

Depoe Bay Economic Development Committee
Regular Meeting – Thursday, January 2, 2014 - 7:00 pm
Depoe Bay City Hall

Present: Chair Michael Kiefer, Bob Blessinger, Pat Dunlop (via telephone), Robert Gambino, Michael Granat, Ken White

Absent: Noelie Achen

City Staff: Recording Secretary Emma LuMaye

I. CALL MEETING TO ORDER AND ESTABLISH A QUORUM

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

II. APPROVE MINUTES – DECEMBER 5, 2013 REGULAR MEETING

Kiefer wanted to clarify something he said at the last meeting about how he handles the meetings: He doesn't want to be a stickler on Robert's Rules of Order because he doesn't want to stifle creativity, but will rely on Robert's Rules if the need arises.

MOTION: Gambino moved to approve the minutes of December 5, 2013 as written. Dunlop seconded.

VOTE: Motion passed.

AYES: Blessinger, Dunlop, Gambino, Granat, Kiefer, White

III. SPECIAL ORDERS

A. Marketing/Promoting Depoe Bay

- Howard Shippey, Digital Video Designs

Howard Shippey reviewed his emailed handout "Video-Based Marketing on the Oregon Coast" (copy attached to original of these minutes). He spoke at length with the committee about video marketing, focusing on DVDs he has made for Newport. He said charging \$5 per DVD is a sweet spot, and the Newport DVDs sold regularly at JC Market with no promotion. It takes about a year to make a DVD, which then typically remains in circulation for 3-5 years. Finished cost is about \$1,000 per minute, but the cost can be less depending on length of finished product and number of subjects featured. Cost of jackets is extra. Ordering 5,000 copies is where a good price break comes in; the DVDs he had on hand (sample copy of Newport, Oregon! on record) cost 88 cents, complete with shrink-wrapped jacket. Shippey maintains ownership of the media, but the customer has a blanket license for all the media contents of the disk. The disks' contents are encouraged to be shared freely as a virtually cost-free promotional tool. It was Mr. Shippey's opinion that a 10-12 minute disk would be sufficient for Depoe Bay.

MOTION: Gambino moved to carry this item to the next meeting for discussion, and bring research that we've done in the meantime to the meeting. Kiefer said we have to come back and talk about the content, cost, and ways of making this happen. Gambino added the committee is thinking of going with Mr. Shippey. Blessinger seconded.

VOTE: Motion passed.

AYES: Blessinger, Dunlop, Gambino, Granat, Kiefer, White

IV. PUBLIC INPUT

Unidentified gallery member (Councilor Olsen) said he was very impressed when a photo of himself with the Mayor and Santa arrived in his email. He said he didn't know who sent it. He said the Santa event accomplished what it should have – it was for the kids, and they all had a good time.

Unidentified gallery member (Mayor Mattila) thanked everyone for the effort being put into the League of Oregon Cities event on February 7. Blessinger said he emailed the event coordinator with an offer of 50% off any room on the night of the 6th.

V. UNFINISHED BUSINESS:

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

A draft of the proposed budget for the League of Oregon Cities (LOC) luncheon (copy attached to original of these minutes) was discussed at length. Kiefer wanted to ensure no one left hungry, in accordance with local lore stating Depot Charley never let anyone leave his home hungry. With LOC members, dignitaries, and the City Council in attendance, it was decided to supply enough food for 60-65 people. Blessinger offered to supply a couple of lasagnas. Olsen may provide pulled pork or potatoes and cole slaw, depending on what's needed. A suggestion was made to have Staff email LOC to let them know what a grand event this will be so we get the maximum turnout. A benevolent permit will need to be obtained from the health department. Buffet tables may be borrowed from Gracie's or Wing Wa. Newport Rental needs two weeks lead time to ensure all rental supplies are available. The City may be asked to loan tables and chairs from the community hall. It was noted that some providers are donating food, while others are giving a discount, and others are charging full price and possibly making a profit; a way to make all providers equitable was not found. The cost of the pies was specifically discussed and Mayor Mattila will negotiate with Betty Taunton to try to get seven pies at cost. Gambino will make laminated menus that attendees may want to take with them. Olsen said it is important to send thank you cards to providers immediately after the event. Blessinger left the meeting at 8:27 PM. Gambino will update the draft budget for presentation to the Council, with cost estimates for 60-65 people and email it to committee members prior to the Council meeting on January 7. Kiefer will try to find more food donations. Olsen suggested requesting a slush fund for purchase of odds and ends such as soda and ice. The total request to go before the City Council will be for \$1,250 and Gambino noted the estimated cost is likely to go down if we get things cheaper and/or free.

