



EDC Board Conference Call Minutes

Wednesday, July 30, 2014

12 Noon

Call to Order • Roll Call • Acknowledge Guests (agenda item 1)

The meeting was called to order at 12:04 pm by Board Chair Doug Olson. The following were present on the conference call: Suzanne Weber, Mark Labhart, Tony, Enzler, Connie Green, Doug Olson, Patrick Criteser, Ray Sieler, Mike St Clair, Dan Biggs and Carla Lyman.

New Business

Extension of Contract with John Hope Johnstone (agenda item 2.A)

Following discussion a motion to extend the personal services contract with John Hope Johnstone until October 31, 2014 was made by Ray Sieler and seconded by Mike St. Clair. The motion carried.

Approval of the Tourism Tagline (agenda item 2.B)

The Tourism Advisory Committee (TAC) recommends the following tagline to the EDC for its approval: "The Tillamook Coast: It's the natural choice."

After considerable discussion, a motion was made by Tony Enzler and seconded by Mike St. Clair to approve the expenditure to secure the following three potential taglines:

- ✓ "The Tillamook Coast: It's the Natural Choice"
- ✓ "Tillamook Coast: It's the Natural Choice"
- ✓ "Visit Tillamook: It's the Natural Choice"

The motion carried.

A motion to adopt "The Tillamook Coast: It's the Natural Choice" as the first tagline for the TLT marketing efforts was made by Connie Green and seconded by Mike St. Clair. The motion carried with a vote of 7 to 1.

Announcements

The next TAC meeting is Tuesday, August 12, 2014

The next regular EDC meeting is Tuesday, August 19, 2014

15 applications for the position of tourism director are available for ranking. Please contact Pat Ryan, 503-842-8222 x 1020, to set up a time and please do so before the fair if at all possible. Evening and weekend times are available by appointment. An email will be sent as a reminder and will include Pat Ryan's phone and extension.

Adjournment (agenda item 3)

The meeting was adjourned at 12:48 pm by Chair Doug Olson.