

AGENDA May 4, 2015

6:30 p.m. City Council Workshop 7:00 p.m. City Council Meeting

Long Beach City Hall - Council Chambers

115 Bolstad Avenue West

6:30 p.m. WORKSHOP

WS 15-10 Trolley wrap options - TAB A

7:00 p.m. CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL

Call to order

Mayor Andrew, Council Member Linhart, Council Member Perez,

And roll call

Council Member Murry, Council Member Hanson, and Council Member Phillips

CONSENT AGENDA - TAB B

All matters, which are listed within the consent section of the agenda, have been distributed to each member of the Long Beach City Council for reading and study. Items listed are considered routine by the Council and will be enacted with one motion unless a Council Member specifically requests it to be removed from the Consent Agenda to be considered separately. Staff recommends approval of the following items:

- Minutes, May 4, 2015 Regular City Council meeting.
- Payment Approval List for Warrant Registers 55318 55369 & 77921 78009 for \$359,677.89

BUSINESS

- AB 15-33 Ordinance 912 Zoning Regulation Amendments TAB C
- AB 15-34 Lodging Tax Funding Request Ilwaco Coaches TAB D

ORAL REPORTS

City Council

Mayor

City Administrator

Department Heads

CORRESPONDENCE AND WRITTEN REPORTS - TAB E

• Correspondence - Visitor Bureau April Report

FUTURE CITY COUNCIL MEETING SCHEDULE

The Regular City Council meetings are held the 1st and 3rd Monday of each month at 7:00 PM and may be preceded by a workshop.

June 3, 2015 – 7:00 pm – City Council Meeting

June 17, 2015 – 7:00 pm – City Council Meeting

PUBLIC COMMENT

At this time, the Mayor will call for any comments from the public on any subject whether or not it is on the agenda for any item(s) the public may wish to bring forward and discuss. Preference will be given to those who must travel. Please limit your comments to five minutes. The City Council does not take any action or make any decisions during public comment. To request Council action during the Business portion of a Council meeting, contact the City Administrator at least one week in advance of a meeting.

EXECUTIVE SESSION

Potential Litigation, Discussion estimated to take

minutes and will be concluded at

ADJOURNMENT

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, contact the City Clerk at (360) 642-4421 or advise City Clerk at the meeting.

TAB - A



CITY COUNCIL WORKSHOP BILL

WS 15-10

Meeting Date: May 18, 2015

SUBJECT: Trolley Wrap		Originator:
15 (c)	Mayor	
Discussion	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Events Coordinator	RM
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
COST: N/A	Water/Wastewater Supervisor	
SUMMARY STATEMENT:	Review options for the outside of t	:he trolley.

LONG BEACH CITY COUNCIL MEETING

May 4, 2015

CALL TO ORDER; PLEDGE OF ALLEGIANCE; ROLL CALL

Mayor Andrew called the meeting to order at 7:00 p.m. and asked for the Pledge of Allegiance and roll call.

ROLL CALL

David Glasson, City Administrator, called roll with Mayor Andrew, C. Linhart, C. Hanson, C. Perez, C. Phillips, and C. Murry all present.

CONSENT AGENDA

Minutes, April 20, 2015 Regular City Council meeting
Payment Approval List for Warrant Registers 55274 - 55304 & 77868 - 77920 for \$87,735.43
C. Phillips made the motion to approve the consent agenda with C. Hanson seconding the motion. 5
Ayes 0 Nays, motion passed.

BUSINESS

AB 15-31 Ordinance 910 – Related to Dogs in public parks

David Glasson, City Administrator, presented the agenda bill. This Ordinance was reviewed at the workshop last month. It includes all changes and has been reviewed by City Attorney Goelz. C. Phillips made the motion to approve Ordinance 910 with adjustments. C. Hanson seconded the motion. 2 Ayes 3 Nays Motion died. C. Linhart made the motion to approve Ordinance 910 with the exception of section 6-4-A3 Stanley Field and other corrections. C Murry seconded the motion. 5 Ayes 0 Nays, motion passed.

