

**AGENDA SEASIDE CITY COUNCIL MEETING  
NOVEMBER 10, 2014 7:00 PM**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA
5. SWEARING IN SEASIDE POLICE CHIEF, DAVID HAM
6. PROCLAMATION – VETERAN’S REMEMBRANCE DAY
7. COMMENTS – PUBLIC
8. COMMENTS FROM STUDENT REPRESENTATIVE, Taylor Barnes
9. DECLARATION OF POTENTIAL CONFLICT OF INTEREST
10. CONSENT AGENDA
  - a) PAYMENT OF THE BILLS – \$361,640.33
  - b) APPROVAL OF MINUTES – OCTOBER 27, 2014 REGULAR MINUTES
11. UNFINISHED BUSINESS:
  - a) VACANCY – CITY TREE BOARD  
COMMUNITY CENTER AND SENIOR COMMISSION
12. NEW BUSINESS:
  - a) PRESENTATION – CLATSOP ECONOMIC DEVELOPMENT RESOURCES (CEDR), Kevin Leahy
13. COMMENTS FROM THE COUNCIL
14. COMMENTS FROM THE CITY STAFF
15. RECESS INTO EXECUTIVE SESSION IN ACCORDANCE WITH ORS 192.660 (2) (a) REGARDING THE APPOINTMENT OF A SEASIDE MUNICIPAL COURT JUDGE
16. RECONVENE INTO REGULAR SESSION – COUNCIL ACTION REGARDING THE APPOINTMENT OF A SEASIDE MUNICIPAL COURT JUDGE
17. ADJOURNMENT

Complete copies of the Current Council meeting Agenda Packets can be viewed at: *Seaside Public Library and Seaside City Hall. The Agendas and Minutes can be viewed on our website at [www.cityofseaside.us](http://www.cityofseaside.us).*

All meetings other than executive sessions are open to the public. When appropriate, any public member desiring to address the Council may be recognized by the presiding officer. Remarks are limited to the question under discussion except during public comment. This meeting is handicapped accessible. Please let us know at 503-738-5511 if you will need any special accommodation to participate in this meeting.



# CITY of SEASIDE

OREGON'S  
FAMOUS  
ALL-YEAR  
RESORT

989 BROADWAY  
SEASIDE, OREGON 97138  
(503) 738-5511

## PROCLAMATION

*Whereas*, on Veterans Day, we pay tribute to the men and women who have risked their lives to preserve the liberty of our nation, the families who support them, and the heroes no longer with us. It is not weapons or technology that develops the most advanced military in the world; it is the unparalleled spirit, skill, and devotion of our troops; and

*Whereas*, in an unbroken line of valor stretching across more than two centuries, our veterans have charged into harm's way, sometimes making the ultimate sacrifice, to protect the freedoms that have blessed American. Whether Active Duty, Reserve, or National Guard, they are our Nation's finest citizens, and they have shown the heights to which Americans can rise when asked and inspired to do so. Our courageous troops in Iraq, Afghanistan, and around the globe have earned their place alongside previous generations of great Americans, serving selflessly, tour after tour, in conflicts spanning nearly a decade; and

*Whereas*, long after leaving the uniform behind, many veterans continue to serve our country as public servants and mentors, parents and community leaders. They have added proud chapters to the story of America, not only on the battlefield, but also in communities from coast to coast. They have built and shaped our Nation, and it is our promise to support our Soldiers, Sailors, Airmen, Marines, and Coast Guardsmen as they return to their homes and families; and

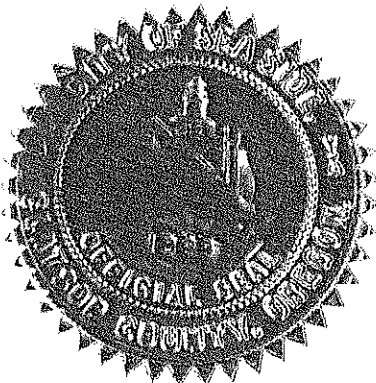
*Whereas*, with respect for and in recognition of the contributions our service men and women have made to the cause of peace and freedom around the world, November 11 was set aside as a legal public holiday to honor our Nation's veterans.

