



EDC Board Minutes

August 16, 2016

Board Members Present:		Board Members Not Present:	
Michele Bradley	Connie Green	Mike Bever	
Doug Olson	Ray Sieler		
Suzanne Weber	Tammy King-Crossley		
Ed Gallagher	Mark Labhart		
Garry Bullard			
Staff Present:	Nan Devlin	Mike Cohen	
	Laura Gruenewald	Amy Blackburn	
Public Present:	Dave Yamamoto	Justin Aufdermauer	

Call to Order

The meeting was called to order by 11:32 am by Chair Michele Bradley. There was no public comment at this time.

Consent Agenda

Director Cohen went over EDC Financial Report making note that the fiscal year was wrapped up and we'll have July and most likely August report for next month's meeting. A motion to approve the minutes of the August 16, 2016 meeting and the financial reports as presented was made by Suzanne Weber and seconded by Garry Bullard. The motion carried.

Old Business – none

New Business

FY 2016-17 Audit Engagement Letter

In cooperation with TBCC and their auditing, here's the letter confirming they'll be doing the EDC audit same time as they do the colleges. This will be a much simpler process and less costly. A motion to approve the engagement letter for auditing services by Kenneth Kuhns & Co was made by Suzanne Weber and seconded by Doug Olson. The motion carried.

RLF Loan approval(s) from LAC meeting 8-15-16

Mike Cohen reported that there had been a LAC meeting yesterday with required quorum and two loans were submitted for approval. One is 30k to help fill a gap in an existing project and the other loan is for a boat/eco-tourism business which will be collateralized by boat. Both were approved unanimously by the LAC. There was some discussion on how interest rates and terms were figured. Basically loans were set 3 years for operation and 8 years for equipment but most of these loans have turned into hybrids so 5 years seems appropriate. Closings are held at and UCC filings are done by Michael Kittell's office. Connie Green moved for the committee to approve the two new loans 16-06 & 16-07, Doug Olson seconded. The motion carried.

New TLT Q2 numbers

Initial reports for TLT collected for Q2 2016, \$691,902. That's up 12% over Q2 of 2015. From 2014 to 2016, Gross Lodging Receipts have brought in \$115,626,509 and TLT collected \$6,070,236. Roads alone got \$1,821,070.

Reports

EDC Director Report

Mike Cohen reported on the following:

- As promised, published annual report is here. Laura put in a great amount of time in layout & design, the only thing we had to pay for was printing. This is going to be a great visual tool for new membership as well as letting people know what it is exactly that we do.
- He attended the Oregon Coast Economic Summit last week. The event is getting quite big, almost too big but great chance to interact with anyone you'd like to have a chance to.
- The hired consultant for Housing Task Force is in town. They've done some preliminary work about housing problem and are looking at the metrics and parameters. They work with a lot of smaller communities with housing problems. But there are two areas in Tillamook that stand out and are troubling. #1 Financing not happening with a high percentage of 100k homes and lower. There was discussion why – outside investors or 100k lower not financeable. #2- the percentage of renters in different income bracket and how many of those are spending more than 30% of income on housing. They feel Tillamook County is being more timely and proactive than other problematic areas that waited so long and are out of control.
- Securing EDC's long term viability and now that the annual report is done, new membership packets are being put together to send/hand out. The SDAO contacted Mike and asked to come out and do risk assessment. Troy came out July 27th, asked questions, looked around and found all in line with requirements, etc. Based on that, they identified where we can get discounts on our insurance. Five categories 2% per category and two of them require a Board member to do online certifications. There was discussion on the categories and how we can take advantage of them.
- Engagement with Agricultural and Natural Resources Employers – we got great press with Jeremy Coon and all that's going on out there @ the Port of Garibaldi. Excited that we have something purposeful that we can participate in where we're a really valuable partner and it's a great opportunity to do what we're good at.

