

Economic Development Council of Tillamook County
Executive Board Minutes

July 16, 2013

Room 215, TBCC Central Campus

Board Members Present:	Doug Olson	Board Members Not Present:	Connie Green
	Mark Labhart		Patrick Criteser
	Mike St. Clair		Dale Stockton
	Suzanne Weber		Tony Enzler
	Ray Sieler		
Staff Members Present:	Dan Biggs	Carla Lyman	
Audience Present:	David McCall	Shawna Sykes	Shirley Kalkhoven
	Denny Houle	Val Schumann	Justin Aufdermauer

Call to Order (agenda item 1)

The meeting was called to order at 12:00 pm by Chair Michele Bradley.

Consent Agenda (agenda item 2)

A motion to approve the consent agenda was made by Suzanne Weber and seconded by Doug Olsen. The motion carried.

New Business

Election of Officers (agenda item 3A)

A motion was made by Doug Olson and seconded by Mark Labhart to elect the following slate of officers for the 2013-2014 year: Mike St. Clair—Chair; Doug Olson—Vice Chair; and Suzanne Weber—secretary/treasurer. The motion carried.

EDC/TBCC Agreement (agenda item 3B)

The yearly agreement between the EDC and TBCC was presented for signatures of the Board Chair and TBCC President. There are no changes in the agreement from the previous year.

TLT IGA (agenda item 3C)

Two public meetings have been held. Doug Olson gave brief history of the TLT process and there was discussion of ordinances 74 and 75. These ordinances, in some form, will be adopted by the County and put before the voters in November. There is also a proposed intergovernmental agreement between Tillamook County and the EDC. Ordinance 74 is an enabling ordinance that allows the County to levy a Transient Lodging Tax. Ordinance 75 deals with how the County would administer it.

Dan Biggs explained some details about the proposed advisory committee, stating that this committee can help with the needs assessment. The advisory committee would be 17 people. Dan will continue working with Paul Levesque on the IGA. He suggested that Doug Olson also be part of that working group, because of his experience and involvement so far in the TLT process. During this process, Dan Biggs would like to talk to the five or six Counties that Todd Davidson of Travel Oregon believes have done the best job, to get information on how they managed this—how much they have spent, etc.

Doug Olson explained the calendar of events going forward. He recommended collection of the tax, if it is passed by voters, on the same schedule used by the State of Oregon, and believes that monies would not really be dispersed until August 2014 at the earliest. He also

emphasized that there needs to be a concerted effort to find vacation rentals that are not currently in the system. Based on her experience with the City of Tillamook, Suzanne Weber suggested that the collection be done on a more frequent basis than the quarterly system. The City of Tillamook currently collects monthly.

Mark Labhart stated that he is in favor of having a "cooling off period" after the ordinances have been approved by the Board of Commissioners. He would like to ask Paul Levesque to chair a group which is open to anyone in the County which will craft how the money will be spent. Then hopefully that group can come back to the Commissioners before the election with a consensus on how the money will be spent. Dan Biggs believes that the needs assessment and strategic plan should be in place before this group can effectively determine how the monies will be spent.

Justin Aufdermauer stated that he feels it is important to get a completely neutral third party, such as Travel Oregon, to facilitate the formation of this Tourism Commission. Mark Labhart stated that third parties such as Travel Oregon would, of course, be welcome to participate. Justin further stated that he feels that it should be required that this 17 member committee be facilitated by a third party. Dan Biggs explained that the IGA has been drafted to say that the 17 member committee will include a representative from Travel Oregon. There would be nothing to stop the committee from appointing that person as committee chair.

Doug Olson believes that turn out for this election will be light, and it might be best to error on the side of caution and give the public a basic framework before the election, even if it is not perfect. Dennie Houle pointed out that discussion before the election could create "buzz" which is very important to passage of the TLT. Justin Aufdermauer pointed out that using a third party facilitator can help to defuse some of the distrust that seems to go with groups like the chamber, the county, the EDC, etc. Suzanne Weber pointed out that while it can be a positive if there is too much involvement by an outside agency public opinion can turn against the group that has contracted with the outside agency because money is going from this area to outside of this area. This creates a whole other dynamic.

A motion was made by Ray Sieler and seconded by Michele Bradley to support ordinance 74 and ordinance 75 with the addition of January 1, 2014 as the start date and the replacement of the word "Hospitality" with "Tourism". The motion carried with one abstention.

Doug Olson explained what comes next with the TLT. EDC Board, or someone affiliated with the EDC Board, will need to run a campaign starting after Labor Day. Fundraising for that campaign will need to begin as soon as possible. Doug offered to serve as Treasurer for the campaign. A point person needs to be found for the campaign. Suggestions should be emailed to Dan Biggs as soon as possible. Doug Olson recommended that the point person not be Dan Biggs because he is employed full time for the EDC.

Old Business

Incentive Grant Modifications (agenda item 4A)

This has been held over for the September meeting.

EOA Update (agenda item 4B)

This has been held over for the September meeting.

Director's Report (agenda item 5)

- The Shiloh property, owned by the VanCampen family, would be perfect for a meeting center and possibly a sculpture garden. Dan has a meeting set regarding this on Thursday in Portland. Stimson Lumber is interested in the long term cutting rights for nearly \$1 million. An update on this project will be made at an upcoming meeting.
- The Solar Now Convention chose to go to Coos Bay but it was a wonderful learning process for the future.
- Wild Rice—Bob's Red Mill will purchase the rice but they are not ready to mill it into flour. There are a number of farmers in Tillamook and Clatsop County that are ready to move forward on that project.
- The August meeting falls during Senator Roblan's Coastal Caucus. It was the consensus of the Board to cancel the August meeting due to this conflict.

Adjournment (agenda item 6)

The meeting was adjourned at 1:32 pm.