

**AGENDA SEASIDE CITY COUNCIL MEETING  
NOVEMBER 23, 2015 7:00 PM**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA
5. INTRODUCTION – SWEARING IN COMMUNICATIONS MANAGER, Stacey Brown
6. PROCLAMATION – PEARL HARBOR REMEMBRANCE DAY
7. COMMENTS FROM STUDENT REPRESENTATIVE, Taylor Barnes
8. COMMENTS – PUBLIC
9. DECLARATION OF POTENTIAL CONFLICT OF INTEREST
10. CONSENT AGENDA
  - a) PAYMENT OF THE BILLS – \$197,124.55
  - b) APPROVAL OF MINUTES – NOVEMBER 9, 2015 REGULAR MINUTES
11. UNFINISHED BUSINESS:
  - a) VACANCY – CITY TREE BOARD  
BUDGET COMMITTEE  
TRANSPORTATION ADVISORY COMMISSION
12. NEW BUSINESS:
  - a) LIQUOR LICENSE APPLICATION – OSPREY CAFÉ, 2281 BEACH DRIVE
  - b) UPDATE – PROCESS BRANDING REFRESH AND STYLE GUIDE FOR VISITORS BUREAU,  
Jon Rahl
  - c) DISCUSSION – DECEMBER 28, 2015, CITY COUNCIL MEETING
13. COMMENTS FROM THE COUNCIL
14. COMMENTS FROM THE CITY STAFF
15. 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 a quiet Sunday morning, December 7, 1941, more than 2,400 Americans were killed in the attack on Pearl Harbor. On that day, life changed in America, and the course of history was altered forever; and

*Whereas*, our citizens reacted to the attack with firm determination to defeat tyranny and secure our Nation. This enterprise required the commitment and effort of our entire country. At the height of the conflict, the United States had ships on every ocean and troops on five continents. In, all more than 16 million Americans wore the uniform of our Nation and came from all walks of life. They served honorably and fought fiercely. At home, millions more contributed to the war effort, laboring for victory in factories, on farms, and across America; and

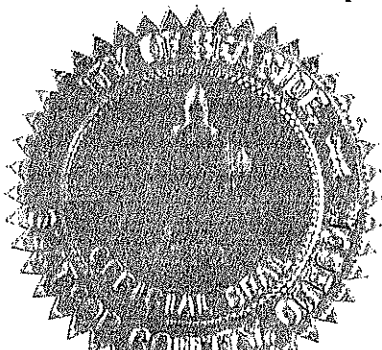
*Whereas*, today we honor those who fought and died at Pearl Harbor, and we pay special tribute to the veterans of World War II. Those heroes hold a cherished place in our history. Through their courage, sacrifice, and selfless dedication, they saved our country and preserved freedom.

*NOW, THEREFORE, I, Don Larson, Mayor of the City of Seaside*, in the State of Oregon, do hereby proclaim December 7, 2015, as

## PEARL HARBOR REMEMBRANCE DAY

and call upon the citizens of Seaside to observe this solemn occasion with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Seaside to be affixed this 23<sup>rd</sup> day of November, 2015.



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DON LARSON, MAYOR

## **SEASIDE CITY TREE BOARD**

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:** November 9, 2015  
**Name:** Dale McDowell  
**Commission/Committee:** City Tree Board Committee  
**Resignation Date:** November 9, 2015  
**Term Expiration Date:** June 30, 2017  
**Wants to be considered again:** Staff Representative
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>     |
|-----------------|---|--------------|-------------------------|
| CRAIG SORTER    | 840 5 <sup>TH</sup> AVENUE                      | 440-7201     | 6/30/2016               |
| VACANCY         |   |              | 6/30/2017               |
| PAM FLEMING     | 1255 AVENUE 'B'                                 | 738-5637     | 6/30/2017               |
| MELYSSA GRAEPER | 10075 7 <sup>TH</sup> ST.<br>BAY CITY, OR 97107 | 503-939-9210 | 6/30/2018               |
| TAYLOR BARNES   | 1281 BEACH DR.                                  | 717-1629     | 6/30/2018               |
| DALE MCDOWELL   | 989 BROADWAY                                    | 738-5112     | STAFF<br>REPRESENTATIVE |

## SEASIDE BUDGET COMMITTEE

The Seaside Budget Committee meets publicly to review the budget documents as proposed by the budget officer. The budget committee receives the budget and budget message and provides an opportunity for the public to ask questions about and comment on the budget. The committee also approves a budget, and, if ad valorem property taxes are required, approves an amount or rate of tax for all funds that receive property taxes.