- He's still working on the "Red Carpet Team". He's working on expertise lists and the goal is to have a menu of people to choose from depending on project. Connie feels there should be a "core group" and then pull expertise in depending in on what project is. There was some discussion on ideas of "core team" and all agreed that would be best route.
- Mike introduced this high school based entrepreneurship program called Project Proto. Originated @ MHCC, we were chosen as the first rural participant in the program. 5-10 entrepreneurial students that may eventually open businesses here. It's a bit complicated as there's quite a few moving parts and with no road map as we're the first to try this out. He'll update as it progresses.
- There was much discussion the why's and where's of housing rental issues throughout the county.

VTC Director Report

Nan Devlin reported on the following:

- Latest media – July through June of this year 181 articles published about Tillamook County and so far this FY 28 articles on Tillamook County. Latest ones, current Oregon Coast Today – 8 of our outfitters. This month's Sunset, story on Astoria and get the most of Oregon coast = Manzanita & Tillamook. Next week in Trailer Life is story "Hooked on Tillamook". Connie Green brought up that people feel "pushed" with advertising and social media posts during the peak seasons when TLT money's to be used to fund for shoulder seasons. She is looking for a better response than what she had. Nan explained that they would be remiss if they didn't keep things active in the peak seasons, i.e reposting articles, people's events, etc. She doesn't do "advertising" except where there's year round advertising contracts in place, but needs to start up Google paper clicks in summer or they lose ranking. Tammy King-Crossley made note that she hears people complaining about the traffic and the tourists but 10 years ago they were complaining that people weren't stopping here but passing on through to Seaside and the town was hurting. She's lifetime resident and yes sometimes it's a bit painful but it's better than an area going under. We want them to stop and spend money here. It was encouraged that locals need to get used to it and embrace it, change travel plans, shop at different hours, etc.
- Tomorrow Nan's meets with Board of Commissioners at their workshop/meeting where she'll present the benchmarks on the Destination Spending, TLT, and Awareness Study. She's put numbers to those what she expects the growth to be next year. She's also presenting marketing plan and research to support the plan. Had to be done for funding under new IGA.
- Lodging program under way – five of the eight have signed. Photographer here Sunday to get new pictures. Three that haven't signed - one is scared of technology, one too busy, and third absentee owner.
- Village Lights Program – all agreements are signed, lights have arrived and welders getting busy in September.
- Future's Council – starting community meetings and what people want to see as big vision projects. There was discussion on how to get all involved and how to reach out to them.

- October 14th banquet planning is under way. They're looking for sponsors and reserving of VIP tables. Tickets can be purchased online or pay by check/mail.

TAC Liaison Report's

Doug reported:

No report as there was no meeting. Next meeting is September 13th and expecting nine people, get them indoctrinated and send them off to do their mission.

Board member comments –

- *Suzanne Weber* – 23rd of August going to have “Meet the Contractor” get together at the Hoquarton Landing at 5pm.
- *Michele Bradley* – Received Mike Bever email w/apologies of not attending. TCCA Board meeting today and that they're presenting the new visitor center project for approval. Step Back in Time, newly formed Tillamook Coast History Alliance, has handy little guides and entrance for one fee to many venues around the county.
- *Doug Olson* – Forming enhanced patrol unit moving forward and looking good to be on ballot next year. Dory days back in July and what made it different is that it's listed as one of 13 Heritage events in state of Oregon. He mentioned that Cape Kiwanda's master plan draft is done and will be presented in September 7th meeting. Separately, there's a group that he's been on that's been going over the safety issues, etc. and now it's in State Park's lap to come up with some significant changes.
- *Ed Gallagher* – They had dedication of auditorium that was renovated with utility grant funds so it's all done and being used.
- *Mark Labhart* – Jerry Taylor, Manzanita City Manager decided to retire, along with Garry Bullard as Mayor of Manzanita and Ray Sieler w/PUD. He's working on more funding for South Jetty project as it needs it terribly. Also working hard on transportation package. It affects the whole state, not just this area or the coast.

Adjournment - The meeting was adjourned at 1:20 pm by Chair Michele Bradley.