

Depoe Bay Economic Development Committee
Regular Meeting – Thursday, March 6, 2014 - 7:00 pm
Depoe Bay City Hall

Present: Chair Michael Kiefer, Pat Dunlop, Robert Gambino, Michael Granat, Ken White
Absent: N. Achen
City Staff: City Recorder P. Murray

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

Approve Minutes – January 2, 2014 Regular Meeting

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

VOTE: Motion passed.

AYES: Dunlop, Gambino, Granat, Kiefer, White

Special Orders None

Public Input Peggy Leoni, 355 SW Hwy 101, provided information relating to her experiences with tourist accommodations. She spoke of the rezoning of 12 properties on Coast Avenue, 5 are operating as tourist accommodations today, 5 are residential. The tourist accommodation properties she manages are doing good business, everyone is profiting, they seriously enforce the rules, and there are no complaints. Signs are placed at the properties identifying who and how to contact for information. She believes on-site management is critical to a well-run tourist accommodation. Discussion ensued, including the possibility of illegal tourist accommodations in operation, inspections of tourist accommodation businesses, pros and cons of these businesses.

UNFINISHED BUSINESS:

C. Ordinance No. 234 – Fact Finding Chair Kiefer said he is working on his summary, which is up to 8 pages, but not completed yet. Granat reported historical information provided by City Staff relating to the adoption of Ord. 234 and revenues during the four year amortization period following (copy of email attached to the original of these minutes). Gambino reported he'd obtained Lincoln City and Newport regulations. In response to a question, Murray said there are 61 non-motel/hotel tourist accommodation businesses currently registered with the city, all in commercial zones. Dunlop wondered if there are illegal tourist accommodation businesses in Little Whale Cove. White said it is a problem.

B. Howard Shippey, Digital Video Designs –Depoe Bay Video Proposal Chair Kiefer asked Mr. Shippey to come to the podium to speak with the Committee. Mr. Shippey distributed a "Draft Project Layout" handout (copy attached to the original of these minutes) explaining how a similar project in Newport worked: The Port of Newport started with a video production contract, then coordinated with the City of Newport and individual businesses for additional video segments, each one with a specific focus. The City and the Newport Chamber of Commerce shared the expense (50-50) for a trailer video, Oregon Coast Aquarium paid for its video, etc. He said that website visits are more popular than DVD sales, and the sportfishing piece gets the most visits, much more than the main video. He said there are grant funding opportunities available, such as Lincoln County or Travel Oregon. The Newport trailer is also available on smartphones, ipads, etc. In the Newport project, each entity did their own contract so no one contract was over \$5,000. Once the videos were completed, the entities worked together and combined their videos into one DVD. He suggested the City could just do the trailer at a cost of approximately \$2,000 which would provide a base for others to add on to. He advised that if the City were to go out for bid, it could end up with a company out of Portland which would have less opportunity to get good video (finite period

of time under contract). He advised to not simply commission a video, but to ensure the video is seen. Kiefer asked if Shippey could assist with grant writing. Shippey said he could provide information and assist, but advised the Travel Oregon grant deadline is in April so will likely miss this year. He said that once the City commits to the project he could work with the City on funding.

MOTION: Dunlop moved to send this information to the City Council and recommend this project. Discussion ensued. White suggested a multi-year project. Shippey said he could have a trailer ready in 60-90 days using existing footage of Depoe Bay and events. Kiefer asked Shippey if he could provide a proposal. Shippey said if the EDC were to recommend doing the trailer now, he could provide a proposal for that, then the City could decide if there would be anything further. Kiefer asked if the EDC recommended proceeding, would the EDC remain involved in the project. Councilor Olsen, feels this would just be the beginning, the EDC would remain involved in the project.

MOTION (re-wording): Dunlop moved to proceed with this project and recommend to the City Council that they discuss and approve it.

Shippey suggested the Chamber of Commerce could do the trailer, at the lowest cost, the City could focus on the main video. Granat advised that he could contact the Chamber office. Motion died for lack of a second.

MOTION: White moved that we initiate this project, starting with the trailer, with the understanding that it is going to be multi-year project and this is just the kick-off on it, and take that to the City Council. Dunlop seconded the motion.

Discussion ensued. Shippey suggested that it is a multi-phase project, which may or may not be multi-year. White amended the wording of his motion from "...multi-year..." to "...multi-phased...". Dunlop accepted. Shippey agreed to provide a proposal for the March 18 City Council meeting. Olsen said a member of the EDC should present this to the Council at that meeting. He suggested a copy of the Newport DVD be provided to Councilors who have not seen it. Shippey provided 6 copies of the DVD for distribution.

VOTE: Motion passed.

AYES: Dunlop, Gambino, Granat, Kiefer, White

Shippey confirmed he will have a proposal for the March 18 Council meeting. He agreed to provide grant information to City Hall.

Mayor Mattila reminded everyone of Congressman Kurt Schrader's meeting at the Community Hall on Monday evening. Dunlop asked why the August thing (LOC Small Cities Region 1 Quarterly meeting) is being held at Neighbors For Kids (NFK) and not at the Community Hall. Mattila replied that decisions had to be made and that was his decision, the theme is a Flavor of Depoe Bay. Granat suggested there is time to change the location. Kiefer said he and Gambino did the leg work to get the food in February (original date of LOC meeting) and they told everyone that NFK was being showcased, he does not want to go back and tell everyone the venue has been changed. Mattila said there will not be a change now.