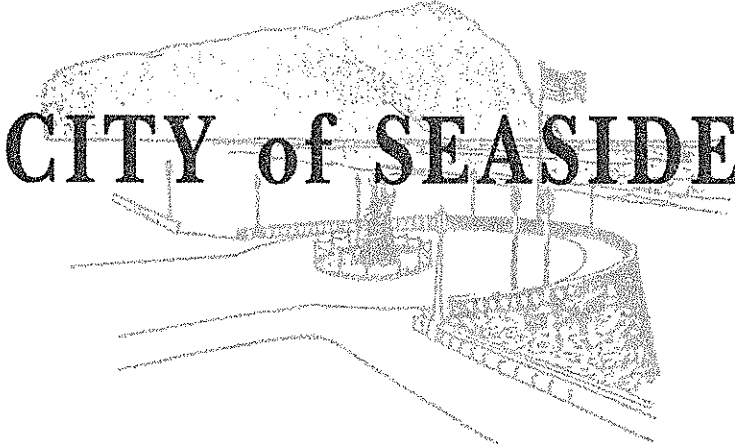
The budget committee is composed of the governing body and an equal number of electors appointed by the governing body. All members of the budget committee have equal authority. An elector is a qualified voter who has the right to vote for the adoption of any measure. If the governing body cannot find a sufficient number of electors who are willing to serve, those who are willing and the governing body become the budget committee.

Applicants for the Budget Committee need to be registered voters of the City of Seaside for at least one year prior to serving on the Committee. The appointive members of the budget committee cannot be officers, agents or employees of the local government. Spouses of officers, agents or employees of the local government are not barred from serving on the budget committee if they are qualified electors and not themselves officers, agents, or employees. Appointive members of the budget committee are appointed for three-year terms.

The committee shall elect a presiding officer from among the members at the first meeting. No member of the budget committee may receive any compensation for their services as a member of the committee.

## COMMITTEE/COMMISSION APPOINTMENT

1. **Date Council Notified:** November 9, 2015  
  
**Name:** Dale McDowell  
  
**Commission/Committee:** Budget Committee  
  
**Resignation Date:** McDowell – November 9, 2015  
  
**Term Expiration Date:** McDowell – December 31, 2016  
  
**Wants to be considered again:** McDowell – No
2. **Applicants:**
3. **Nominations:**
4. **Appointment:**



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989 BROADWAY  
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## BUDGET COMMITTEE

Term of Office: 3 years

Number of Members: 14 (Includes City Council)

| <u>NAME</u>     | <u>ADDRESS</u>            | <u>PHONE</u> | <u>TERM EXPIRES</u> |
|-----------------|---------------------------|--------------|---------------------|
| LES MCNARY      | 1624 S. FRANKLIN          | 738-0759     | 12/31/2016          |
| VACANCY         |                           |              | 12/31/2016          |
| JAMES SHIPLEY   | 284 ALPINE ST.            | 717-0392     | 12/31/2017          |
| REBECCA BUCK    | P O BOX 1152              | 738-3045     | 12/31/2017          |
| NANCY MCCUNE    | PO BOX 315                | 503-260-8905 | 12/31/2017          |
| GENESEEE DENNIS | 770 AVENUE Q              | 503-791-1009 | 12/31/2018          |
| GAYLE SPEAR     | 50 7 <sup>TH</sup> AVENUE | 738-7942     | 12/31/2018          |



## *TRANSPORTATION ADVISORY COMMISSION*

The purpose of the Transportation Advisory Commission is an advisory body to make recommendations to the City Council on matters concerning transportation and proposed transportation projects. The Transportation Advisory Commission shall have the powers and duties which are now or may hereafter be assigned to it by Charter, ordinance, resolution or order of this city and in addition it will:

- Assist the City Council in recognizing community priorities by advising on transportation policies and goals;
- Increasing communications between the City, the public, the Oregon Department of Transportation (ODOT), the County, and all interested parties;
- Reduce misunderstandings concerning transportation planning, design, and construction;
- Review current transportation related ordinances and recommend amendments;
- Review proposed transportation projects planned for the City of Seaside and make recommendations;
- Review the City of Seaside Transportation Systems Plan every five years and report to the City Council;
- Complete other projects, as they relate to transportation, as directed by the City Council.