AB 15-32 Ordinance 911 – Related to False Alarms

David Glasson, City Administrator, presented the agenda bill. This Ordinance was reviewed at the workshop last month. It includes all changes and has been reviewed by City Attorney Goelz. C. Phillips made the motion to approve Ordinance 911 with C. Hanson seconding the motion. 5 Ayes 0 Nays, motion passed.

EMS Week Proclamation

ORAL REPORTS

C. Phillips, C. Perez, C. Hanson, C. Linhart, C. Murry, Mayor Andrew, David Glasson, City Administrator, LBPD Chief Wright, and Gayle Borchard, Community Development Director, presented reports.

CORRESPONDENCE AND WRITTEN REPORTS LBPD Monthly Report for April 2015 Sales and Lodging Tax Reports Correspondence - Invitation for Prayer Breakfast Correspondence - Thank you to Community Development Director Borchard Correspondence – Washington State Parks & Recreation Commission Correspondence - Wellspring Town Hall Correspondence - Comcast/Time Warner Cable Hearing Examiner Summary of Decision Business License - Tinkerville, 811 Pacific South, Ste 16 Business License - Long Beach Coffee Roasters, 811 Pacific South Business License – 20th Century Contracting, outside city limits Business License - LVI Custom Construction LLC, outside city limits Business License – Western Washington Construction, LTD, outside city limits Business License – R.C.I. Electrical Group, Inc., outside city limits PUBLIC COMMENT ADJOURNMENT Mayor Andrew adjourned the meeting. The meeting was adjourned at 7:41 p.m. Mayor ATTEST:

City Clerk



Warrant Register

Check Periods: 2015 - May - First

I, THE UNDERSIGNED DO HEREBY CERTIFY UNDER PENALTY OF PERJURY THAT THE MATERIALS HAVE BEEN FURNISHED, THE SERVICES RENDERED OR THE LABOR PERFORMED AS DESCRIBED HEREIN AND THAT THE CLAIM IS A JUST, DUE AND UNPAID OBLIGATION AGAINST THE CITY OF LONG BEACH, AND THAT I AM AUTHORIZED TO AUTHENTICATE AND CERTIFY TO SAID CLAIM.

r Council Member	Council Member
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Execution Time: 20 second(s)

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\$2,625.00		5/15/2015	World Kite Museum	78006
\$9,526.95		5/15/2015	Wirkkala Construction	78005
\$2,340.34		5/15/2015	Wilcox & Flegel Oil Co.	78004
\$799.86		5/15/2015	Wilcox & Flegel	78003
\$7,066.90		5/15/2015	Whitney Equipment Co. Inc	78002
\$422.67		5/15/2015	Wadsworth Electric	78001
\$136.08		5/15/2015	Vision Municipal Solutions	78000
\$1,054.20		5/15/2015	Visa	77999
\$333.68		5/15/2015	U.S. Cellular	77998
\$235.25		5/15/2015	Total Battery & Auto	77997
\$1,534.39		5/15/2015	SUNSET AUTO PARTS, INC	77996
\$106.79		5/15/2015	STAPLES ADVANTAGE	77995
\$2,333.14		5/15/2015	South District Court	77994
\$30.35		5/15/2015	Sid's Iga	77993
\$131.51		5/15/2015	Sea Western Fire	77992
\$374.68	V .	5/15/2015	Recall Secure Destruction Services	77991
Amount	Clearing Date	Print Date	Name	Number

TAB - C



CITY COUNCIL AGENDA BILL

AB 15-33

Meeting Date: May 18, 2015

AGENDA ITEM INFORMATION						
SUBJECT:		Originator:				
	Mayor					
Ordinance No. 912: Zoning	City Council					
Regulation Amendments –	City Administrator					
Public Hearing and Possible Adoption	City Attorney					
	City Clerk					
Possible Adoption	City Engineer					
	Community Development Director	GB				
	Fire Chief					
	Police Chief					
	Streets/Parks/Drainage Supervisor					
	Tourism and Events Coordinator					
COST: N/A	Water/Wastewater Supervisor					
0001. 11771	Other:					

SUMMARY STATEMENT: Ordinance No. 912 would adopt amendments to Title 12 – Zoning discussed at several workshops and revised several times. It reflects all public, Council, and staff comments to date. Because this is a zoning title amendment, it requires a public hearing pursuant to RCW 35A.63.100(2).

