

Building a Bridge to our Future

Community Meeting: Arts & Culture

June 10th, 2014

Summary:

17 people in attendance

Pictures of the event attached at end of document

Presented by Tita Montero and Community Partner Kristin Tschannen

SEASIDE VISIONING: ARTS & CULTURE

Revisiting and fine tuning results

Execution

Timelines: when will they be accomplished?

Tasks: how will the objectives be accomplished?

Objectives: create measurable terms.

Goals: create the framework.

Discussion/Definition/Selection/Discussion/Adoption/

Visions: what will the organization look like in the future?

Visioning may be defined as the process of forming a mental image in order to set goals, make plans, and solve problems that guide the organization into the future.

visions provide a sense of direction for the long term — the means to the future.

Visions are quite often the simple part, with the hard part being the execution— turning the vision into reality. For example, Kennedy's vision of putting a man on the moon was the simple part. The hard part was the actual accomplishment of the vision

Brainstorming

- provides a free and open environment that encourages everyone to participate.
- Quirky ideas are welcomed, and all participants are encouraged to contribute
- helps to get people unstuck by "jolting" them out of their normal ways of thinking.
- encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy

It's important to approach brainstorming with an open mind and a spirit of non-judgment. Judgment and analysis at this stage stunts idea generation and limit creativity. Therefore, during brainstorming sessions, people should avoid criticizing or rewarding ideas.

SEASIDE VISIONING: ARTS & CULTURE

June 10, 2014 5:30 – 7 PM

Facilitators: Tita Montero & Kristin Tschannen

Introductions: people, topic, process	530-545
Appearance (What does Seaside look like to you in 20 years?) <i>Cleaner, attractive, flowers, landscaping, colorful, beautiful</i>	545-555
Lifestyle (What kind of lifestyle are residents living in 20 years?) <i>Healthier, happier, diversity, young people, better food options, farmers market, bike culture, friendly, community appeal and development for residents, tourism, food culture, activities youth programs and families, safety, schools, businesses</i>	555-605
Arts & Entertainment (What types of art and entertainment are available in Seaside in 20 years?) <i>Community Center, museum, library, independent films, theater, music, concerts, shows, galleries, art</i>	605-615
Environment (How are the environment and natural areas being treated and maintained in 20 years?) <i>Green, bike culture, sustainability, recycling, cleaner, parks, hiking, ocean, rivers</i>	615-625
Communication (How has communication among residents, tourists, government and businesses evolved in 20 years?) <i>Community input, forums, committees, working together, cohesiveness, putting visioning into action, involving the youth and keeping them invested</i>	625-635
OTHER	635-645
Last Thoughts	645-655
Clean Up	655-700

Arts & Culture Vision Forum, June 10, 2014, 5:30 p.m., Seaside Library

Appearance -

- **More eclectic Seaside, Broadway being closed to traffic. Less touristy stores. Love the idea of more grassroots business and less box and private corporation in the area.
- **More landscaping
- **Charm about Seaside is that it is diverse in its shops. Not a Carmel and not a Cannon Beach but if they want art they can find it. Would rather see diversity and not tinker with what we have.
- **Would love to see it cleaner. A more developed art scene. More diverse cuisine. Too many potholes and undeveloped streets.
- **Americorps volunteer that could help focus on the appearance of Seaside
- **Performing arts / other arts / Broadway development with private houses and better upkeep of houses in the area.
- **Museum with an area that is focused more on children
- **Bringing the visual appearance of our town up to a higher standard
- **Broadway is a star in our town, empty and boarded up businesses are an eyesore.
- **Wants to see a greater sense of pride taken in property ownership
- **Would like to see a more spread out business community
- **A concert atmosphere, more landscaping and more gardens
- **Would like to see more people live here rather than just investing here
- **More beach access for parking
- **Security and police presence, especially on west side of river
- **opportunities for families to come together to plant trees, create artwork for the community
- **value on history and city heritage

Lifestyle -

- **outdoor culture that emphasizes community interaction
- **physically active outdoor environment that is inviting to families and people
- **redevelopment of an ocean pier (similar to what we used to have)
- **retirement will continue to be seen in Seaside (how do we deal with it?)
- **a great place to retire may influence the development or lack there of, of part timers
- **fewer vacation rentals - especially on the west side of the river
- **revisiting use of Quatat Park for concerts on Sundays "in the park."
- ****development of a Seaside Arts Commission**
 - **works with the city to create arts and culture and programs
 - **a 1% tax on buildings in Seaside that goes towards the commission
 - **Commission would be the foundation for a lot of what is being talked about in this meeting
- **"Sunday Fun Day" - way for local and her family to spend a weekend day. Lack of activities on this level.

