



EDC Board Minutes

July 15, 2014

12 Noon, Room 101 TBCC Central Campus

Board Members Present	Ray Sieler	Board Members Not Present	Mike St. Clair
	Mark Labhart		Patrick Criteser
	Doug Olson		
	Suzanne Weber		
	Michele Bradley		
	Dale Stockton		
	Connie Green		
	Tony Enzler (via phone)		
Staff Members Present	Dan Biggs	Carla Lyman	
Public In Attendance	Gus Meyer	David Yamamoto	Shirley Kalkhoven
	Scott Gilbert		

Call to Order (agenda item 1)

The meeting was called to order at 12:01 pm by Chair Doug Olson.

Consent Agenda (agenda item 2)

A motion to approve the minutes as presented was made by Connie Green and seconded by Mark Labhart. The motion carried.

A motion to approve the financial reports was made by Connie Green and seconded by Mark Labhart. The motion carried.

Old Business

Banking for the TLT (agenda item 4.A)

A motion was made to locate the new bank account for the TLT funds at Columbia Bank was made by Tony Enzler and seconded by Michele Bradley. After considerable discussion, the motion failed with one abstention.

A motion to open the new TLT account at Wells Fargo bank and re-evaluate after January 2015 was made by Doug Olson and seconded by Suzanne Weber. The motion carried with one abstention.

A motion to use the existing EDC procedures for processing and paying bills in regard to the TLT account was made by Ray Sieler and seconded by Mark Labhart. The motion carried with 1 abstention.

New Business

EDC/TAC meeting schedule for July, August, and September 2014 (agenda item 3.A)

Through September TAC has two meetings a month schedule. It has been suggested by some that EDC schedule additional meetings during this organizational phase of TLT. The consensus of the Board was to call extra meetings at the call of the Board Chair when needed.

Reports

TLT Update (agenda item 5.A)

Chair Olson circulated a calendar of events and processes for the director search which was created by Jon Carnahan. A Motion to adopt the calendar/process was made by Mark Labhart and seconded by Ray Sieler. The motion carried.

There was some discussion of the proposed tag line for trademarking The Tillamook Coast: It's the natural choice.

Doug Olson also reported that an RFP is currently being written to retain a firm to determine baseline tourism data which will be used to measure the success of the TLT. Asset mapping is also in progress.

TAC Update (agenda item 5.B)

TAC will be meeting with Bill Baker of Destination Marketing at their July 22nd meeting. The Board was encouraged to attend if possible. Getting as much background regarding this process and the information collected is important for the EDC Board as the TAC begins to make recommendations for EDC Board consideration.

There was considerable discussion regarding the possible trademarking of the tagline "The Tillamook Coast: It's the Natural Choice."

The Asset Mapping report will be emailed to the EDC Board as soon as possible.

Director's Report agenda item 6)

Dan Biggs passed out a flyer about a Public Works meeting scheduled for August 12th.

Dan reported on a Virtual incubator program which is currently in the works.

Board Member Comments (agenda item 7)

There were no additional board member comments at this time.

Adjournment (agenda item 8)

The meeting was adjourned at 1:42 pm.