



EDC Board Minutes
March 15, 2016

Board Member Present:	Mike Bever	Board Members Not Present:	
	Garry Bullard		
	Suzanne Weber		
	Connie Green		
	Tammy King-Crossley		
	Mark Labhart		
	Ed Gallagher		
	Doug Olson		
	Ray Sieler		
	Michele Bradley		
Staff Present:	Mike Cohen	Nan Devlin	Laura Gruenewald
	Susan Moreland	Amy Blackburn	
Public Present:	Jud Randall	Justin Aufdermauer	Ed Crowe
	David Yamamoto	Jon Carnahan	Chris Chiola
	Rob Rasner	Marie Heimburg	Gloria Scullin

Call to Order

The meeting was called to order by 11:31 am by Chair Michele Bradley. Introductions were made and Director Cohen introduced Laura Gruenewald who has been hired as Office Support Specialist for the EDC and SBDC and is a FTE employee.

Public Comment for Items Not on the Agenda

None at this time

Consent Agenda

A motion to approve the minutes of the February 16, 2016 meeting with corrections was made by Connie Green and seconded by Tammy King-Crossley. The motion carried.

Director Cohen spoke of two new loans that were approved for 32k total and next month's report will reflect such numbers. A motion to approve the financial reports was made Suzanne Weber and seconded by Doug Olson.

Old Business

Resolution of Insurance Policy Premium

Conclusion with the SDIS insurance policy and the substantial increase in premium has been made. After clarification with Hudson insurance (based on actual numbers that came in), premium was lowered from \$3,762 to \$2,037. It was agreed that EDC and TLT split cost of premium. Board was in consensus. (agenda item 4a)

Ethics and Confidentiality agreements

Legal opinion is that there is no need for the EDC to have their own Ethics and Confidentiality agreements as the agreements through the State of Oregon cover it. (agenda item 4b)

Approval of Budget Calendar/Budget Committee Members/Budget Committee Meeting Change of date

After much discussion and schedule reviews, May's Budget Committee and Board meetings combined were moved to May 10th @ 11:30.

Contact was made to EDC Budget Committee and got confirmation of 6 people. We need 10 people but can go with 6 or more. Put out request for apps for new budget committee member. One response - Ken Crowe. A motion to appoint Ken Crowe to the Budget Committee was made by Connie Green and seconded by Mark Labhart. The motion carried.

EDC Annual Meeting/Luncheon

After much discussion whether the monthly June meeting and the annual EDC event should be combined, Tammy King-Crossley moved to keep the annual meeting be held in June with regular Board meeting to abide by the bylaws and then a more formal event will be held in the Fall partnered with TLT. Motion was seconded by Mark Labhart. The motion carried. (agenda item 4d)

New Business

Approval of Director's Work Plan

Mike Cohen talked about work plan layout and what he thinks can be accomplished as we stand now and where we need to go from here. Wants approval that the Board's okay with what his responsibilities are with the funding that we have today. There are some lead roles that aren't filled, who can fill them and we really need more funding to fill them. Monthly reports will be based off of this work plan. Motion to approve 2016 EDC Work plan was made by Suzanne Weber and seconded by Mike Bever. Motion carried. (agenda item 5a)

Approval of new Membership Model

After some discussion on final changes and billing, Board was in consensus to move forward with it. (agenda item 5b)

Reports

EDC Director Report

Mike Cohen reported on the following:

- Thank you to Sayde Moser for transcribing the minutes for last Board meeting
- Mike wants support for what he's asking from the County for 2016-2017 and the EDC as a whole. Important that there be as many EDC Board members as possible at the County budget meeting ~ April 14th @ 11:00.
- Reiterating that Doug, Michele and Tammy's terms expire July 2016 and making sure the rest of "terms" are correct.
- Mike won't be here April 19, 2016 meeting. We'll keep meeting date as planned.

Public Comment

Jon Carnahan there on behalf of, and with letter from, Ross Holloway. Because of email security and not getting invite/email, they didn't attend grant review on March 8th. Letter bringing awareness of planning issues of Salmonberry Trail and funding of. Thanks for opportunity to apply for Grant and allowing him to update today.

VTC Director Report

Nan Devlin reported on the following:

- The 17 facilities grants were scored and ranked by TAC members. EDC is asked to review and approve or make changes to rankings. BOCC ultimately determines funding. What EDC decides today will be brought to Commissioners workshop where discussion of funding will take place. Tammy King-Crosley moved to accept TAC's recommendations and forward to the Board of County Commissioners and was seconded by Ray Sieler. Questions were raised on a couple of applicants that are traditionally summertime activities or used primarily during warmer season as one key policy for tourism money that it's to be spent on off season things. Marie Heimburg spoke on behalf of the Nestucca Valley Community Alliance on the parking lot and skate park. The motion carried following discussion.
- Nan presented the new Visitor's Guide
- Lodging revenue program is going ahead with 8 now and shooting for 10
- Marketing and promotions grants being reviewed now by TAC and will have presentations by 22 applicants (6 or 7 didn't make the cut) and will bring to next meeting for approval
- Exhibited at show in Santa Clara and won't again for various reasons. They are looking at other shows for next year.
- There's been a fishing promo running in Washington on the Lars Larson show - Nan played ad. Fishing is year round and Lars is from Tillamook. Going to expand OR and WA for Fall.
- Other campaign is Spring Break radio ad in WA. Nan played ad and shared cost/frequency with Board. It was discussed that the community needs to know that advertising is being done, just not played here. They're already here.
- Extending OPB contract for another year. Lots of recognition on there.
- Introduction of new sales person, Julie Chick.

TAC Liaison Report

- Doug Olson's only reporting item was to state that TAC's done their job and is satisfied with what they came up with as all other things were already discussed
- Connie asked how we can thank the TAC for their work and asked Nan to bring some ideas to next meeting.
- Mark thanked the subcommittee Nan, Doug and others with working on the IGA

Board Member Comments

- **Connie Green mentioned TBCC's 35 year anniversary - March 31st Pelican Pub 6-8pm.**
- **Suzanne talked about the motel coming down soon and some of the furnishings were donated to Habitat for Humanity.**
- **Michele reported there's a new enclosed kids area at the Air Museum with annual pass of \$25.**
- **Ed Gallagher reported on April 2nd grand opening of North County Recreation District Performing Arts Theatre. Will get invites/emails out.**

Adjournment - The meeting was adjourned at 1:05 pm by Chair Michele Bradley.