

City of Rockaway Beach

City Council Workshop Minutes



Date: Wednesday, September 10, 2025

Location: Rockaway Beach City Hall, 276 HWY 101 – 2nd Floor Conference Room

1. CALL TO ORDER

Mayor McNeilly called the meeting to order at 4:30 p.m.

2. ROLL CALL

Council Members Present: Mayor Charles McNeilly; Councilors Penny Cheek, Kiley Konruff, Tom Martine, Mary McGinnis, and Pat Ryan

Staff Present: Luke Shepard, City Manager; Melissa Thompson, City Recorder; Mary Mertz, Public Works Director; and Lark Reifensahl, Administrative Assistant

3. COUNCIL BRIEFING/DISCUSSION

a. **Presentation – Tourism Report** – Nan Devlin, Tillamook County Visitor's Association (TCVA) Start time: 4:31 p.m.

- Devlin gave a presentation providing a year-end tourism marketing and activity report, and upcoming tourism campaigns.
- Councilor commented on positive response to Fire Department safety outreach project.
- Mayor provided background information on QR code marketing project.
- Discussion about highlighting grant-funded projects in a press release.
- Discussion about promoting new fire Department ladder truck push-in ceremony and Go Rockaway city-wide garage sale.
- Discussion about doing research on possible campaigns targeting Utah and Idaho.
- Devlin shared a handout with *Ideas for Off-Season Activities and Suggested Workforce and Tourism Training Opportunities*
- Discussion about ideas for off-season activities, including birding events/festival, quilt show, Bluegrass/Blues music festival, and beach poets gathering.
- Discussion about Wayside webcam and noted that Chamber received a Community Grant to install a webcam.
- Council members expressed support for fostering small business development and helping businesses navigate seasonal fluctuations.
- Devlin and TCVA were acknowledged for their work.
- Devlin announced she will transition from Executive Director to Director of Grant Management and Special Projects at TCVA, but can continue managing Rockaway Beach projects through February. Devlin is available for contract work.

- Comments that RB Little Store has reopened, and Smash Burger food truck is coming soon.

b. Salmonberry Trail Project Discussion

Start time: 5:22 p.m.

- Shepard explained that without Port of Tillamook Bay permission to pursue rails to trails, the Salmonberry Trail project remains on its original path: a 30% design plan for a rails-with-trails concept covering two miles in Rockaway Beach. Consultants are 90% finished with their work and expected to wrap up in the coming months.
- Next steps hinge on securing funding for final design and construction. However, the funding landscape has shifted significantly in the past year, with state and federal sources currently very limited.
- The team will continue seeking funding opportunities, though it may take a few years before substantial progress resumes.
- Dedicated webpage for the Salmonberry Trail project is being developed by Public Works Director Mertz. Oregon Department of Transportation (ODOT) is the project manager and houses documents. Mertz working on gathering documents from ODOT. Mertz shared a mockup of webpage design.
- Discussion that City can focus on other projects in Strategic Plan. Comments about potential of other recreation projects, including Lake Lytle.

c. Other Regular Session Agenda Items Review

Start time: 5:33 p.m.

- Mertz will cover engagement planned for Sewer Rate study in the regular session.
- Fourth Sheriff's Deputy starts on Sunday, and will be introduced in regular session.
- McGinnis advocated review of short-term rental cap exemption for accessible dwellings.

4. ADJOURNMENT

Start time: 5:35 p.m.

Motion by Martine, seconded by Konruff, to adjourn the meeting at 5:35 p.m.

The **motion** carried by the following vote:

Yes: 5 (Cheek, Konruff, Martine, McGinnis, Ryan)

No: 0

MINUTES APPROVED THE
12TH DAY OF NOVEMBER 2025



Charles McNeilly, Mayor

ATTEST



Melissa Thompson, City Recorder