RECOMMENDED ACTION: Conduct public hearing, and if possible once public input has been received, adopt Ordinance No. 912.

CITY of LONG BEACH NOTICE of POSSIBLE ORDINANCE ADOPTION

The Long Beach City Council will consider and possibly adopt Ordinance No. 912, comprising changes to Title 12 – Zoning Regulations of the Long Beach city code. The changes to be considered are those regarding camping, recreational vehicles and RV parks, the location of medical marijuana gardens in the R1R zone, requirements for design review of sheds in certain zones, the elimination of the Council's authority to grant design exceptions and exemptions, transfer of the authority to hear appeals from the Council to the Hearing Examiner, and limits on the expansion of non-conforming uses.

The Long Beach City Council will consider this matter and possibly adopt Ordinance No.912 at its regularly-scheduled business meeting of <u>May 18, 2015</u>. That meeting is scheduled to start at 7:00 pm in the City Council Chambers at Long Beach City Hall, 115 Bolstad Avenue West, Long Beach, WA 98631. This facility is accessible to persons with disabilities.

The amendments as proposed are available for review at Long Beach City Hall.

Chinook Observer: Please publish on May 13, 2015

ORDINANCE No. 912

AN ORDINANCE OF THE CITY OF LONG BEACH, WASHINGTON ADOPTING REVISIONS TO TITLE 12, ZONING REGULATIONS, AND PROVIDING FOR THE REPEAL OF ALL ORDINANCES IN CONFLICT

WHEREAS, the City Council deems it necessary for the purpose of promoting the public health, safety and general welfare of the City; and

WHEREAS, the purpose of the Zoning Regulations Ordinance of the City of Long Beach, Washington is to promote public health, safety and general welfare, encourage the orderly growth, protect and enhance property values, minimize discordant, unsightly surroundings, avoid inappropriate design, provide for environmental, aesthetic, health, safety and general welfare objectives, while ensuring the comfort, prosperity, beauty and balance of the community as a whole, to promote and enhance construction and maintenance practices that will ensure visual quality throughout the city; and

WHEREAS, the City has undertaken a public process to receive input from its citizens, property owners, and decision-makers, as well as state regulatory agencies; and

WHEREAS, the City has reviewed and considered all public comments;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LONG BEACH, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. Findings

The City Council of the City of Long Beach hereby adopts the following Findings of Fact:

- (1) The proposed ordinance is necessary to protect the health, safety, general welfare and orderly development of the community.
- (2) The proposed ordinance is consistent with the City's adopted Comprehensive Plan.
- (3) The proposed ordinance furthers the implementation of the city's adopted Comprehensive Plan.

Section 2. Adoption

Amendments to Title 12, Zoning Regulations, attached hereto, are hereby adopted.

Section 3. Severability

Should any provision, section, paragraph, sentence, clause or phrase of this Ordinance or its application to any person or circumstance be declared unconstitutional or otherwise invalid for any reason, or should any portion of this Ordinance be pre-empted by state or federal law or regulation, such decision or pre-emption shall not affect the validity of the remaining portions of this Ordinance or its application to other persons or circumstances.

Section 4. Repeal

Any existing ordinances that may conflict with this ordinance are hereby repealed.

Section 5. Effective Date

This Ordinance shall be in full force and effect five (5) days from and after its passage, approval, and publication in the manner required by law.

Section 6. Adoption Date

ADOPTED by the City Council of the City of Long Beach, Pacific County, Washington at a regular open public meeting held the 18th day of May, 2015.

AYES 0	NAYS 0	ABSENT 0	ABSTENTIONS 0
Robert Andrew	, Mayor		
ATTEST:			
David Glasson,	City Clerk		

ATTACHMENT TO ORDINANCE No. 912 AMENDMENTS TO TITLE 12: ZONING REGULATIONS

12-2-1: TERMS DEFINED:

CAMPING: A temporary activity of living in a camp, campground, or vehicle. Erecting a tent or shelter or arranging bedding or both for the purpose of, or in such a way as will permit remaining overnight, or parking a trailer, camper, RV, or other vehicle for the purpose of remaining overnight.

