

**CALL TO ORDER** The Regular meeting of the Seaside City Council was called to order at 7:00 PM by Mayor Don Larson.

**ATTENDANCE** Present: Mayor Don Larson, Council President Tim Tolan, Councilors Stubby Lyons, Dave Moore, Don Johnson, and Student Representative Cody Forsythe.

Absent: Councilors Gary Diebolt and Larry Haller.

Also Present: Mark Winstanley, City Manager; Dan Van Thiel, City Attorney; Bob Gross, Police Chief; Mikaela Norval, Tourism Director; Russ Vandenberg, Convention Center General Manager; Donald Allison, Seaside Signal; Jeff Nelson, KAST; Nancy McCarthy, Daily Astorian.

**AGENDA** Motion to approve the May 11, 2009, agenda; carried unanimously. (Tolan/Johnson)

**MINUTES** Motion to approve the April 27, 2009, minutes; carried unanimously. (Johnson/Tolan)

**CONFLICT** Mayor Larson asked whether any Councilor wished to declare a conflict of interest.  
No one declared a conflict of interest.

**CONSENT AGENDA** Motion to approve payment of the bills in the amount of \$716,105.39; carried unanimously. (Johnson/Lyons)

**PROCLAMATION** Mayor Larson read a proclamation for Emergency Medical Week.

Susan Agalzoff, Medics Ambulance Operations Supervisor, stated she was also a paramedics and Lieutenant on the Seaside Fire Department. Ms. Agalzoff further stated on behalf of medics she thanked the City of Seaside for the great fire department and the police officers who assist Medics Ambulance. Ms. Agalzoff presented Council with a plaque and thanked Council for their continued support of Emergency Medical Services Personnel in the City of Seaside.

**ORDINANCE #2009-02** AN ORDINANCE OF THE CITY OF SEASIDE, OREGON, PURSUANT TO ORS 223.112 – 223.132, SETTING A PUBLIC HEARING EXTENDING THE TERM OF THE ASSESSMENT DISTRICT FOR ECONOMIC IMPROVEMENT, KNOWN AS THE “DOWNTOWN MAINTENANCE DISTRICT”; REPEALING ORDINANCE NO. 2008-04, AND ALL ORDINANCES IN CONFLICT.

Mayor Larson asked for public comments and there were no comments.

Mayor Larson called for Council Comments and there were no comments.

Motion to place Ordinance 2009-02 on its third reading by title only; carried unanimously. (Johnson/Moore)

Motion to adopt Ordinance 2009-02; carried with the following roll call vote: (Johnson/Moore)

YEAS: MOORE, JOHNSON, LARSON, TOLAN, LYONS  
NAYS: NONE  
ABSENT: DIEBOLT, HALLER  
ABSTAIN: NONE

**RESOLUTION #3674** A RESOLUTION OF THE CITY OF SEASIDE, OREGON, ADJUSTING THE SOLID WASTE COLLECTION RATES

Mayor Larson asked for public comments and there were no comments.

Mayor Larson asked for Council Comments.

Mayor Larson stated the information that was provided by Western Oregon Waste (WOW) stated there was reason to believe the operation ratio from the current calendar year would be outside the limits of the operating ratio and that was why WOW was requesting the 3.59 rate increase. Mayor Larson further stated WOW was not the only one in this day and age that was operating differently then a year ago and there might be additional cost saving that could be made, all though WOW had done a very good job with some cost savings that were already done. Mayor Larson further stated he would request that WOW postpone the rate increase for one year and to not make the increase retroactive. Mayor Larson further stated Council was welcome to vote for the rate increase. WOW was another organization that wanted to make more money and was asking the people at the lower level to support the rate increase when everyone was probably already seeing or feeling some worry about income.

There were no other comments and Mayor Larson closed Council comments.

Council President Tolan asked if Council could get a response from WOW.

Laura Leebrick, WOW, stated the franchise agreement with the City of Seaside specified an operating ratio range from eighty-eight to ninety-two percent and WOW was required to operate within that range. The projections were based on last year's actual numbers and what was projected to happen in the upcoming year. Ms. Leebrick further stated she understood the concern with people feeling the pinch but WOW had taken some stringent measures internally to actually make some cost savings which were highlighted in the information that was provided to the City.

Mayor Larson stated WOW had reason to believe the operating ratio for the calendar year would be outside the limits and asked if WOW knew the ratio would be outside the limits for sure.

Ms. Leebrick stated the figures were the best guess based on last years actual numbers and projected cost within the next year to operate within the current levels needed. Ms. Leebrick further stated she could not say the figures were exact but liked to think optimistically that construction and other business would pick up again. There were no guarantees that would happen and the figures had to be projected as if things would remain slow for a while and hopefully within twelve to eighteen months business would pick up again.

Council President Tolan asked what the increase was last year.

Dave Larimer, WOW Rate Analyst, stated there was a combination of several different last year. There was an operational adjustment of 5.9 percent and an increase in cart customers by an additional 3.22 percent for the cost of the carts. There was also the new depot charges added on.