The Commission shall consist of five members who are not employees of the City of Seaside and who will be appointed by the City Council. A minimum of four members shall reside within the city limits; and one member may live outside the city limits in order to represent concerns of neighboring properties and jurisdictions.

All members shall serve for a term of four years. Any portion of a term exceeding one-half the period of the term shall be considered a term.

Each year in January, the first meeting of the Commission, the members shall appoint one of their members as Chairperson and one as Vice-Chairperson. City staff shall serve as Secretary to the Transportation Advisory Commission. Minutes of all meetings will be filed with the City Council.

The commission shall hold a regular meeting at least once each month of the calendar year. The meeting shall be open to the public and legally noticed.

## COMMITTEE/COMMISSION APPOINTMENT

1. **Date Council Notified:** November 9, 2015  
**Name:** Dale McDowell  
**Commission/Committee:** Transportation Advisory Commission  
**Resignation Date:** November 9, 2015  
**Term Expiration Date:** October 1, 2016  
**Wants to be considered again:** Staff Representative
2. **Applicants:**
3. **Nominations:**
4. **Appointment:**



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R E S O R T

989 BROADWAY  
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(503) 738-5511

## TRANSPORTATION ADVISORY COMMISSION

Term of Office: 4 years  
Number of Members: 5

Chairperson\*  
Vice Chairperson\*\*

| <u>NAME</u>     | <u>ADDRESS</u>       | <u>PHONE</u> | <u>TERM EXP.</u> |
|-----------------|----------------------|--------------|------------------|
| BILL CARPENTER  | PO BOX 797           | 503-738-5410 | 10/01/2016       |
| VACANCY         |                      |              | 10/01/2016       |
| BEN OLSON       | 2025 MAPLE ST.       | 503-738-2956 | 10/01/2018       |
| TERRY HARTILL** | 85208 HWY 101        | 503-738-7108 | 10/01/2019       |
| ROBERT PERKEL*  | 2039 HUCKLEBERRY DR. | 971-320-0008 | 10/01/2019       |

## LIQUOR LICENSE APPLICATION

Joshua Bokish  
Osprey Cafe  
2281 Beach Drive  
Seaside

This business has applied for a Limited On-Premises Sales Liquor License. This would be for a new outlet.

**Limited On-premises sales license – allows the sale of malt beverages, wine, and cider for consumption at the licensed business, and the sale of kegs of malt beverages to go. Licensees can cater small scale and large-scale private events if they have pre-approval from OLCC.**

The Police Department has reviewed the applicant and business applying for the liquor license and attached is the information received. The applicant was sent a copy of the Police Department review.

## Criteria for consideration

The City Council, after consideration, may determine to make a favorable, unfavorable, conditionally favorable or no recommendation to the OLCC. If the City Council makes an unfavorable or conditionally favorable recommendation to the OLCC regarding any application for liquor license, the recommendation will be based on a finding that one or more of the following conditions exist:

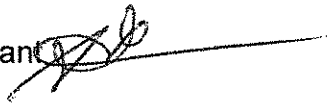
1. There is a history or pattern of illegal or disorderly activity on the premises.
2. There have been disturbances and/or other problems (such as fights, altercations, drug dealing by patrons, furnishing alcohol to minors by patrons, public drunkenness, alcohol related litter, etc.) related to the exercise of the applicant's alcohol license privilege and the applicant has failed to take reasonable and timely corrective action when notified of these problems by the police or the OLCC.
3. There is a continuing problem of noise from this business disturbing neighbors.
4. The applicant would be a poor risk for compliance with liquor laws, as indicated by a felony conviction, which reflects on the applicant's ability to be a responsible liquor licensee.
5. The applicant would be a poor risk for compliance with liquor laws, as indicated by a failure to comply with liquor laws.
6. The applicant has a history of abusing alcohol or other controlled substances and would be a poor risk for compliance with liquor laws.
7. The applicant has made an intentional and materially false statement about a matter that reflects on the applicant's ability to comply with the State's liquor laws.
8. An un-licensable person or a party not named as applicant has an ownership interest in the business to be licensed.
9. The applicant has failed to operate as originally proposed to the City Council, the original proposal having been a deciding factor in the Council's favorable recommendation to the OLCC.
10. The applicant has expanded the boundaries of the licensed premises to areas not originally considered by the Council and without City and OLCC approval.
11. The business is located within 500 feet of a school, child care facility, church, hospital, nursing or convalescent care facility, a park or child oriented recreation facility, or an alcohol and other drug treatment facility and there is evidence that the business will adversely impact the facility.

