

October 4, 2013
8:30 AM
Newport, Oregon

The City of Newport Wayfinding Committee met on the above date in the City Manager's Conference Room of the Newport City Hall. In attendance were Committee Chair Wendy Engler, committee members Robin Dennis, Linda Neigebauer, Chuck Forinash, Ken Spencer, and Frank Geltner. Also in attendance were: Public Works Director Tim Gross (left at 8:50); city staff members Bob Fuller and Mike Eastman; City Council liaison Mark Saelens; and committee guest Ric Raybourn, General Manager of the Hallmark Inn.

The meeting was called to order at 8:35 AM by Chair Engler.

A motion was made by Neigebauer and seconded by Geltner to approve the minutes from the Sept. 6, 2013 meeting. The motion carried on unanimous voice vote.

Guest: Ric Raybourn:

Ric Raybourn, General Manager of the Hallmark Inn, was present to discuss signage options at the public beach access, south side of Georgie's Restaurant. Engler provided a brief summary of the easement agreement discussed at last month's meeting. Raybourn is concerned that the restaurant/hotel's private lot will become a public parking area, especially in summer months. He advised he is not opposed to signage regarding the public parking in the designated lot area but they are not able to pave the lot. He would like to have approval of any signs placed in the easement area. Eastman advised he was anticipating street signs and whatever additional signs might be needed to guide people to the beach access. Raybourn advised they (Hallmark Inn) could pay for the beach access signage and the Wayfinding signage would be the City's responsibility. Spencer suggested any signage should include "no vehicle access" wording. The committee decided to hold a portion of next month's meeting at the easement site to review the situation and available options (to be included in committee field trip, see below). With this portion of the meeting completed, Raybourn left the meeting at 8:50 AM.

Committee Field Trip:

The committee discussed areas of interest for the field trip to determine additional Wayfinding sign placements. Geltner would like to include South Beach in the itinerary. Forinash advised he has been in contact with staff at the Oregon Coast Aquarium; they expressed interest in the Wayfinding sign process and he would like the committee to meet with them, possibly during the field trip. He also advised the Port of Newport has a kiosk in mothballs that could be used for Wayfinding signage and placed near the Rogue Brewery. Other placement areas were discussed (e.g., South Beach State Park, underneath the bridge). The committee decided the field trip can be incorporated into the November meeting, starting at Georgie's Restaurant easement area and proceeding from there. A lengthy discussion ensued regarding options for additional placements of Wayfinding signs. Also discussed were options for the electronic distribution of

Wayfinding signs for mobile devices as linked through various websites such as Chamber of Commerce. The committee decided they would prefer the City IT Department host the digital version; that would be the best venue for keeping the information up-to-date. Spencer will send a digital version to Fuller who can then refer it to Richard Dutton, City of Newport IT Department. The question arose of copyright issues, and also committee authority to proceed on printing and possibly selling Wayfinding maps and other items with the map printed thereon. The committee agreed all of this would need to be reviewed and approved by City Council as well as City legal counsel. Saelens will highlight this issue to City Council members during their regular discussion session. Referring the subject to legal counsel, if needed, would be a decision to be made by City Manager.

Mapping of Wayfinding Sign Locations Needing Removal:

Gross left a large map of the city north of the bridge for the committee to use. The committee would prefer maps of the various districts (Deco, Nye Beach, etc.) in a larger format so notations could be made by committee members. It was suggested these maps could be sent to committee members digitally so they could be printed and notated, rather than one large map. The discussion expanded to include placement options of Wayfinding signage. Forinash advised there needs to be more and better signage in South Beach, especially under the bridge on 26th St. This area will be included in the upcoming field trip. A discussion ensued regarding the appropriate uses of the committee's budget of \$10,000. Although no monies have been spent this fiscal year, some funds have been committed on signs and posts. Spencer advised about \$1700 (roughly) has already been put aside. Geltner asked if it was possible to get running costs at each meeting. Eastman and Fuller will check and advise on this process. Fuller advises he will ask Finance Department to assign an activity code to the committee's budget, which would facilitate extracting committee expenses and revenues from the financial software.

Regarding upcoming sign costs, Spencer will research cost options (1-post vs. 2-post signs, mounting platforms, etc.) Eastman will provide some digital format signs.

Committee Comments:

The committee would like it noted they greatly appreciate city staff support, attendance, and assistance. Saelens suggested the committee confirm who from city staff should be regular attendees. It was decided Fuller would probably be the only regular staff member needed to attend meetings. Others will be by invitation in the future.

Geltner suggested the next meeting could be at Georgie's for 10-15 minutes, then proceed to the field trip, to include South Beach. During the field trip, Forinash will provide perspective regarding the South Beach signage issues and opportunities. Eastman will provide a "shopping list" of signs needing removal. Also it was suggested a person from city staff be available who could advise the committee on interacting with entities such as ODOT and State Parks, to avoid any communications issues.

As a side note, Saelens advised he is on the board of the Oregon Coast Community Forest Association; the group has an interest in milling removed timber from such areas

as Forest Park. Some of the removed timbers are currently being used in projects by artists as far away as China. Relating to the committee's mission, he noted this timber can be used for sign platform materials native to the area.

Having no further business, Engler adjourned the meeting at 10:15 AM.