

**Economic Development Council of Tillamook County**  
**Executive Board Minutes**  
 Tuesday, April 15, 2014

|                       |                  |                           |                |
|-----------------------|------------------|---------------------------|----------------|
| Board Members Present | Doug Olson       | Board Members Not Present | Mike St. Clair |
|                       | Michele Bradley  |                           | Connie Green   |
|                       | Suzanne Weber    |                           | Dale Stockton  |
|                       | Tony Enzler      |                           | Ray Sieler     |
|                       | Patrick Criteser |                           |                |
|                       | Mark Labhart     |                           |                |
| Staff Members Present | Dan Biggs        | Staff Members Not Present | Carla Lyman    |

**Call to Order** (agenda item 1)

The meeting was called order at 12 noon by Vice Chair Doug Olson.

**Consent Agenda** (agenda item 2)

A motion to approve the minutes as presented was made by Michele Bradley and seconded by Patrick Criteser. The motion carried.

A motion to approve the financial reports as presented was made by Suzanne Weber and seconded by Tony Enzler. The motion carried.

**Revolving Loan Fund Application** (agenda item 3)

Dan Biggs reported that the vetting process has not been completed and this loan application will be brought to the Board at the May 2014 meeting.

**Approval of the 2014/2015 Budget** (agenda item 4)

EDC, as a public agency, needs to appoint a budget committee equal to the number of members on the Board. This is state law. It was requested that each Board member recommend an individual to serve on this budget committee and submit to Dan Biggs via email. The budget committee recommends to the EDC Board. EDC also needs to appoint a budget officer.

The suggestion was made that a regular Board meeting will be needed in June, in addition to the Annual Dinner. Consensus is that this can be handled just prior to the Annual Dinner, on the same date.

TLT Budget and Business Plan for TY 2015

One of the first tasks for the new tourism director will be to firm up and flesh out this budget, which currently contains some placeholders. This budget includes Administration (director's salary)--\$80,000 plus benefits; Marketing (print and cable TV)--\$100,000; Marketing fee (remainder of the branding firm)--\$80,000; Indirect cost to TBCC--\$20,000. The infrastructure line item--\$250,000-- will be discussed at length by the TAC. This budget is an estimate, a blueprint that is a work in progress.

During discussion, Tony Enzler asked if the director position could be incentivized. This needs to be investigated in light of TBCC being the fiscal agent. Mark Labhart pointed out that most public entities do not have incentive pay.

Suzanne Weber shared a concern about lack of support staff in the proposed budget. It was suggested to move \$53,000 from contingency to support staff. The Board instructed Doug Olson to reduce the contingency line item to \$100,000 and move \$53,000 to support staff.

An RFP will be put out for a professional firm to create the website.

A motion to approve the FY 2015 budget as presented with the caveat that \$53,000 be moved from contingency to support staff was made by Mark Labhart and seconded by Michele Bradley. The motion carried.

Four proposals were received for branding firms and the recommendation was to contract with Total Destination Marketing. There is a professional services agreement prepared between the EDC and Total Destination Marketing, The College Board, as the fiscal agent, signed off on this agreement at their April 7, 2014 meeting. Total Destination Marketing will conduct the readiness assessment, the facility assessment, and the branding and marketing strategy.

A motion to approve the professional services agreement between the EDC and Total Destination Marketing was made by Michele Bradley and seconded by Patrick Criteser. The motion carried.

#### EDC Budget for FY 2015

Dan Biggs will be meeting with the County and requesting \$96,550. The Board needs to approve the amount that will be requested from the County. The entire budget will go through the EDC budget committee. A motion to authorize the EDC Director to request \$96,550 from the County was made by Patrick Criteser and seconded by Michele Bradley. The motion carried.

#### **Approval of the Amended 2013/2014 Budget** (agenda item 5)

Doug Olson presented the TLT budget submitted by John Hope-Johnstone. The budget accounts for approximately \$100,000 for the remainder of this fiscal year. He went on to explain that this budget will become part of the TBCC supplemental budget in June. He explained that the \$27,000 administration line item includes John Hope-Johnstone's fee from mid-February through the end of June; \$40,000 is the marketing fee for the branding firm (their total fee will be approximately \$119,000); \$10,000 for website. This budget also includes \$4,000 for indirect costs to TBCC.

If the Board approves this supplemental budget, a request for \$90,000 will be presented to the Board of Commissioners on Wednesday, April 16, 2014.

Tony Enzler requested that if anything is spent out of contingency, it be placed before the Board prior to being approved. Consensus of the Board is to notify the Board via email prior to anything being spent out of contingency.

A motion to approve the interim FY 2014 TLT Budget was made by Tony Enzler and seconded by Michele Bradley. The motion carried.

#### **TLT Update** (agenda item 6)

Doug Olson gave an update on the TLT progress during the last 30 days.

#### Appointment of Tourism Advisory Committee (TAC)

23 applications were received. After an overview of the process, and noting that there was no applicant for the North County lodging operator position, the following applicants were recommended to serve on the TAC:

Mayor Shirley Kalkhoven (Appointed by the Mayor's Consortium)

Mary Faith Bell

Brian Williams

Justin Aufdermauer

Jeremy Strober

Kay Covert

Eugene Tish

Judson Randall

Gloria Scullin

Paul Levesque has written an addendum to the TAC agreement to address the possible lack of applicants for the specific positions on TAC. A motion to amend the Intergovernmental agreement (IGA) between the EDC and Tillamook County to include “to the extent the EDC is able to solicit qualified representative applicants” was made by Tony Enzler and seconded by Suzanne Weber. The motion carried with one abstention.

A motion to advance the list of TAC recommendations to the Board of County Commissioner (BOCC) was made by Suzanne Weber and seconded by Michele Bradley. The motion carried with one abstention. The recommendations will be presented to the BOCC at their April 16<sup>th</sup> meeting.

Michele Bradley requested that in the future if process varies from what has been discussed at an open Board meeting, that Board members be notified of that change by email

**Director’s Report** (agenda item 7)

Dan Biggs reported that the Bovine Mortality project has been approved for the first stage of a RBEG grant of \$30,000; final approval of the grant comes in the second stage of two. Oregon Innovation Counsel has also requested a proposal for this same project.

It also reported that the Port of Tillamook Bay has approximately 72% of their flex-space filled. Michele Bradley added that 85,000 square feet of the new construction is either committed to or will be occupied within the next couple of months.

Dan Biggs will be attending the Angel Network Showcase on April 16th.

Dan also presented information recently received from Special District Association of Oregon. SDAO dues will now be separated from SDIS premiums. Board action is required. Doug Olson gave some background on SDAO. Michele Bradley has been appointed to the SDAO board.

Michele Bradley stated that the Port uses SDAO for RFPs, and SDAO also conducts free Board trainings, as well as open meeting and budget law, which can be very valuable.

A motion to join the SDAO and authorize Dan Biggs to complete the joiner was made by Patrick Criteser and seconded by Mark Labhart. The motion passed.

Michele Bradley asked for an update on the Economic Opportunity Analysis. Dan Biggs will meet with the new Community Development director and Patrick Wingard of OLDC soon on this issue. Funding from OLDC grants is questionable at this point.

**Board Member Discussion** (agenda item 8)

Michele Bradley announced that the Airport ribbon cutting is Friday, April 25, 2014 at 2:30 pm.

**Adjournment** (agenda item 9)

The meeting was adjourned at 1:30 pm