RECREATIONAL VEHICLE PARK: Any lot or parcel on which two (2) or more sites are located, established or maintained for <u>itinerant</u>, <u>short-term or long-term</u> occupancy by recreational vehicles <u>or for their storage</u> for a fee <u>as temporary living quarters for recreation or vacation purposes</u>. Each <u>non-storage</u> site shall include individual connections for electricity and sanitary services. A recreational vehicle park may also include amenities for the use of the occupants, including but not limited to laundry, showers, game room, recreation, or restaurant.

R1R Single Family Residential

12-5B-3: CONDITIONAL USES:

Churches.

Daycare center, seven (7) or more children.

Governmental or municipal structures, uses, or facilities.

Medical marijuana gardens.

Parks, recreational areas or facilities. (Ord. 849, 8-17-2009)

12-3-4: APPEALS: Appeals of all decisions pertaining to this title are governed by the provisions of section 11-2C-13-14 of title 11, Unified Development, of the Long Beach City Code.

12-10-2: SCOPE

B. Activities exempt from Design Review: The following activities shall be exempt from the requirements of design review:

- 1. Normal maintenance and repair shall be exempt from the requirements of design review, where there is no change to the exterior appearance of the structure.
- 2. The replacement of fifty percent (50%) or less of a non-conforming siding material on any single facade shall be considered maintenance. The replacement of more than fifty percent (50%) of the exterior siding material on a single facade shall be considered an alteration and shall comply with the requirements of this chapter including article A.
- 3. Minor adjustments to dimensions such as railing height or stairs, where necessary to comply with the building code, shall be considered maintenance, provided the design of the replacement feature is otherwise identical to the feature being repaired, and the change is no more than necessary to correct the deficiency.
- 4. <u>In zones (R1, R1R, R2, R3, R3R, S1 and S2)</u> Oone accessory building with a gross floor area of one hundred twenty (120) square feet or less may be placed on a lot without meeting the requirements of this chapter, including Article A, provided the structure is placed in the rear of the lot behind the principal building. Additional accessory buildings located in these residential zones, regardless of size and location, shall be subject to all requirements of this chapter. This exemption does not apply to accessory structures located in zones OT, OTW, RC, AC, C1, C2, L1, S3, S3R, S3M, P, PR, or S4.

12-10-3: DESIGN APPROVAL REQUIRED:

- E. Exceptions: The city council may, at its sole discretion, grant an exception to the city's design requirements for additions or modifications to existing nonresidential buildings that do not conform to the design requirements. Such an exception will be approved upon an affirmative finding that a strict enforcement of said requirements would result in a building appearance or site condition substantially incompatible with the existing building. In considering any request for exception, the city council shall apply the following standards:
 - 1. No exception shall be granted to any nonconforming use.
 - 2. No exception shall be granted to any structure that is in violation of any bulk, density, or setback standard.
 - 3. No exception shall be granted if:
 - a. For buildings with an existing floor of one thousand (1,000) square feet or less, the addition exceeds five hundred (500) square feet; or
 - b. For buildings with an existing floor area greater than one thousand (1,000) square feet, the proposed addition is greater than fifty percent (50%) of the existing building.

4. No property shall receive more than one exception in a calendar year.

12-10-9: EXEMPTIONS:

The city council may, at its sole discretion, grant an exemption to the city's design requirements for additions or modifications to existing nonresidential buildings that do not conform to the design requirements. Such an exemption will be approved upon an affirmative finding that a strict enforcement of said requirements would result in a building appearance or site condition substantially incompatible with the existing building. In considering any request for exemption, the city council shall apply the following standards:

- A. No exemption shall be granted to any nonconforming use.
- B. No exemption shall be granted to any structure that is in violation of any bulk, density, or setback standard.
- C. No exemption shall be granted if:
- 1. For buildings with an existing floor of one thousand (1,000) square feet or less, the addition exceeds five hundred (500) square feet; or
- 2. For buildings with an existing floor area greater than one thousand (1,000) square feet, the proposed addition is greater than fifty percent (50%) of the existing building.
- D. No property shall receive more than one exemption.
- E. No exemption shall be granted for accessory structures on a single property.
- F. The addition shall contain at least one common wall to the existing structure. (Ord. 849, 8-17-2009)

