



EDC Board Minutes

July 19, 2016

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

Call to Order

The meeting was called to order by 11:31 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 the EDC ended up \$76 in the black which appears to be the first in many years, if ever. Amy Blackburn with Tourism mentioned that they'll keep June open for a while before closing out must to make sure all is in. Overall, all's well. The Revolving Loan Fund is doing well. Half is loaned out and in good standing with an additional 4-5 possible applicants coming up. A motion to approve the minutes of the June 21, 2016 meeting and the financial reports as presented was made by Suzanne Weber and seconded by Connie Green. The motion carried.

Old Business – none

New Business

Election of Board Officers

A motion to keep Michele Bradley, Doug Olson, and Tammy King Crossley in their respective Board Officer chairs was made by Suzanne Weber and seconded by Ed Gallagher. The motion carried.

Approval of change to the EDC/TBCC contract

President of TBCC Connie Green talked about how EDC, Tourism and rents came into play and how the contract came about. With new building comes a change. There's more room, more space and will be more rent. Instead of two agreements, it's in one with the appropriate changes. Connie is opening for discussion if there's any questions as to what's included and/or not in the rent and anything related to. She also talked about the Partners for Rural Innovation and what that means for everyone involved and the community. After much discussion Doug Olson moved to accept changes to the contract, Suzanne Weber seconded it. The motion carried with Connie Green abstaining from vote.

Candidates for Tourism Promotion Advisory Committee

Nan Devlin distributed list of nine TPAC candidates with two from current TAC, Jeremy Strobe & Justin Aufdermauer, that will do both. The other seven are new throughout the county and expressed interest. The next step is to decide on how long of appointment and how to do it. Doug Olson recommends appoint for period of one year and revisit next June. Garry Bullard moved to have one year probationary period and revisit after that. Mike Bever seconded. The motion carried.

Mike Bever moved to approve the recommended list of candidates for the advisory committee. Ed Gallagher seconded. The motion carried.

Reports

EDC Director Report

Mike Cohen reported on the following:

- Annual report is about done and printed. Should be done by next Board meeting. It's an important tool to let the public know what we're doing but also for the recruitment of new membership.
- Housing taskforce consultant will be here in August for 3 days of meetings. Very critical we get something useful out of this. One of these meetings is really important for the public entities and the public to participate and get involved in. There was discussion on who the consultant is, how they were chosen, and what they've been hired to do. A couple of board members expressed frustration on the lack of housing for certain demographics with the realization that it's a very complex matter with no simple solutions. The Housing Task force is made up of a committee with no payed employee.
- We'll have two packets for new membership – one for existing and second will be more generic outreach to bring in new members.
- Mike's been heavily involved in Port of Garibaldi, Jeremy Coon and Tillamook Bay Seafood's Inc. He's putting up new building where he'll be housed and will also rent out to local smaller fishermen to sell their goods and will be more like a co-op. The public then will have two places to buy fresh seafood.
- Mike had reached out to a variety of hotels with a response from Hilton. The only Hilton on coast is in Astoria. It was recommended that he contact the American Hotel Association and find out who's members, get mailing list and go from there. Probably not likely we'll get the big hotels but maybe the smaller one that could handle a conference or two. Recommendation to get inventory

and packet together for perspective businesses of available properties or at least with right zoning.

VTC Director Report

Nan Devlin reported on the following:

- New videos – Nan showed four new videos of local businesses that were recently shot and will be run in September on you tube and promote across specific platforms – the fly fishing will be run on fishing sites, there will be some Google advertising, hiking will run on Portland Monthly site. Each one will have its own place. There were positive reviews/remarks from the Board.
- Annual report – key pages are in back. First page are benchmarks and brand awareness study in September. Great results in TLT revenue and Dean Runyan report. Next pages are website results – tough year in getting vendors changed over. Had some setbacks but new website is really good and raised/beat all goals. Nan touched on all the social media sites & stats and other various articles/stories that are being published and how many people they're reaching. Visitor Guide is number one at the Portland Airport.
- Meeting situation has been set back by about a year because two employees didn't work out. Nan's having position reviewed and will go over with Connie with recommended changes and put together a revised position.
- Everyone will be receiving a "save the date" postcard for the October annual event.
- Commissioner Bartlein asked for brainstorming meetings what the community wants to see done with tourism money. Maybe bigger projects?
- Wayfinding – first town to get signage will be Tillamook because of current construction. Nan provided a packet showing different signage for towns/villages. The next phase is working with ODOT which is the hard part. Tillamook will be pilot program. Kudos from Connie to Nan for what she's done with Wayfinding and all the other things she's put into place.

TAC Liaison Report's

Doug reported:

No report as there was no meeting. Going to skip meetings until September. Board agreed to keep Doug as liaison for TAC.

Board member comments –

- *Doug Olson* – South County still talking about incorporating Pacific City. What is taking some time and getting legs is the enhanced sheriff's patrol district - for 2 full time much needed deputies. Creature of unincorporated areas. Following that would be incorporation meeting.
- *Mike Bever* – last month TCCA opened "scoop shop", the ice creamery on Main Street. Really was intended just to promote foot traffic and timing was off because of yogurt shop. Almost didn't open but did as it was meant for public service. Recommended that signage needs to be improved.

- *Garry Bullard* – Kudos to Directors Cohen and Devlin for what they've done and continue to do.
- *Michele Bradley* – Willamette Week front page “come hike the salmonberry trail” even though it's not open, they've had hundreds of people coming to hike that they've had to deal with.
- *Suzanne Weber* – City of Tillamook had their first meeting with contractor for highway project and it was very productive. They'll come out in a couple of weeks with a schedule on how things are going to proceed. Will be beginning right after the Fair.
- *Connie Green* – TBCC now has a guaranteed map and she talked about the classes and degrees that are now offered and you'll see in the new catalog.

Adjournment - The meeting was adjourned at 1:33 pm by Chair Michele Bradley.