



Board of Director's Meeting
Tuesday, September 16, 2014

Board Members Present:	Tony Enzler	Board Members Not Present:	Dale Stockton
	Mike St. Clair		Suzanne Weber
	Michele Bradley		Patrick Criteser
	Mark Labhart		
	Doug Olson		
	Connie Green		
	Ray Sieler		
Staff Members Present:	Dan Biggs	Carla Lyman	
Public Present:	John Hope-Johnstone	Brandon Parmley	Gloria Scullins
	Scott Gilbeert	Gus Meyer	Jeremy Strober
	Betty Baumgart	Judson Randall	Mary Faith Bell
	Stephanie Hurliman	Angeline Chan-Pepper	Aaron Palter
	David Yamamoto	Shirley Kalkhoven	Jim McGinnis
	Paul Levesque	Eugene Tish	

Call to Order (agenda item 1)

The meeting was called to order at 12:04 pm by Board Chair Doug Olson.

Presentation (agenda item 2)

Brandon Parmley of Tillamook Design presented the new Visit Tillamook Coast website and shared the highlights of the site. John Hope-Johnstone also provided information on how the site has been rolled out and updated the board regarding efforts at Search Engine Optimization (SEO) and a Google AdWords campaign. He also previewed TV ads that have been produced. The Board will receive a monthly report on the full digital footprint beginning in October.

Doug Olson asked the Board whether it would be appropriate to go back to communities to get acute information for the website regarding their area or village, as they are referred to on the website. The example cited was inaccuracies in the fishing information. Brandon stated that all comments/corrections/additions/deletions are welcome and encouraged.

Consent Agenda

Minutes of the August 19, 2014 meeting (agenda item 3A)

The name of Board members that abstain from a vote should be included in the minutes.

A motion to approve the minutes as amended was made by Tony Enzler and seconded by Mark Labhart. The motion carried.

Financial reports for August 2014 (agenda item 3B)

A motion to accept the financial reports was made by Mark Labhart and seconded by Ray Sieler. The motion carried.

New Business

EDC/SBDC Director Position (agenda item 4A)

Connie Green gave the history of the combining of the Economic Development Council of Tillamook County and the Tillamook Small Business Development Center. Prior to the posting of the Executive Director position, a discussion is warranted regarding whether to continue to have the two entities combined or two separate, or whether a modified structure of some sort would be appropriate.

After considerable discussion, the board decided to leave things as they stand and revisit the matter at the end of one year. Connie Green was asked to compile information regarding the salary range for similar positions and email it to the Board. An extra meeting will be scheduled if needed.

Policy discussion with TAC regarding Priorities and selection criteria for funding capital infrastructure projects (agenda item 4B)

Paul Levesque joined the Board for the discussion of policy regarding capital infrastructure projects. Paul stated that according to legal counsel, the true issue is Non-governmental organizations (NGO) receiving public funds and there are several models out there for allowing that so good opportunities are not missed. Community Development Block Grant (CDBG) program was cited as a good example. In this example, Counties and cities can sponsor a project for an NGO. Two local examples of that are the Kiwanda Community Center which was sponsored by Tillamook County and the Head Start facility which was sponsored by the City of Tillamook.

Paul indicated that if this model was used, the EDC and TAC would rate/rank projects and make a recommendation to the Board. Following the public hearing, the County is responsible for making this happen legally and fiscally. Neither the TAC nor the EDC is responsible for the administration.

Paul also stated that the County has a multitude of template agreement available and could easily make one of those templates available for the TLT grant program. Paul also stated that other Tourism organizations undoubtedly have grant programs that used as a template and adapted for use here.

Mark Labhart reminded the EDC Board and the TAC that, as stated in the ordinance, the role of the TAC is to advise. Ultimately the decisions rest with the Board of Commissioners.

The Board asked Paul Levesque to compile a composite of the various suggested criteria which have been collected which will be available for the TAC meeting on Tuesday, September 28th.

Paul will attend that TAC meeting.

Old Business

TLT/TAC Update (agenda items 5A and 5B)

Doug Olson reported that trademark protection has been filed for, the assessment mapping report, a strategy, and a branding guidelines are being printed. The strategy will be a matter of continued discussion of a subcommittee of the TAC. Jane Dunkin's contract for clerical support to the TAC has been extended for a month until 10/15/2014. A hearing date has been requested from the Board of Commissioners for presenting an update and the fall business plan for TLT. Once this plan is approved, the monies being held will be released by the County.

The final two candidates for TLT Director have been selected and they will be interviewed by the EDC Board and that will be followed by a community forum. The EDC board will then meet in executive session to make a final decision.

Director's Report (agenda item 6)

Dan Biggs reported that he has been working with five local businesses on possible RLF loans. The loan Board will be convened soon. Information on Project Martin has been passed on to Michele Bradley.

Board Member Discussion Items (agenda item 7)

There were no board member discussion items at this time.

Adjournment (agenda item 8)

The meeting was adjourned at 1:57 pm by Chair Doug Olson.