12-10-8: APPEAL: The decision of the approving authority shall be final unless, within fourteen (14) days from the rendering of the decision, the applicant or any other party with standing files an appeal. Appeals of any administrative or planning commission decision shall be made to the eity council hearing examiner and shall be an open record hearing. Appeals of any hearing examiner eity council decision shall be made to Pacific County Superior Ceourt. Appeals to the hearing examiner shall be conducted pursuant to the procedures set forth in section 12-3-4 of this title and section 11-2C-14 of title 11 (Unified Development). The filing of such an appeal within said time limit shall stay the decision of the city until such time as the appeal has been adjudicated

or withdrawn. When any appeal of an administrative decision is made, the city council shall request a recommendation from the planning commission before taking action.

12-11-5: RECREATIONAL VEHICLES AND EQUIPMENT, CAMPING:

- B. Camping and Use of RVs: No person shall park and occupy a recreational vehicle (RV) nor shall camp, except:
 - 1. At a duly licensed RV park or campground.
 - 2. As a guest of a resident, and then only upon private property, and for a period not to exceed fifteen (15) continuous days, or thirty (30) days total in a calendar year.
 - 3. On private property by the owner for his own use, but not to exceed sixty (60) days in a calendar year. An RV stored on an otherwise vacant lot shall be considered occupied for purposes of this section. An RV connected to water and/or sewer shall also be considered occupied.
 - 4. No more than two (2) RVs may be used on a lot that is not an RV park. Such RVs may be placed upon a lot for not more than sixty (60) days' total use per year. Each day of use of each RV shall be counted as a day of use. Parking and use of more than two (2) RVs on a lot may be permitted by the city council upon an application to the city council for a special use permit.
 - 5. Occupancy of a trailer or other recreational equipment not designed to be temporary living accommodations is not permitted. Occupancy of a boat regardless of whether such vessel contains living accommodations is not permitted.
 - 6. Occupancy of an RV as a manager's unit shall only be permitted in a licensed RV park or campground, or in the C2 or LI zones, subject to approval by the reviewing authority.
 - 7 Parking of all vehicles at a site, including one or more RVs must comport to the requirements of Chapter 12 of this title.
- C. Camping on Public Property. It is unlawful for any person to camp on any City-owned or City-controlled property, any public park, or any public right-of-way.

12-11-19: RECREATIONAL VEHICLE PARKS; REQUIREMENTS:

A. License Required: No person shall operate a recreational vehicle (RV) park within the corporate limits of the city without first obtaining a business license as required by title 4 (Business and License Regulations), and any necessary approvals required by the zone

district in which the property is located, including a conditional use permit and design review.

B. Allowable Uses and Use Allocation

- 1. An RV park may include itinerant, short-term, and long term spaces, as well as storage areas as follows:
 - 1a. Itinerant spaces (30 days or less): up to 100% of total spaces; a minimum of 50%.
 - 1b. Short-term spaces (more than 30 days and less than 6 months): a maximum of 50% of total spaces.
 - 1c. Long-term spaces (more than 6 months): a maximum of 50% of total spaces.
 - 1d. Storage (unoccupied): a maximum of 25% of total spaces.
- 2. Non-conforming Use Allocation. Any non-conforming allocation existing at the time of passage of this ordinance shall be corrected the next time a non-conforming space is occupied. No new non-conforming uses shall be allowed.
- 3. Sunset Date for Existing Non-conforming Use Allocation. Notwithstanding other sections of this code, all existing RV parks shall be made to conform to the allowable use allocation no later than December 31, 2020.
- C. Prohibition on Subletting: The renter(s) of an RV space may not sublet that space to another party.
- D. All RVs located in an RV park must have a clear vehicle title.
 - 1. Under no circumstances will an RV be allowed to be placed on blocks.
- **EB.** Recreational or Open Space Development:
 - 1. RV parks with an area of ten (10) acres or less shall be required to develop a minimum of ten percent (10%) of the total area for recreational or open space purposes.
 - 2. RV parks with an area greater than ten (10) acres shall be required to develop a minimum of twenty percent (20%) of the total area for recreational or open space purposes.
 - 3. The required open space may include amenities for the use of guests, such as recreational facilities and picnic areas. It shall not include the area within the individual RV spaces.
- **<u>FC</u>**.Off Street Parking: Parking shall be provided as required by chapter 12 of this title.
- **GD**. Ingress and Egress:
 - 1. Driveways for ingress and egress shall comply with the requirements of section 11-5-1(D) of title 11 (Unified Development) and with the requirements of subsection D3 of section 12-12-2 of this title.