# Seaside Police Department

November 18, 2015

## MEMORANDUM

**TO:** Mark Winstanley, City Manager

**FROM:** Steven M. Barnett, Lieutenant 

**SUBJECT:** Osprey Café OLCC Application

The Seaside Police Department has reviewed the liquor application for a new outlet requesting a limited on-premises sales of liquor at 2281 Beach Drive known as the Osprey Café. This location has been operated as a restaurant and is family owned. There is no change of ownership of the business and the owners do not hold a current liquor license.

Our background check on the sole applicant, Joshua Richard Bokish did not find anything that would disqualify the owners from obtaining a liquor license. Plans to sell beer and wine to food customers.

If you have any additional questions, please let me know.

*Working Together We Can Make A Difference*



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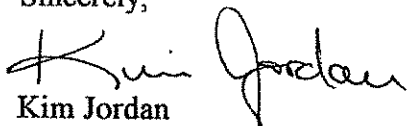
November 18, 2015

Joshua Bokish  
2281 Beach Drive  
Seaside, OR 97138

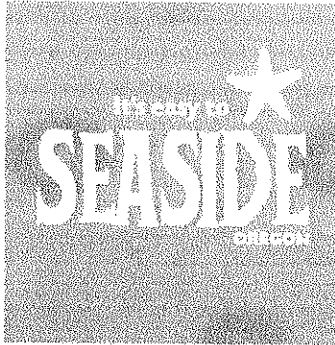
Dear Mr. Bokish:

This letter is to confirm that the Oregon Liquor License application that was submitted to the City of Seaside is scheduled to appear on the agenda for the City Council meeting Monday, November 23, 2015 at 7:00 PM. City Council requests all applicants be at the Council meeting as they will be discussing your information as stated on your liquor license application and may have questions. Attached with this letter is the Seaside Police Department memorandum that is submitted to City Council for review.

Sincerely,



Kim Jordan  
Administrative Assistant



## MEMORANDUM

TO: Honorable Mayor & City Council  
FROM: Jon Rahl, Assistant GM & Tourism Marketing Director, Seaside VB & CC  
DATE: Wednesday, November 18, 2015  
RE: City of Seaside Visitors Bureau Branding Refresh & Style Guide Development  
Project No: 2015-02/SVB

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A little over two months ago, on the recommendation of the Tourism Advisory Committee and Seaside Visitors Bureau staff, you approved a project to change the direction of the creative communications we use to brand and market Seaside as a tourism destination.

After two months of on-site familiarization tours, many meetings and communications between the brand project team, me and the Tourism Advisory Committee, I'm pleased to bring before you a final update on this exciting project. On Monday, November 23, I'll be presenting an overview of the 48-page style guide that the TAC moved we adopt at our recent TAC meeting. The presentation will cover the following;

- I. **Why now?** A brief recap about the reason to head down this road.
- II. **How we talk about Seaside**
- III. **Logo and its Guidelines**
- IV. **Secondary Elements**
  - a. Colors
  - b. Typography
  - c. Icons and Other Brand Elements
  - d. Photography Guidelines
- V. **Contextual Examples**
  - a. Visitor Guide
  - b. Rack Card
  - c. Print Ads
  - d. Digital Ads
  - e. Website Conceptual Mockup
  - f. E-Newsletter Mockup
  - g. Town Entry Sign Mockup
  - h. Social Examples
  - i. Merchandise Comps
  - j. Other ideas