Mayor Larson asked Council what they wished to do.

Councilor Johnson stated he understood what Mayor Larson was stating but according to the ordinance the City was bound to the agreement.

Dan Van Thiel, City Attorney, stated that was correct.

Motion to read Resolution #3674 by title only; carried unanimously. (Tolan/Lyons)

Mr. Van Thiel asked if the rate increase could be revisited and reviewed back in time. The City should be able to look at the new data when it was available.

Mr. Larimer stated WOW looked at the figures and projects the rates and if 2009 turned out to be a better year then what was figured there would be a rate reduction to bring WOW back to the range that was agreed upon. Every year there was a projected amount for the coming year and if the amount was wrong an adjustment would be made for the following year.

Mr. Van Thiel stated he understood that WOW had to anticipate what the expenses would be.

Motion to adopt Resolution #3674; carried with Mayor Larson opposed. (Tolan/Johnson)

#### **RESOLUTION #3675**

#### **A RESOLUTION OF THE CITY OF SEASIDE, OREGON, EXTENDING SEASIDE'S WORKERS' COMPENSATION COVERAGE TO VOLUNTEERS OF THE CITY OF SEASIDE**

Mark Winstanley, City Manager, stated the resolution was adopted by the City Council as an annual event and allowed the City to cover any volunteers working for the City with workman's compensation coverage.

Mayor Larson asked for public comments and there were no comments.

Mayor Larson asked for Council Comments and there were no comments.

Motion to read Resolution #3675 by title only; carried unanimously. (Johnson/Moore)

Motion to adopt Resolution #3675; carried with Mayor Larson opposed. (Johnson/Tolan)

#### **VISITORS BUREAU ANNUAL REPORT**

Mikaela Norval, Visitors Bureau Director, stated the activities of the Seaside Visitors Bureau were designed to stimulate the local economy by providing a benefit to visitors, businesses, residents, and community organizations. Seaside has great potential to produce the tourism dollars spent in Oregon. Seaside had the location, the history, and the assets to be the leading coastal destination. Ms. Norval thanked the Visitor Services Staff who were a wonderful group of individuals and incredibly knowledgeable and sincerely passionate about Seaside. Ms. Norval stated there were many layers to advertising, marketing, and promotion. Providing excellent visitor services to the traveler, once they had arrived, was one layer. Staff interacted with 45,551 visitors in 2008 in person and on the phone which was slightly up from the 2007 numbers. Another layer was the official Seaside Visitor Guide, produced from contract by Pelican Productions.

There were 150,000 Visitor Guides printed in 2008, and the guides were distributed to Visitors Centers, State Welcome Centers, and Chamber of Commerce's all around the state of Oregon and Washington, as well as, local businesses and local lodging properties. Additionally, 80,343 Seaside Visitor Guides were mailed to fulfill requests for information as a result of advertising. Ms. Norval further stated the Visitor Bureau goal was to get Seaside information in the hands of as many interested consumers around the world, as possible. The Seaside Visitors Bureau had placed advertisements in a diverse selection of print publications and on-line vehicles with the goal of peaking the interest of soon to be travelers, enticing them to consider Seaside, Oregon as their next vacation destination. The focus of advertising was to differentiate Seaside from our coastal competitors, build a presence beyond the drive market of Portland and Seattle, and focus on the shoulder seasons and winter months (September through May). Ms. Norval stated Seaside had an ad in publications such as Travel Oregon, Oregon Trip Planner, Mile-by-mile of the Oregon Coast (which is the #1 most popular guide in the state), Good Housekeeping, O (Oprah Magazine), Sunset, Portland Monthly, Seattle Metropolitan, American Journal (German Magazine-the Oregon Coast is the #1 place that European travelers want to go when they come to Oregon). There was also newspaper advertising in Seattle and Portland and inserts in the Pacific Region, and TV with PDXposed and Oregon Uncovered and web-base advertising with banner, e-newsletters, and videos. Ms. Norval further stated travel writers participated in a contest called expLOREGON was a contest that Travel Oregon and National Geographic Kids Magazine held and the two families that won started their five day trip on the Oregon Coast in Seaside. There was a newly re-designed website SeasideOR.com and staff would continue to tweak the website and add more features that would be a value to visitors. Ms. Norval further stated in 2008 the department restructured the grant program. The restructuring created an annual cycle, streamlined the process, created more clear guidelines, and created two different programs; Signature Events and Five for Five Grants. Signature Events were projects that contributed to Seaside's identity as a family oriented travel destination, enhance the visitors experience while in Seaside, educate travelers on the rich aquatic life, and inform the public about the rich heritage and culture. Designated Signature events were; 4<sup>th</sup> of July fireworks, Where the Starts Play, the Discovery Programs, and Saltmakers Return. The Five for Five Tourism Grant program invited tourism-project funding requests from businesses and organizations that produced programs or events designed to increase overnight visits to Seaside, promoted tourist attractions or developed programs targeted to visitors especially in the shoulder and winter months. The grant program had limited funds for up to \$5,000.00 per application for projects or events and was limited to receiving funds for five years. Ms. Norval further stated the Visitors Bureau had a long history working with businesses, lodging partners, event coordinators and with the Seaside Chamber of Commerce and the Seaside Downtown Development Association. The front line staff at visitor centers throughout the state interacted with more than one million people each year. Tourism was the second largest industry in the state. Several opportunities existed for Seaside Visitors Bureau to help serve more visitors, build visitor services, develop niche markets, and increase marketing to the leisure travel market. Some of the goals and opportunities that were being developed included: Development of revenue enhancement strategy, increase communication and relationship building, new creative for our print ad, explore new niche markets, increase marketing reach, and enhance our lodging listings. Ms. Norval stated work would continue to be done on multiple fronts in 2009. Organizational tools would begin to be developed in systematic fashion. Co-operative partnerships on a community level would be nurtured. New marketing opportunities would continue to be explored and developed. Exploration of new organizational tools would be sought to improve service to the lodging community and their consumers. Ms. Norval further stated 2008 had been an interesting year for the Seaside Visitors Bureau. The City came back from the December 2007 "Storm of the Century" to snow on the beach at Spring Break, the highest gas prices over the summer months to the greatest daily drop in the stock market and a "New Economy" with the lowest reported level of consumer confidence. The Seaside Visitors Bureau staff conveyed their appreciation to the Seaside City Council and the community for a rewarding year despite the challenges and looked forward to another dynamic tourism year in 2009.