- Street access shall be limited to driveways serving the entire RV park. All access to individual RV spaces shall be from within the property. The access of an RV space directly from the street shall be prohibited.
- HE. Interior Circulation and Driveways:
 - 1. Interior driveways shall have a width of not less than fifteen feet (15') for a one-way drive and not less than twenty feet (20') for a two-way drive, exclusive of on-site parking.
 - 2. Driveways and parking surfaces within the park and RV parking sites shall be properly surfaced with gravel or asphalt.
- **IF.** Landscaping: Landscaping shall be provided as required by chapter 13 of this title. Landscaping shall be provided around the perimeter of the site, to provide screening from the street and adjacent properties and to beautify the park.
 - 1. Wherever possible, existing tree cover and natural vegetation shall be maintained.
 - 2. There shall be one (1) tree for every ten (10) RV spaces.
- <u>JG</u>. Fences: Fences may be incorporated into the landscaping design. Chain link fences shall not be used on the perimeter of the site, unless approved by the reviewing authority.
- KH. Sanitary Facilities: Sanitary facilities and sewer connections shall be provided as required by section 10-2-3 of title 10 (Building Regulations).

12-16-5: EXPANSION OR ALTERATION:

No existing nonconforming structure may be enlarged, expanded in use or reconstructed, except to a conforming use in the district. Ordinary maintenance and repair work may be done in nonconforming uses. (Ord. 849, 8-17-2009)

No existing nonconforming use activity shall be expanded, enlarged, or altered unless the expansion, enlargement, or alteration makes the use more conforming or is required by law.

12-17B-3: LOCATION:

Medical marijuana gardens may be sited in Long Beach subject to the following:

A. Allowed Zones: Medical marijuana gardens are allowed as a conditional use in the R1 - single-family residential, R1R - single family residential restricted, S1 - shoreline single-family

residential, RC - residential commercial, C1 - commercial, C2 - commercial retail warehouse, and L1 - light industrial.

TAB - D



CITY COUNCIL AGENDA BILL

AB 15-34

Meeting Date: May 18, 2015

SUBJECT:		Originator:
	Mayor	
Request from Ilwaco	City Council	
Coaches for support of the	City Administrator	DG
summer tournament	City Attorney	
	City Clerk	
programs	City Engineer	
	Community Development Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Tourism and Events Coordinator	
COST : \$500	Water/Wastewater Supervisor	
	Other:	

SUMMARY STATEMENT: In previous years, the council has approved funding for advertising of the Girls Basketball tournament. This year the Boys Basketball and Wrestling program are adding tournaments as well. Attached is the breakdown for estimated attendance.

RECOMMENDED ACTION: Review the request.

Lady Fishermen Summer Basketball 2015 Coach Bittner: 360-244-0263

Girls Battle at the Beach June 12-14

Cashmere	The Breakers	6 Rooms for 3 Nights
Zillah	The Adrift	5 Rooms for 3 Nights
Naches Valley x2		5 Rooms for 2 Nights
Mabton		4 Rooms for 2 Nights
Mountain View x2	Super 8	8 Rooms for 1 Night
Washougal x2	THE BREAKERS	6 Rooms for 2 Nights
White Salmon		5 Rooms for 2 Nights
North Thurston		4 Rooms for 2 Nights
Orting x2		6 Rooms for 2 Nights
Seton Catholic		
Adna		
Toutle Lake		
Wahkiakum		
Toledo		
Kalama	The Adrift	5 Rooms for 2 Nights
Raymond		
Napavine		
Naselle x2		

Boys Battle at the Beach June 26-28

Coach Tim Harrell

Expecting 12 Teams to attend the 1st Summer Tournament in 10 years.