- **ways to get out, be healthy and active
 - **bike paths and trails, family hiking and development of more family activity locations
 - **more access to pool
- **development along the river (Riverwalk since growth around ocean is difficult)
- **an expansion of our park system
- **something that is a better invitation for bike culture in our area
- **both early retirement and older retirement
 - **trickle retirement (wanting to "retire" here and open a business to lead into retirement)
 - **retirement entrepreneurs
- **balance toward health & wellness
- **more of a retreat destination
- **more public activities like tennis courts
- **diverse nightlife that encourages focus on health
- **greater focus on history and culture like the Gilbert Inn
- **sharing, communicating and keeping the history alive is an important aspect
- **walk down memory lane, scavenger hunt, history trail
- **photographs posted on the historical buildings throughout town that shows what that area looked like at a certain point in town. essentially creating a walking history museum **(something similar to the Patriot Walk in Boston)**
- **obstacle course, rock wall, science center that focuses on the biology of the area

Arts & Entertainment -

- **more arts and entertainment for children
- **museum that everyone knows about before they get here, something that is instilled into the school system, incorporates all ages and mimics relics that you might find in the Smithsonian
- **stronger focus on Native American & Fishing Culture
- **art museum and facility
- **outside workshops/resources
- **learning center with a focus on things like welding, arts, etc.
 - **Similar to "Hoffman Center"
- **shift focus to an arts & culture but a different kind than you might find in Cannon Beach or Gearhart
- **chose Seaside to live here because it IS working class and feels "real!"

Lifestyle & Environment -

- **mountain biking access and trails and way to move the town closer to the hills
- **street cycling
- **velodrome
- **racquetball courts

Communication -

- **signage
- **better form of being updated with what's going on in the community
 - **user friendly updates on community activity/events
- **live streaming and archiving of City Meetings (council, committees, etc.)
- **city information pamphlet that talks about who our council is and what we do
 - **designed for residents, students and tourists
 - **sign up for things I'm interested in for a city newsletter
- **resident website for info and ways to contribute to the information
 - **an aggregator of news and information from top city websites (chamber, soda, city, VB, etc.)
- **central promotion for residents / new residents
 - **way of creating a welcome packet for new residents and visitors
 - **city outreach packet that introduces the community to the new resident / visitor
 - **marketing to these people, once they are here
- **wifi availability throughout town, complete city access