*NOW, THEREFORE, I, Don Larson, Mayor of the City of Seaside, in the State of Oregon, do hereby proclaim November 11, 2014, as*

## VETERANS REMEMBRANCE DAY

and encourage all Americans to recognize and remember the valor and sacrifice of our veterans through appropriate public ceremonies and private prayers.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Seaside to be affixed this 10<sup>th</sup> day of November, 2014.



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DON LARSON, MAYOR

## **SEASIDE CITY TREE BOARD**

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The purpose of the City Tree Board is to study, investigate, and develop and/or update annually, a written plan for the care, preservation, pruning, planting, replanting, removal or disposition of trees in parks, along streets, and in other public areas. The Tree Board, when requested by the City Council, shall consider, investigate, make findings, report and recommend upon any special matter or question coming within the scope of its duties and responsibilities,

- (1) Develop criteria for city staff and/or contractors to apply in making decisions entrusted to staff and/or contractor discretion,
- (2) Designate Heritage Trees on public and private lands within the city,
- (3) Promote the planting and proper maintenance of trees through special events including an annual local celebration of Arbor Day, and
- (4) Obtain the annual Tree City USA designation by the National Arbor Day Foundation.

The Board consists of five members, appointed by the City Council for a three-year term, and who are residents, or owners or employees of businesses within the city limit.

The City Tree Board shall schedule meetings as needed and elect a chairperson and a vice-chairperson. No more than 3 unexcused absences allowed in a calendar year.

Tree Board members serve without salary or compensation of any nature.

## COMMITTEE/COMMISSION APPOINTMENT

1. **Date Council Notified:** July 28, 2014

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**Name:** Jason Smith  
Richard Bailey  
Jon Wickersham

**Commission/Committee:** City Tree Board Committee

**Resignation Date:** N/A

**Term Expiration Date:** June 30, 2015

**Wants to be considered again:** N/A

2. **Applicants:**

3. **Nominations:**

4. **Appointment:**



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## CITY TREE BOARD

Term of Office: 3 years

Number of Members: 5

<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>	<u>TERM EXPIRES</u>
VACANCY			6/30/2015
VACANCY			6/30/2015
CRAIG SORTER	840 5 <sup>TH</sup> AVENUE	440-7201	6/30/2016
DALE MCDOWELL	3760 SUNSET BLVD.	717-8084	6/30/2017
PAM FLEMING	1255 AVENUE 'B'	738-5637	6/30/2017
NEAL WALLACE	989 BROADWAY	738-5112	STAFF REPRESENTATIVE

## COMMUNITY CENTER & SENIOR COMMISSION

The purpose of the Community Center and Senior Commission is to be an advisory body to recommend and make suggestions to the City Council concerning matters relating to the well being of the community center and seniors of the city. Receive direction from the Council concerning matters relating to the well being of the community center and seniors of the City.

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The commission consists of nine members who are not officials or employees of the city and who shall be appointed by the City Council. A minimum of five members shall reside within the city limits; a maximum of four members may reside within the Urban Growth Boundary, but outside the City limits.

A Community Center and Senior Commissioner's term of office shall commence on June 1, of each year of his/her term. At the first Commission meeting in June, the Commission will appoint one of their members as Chairperson and one as Vice-Chairperson. One member of the Commission will serve as secretary and minutes will be filed with the City Council.

The Commission shall hold a regular meeting at least once each month of the calendar year. The meetings shall be open to the public. Any person appointed to serve on this committee who misses three or more regularly scheduled meetings during a 12-month period shall be notified by letter from the Mayor that the position must be vacated. The individual may appeal the decision to the City Council. (A 12 month period is defined as beginning in January of each calendar year.)

The members shall serve without salary or compensation of any nature. "The members shall serve without salary or compensation of any nature."

