

**Economic Development Council of Tillamook County
Executive Board
Minutes
Tuesday, May 7, 2013**

**Board Members
Present**

Michele Bradley
Tony Enzler
Connie Green
Doug Olson
Suzanne Weber
Dale Stockton
Ray Sieler
Mark Labhart

**Board Members
Not Present**

Mike St. Clair
Patrick Criteser

**Staff Members
Present**

Dan Biggs
Carla Lyman

Audience Present

Eugene Tish
Justin Aufdermauer
Merrienne Hoffman
Jeff Schons
Jeremy Strober
Mark Ellsworth
David Yamamoto

Call to Order (agenda item 1)

The meeting was called to order by Board Chair Michele Bradley at 4:32 pm.
Introductions were made.

TRT Update (agenda item 2)

Doug Olson explained the timeline of things that need to happen to get this TRT on the November ballot.

Dan Biggs explained that the intention at this meeting is to explore the three proposals:

#1—10% TRT w/ 9% credit

#2—9% TRT w/ 9% credit

#3—8% TRT w/7% credit

Six members of the TRT working committee were in attendance to share their comments and perspective regarding the proposals.

The following points were made during the discussion:

- A 10% TRT would take Tillamook Co. from the lowest to the highest in the state. It would put us 3% higher than Clatsop Co. and 1% higher than Lincoln Co.
- #1 raises the most money and consistency of rate is fair. All areas of the Co. contribute.
- Do not get caught up in a “where it came from” argument. This money is coming from outside the County for the most part.
- “Where it came from” is a critical issue for unincorporated areas because they have never had the benefit from this type of revenue.
- Go as high as possible because it is difficult to change the rate at a later date.
- We need to have faith that the Tourism Commission will come up with a plan to make sure the money is invested wisely.

- For many in South County, the belief is that all areas must “contribute” and some portion (50%) of the money should be returned to the area where it was collected.
- The Mayors of the county agree that proposal #2 (9/9) is the most fair to the cities. They feel they are not being recognized for the efforts they already make towards tourism promotion within the County.
- The proposal sent to the County commissioner must have the support of the 7 cities.
- This money should be put toward a single effort of bringing people to Tillamook County, not to individual areas.
- Getting advice and information from organizations that have done the execution (governance) successfully would be the best way not to “reinvent the wheel”.
- Rural Tourism Studio via Travel Oregon is something to look at.
- There is power and strength in numbers and that is what can change the game for Tillamook County.

Suzanne Weber will meet with the Mayors before the May 21st EDC Board meeting to discuss the different proposals, including the 9% TRT with 8% credit and the option of giving up a .5%.

Adjournment (agenda item 3)

The meeting was adjourned at 6:19 pm.