections, retaining parking regulations, and removing wording about tourist accommodations not being compatible with residential uses. Gambino seconded the motion.

VOTE: Motion passed.

AYES: Dunlop, Gambino, Kiefer

ABSTAIN: Achen, Granat

Gambino said his internet service has been down, so he has no new information to report on the idea of a July 3rd parade.

Achen has been busy with the Santa Photo event, hasn't had time to follow up on online advertising, but does agree with Connell in that Depoe Bay needs to get the word out.

Granat reported he has researched lighting for the seawall, has found flood lights and is frustrated in trying to find waterproof lighting equipment. He will contact City Superintendent Brady Weidner and bring more information to the next meeting.

Dunlop said that she learned that Fuddy Duddy Fudge had a take your picture with Santa last week, and communications need to be fixed. The City should mail out a survey to gather information on how to get the word out. She was disappointed that the city only received only five responses to the last survey. It was clarified that the survey had not been mailed yet, only the City Councilors took the survey. Gambino reported that he and Councilors Olsen and Leff will be getting together to fine tune the survey document before it is mailed to the public. Dunlop reiterated that communications need to be improved.

NEW BUSINESS:

A. League of Oregon Cities Small Cities Region 1 Quarterly Meeting – February 7, 2014

Gambino said the Mayor has two meetings, one at the Wing Wa which is more like a social, then the meeting in February with more people attending. The appropriateness of Wing Wa as the venue was discussed. Murray explained that Mayor Mattila already has made the arrangements for the Lincoln County mayors meeting at the Wing Wa. Discussion ensued on planning for the February 7 meeting, including a menu for the buffet style lunch; the mayor's directive that the lunch be at NFK to showcase NFK and he wants to showcase specialty foods in Depoe Bay; involving local restaurants; city paying for all food for the lunch/ no donations; contacting restaurants for contributions; the city's travel and meeting policy requiring preauthorization of expenses by the Council; renting equipment including serving dishes, plates, glassware, silverware, table linens; use of tables from the Community Hall; a rough cost estimate of \$800 to \$1,000 for the lunch. Gambino will contact the Sea Hag for chowder and Zeke's BBQ. Dunlop suggested the Baywalk Café for chowder, and suggested Granat contact the Thai Bay Restaurant. Kiefer will talk to Tidal Raves Restaurant. It was agreed to not contact Mazatlan since that restaurant is a chain. Gambino will contact the Spouting Horn for Betty's pies. Kiefer will contact the Depoe Bakery for bread. Achen agreed to look into equipment rental as discussed. Kiefer directed members to send all information gathered to Gambino. Gambino suggested discussing at the January 2, 2014 meeting, sending a recommendation to the Council at the January 7, 2014 council meeting. Centerpieces for the tables were briefly discussed. Gambino said he will get the matter of authorizing expenses for the lunch on the January 7, 2014 council meeting agenda.

MEMBERSHIP REPORTS:

Granat – Chamber of Commerce reported the Chamber is working on upcoming holiday events including the Christmas Community Potluck and the Tree Lighting and he'll be playing the trumpet.

Gambino – City Council had nothing to report.

Achen – Harbor Commission reported the Harbor Commission discussed a timeline for replacing docks, which she sees as a long-term project. She thinks that in the meantime, the city needs to do a better job of maintaining the existing docks.

Kiefer- Planning Commission reported the Planning Commission is now saying that the only thing they want to deal with is zoning issues, leaving a lot of that commission's duties and responsibilities to the EDC. He asked members to review Ordinance 259 to become familiar with those duties and responsibilities.

Dunlop – Transportation System Plan Community Advisory Committee reported that there has not been a meeting since October.

COMMITTEE COMMENTS OR CONCERNS:

Achen said her only concern was the status of the city survey, which was already discussed.

Kiefer said that he runs the meetings kind of fast and loose because he does not want to stifle creativity. He suggested that members look at Robert's Rules of Order and become familiar with meeting procedures. He is not going to be a parliamentarian.

The meeting was adjourned at 9:17 pm.

Michael Kiefer, Chair

Pery Murray, City Recorder