



## **Executive Board Minutes**

May, 13, 2014

### **Board Members Present**

Suzanne Weber  
Patrick Criteser  
Ray Sieler  
Dale Stockton  
Tony Enzler  
Mark Labhart

### **Staff Members Present**

Dan Biggs  
Carla Lyman  
John Hope-Johnstone

### **Public in Attendance**

Eugene Tish  
Paul Daniels  
Stephanie Hurliman  
Shawna Sykes  
Scott

### **Call to Order • Acknowledge Guests** (agenda item 1)

The meeting was called to order by vice chair Doug Olson at 12:08 pm.

### **Consent Agenda** (agenda item 2)

A motion to approve the minutes as presented was made by Suzanne Weber and seconded by Dale Stockton. The motion carried.

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

### **New Business**

#### Designation of Budget Officer (agenda item 3.A)

A motion to designate Doug Olson as the EDC budget officer was made by Tony Enzler and seconded by Suzanne Weber. The motion carried.

Doug Olson went over the high points of the TLT supplemental budget, which covers everything through June 20, 2014, and the 2014-2015 budgets. These, along with the EDC budget will be presented in full to the EDC Budget Committee on Monday June 2, 2014 at 1 pm

#### Appointment of Budget Committee (agenda item 3.B)

A motion to appoint Marie Heimberg, Kiel Kellow, Tom Atchison, John O'Leary, Paul Levesque, and Pat Kehr to the EDC Budget Committee was made by Patrick Criteser and seconded by Suzanne Weber. The motion carried.

#### Approve Budget Calendar (agenda item 3.C)

Doug Olson went through the budget calendar, noting that the budget committee will meet for a budget hearing on June 2, 2014 at 1 pm, and the final meeting when the budget will be adopted will be June 26, 2014 at 4 pm, prior to the EDC Annual Dinner.

After discussion it was decided that Mark Labhart will consult with County Counsel Bill Sargent regarding the legal need for the EDC to have a budget committee. All statutes that have been considered to-date will be forwarded to Mark Labhart.

Appointment of Board Liaison to TAC (agenda item 3.D)

A motion to appointment Doug Olson as the EDC Board liaison to the TAC was made by Dale Stockton and seconded by Suzanne Weber. The motion carried.

Confirmation of Tourism Director Reporting Structure (agenda item 3.E)

After considerable discussion, a motion was made to have the Tourism Director Report directly to the EDC Board was made by Ray Sieler and seconded by Dale Stockton. The motion carried.

**Reports**

Tourism Director Selection Process (agenda item 4.A)

Doug Olson presented the proposed process for selection of the new Tourism Director. Applicants will be narrowed down by the committee of Doug Olson, Patrick Criteser, and Connie Green and will also be reviewed by the College, since this is a college position. The initial interview panel would consist of 4 EDC Board members, 3 TAC members, and John Hope-Johnstone as a non-voting member. After considerable discussion it was decided that any board member who is interested and can make the meeting is welcome to attend the initial interviews. There will also be a community meet & greet as part of the process.

Tourism Advisory Committee (TAC) Update (agenda item 4.A)

John Hope-Johnstone, project coordinator, gave an update on progress that has been made regarding the tourism efforts. The Tourism Advisory Committee (TAC) has met twice and will be meeting with Bill Baker of Total Destination Marketing Group to discuss elements of the needs assessment. Two group sessions of between 30-40 people, approximately 40 individual interviews and an online survey for the community at large have been conducted as part of this ongoing needs assessment. As of Sunday, May 11, 2014 over 410 people have participated in the online survey. Asset mapping is also being completed. The Tourism Director Position description has been created and the job has been posted in several different locations, including local papers, the Oregon Destination Marketing website and several others. An RFP has been issued for a qualified web design company. Eight responses have been received so far

Director Report (agenda item 4.C)

Dan Biggs went over the highlights of the printed director's report which was included in the Board Packet.

**Announcements and General Information** (agenda item 5)

Mark Labhart announced that there will be a meeting on Friday, May 23 regarding a possible multinational cable landing in Pacific City.

Shawna Sykes pointed out that the latest employment information is available on the back table for anyone who is interested.

**Board Member Comments** (agenda item 6)

There were no additional board member comments at this time.

**Adjournment** (agenda item 7)

The meeting was adjourned at 1:17 pm by Vice Chair Doug Olson.