Other input

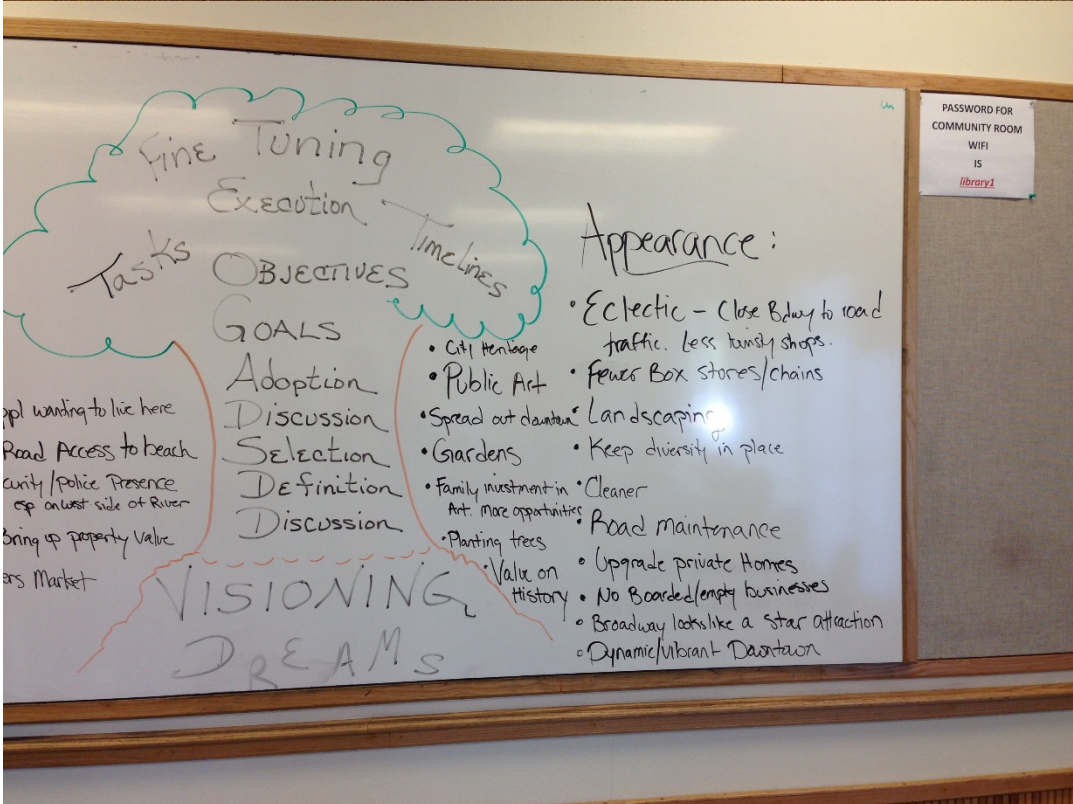
- **volunteerism needs to be instilled in the youth and younger residents of our community
- **how do we drive people to the information
 - **better marketing to weekly residents
 - **email opt-in for what is happening this week in Seaside?
 - **feed information to one tool that can communicate with residents
 - **events, convention center, music, entertainment, etc.
 - **electronic ease & simplification
- **THIS IS SEASIDE - sign up and opt in
- **video development of these subcultures in our community based around topics
 - **interview people and create stories that tell that story of who we are as a community
 - **highlight local program and opportunities
- **City Ambassadors with kiosk downtown
- **promote volunteerism
- **volunteer festival to discuss what any volunteer needing organization does and the opportunities that they have for people in our community
- **mandatory volunteerism in community (currently have senior Pacifica projects)
- **volunteer fair that coincides with senior projects
- **creation of a regular event that educates and coordinates youth to be involved in volunteerism (Youth Summit?)
- **vacation rentals do not promote investment in our community - so how do we do this?
- **no hood to coast
- **utilize library as an information resource for our community

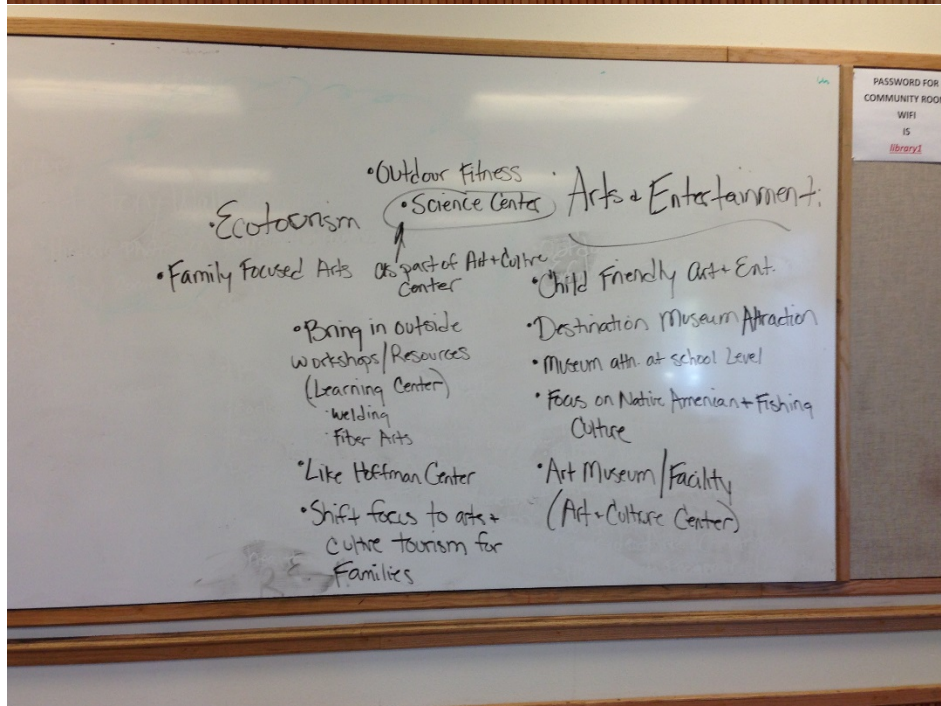
**be the one place that you could come for weekly calendar and information for those that don't have computer access/knowledge
**more emphasis on WIFI town - first link you see is "WHAT'S HAPPENING IN SEASIDE!" - information hub