Boys/Girls Wrestling July 10-12

Coach Kevin McNulty

Expecting 20-24 Teams....300-400 Wrestlers

*Asking for a \$500 donation total for the 3 summer Tournaments. If approved make the check to: Astoria Screen Printing

LONG BEACH PENINSULA VISITORS BUREAU Board of Directors Meeting Thursday, May 14, 2015 • noon AGENDA

Minutes - Approval of March minutes

Treasurer's Report - P & L Budget vs. Actual as of 3-31-15 -Balance sheet 3-31-15

Executive Committee report-

Marketing – monthly report

Director's Report -

Old Business - Visitors Center at Chinook School site

-New used vehicle with 3/4 wrap

-Long term growth strategy

New Business – Membership Committee

Board Member Updates and Announcements-

Special Guest – Bridget Trosin and Washington Sea Grant team presenting results of a recent recreation study

Adjourn

Next meeting: Thursday June 12, 2015 location TBD

LBPVB - Monthly Destination Marketing Report - April 2015

Web Traffic - Visits 43,860 - Unique Visitors 30,547 - Total hits 133,252

New visitors-61.8% New blogs -6

Over 280 users of Utrip itinerary planner in first 6 wks.

Over 600 users of Group & Package Travel page on funbeach.com in first 2 months. Now in line with industry peers to have G&P on DMO site which is where industry professionals would search for and expect to find it.

Funbeach.com is now at the top of search engine rank, coming in above the city .gov site, Wikipedia, and Tripadviser.com in google search for Long Beach, Wa or Long Beach Peninsula Wa

Social Media

Facebook – Currently 7,777 fb followers. Broadcast sent on April 7 to 15,800 subscribers. Open rate 13.21% Click -through rate 12.29%

Public Relations

2014 Earned media totaled over \$12 million.

For every \$1 spent in 2014 by VB a return of \$218.18 in earned media.

PR consultant hosted 2 outdoor writers in April.

Press release on Family Fun Summer Events April 28

https://funbeach.com/press/family-friendly-festivals-add-fun-things-to-see-and-do-this-summer-on-washingtons-long-beach-peninsula/

Press release on Loyalty Days April 15.

https://funbeach.com/press/amelia-earhart-will-be-honorary-guest-at-65th-annual-loyalty-days-may-2-and-3-on-washingtons-long-beach-peninsula/

Director, Communications Coordinator and Public Relations Consultant attended Travel and Words **NW Travel Writers Conference** in Bend, OR April 26-27. Direct contact with over 70 writers, publishers and editors. Several resulting press visits pending.

Earned Media: Cameron Karsten blog, Road Trips blog, Northwest Travel & Life, Washington Hiking Trails and Running Events, Portland Monthly Tripster, Seattle Times, Northwest Weekend Trips, Coast Explorer, NWTravelMag.com, Scenic Wa, Oregon Coast, Northwest Travel & Life, Maple Valley Reporter, Enumclaw Courier-Herald, The Columbian, Thurston Talk, Seattle Times, Examiner.com, AAA Journey, 3x blogs on Utrip.com

Visitors Center

2014 total visitors was a 14% increase over 2013 and the highest number of visitors ever.

2,153 visitor contacts in April 2015, same as 2014, highest ever for April.

Origins: 39% Greater Puget Sound, 12% Greater Portland

WA-63% OR-16% Other US 9.4% CAN 6%

Over 4,780 volunteer hours worked at visitors center in 2014.

Tourism Industry Partnership & Advocacy

Attended Visit Seattle Partnership Connect on Thurs. April 16.

Dean Runyan Washington State Travel Impacts Report:

Total visitor spending in Pacific County during 2014 was \$155.6 million. This is an increase of \$6.8 million or 5% over 2013. We have had an increase of over 24% since 2011. Pacific County ranks 29 out of 39 counties in population, 18 out of 39 in terms of visitor spending, and 17 out of 39 in terms of growth of visitor spending, keeping pace with King Co. and the State itself.

Based on DR Washington State Travel Impact Report, for every \$1 spent by LBPVB there was \$344.24 in visitor spending.

City of Long Beach March Lodging Tax collections up over 11% over 2014

LBPVB 2014 Tourism Ambassador of the Year awarded to Paul Luethe, City of Long Beach.