Council President Tolan asked if there was an update on the advertising from the \$50,000.00 that was given to help the business in Seaside.

Ms. Norval stated the radio stations had been doing some wonderful work and there were quite a few motels that had no vacancy signs on which were very good.

Council President Tolan stated he was glad Ms. Norval was with the City of Seaside and that the City made a decision to hire a Tourism Director.

**VACANCY –  
COMMUNITY CENTER  
AND SENIOR COMM.**

Mayor Larson stated there were three vacancies on the Community Center and Senior Commission. There were three term expirations from Louis Neubecker, June Stromberg, and Leila Vernor who wished to be reappointed.

Mayor Larson asked Council what they wished to do.

Motion to reappoint Louis Neubecker, June Stromberg, and Leila Vernor to the Community Center and Senior Commission; carried unanimously. (Johnson/Moore)

Term expiration for Louis Neubecker, June Stromberg, and Leila Vernor would be June 1, 2012.

**PROCLAMATION** Mayor Larson read a proclamation for Military Families Appreciation Day.

**CITY COUNCIL MEETING MAY 25, 2009** Mayor Larson stated the next regularly scheduled City Council meeting was on Monday, May 25, 2009, which was Memorial Day. Mayor Larson asked Council what they wished to do.

Motion to cancel the City Council Meeting for Monday, May 25, 2009; carried unanimously. (Tolan/Diebolt)

**COMMENTS – PUBLIC** Saoul Cezarez, 916 N. Franklin, Seaside, stated he played basketball at Goodman Park and the basketball net would break in the back and the basketball would get stuck and also he heard that kids had broken their leg on the cement in the park which needed to be fixed. Mr. Lazarus further stated the Goodman Park restrooms did not have soap to wash your hands and sometimes there was not any toilet paper.

Janice Carpenter, 700 N. Prom, Seaside, stated she walked a lot on the Prom and in town. There were many people in town this weekend and the garbage cans needed to be emptied more when the town was busy.

Mr. Winstanley stated this time a year there was one person working on the weekends who had the responsibility of all the garbage cans and restrooms in the City and with the town being so busy it was hard for that one person to keep up with everything. As the season was busier then more people would be working to keep up with the garbage and restrooms.

**COMMENTS – STUDENT REPRESENTATIVE** Cody Forsythe, Student Representative, stated there would be State Band in Corvallis Wednesday, May 13, 2009; District Track meet was Thursday, May 14, 2009 and Friday, May 15, 2009 at Pacific University; McBeth the Western was Saturday, May 16, 2009; and the Pacifica Presentations were Wednesday, May 27, 2009.

**COMMENTS – COUNCIL** Council President Tolan stated there were Budget Committee meetings, Wednesday, May 13, 2009, at 7:00 PM and 7:30 PM.

Mayor Larson stated Monday, 18, 2009, there would be a State of the City meeting at the Convention Center, 7:00 PM. Mayor Larson further stated at Broadway Park on Saturday, May 16, 2009, was the day for volunteers to build the new playground equipment.

**COMMENTS – STAFF** Mr. Winstanley stated this summer the 4<sup>th</sup> of July would fall on a Saturday which normally meant there would be a good crowd for the 4<sup>th</sup> of July show. Vancouver had cancelled their fireworks show which would most likely increase the number of visitors that would come to Seaside. The parade would include two Drum and Bugle Corps in Seaside and one of the bands coming to Seaside had been the world champions.

**ADJOURNMENT** The regular meeting adjourned at 8:07 PM.

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Kim Jordan, Secretary

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DON LARSON, MAYOR