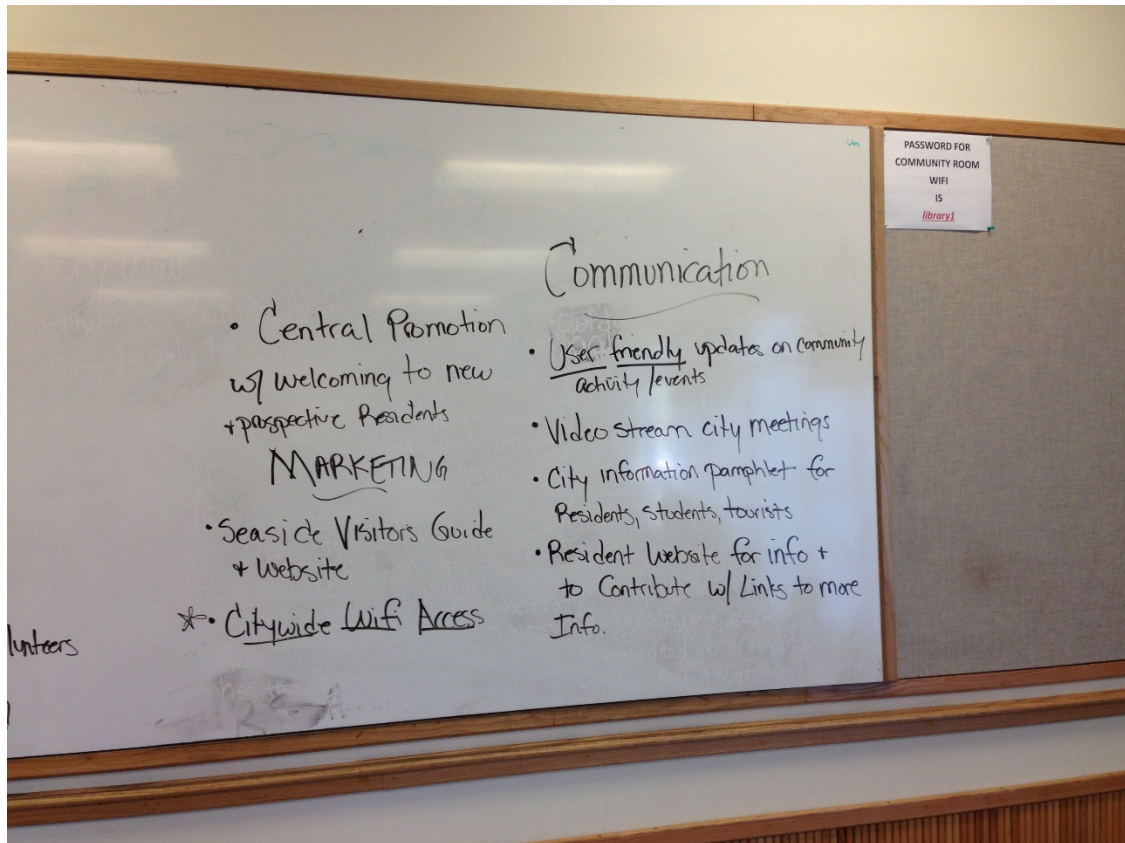
What's Next?

Monday, June 16, 4 p.m. - Family Features, Seaside Library

Thursday, June 19, 7 p.m. - Environment, Bob Chisholm Community Center







- Vacation Rentals do not promote investment in our community

- What things are we offering to our tourists/sponsors?

Communication:

- Email opt in - What is happening this week in Seaside?

- Electronic Ease + Simplification

- Word of Mouth

- Videos to Highlight Local Programs + opportunities

- City Ambassadors w/ Kiosk Downtown

- Promote Volunteerism

- Hold city Festival for Volunteer Recruitment

- Ways to draw in Youth Volunteers Coordination

• WHAT'S NEXT?

Mon. 4pm Family 6/16

6/19 Environment

Vision Plan-Living Document

No Hood to Coast

Utilize Library as Information Resource

How do we know to check the library?