B. Post "Photos with Santa" Event Discussion

Gambino reported the event went very well considering it was the first year of doing it. There were no problems he could recall. Everybody loved Santa, and the food was fabulous. It was a good idea to have the camera available, as a lot of people had their own camera but opted to have a more professional picture when they saw his camera, and he emailed 17 pictures to attendees. There were roughly 80 people attending the event, most of which were local. When asked how to make the event better, he said to advertise. He said the decorations were fabulous – even Santa said so. He said Kiefer got a lady to donate a six-foot-tall nutcracker, a 4 x 3.5 foot reindeer, and a plywood Santa. Kiefer asked if everything was stored safely; Gambino said he thought everything was in Achen's garage. He said a huge thank you goes to Achen.

C. Making a Positive Impact on Depoe Bay's Economy – Membership Ideas and Discussion

Kiefer said this will be a monthly item. The idea he is working on is to develop "A Day of Depoe Bay", with a rented limosine or party bus to start at a Depoe Bay restaurant/bar such as Harbor Lights Inn with mimosas and brunch, and then move on to another restaurant/bar in Depoe Bay. The participants would pre-pay so no money would be required at the event. Might consider adding a hotel stay. There could be drawings for prizes.

Gambino is working on a July 3rd parade idea. He has been looking into parade law. The City would need insurance. Olsen said John Manca at Blue Mountain Contractors is the person to talk to to find out how to put on a parade.

White said he would like to see more focus on cleaning up the harbor because that is where the real strength of Depoe Bay is.

Granat said he talked to Surfrider about floodlights, and will talk to the City Superintendent. It would cost about \$100 for waterproof floodlights which could be fixed on the seawall by the blow hole, and pointing up. Gambino suggested an electric eye system so it only lights up when water hits it, and maybe in different colors. It was noted that durability would be an issue, with salt water pounding on the lights.

VI. NEW BUSINESS

A. Ord. #234 – Fact Finding

Kiefer said this item was kicked back to the committee by the Council, to do fact finding. He asked each committee member to research one of the following items.

1. In considering the questions of tourist accommodations in residential areas, a requirement for home inspection for people who want to rent has been discussed. We need to find out what rules hotels have to abide by, because we don't want it to be any more stringent than that. Because this was his idea, Kiefer will research this item.
2. Page 1 of Ord. #234, Item 1.1.1 adds the following statement to the Comprehensive Plan: "5. ...*The city finds that transient occupancy of dwelling units constitutes a visitor oriented commercial use of property that is injurious to the residential environment of the city's residential areas...*" Kiefer wants to know if this is a substantiated fact. Was there a survey done? Is there anything on record? Gambino will talk to the City Recorder and to Peggy Leoni, a knowledgeable hotelier who manages rental properties and is interested in opening up tourist accommodations in residential areas.
3. Granat will research how many rental properties were lost as a result of the enactment of Ord. #234, as well as how much revenue was lost. Olsen said to extrapolate it out; rentals cost more now so adjust losses for inflation. Gambino said to compare to rentals in Newport and Lincoln Beach.
4. We need to figure out how enforcement will be handled. White suggested licensing on a case-by-case basis, with each applicant answering questions before the City Council. Questions to be considered are: What do the neighbors think about it? Do they need insurance? Should there be a security deposit? Should the Planning Commission be a sounding board for the applicants? How many people would be rented to? What happens if a complaint is received because one rental is approved and one just down the street is denied? Olsen will talk to the City Recorder about re-writing Ord. 234, and the City Superintendent about who can be designated for enforcement.
5. Kiefer said somebody asked what is the occupancy percentage of existing rentals in Depoe Bay, but he doesn't feel this question is necessary to answer, because it's all supply and demand. Olsen wondered if the EDC could have Staff request ordinances from Lincoln City and Newport to see how they are handling this and what they do when there is trouble. Gambino will do this.

VII. MEMBERSHIP REPORTS:

Granat – Chamber of Commerce reported the Chamber is focusing on building membership and increasing business participation. There was a great turnout for the tree-lighting event.

Gambino – City Council reported there was nothing new from the Council.

White – Parks Commission reported there was no Parks Commission meeting last month. Three Commissioners' terms are up, and interviews are scheduled for the next Council meeting.

Kiefer- Planning Commission reported there was Planning Commission meeting last month.

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

VIII. COMMITTEE COMMENTS OR CONCERNS:

There were no comments or concerns.

IX. ADJOURN

The meeting was adjourned at 9:13 pm.

Michael Kiefer, Chair

Emma LuMaye, Recording Secretary