

EDC Board Workshop, December 4, 2013, 1 p.m.

Board Members  
Present

Doug Olson  
Mike St. Clair  
Suzanne Weber  
Patrick Criteser  
Connie Green  
Ray Sieler  
Michele Bradley

Board Members Not  
Present

Tony Enzler  
Dale Stockton  
Mark Labhart

Staff Members  
Present

Dan Biggs

Carla Lyman

Community Members  
Present

Eugene Tish  
David Yamamoto  
Shirley Kalkhoven  
Paul Levesque

Paul Daniels  
Merrienne Hoffman  
Christine Hayes  
Jeremy Strober

Gus Meyer  
Justin Aufdermauer  
Marie Heimburg

Attending via Polycom

Scott West

### **EDC Board Workshop December 4, 2013**

#### **Call to Order**

Meeting was called to order by Chair Mike St. Clair. Introduction of Board members and community member in attendance was made.

#### **TLT Update**

Doug Olson passed out a suggested work plan and discussed changes and additions to the previous work plan that was presented at the last meeting. He explained that Ordinance 74 turned into the ballot measure which passed nearly 2 to 1 to approve the TLT. Ordinance 75 deals with how the County chooses to take it forward. The third document would be an Intergovernmental Agreement (IGA) that would be drawn up between the County and the EDC, if the Board of Commissioners chooses to contract with the EDC to take this forward. Doug stated that he hoped that this could occur by the end of the year if an agreement can be made at the work session with the County Commission on December 11, 2013.

Doug mentioned that at the previous meeting EDC Board members were "all over the board." Opinions ranged from those who thought this was not at all an appropriate task for EDC, to those who thought perhaps EDC should be involved in the process for a short length of time and then exit. Doug pointed out that at this point it is not a matter of deciding how the money will be spent but how to get EDC through the next few months IF the Board of Commissioners wishes to contract with EDC.

Dan Biggs reported that he had begun the research about how various other organizations have set up their organizations and handled the process. Both the EDC Board and community

members are in agreement that there is no need to “reinvent the wheel.” The desire is to leverage what other groups have done right, and try to avoid things that have not worked so well.

Scott West, chief strategic officer for Travel Oregon, joined the meeting via polycom and gave the group an overview of the impact of tourism on the economy and benefits of efforts to increase tourism in our area. Doug Olson asked that Scott focus his talk on what other groups do, what works and what doesn't. Scott went on to say that there are a number of ways that the different jurisdictions handle their TLT, some have a separate non-profit that handles it; others work through the County or City. Travel Oregon is an independent organization that has the support of the broad tourism industry. They are independent for a reason—it allows them to look past the current budget cycle. The places that have picked a couple of ways to focus their monies have been most successful rather than trying to spread their resources over too many areas of focus. It works best to pick a couple of big drivers for your area and focus on those. He also indicated that it is important to have industry people in an advisory capacity as well as representatives of the public sector. The underlying message as he answered all questions from the Board and from the public was the importance of having representatives of the Tillamook County tourism industry involved in the advisory group regardless of the governance structure that is ultimately decided upon. He also stressed that leadership should be on the ground listening to the industry, the public, and being the beneficiary of the experience. He also pointed out that form should follow function. Scott West's personal opinion is the more private sector you make this, the greater chance you have to succeed, but that is only his opinion and is only one option. He pointed out that Travel Oregon does not contract their services with local groups. There are however programs that the Tillamook County group could buy into which could be beneficial. Parochial, jurisdictional thinking is what has killed these efforts in other places and should be avoided at all costs.

Following the discussion with Scott West, Connie Green stated that she felt that was important today to be clear about whether the EDC is willing to step up and take this on for a number of years to get it going or whether the intention is to tell the Board of Commissioners that the EDC has decided to step aside. Michele Bradley expressed concern over the statement in the suggested work plan that the Board of Commissioners would decide whether they want to continue the IGA, modify the IGA or terminate the IGA. She asked if the EDC would have no control over that.

Connie Green stated that the first question really is “Are we going to agree to do this?” If the answer is yes then the question becomes whether there are enough specific directives for that involvement and where the money will come from initially comes after both of those questions. The consensus of the Board is that the EDC will agree to take on this project if it is the pleasure of the Commissioners.

### **Adjournment**

The meeting was adjourned at 3:15 pm.