## COMMITTEE/COMMISSION APPOINTMENT

1. **Date Council Notified:** **October 27, 2014**

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**Name:** June Stromberg

**Commission/Committee:** **Community Center & Senior Commission**

**Resignation Date:** N/A

**Term Expiration Date:** **June 1, 2015**

**Wants to be considered again:** N/A

2. **Applicants:**

3. **Nominations:**

4. **Appointment:**



# CITY of SEASIDE

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F A M O U S  
A L L - Y E A R  
R E S O R T

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## COMMUNITY CENTER & SENIOR COMMISSION

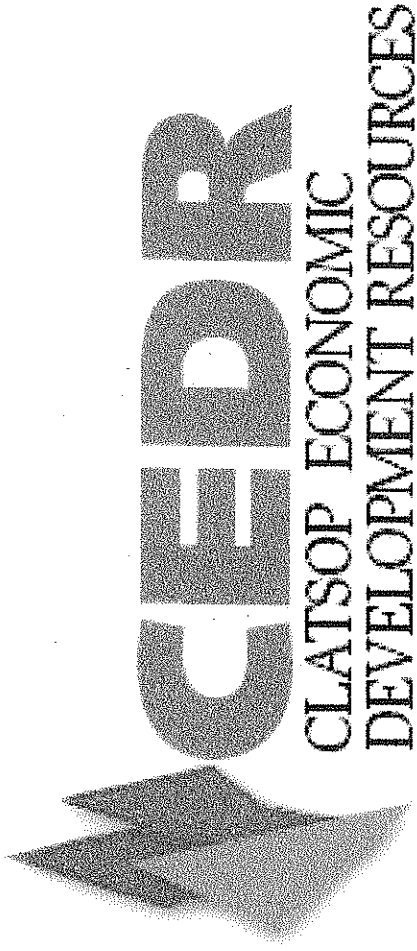
Term: 3 years

Number of Members: 9

<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE</u>	<u>TERM EXPIRES</u>
LOUIS NEUBECKER	1859 BROADWAY	717-0152	6/01/2015
VACANCY			6/01/2015
LEILA VERNOR	764 3 <sup>RD</sup> AVENUE	738-4352	6/01/2015
PIPER O'BRIEN	720 S. LINCOLN	738-3169	6/01/2016
GRETA PASSETTI*	2556 QUEEN ST. #1	738-6583	6/01/2016
MOLLY IRONS	221 7 <sup>TH</sup> AVENUE	738-7005	6/01/2016
DORIS SNODGRASS	1185 AVE. 'E'	738-7827	6/01/2017
JOE (FRED) FISHER	2533 OREGON	738-9897	6/01/2017
KRISTIN TSCHANNEN	2125 S. DOWNING #1	323-397-5116	6/01/2017

\*CHAIR





# Clatsop Economic Development

## Resources

**Seaside City Council Presentation  
November 10, 2014**



CEDR is Clatsop County's Economic Development Organization. It is the only organization in Clatsop County whose sole focus is to create, grow and retain businesses.

CEDR serves the need for a *dedicated* economic development services organization, and provides a central point of contact for coordinated efforts *across* communities, countywide. CEDR provides more resources and service to local businesses than any one community in Clatsop County could provide alone.

**Recap of CEDR accomplishments. (Validated Results through the Clatsop Community College Small Business Development Center- Full year 2013 and year-to-date 2104:**

- CEDR met with **270** clients in **FREE** and **CONFIDENTIAL** advising sessions, totaling 1,831 hours.  
**I am pleased to include three local business "Success Stories" as part of my update this evening: Skipanon Brand Seafood, Vintage Hardware and Lucy's Books.**
- CEDR contributed to the creation of **30.5 new** jobs.
- CEDR contributed to the retention of **36 existing** jobs.
- CEDR contributed to **11** new business starts.
- CEDR assisted in securing over **\$1,352,000** in financing for local businesses.
- The CEDR/Clatsop Community College SBDC Small Business Management Program has **29** business owners and managers enrolled in this flagship program at our Seaside South County Center, and has been part of Clatsop Community College since 1979.
- CEDR presented **71** educational workshops serving more than **737** people.
- **CEDR is one of only two SBDC Centers in the State of Oregon** participating in a VIP (Virtual Incubation Program) with the Oregon Technology Business Center in Beaverton, connecting four local business entrepreneurs with metro area business mentors.

**The Clatsop Community College Small Business Development Center**, under the CEDR umbrella, is part of the statewide OSBDCN (Oregon Small Business Development Center Network), one of nineteen Centers in the state of Oregon that are affiliated with every community college in the state, as well as two universities. The core mission of the SBDC is **FREE & CONFIDENTIAL** one-on-one business advising, training and information resources for new and existing businesses. (We continue to search out more funding for CEDR as our advising is at no charge and we will need to cut back on advising if we cannot find new sources of funding to support this critical service to the business community)

CEDR is affiliated with Clatsop Community College, and spearheads the CEDR/SBDC Advisory, Education and Workforce Training committee with the Oregon Employment Department, Clatsop Community College, Tongue Point Job Corps, Pac NW Works and business leaders on workforce training and development initiatives that will benefit our region, create more jobs, give us a competitive advantage, and not duplicate resources.