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

Kiefer reported everything is in place. Gambino said he has receipts for items he purchased. Murray advised that the City Council had authorized expenses, so he should submit receipts for reimbursement.

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

Kiefer said he has been too busy with the Ord. 234 issue to work on his Pub Crawl idea. Granat has met with City Superintendent Weidner and has obtained information on lights for the spouting horns. He will be meeting with Weidner again. It was noted that there may be opposition to lighting the seawall area. White said the heart of Depoe Bay is the harbor, which needs to be cleaned up. The City should bring in a development company to come up with a plan for the harbor. Once there is a plan, the funding will come. He suggests the Harbor and Parks Commissions should work together to work on harbor issues. Olsen said

the first steps have been laid. Murray reported the City Council just accepted a \$15,000 Lincoln County grant for a "Harbor Renaissance Study". Olsen asked that information be provided to White.

MOTION: Dunlop moved to discuss getting a developer in to work on the harbor. Motion died for lack of second.

MOTION: White moved to hold a coordination meeting with all involved, including the EDC, Harbor Commission, Parks Commission and Urban Renewal Agency, to work on the harbor. Dunlop seconded the motion.

VOTE: Motion passed.

AYES: Dunlop, Gambino, Granat, Kiefer, White

Gambino is working on his July 3rd parade idea, with the next step being making contact with the guy Zeke told him about. He provided information on the proposed parade route. Brief discussion followed.

Dunlop said that her experience with attending meetings via telephone was problematic in that she was not aware of who is in the audience. She would like to see something for seniors at the Community Hall on a regular basis. She asked who is responsible for cleaning up the highway, suggesting the city get a street sweeper. Murray said ODOT is responsible for the highway. Dunlop would like to see more bus stops throughout Depoe Bay, noting this will be discussed during the city's Transportation System Plan (TSP) update. She suggested that once more bus stops are in place, the city could offer free bus rides in town. She also suggests cleaning up the area along the highway at the south end of town, near the Whistle Stop. Kiefer advised that each member is responsible for conducting research and bringing a final product to the Committee for approval on their ideas. Dunlop said a fish market is needed in Depoe Bay. Kiefer summarized Dunlop's ideas that she will work on : 1) a senior thing, 2) street cleanliness, 3) bus stops. Dunlop suggested a ferris wheel be brought to town for events. Kiefer said he has a similar idea, but on a more permanent basis. Dunlop explained the value of "branding", suggesting Depoe Bay look like a fishing village. Brief discussion ensued. Kiefer asked Dunlop to write up a proposal and bring to the next meeting.

NEW BUSINESS: None.

MEMBERSHIP REPORTS:

Granat – Chamber of Commerce reported the Chamber is working on the upcoming Wooden Boat Show and Crab Feed (April).

Gambino – City Council had nothing to report.

White – Parks Commission reported the City has received a State Parks grant for improvements to the Scenic Lands Park; the Commission is working on a Harbor History sign and when it is done, they will speak to the US Coast Guard about a companion sign; a big rock sign and new playground equipment is being worked on for the City Park; and a May 10 dedication event of the City Park Nature Trail and Bridge projects along with the US Coast Guard Auxiliary Safety Booth.

Kiefer- Planning Commission reported the Planning Commission denied a variance request for a deck built without a permit at their last meeting, and will be considering a conditional use request for a car stereo shop at next week's meeting.

Dunlop – Transportation System Plan Community Advisory Committee (CAC) reported the CAC will meet next week Wednesday to review draft proposed changes. She believes the proposed change to 3 lanes on the highway would be beneficial in many respects.

COMMITTEE COMMENTS OR CONCERNS:

Dunlop asked for clarification on the EDC's purpose, what is this group supposed to be doing. Kiefer referred to the ordinance pertaining to the EDC, and advised that members need to be creative. Dunlop said, as an example, the EDC did the Santa Photo event last year, is the EDC committed to this event in the future. Kiefer and Gambino responded yes. Granat said he first supported the event, but when it moved to NFK, away from the business area, he saw no economic benefit to businesses. Dunlop's understanding was that the EDC came up with ideas, which others would do. Kiefer said the EDC comes up with ideas, makes recommendations to the City Council, and if the Council authorizes, then EDC members can volunteer to help. Dunlop asked if, in addition to coming up with ideas, should the EDC be coming up with someone, or some group who will do it after it is created. Granat said if EDC events were closer to the business community, economic benefits would be greater, businesses don't benefit if the location is too far away. Gambino said the idea is to get people to come to town. Dunlop said many of her customers ask why businesses don't stay open later, she suggests encouraging businesses to stay open later. Kiefer agreed and suggested the next meeting agenda include discussion on longer business hours, businesses staying open longer. Dunlop asked when he wants agenda items from members. Kiefer said he will leave it open for members to provide items for the next meeting agenda for one week after each meeting.

The meeting was adjourned at 9:40 pm.

Michael Kiefer, Chair

Pery Murray, City Recorder