Weekly Print at Avail. of electronic updates

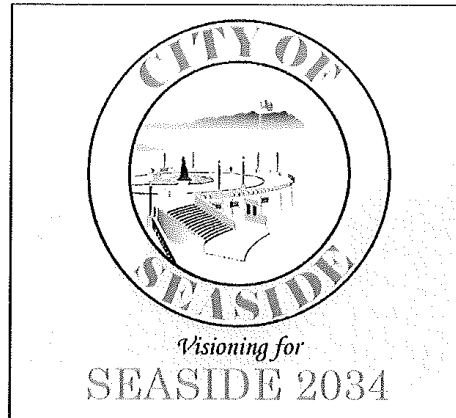
more Community Meetings

WiFi Landing Page (Informative)

JOHN DUNZER ---VISION 2034 INPUTS--SEASIDE OR

ARTS AND CULTURE

1. PROVIDE MONDAY SERVICE AT THE SEASIDE LIBRARY ESPECIALLY IN THE AFTERNOON FOR LATCHKEY KID SUPPORT. USE SHORT INTERVAL LIBRARY PERSONNEL SCHEDULING SO THERE WILL BE NO INCREASE IN CITY COSTS.
2. ENCOURAGE CULTURAL ATTRACTIONS TO SCHEDULE APPEARANCES IN BOTH ASTORIA AND SEASIDE WHEN COMING TO CLATSOP COUNTY.
3. DEVELOP A BUSINESS PLAN WHICH WILL PUT SEASIDE MUSEUM ON A SELF-SUSTAINING FINANCIAL BASIS.
4. HAVE SENIOR CENTER PUT TOGETHER SENIOR TRIPS TO REGIONAL CULTURAL AND SPORTING EVENTS.
5. HAVE THE SENIOR CENTER DEVELOP A RELATIONSHIP WITH ELDERHOSTEL PROGRAMS WHICH COULD BE HELD IN SEASIDE.
6. HAVE THE SENIOR CENTER DEVELOP A RELATIONSHIP WITH ENCORE AND THE COMMUNITY COLLEGE.
7. PUT IN A CHILDREN'S MUSEUM IN UNUSED PORTIONS OF WORLDMARK ALONG COLUMBIA.



Visioning 2034

Community Discussion Groups

Topic: Arts & Culture

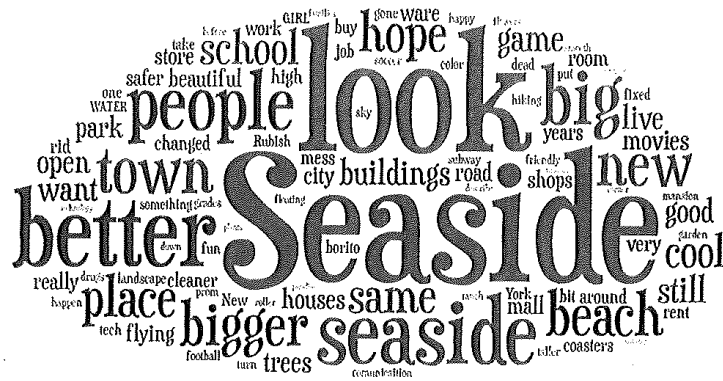
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Arts & Culture

- Arts & Culture Survey Summary- May 2014, Page 2

Kids



(Word map demonstrating words that were used in response to the surveys)

Arts & Culture

- Also the library should be open on Mondays and a longer time to have on a computers so we can work a longer time. Also I want it to stay open longer.
- I think Seaside would be different from what it looks like now. Probably cleaner, people may be healthier and happier too.
- I think that it will look beautiful.
- i will describe seaside when i am older, with lots of flowers lots of people and most of all lots of communication
- I think seaside should look more friendly, and we should paint the houses more colorful, so it can be more attractive.

[illegible]

Arts & Culture

- I hope it is still a small town but without a "shadow" population of Hispanics
- I'd like to see a solution to the deteriorating schools in the tsunami zone. I'd also like to see more people of color and more young people.
- Natural History Park
- , better entertainment at the convention center
- More Native Arts & Culture.
- An active library and community center.
- I would like to see a balance maintained between the park like surroundings and the commercial, tourist draw to the area for entertainment.
- Keep the same borders and update what we have. Add more entertainment outlets.
- A year-round farmers' market, or somewhere to get fresh local produce, or just another option for groceries other than Safeway.
- Move ahead in Tourism increase, art, community appeal for visitors and locals.
- A small movie theater downtown with independent movies. :)
- Circled (remain the same) Public Safety, Environment, Arts through other Rec skg, Our SS Library Rocks 14
- Progress with the beauty of the city such as nicer buildings, landscaping, attractive and clean city.
- A focus on community development for residents rather than such a focus on tourism.

Community Visioning Meeting Topic: Arts and Culture June 10th, 2014 - Page 16

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