The annual CEDR awards were held in Astoria at the Liberty Theater in March 19, 2014, and Seaside was well represented with award winners, including:

Business Service to the Community-Small Business  
BEACH BOOKS

Entrepreneurship- Large Business  
MASUDUR R KHAN, DOEL HOSPITALITY LLC  
Owner of Inn at Seaside, City Center Motel and River Inn at Seaside

Stewardship Award  
SEASIDE BREWING COMPANY

Plus the other winners-  
Entrepreneurship- Small Business  
LUKE COLVIN

Business Service to the Community- Large Business  
LUM'S AUTO CENTER

Technological and Manufacturing Advancement  
LEKTRO

Economic Impact  
PACIFIC COAST SEAFOODS

The common characteristic for the winners were they are all entrepreneurs who are risk-takers, set a high standard for themselves and all their employees, have a set vision for their business, love what they do, and also love the fact that they can have a successful business and also have a very special place to live and work in Clatsop County.

Note that collectively these seven businesses employ 500 people, who live throughout the county and also across the river in neighboring Pacific and Wahkiakum County.

SAVE THE DATE! CEDR AWARDS EVENT AT THE SEASIDE CONVENTION CENTER ON WEDNESDAY, MARCH 18<sup>TH</sup>, 2015.

**CEDR Business Community Involvement**

**-CEDR meets monthly on economic development issues with County Manager Scott Somers and all City Managers**

**-Is an advisory member of the Governor's Regional Solutions Advisory Committee**

**- Member of Col-Pac Economic Development District as an advisory member**

**-Serves on the (CFEDC) Clatsop Forestry Economic Development Committee**

**- Member of the (CPP) Columbia Pacific Preservation/CCC Historic Preservation Program Committee**

**-CEDR is a member of the (ADHDA) Astoria Downtown Historic District Association Business Development Committee**

**-Member of Clatsop Community College and Astoria High School Business Advisory Committees**

**-Member of the Astoria-Warrenton Chamber Board as an advisory member**

**-Member of Seaside Chambers of Commerce**

**-Member of (SDDA) Seaside Downtown Development Association**

**-Member of the Clatsop Community College Hospitality Committee for Clatsop County**

**-CEDR Director Kevin Leahy is also a member of the Seaside Rotary and Rotary Board of Directors.**

## SUCCESS STORY

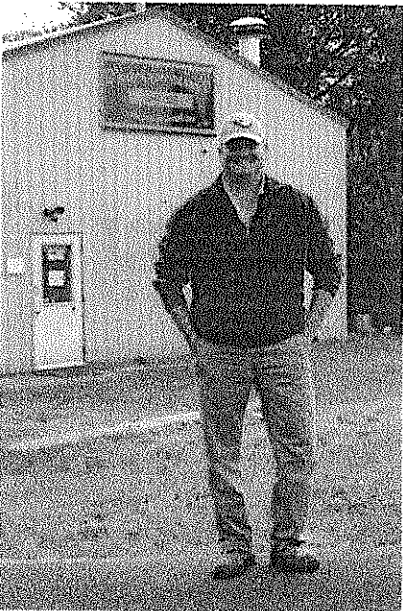
### Alana and Mark Kujala, Skipanon Brand Seafood



Alana Kujala

When Mark and Alana Kujala planned to become second-generation owners of the family business, they immediately sat down with CEDR counselor Dick Powell and Executive Director Kevin Leahy to start putting together a business plan for Skipanon Brand Seafood in Warrenton.

“We worked very closely with CEDR to look at what we were currently doing, and what we wanted to do in the future,” Alana said. “We’re subject to extensive government regulation, as well as the highs and lows of the industry,” Alana explained. “Again, CEDR was able to offer support with personal counseling. We also learned about the variety of affordable workshops CEDR offers, and I took advantage of almost every one of them, soaking up all the information and tools.”



