



**EDC Board Minutes**

June 21, 2016

<b>Board Members Present:</b>		<b>Board Members Not Present:</b>	
Michele Bradley	Connie Green	Tammy King-Crossley	
Doug Olson	Suzanne Weber	Mike Bever	
Mark Labhart			
Ray Sieler			
Garry Bullard			
Ed Gallagher			
<b>Staff Present:</b>	Nan Devlin	Mike Cohen	Laura Gruenewald
	Susan Moreland	Amy Blackburn	
<b>Public Present:</b>	Ken Crowe	Joe Meyer	Justin Aufdermauer
	David Yamamoto	Kaylin	Tina Sieler

**Call to Order**

The meeting was called to order by 12:08 pm by Chair Michele Bradley. After introductions, meeting was moved at 12:10 to Budget Hearing for public comment. There was no public comment at this time. Doug Olson noted the County Budget Committee restored drastic cut to EDC side, only 10k less than what asked for. Budget Hearing was closed at 12:11 and moved back to the EDC Board meeting.

**Consent Agenda**

A motion to approve the minutes of the May 10, 2016 meeting as presented was made by Suzanne Weber and seconded by Connie Green. The motion carried.

A motion to approve the financial reports was made by Suzanne Weber and seconded by Doug Olson. The motion carried.

**Old Business - None**

**New Business**

**Adoption of 2016-2017 Budget**

After review of Resolutions to 2016-2017 Budget, Connie Green moved to accept the 2016-2017 Budget as presented, Ed Gallagher seconded. The motion carried. (agenda item 5a)

### Election Results

Mike Cohen reviewed what Board members terms were expiring (Michele Bradley, Doug Olson, Tammy King-Crossley), who were all up for re-election and an additional new candidate, James Welsh. Had the election according to the by-laws, sent out ballots in time frame and received 23 of the 38 ballots back. The results of the election were that the three members who were seeking re election, were infact re elected. The composition of the Board will not be changing July 1<sup>st</sup> and will remain the same. The results of election are as follows:

*38 ballots sent, 23 were returned = 61% return rate*

#### Votes received

*Michele Bradley = 21*

*Tammy King-Crossley = 18*

*Doug Olson = 19*

*James Welsh = 11*

### Reviewing/Approving Participant Agreements for Programs

Nan Devlin talked about two new pilot programs starting in the Fall that agreements were needed for. First is Village Lights Program - holiday program buying lights and displays for each of the towns - and second is Lodging Revenue Pilot Program - one year conducting a test whether an online reservation system will improve sales revenue. There are nine lodging participants for which they'll be given all the tools needed (website, photography, online reservation system, training, etc) to get established online and in return they have to provide things to VTC. Legal Counsel, Ross Williamson, was asked to work up legal agreement and he put in Grant format to be used in future as well and makes them participants rather than applicants. After discussion on some of the details with each program, Garry Bullard moved to approve the contracts, Suzanne Weber seconded. The motion carried.

### Potential Candidates for Tourism Promotion Advisory Committee

Nan Devlin reported that per the IGA, the current TAC members will be invited to be the TAC for County Facilities. The current TAC members were asked who would be interested in being on the Tourism Promotion Advisory Committee with two showing hands and Nan's reached out to several people with interest from Lodging, Visitor's Centers, Destinations and other individuals. There was discussion on the proper procedures of deciding on number on committee and where they're located making sure there's balance and all are represented. It was decided nine was a good number and the Board asked if Nan could put together matrix of candidates and locations for her recommendation.

### Determining benchmarks per IGA

Nan Devlin reported on determining what measurements/benchmarks need to be made. She recommends using the rise in TLT, The Dean Runyon Report, and Branding Awareness study. After much discussion with all the variables it was agreed we have to start somewhere and these three would be good for that. With that, Mark Labhart summed it up with The Dean Runyan Report - Destination spending, TLT revenue quarterly, and Brand Awareness survey and moved to motion, Connie Green seconded. The motion carried.

## **Reports**

### EDC Director Report

Mike Cohen reported on the following:

- The creation of an EDC Annual Report and brought front page for example
- Update of Housing Taskforce – hired a consultant to help with housing issues
- We're updating the membership model and has proved to be a little more complicated as to setting the levels and membership fees. It's complete and feel it's pretty balanced. How we approach the rise in some fees needs to be thought through and some questions on fees with some of the members. With carefully worded letters, Board is okay with the membership model that was presented.
- Finished application for USDA Grant that would provide funding for operations and more money for RLF
- Becoming Board member with the NVFT

VTC Director Report & TAC Liaison Report's - Cut short due to time

**Adjournment** - The meeting was adjourned at 1:36 pm by Chair Michele Bradley.