Distribution

2014 Recap from Annual Meeting

BVP-53,837

Annual Events Calendar -24,836

Lure piece - 80,929

Discovery Trail Map - 23,018

Lodging Guest Directories – over 820, reaching at least 300,000 visitors

Over 2,000 digital downloads of collateral posted on funbeach.com

Other marketing and promotion

Gilad Berenstein, CEO and Founder of Utrip guest presenter at LBPVB Annual Meeting. Utrip team hosted for 3 day familiarity tour.

Advertising

Portland Monthly, Experience WA consumer direct enews, US Open page on Experience WA, Northwest Travel & Life (lead generation program), Wash. Hiking Trails and Running Events, Oregon Coast, Northwest Travel & Life, Ontrak, Seattle Met, AAA Journey

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Sep	29244	34971	33989	39131	33335	36784	31604	28230		27857			SEPT.
Aug	45,971	53,584	49,085	55,750	49813	49607	48196	49246		48212			AUG.
Jul	49,089	58,073	52,326	54689	60495	57504	50967	52595		47403			JULY
Jun	40,429	39,715	42,739	44,772	50,733	47,700	46059	40906		43234			JUNE
May	38516	43214	39341	40373	44102	41034	18994	40257		39081			MAY
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Dec	239	269	218	277	229	387	181	360	504	1			DEC.
Nov	245	261	213	273	217	454	381	358	482	551	591	601	NOV.
Oct .	388	266	392	453	290	395	508	647	816	641	828	869	OCT.
Sep	703	488	709	892	497	790	645	845	1130	830	1204	1262	SEPT.
Aug	1480	1466	1283	1372	1076	1432	1452	2148	2288	2306	2775	2722	AUG.
Jul	973	907	754	908	1103	1404	1250	1379	2002	1674	2807	2502	JULY
Jun	735	669	610	693	1140	1183	962	1235	1093	1379	1664	1574	JUNE
May	665	549	564	464	460	646	811	1129	1084	1119	1100	1283	MAY
668 Apr	751	462	602	297	541	149	695	730	1040	871	966	985	APR.
496 Mar	425	446	409	272	569	456	757	797	702	751	1063	788	MAR.
494 Feb	333	273	410	233	389	517	532	547	546	620	739	811	FEB.
302 Jan	331	338	258	250	471	409	571	485	537	627	641	900	JAN.
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Recap Distribution

	Secretary of the second				
	BVPS 2	2014 Events	Disc. Trail Map Lure piece	ure piece	
Jan.	25200	15277	4205	200	
Feb.	4774	1,378	2700	951	
Mar	3,878	1,375	4109	50	
Apr	2462	875	1262	0	
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Nov					
Dec					210
Total to Date	EMAILS 36314	18905 Student	Relocation	Wedding	Coloring
	RECEIVED	Packets	Packets	Planners	Books
Jan	36	4	4	2	4
Feb	46	2	6	2	12
March	9	1	1		12
April	84	2	2	1	10
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Total to Date	175	9	13	6	38

Totals

Source of Visitors April 2015

Source of Visitors March 2015

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LBPVB Visitor Origins 2015 Annual

	6486													
100%	6486	0	0	0	0	0	0	0	0	2153	2279	1136	918	Combined Totals
6.65%	431									198		110	62	Unknown Origin
1.14%	74									25	27	12	10	Foreign Total
6.11%	396									147	180	44	25	Canada Iotal
86.11%	5585	0	0	0	0	0		0	0	1783	2011	970	821	US Iotal
10.85%	704			0	0	0		0		297	239	88	80	Other States
61.19%	3969	0	0	0	0	0	0	0	0	1261	1442	703	563	WA I otal
14.06%	912	0	0	0	0	0	0	0	0	225	330	179	178	OR Total
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24.48%	7588						,			1000	4440	702	202	WA - Totals
00.7-70	4500									580	395	338	275	WA - Elsewhere
36 740/	2381									681	1047	365	288	Gtr. Puget Sound Area
14.06%	912	0	0	0	0	0	0	0	0	225	330	6/1	1/8	OK - Iotals
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