

**EDC Executive Board Workshop Minutes  
January 14, 2014  
12 Noon**

Board Members Present:	Doug Olson  Tony Enzler Mike St. Clair Michele Bradley Suzanne Weber Connie Green Ray Sieler Patrick Criteser	Board Member Not Present	Dale Stockton  Mark Labhart
Staff Members Present	Dan Biggs	Carla Lyman	
Public Present	Eugene Tish Merrienne Hoffman Justin Aufdermauer Larry Rouse	Betty Baumgart Paul Levesque Angelina Pepper	Gus Meyer Ilene Rouse

The meeting was called to order by EDC Chair Mike St. Clair at 12:04 pm.

The meeting was facilitated by Vice Chair Doug Olson

**I. Status of TLT**

The timeline, which covers the next six to eight weeks, was reviewed by Doug Olson. The tax is in effect as of 1/1/2014. Paul Levesque explained that the County began the process of implementation the day after the election. A small committee of County staff put together communications which included letters to lodging providers, the registration form, webpage which includes online registration. To date, 913 registrations have been received. Collection will be done by the Community Development Department. The County is in the selection process for who will run the program. Ordinance 75 provides for a Transient Lodging Tax Review committee which will deal with the administration and collection of the tax. . The review committee is made up of a lawyer, a CPA, 2 lay members and a lodging operator. After receiving application for the 2 public at large committee members and tomorrow (January 15, 2014) the Board of Commissioners will appoint Adam Schwend and Gary Albright. County Counsel will also be appointed to the review committee.

**II. IGA**

Doug Olson facilitated discussion of various points of the draft Intergovernmental Agreement.

**Section 1.3—Advisory Committee membership**

The draft IGA calls for a seven member committee including 3 lodging operators, 1 city mayor, 1 EDC Board member, 1 member of the hospitality industry and one citizen at large. Following extensive discussion by the Board and members of the public in attendance, consensus of the Board is to recommend a nine (9) members advisory group. There was extensive discussion on the designations and the consensus on the designation is as follows :1 mayor from an incorporated city with Tillamook County to be designated by the Tillamook County Mayor’s consortium; Three transient lodging providers--1 from south County, 1 from north County, and 1

from Central County--appointed by the EDC Board; Four members of the hospitality/tourism industry, who may or may not be from Tillamook County appointed by the EDC and one citizen at large from unincorporated areas of the County to be appointed by the County.

Paul Levesque will prepare a red-line second draft of the IGA which will be taken up at the regular EDC Board meeting, January 21, 2014, beginning at noon in room 102 at TBCC Central campus.

#### Section 2.1

Doug Olson asked that the wording on this point be changed to the following "Each year EDC shall cause there to be a county-wide needs assessment of tourism related facilities within incorporated cities and unincorporated areas.

#### Section 2.5

Justin Aufdermauer proposed that the IGA include a stipulation that at the end of the third year of the agreement, EDC will create the 501c6 that will operate going forward as Travel Tillamook County. Following discussion, the Board felt that at the most there should be a check in at 18 months to 2 years and a plan done at that time regarding whether to extend the term of the IGA, or whether it was the appropriate time to create the separate 501c6.

#### Section 5 Appeals

Doug Olson explained that originally EDC had requested the inclusion of an appeals process but now realize that any citizen can appear before the committee, the EDC Board, and the County Commission because they are all open, public meetings. As a result the process is already in place. Consensus of the Board is that section 5 should be removed from the IGA.

#### IV. Legal Counsel

EDC does not have an attorney on retainer. Following discussion about whether to have an attorney look over the IGA before the January 21, 2014 meeting, consensus of the Board is that is not necessary to have an attorney, separate from County Counsel, examine the IGA.

The Motion to Approve recommended Changes and to execute the IGA pending approval by the County were tabled until the January 21, 2014 regular Board meeting.

#### VII. Discussion of Policy/Administrative/Implementation Issues

Connie Green reported on her meeting with Todd Davidson of Travel Oregon. Travel Oregon has been advising on how to get things set up right. The critical areas to begin as soon as possible are asset mapping, visitor readiness and branding. Todd's opinion is that it is possible to complete the asset mapping in a two to three month timeframe and at a price range of \$20-50,000. He also indicated that it is possible to brand only the shoulder season by fall and the possible cost for that could range from \$40-50,000. Mr. Davidson also provided links to recent RFP or RFIs that Travel Tillamook County can use as examples. Connie stated that Mr. Davidson's opinion is that we could get all of this done with good product for \$100,000 at the most.

There was brief discussion on management and Administrative options for year one. It was agreed that the Board will come back to this issue for further discussion at the January 21, 2014 Board meeting.

#### VIII. Public Discussion

Eugene Tish pointed out that it will be impossible to get advertising in tourism publication and on website for 2014 and getting things put together for inclusion in publications and websites for 2015 will need to be done quickly, as most of those deadlines are at the end of the first quarter. He also pointed out that there are a number of very qualified people within the County who would be willing to volunteer their time to help get things started.

Justin Aufdermauer stated that he felt that \$100,000 is unrealistic for staffing as well as asset mapping, visitor readiness and branding.

Merrienne Hoffman added that there is a great need for port-i-potties, trash facilities, and parking.

Ileen Rouse thanked the Board for allowing her to speak at the meeting regarding Citizen Advisory Committees.

Jeremy Strober stated he felt it was important to get the RFPs for the asset mapping, visitor readiness and branding before hiring any staff. He believes that until those things are done, there is not really a good idea what skills and characteristics are required of a director or staff person.

X. Adjournment

The meeting was adjourned at 2:20 pm.