Mark Kujala

The couple recognized even greater potential for support and success for their business following an informational presentation on the Clatsop Community College Small Business Development Center’s Small Business Management Program. “The nine-month course proved instrumental in laying the groundwork for our growing company,” Mark said.

Both Alana and assistant manager Josh Thompson enrolled in the program. Alana gained expertise in operations, accounting and payroll, and Josh, who was new to management at the time, honed his skills in leadership and delegation. “Our instructor and mentor also worked with us one-on-one to build a strong financial plan for the next 10 years,” Alana said. “We would not be where we are today without the personal

support offered by Kevin Leahy and the CEDR staff.”

In 2013, Skipanon Brand Seafood was recognized by Oregon State University with an Excellence in Family Business award.

## SUCCESS STORY

### Becky Johnson, Vintage Hardware



Becky Johnson

"I was an entrepreneur, not a business person," said Becky Johnson, co-owner of Vintage Hardware in Astoria. "And when our business started to grow with no systems in place, I was afraid the volume would overwhelm us," she explained. "I was flying by the seat of my pants."

Becky enrolled in the Clatsop Community College Small Business Development Center's Small Business Management Program, and gained so much knowledge that she took the course a second time, with a slightly different focus.

"Every day, I see a difference in my business because of the program," she said. "We thought we had a sustainable business, but without any reporting systems in place, we really didn't know. Now, I can talk about my business on a completely different level."

Johnson has her eye on future growth and expansion, which she'll face with the support of CEDR counselors and her financial advisor. "With our new reporting systems, we can

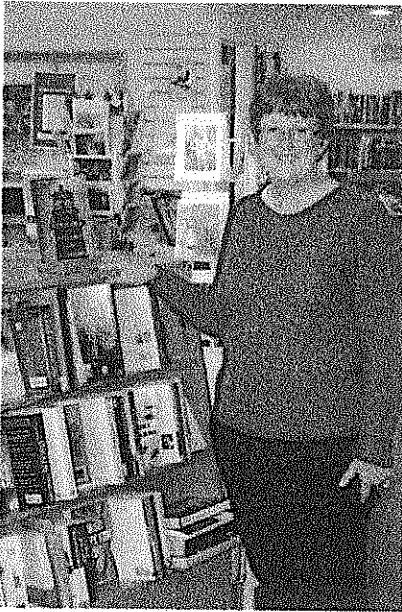
see where our business is doing well, and where it could be improved," she said. These systems helped Becky and her business partner understand the ramifications of moving to a new retail space that is three times the size of the previous location, and also underscored the seasonality of retail on Oregon's north coast. "Our next step is to look at selling online as a means to generate more consistent activity year 'round," Becky said.

"I would implore any small business person to enroll in the College SBDC's Small Business Management Program," Becky added. "It's a nurturing, non-judgmental environment where it's OK to talk about making money. It's an unbelievable resource for Clatsop County."

"The CEDR counselors want us to succeed," Becky said. "And I am really excited for our future."

## SUCCESS STORY

### Lisa Reid, Lucy's Books



Lisa Reid

Former assistant librarian Lisa Reid loves books, but hadn't necessarily planned to buy a bookstore and launch a second career as a small business owner. Yet that's exactly what happened.

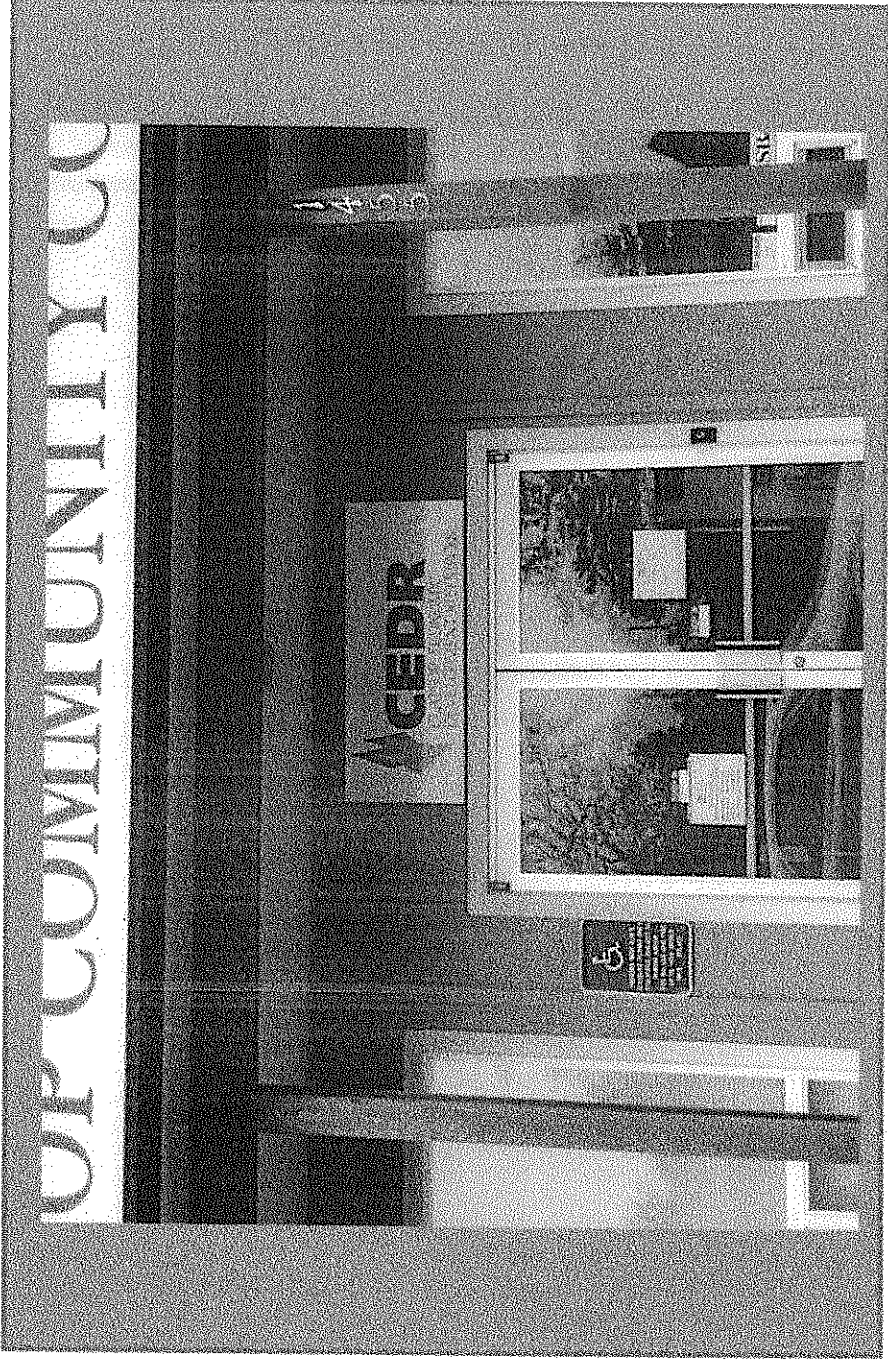
"I attended an event where CEDR counselor Dick Powell was introduced. He explained what CEDR does, and encouraged business owners who needed help to come talk to him. A week later, a local independent bookstore went up for sale," Lisa explained. Suddenly, she found herself a prospect for CEDR services.

"My first questions were whether or not I could financially own and operate a bookstore; how I would do it; and where I would start," Lisa said. "Dick researched information on independent booksellers, local buying trends, and small versus big box data. We needed to understand the feasibility of doing this—I didn't want to bankrupt us," Lisa said. "Dick knew exactly what we needed, and we worked together to develop a business plan."

In addition to one-on-one counseling, Lisa took advantage of workshops on customer service and social media offered by CEDR. "Then I heard good things about the Clatsop Community College Small Business Development Center's Small Business Management Program from a former student," she said.

"I was interested in strengthening my business management skills, so I enrolled in the program. I needed to learn our system and all of its capabilities, and how to hire employees, as well as things I'd not even thought of yet," she added. "All of the students came together to share what was working for them and what wasn't. It was an extended support network," she explained.

When Lisa reflected on her journey as a new small business owner, she notes that CEDR has been with her every step of the way. "Things just lined up, and at every stage, CEDR has opened the next door," she said.



## CEDR/SBDC Small Business Development Center

1455 North Roosevelt ★ Seaside, OR 97138

503-338-2402 [www.clatsoped.com](http://www.clatsoped.com)

# South County Center-SEASIDE