

Economic Development Council of Tillamook County Board Meeting

Tuesday, October 21, 2014
12 Noon

Board Members Present:	Doug Olson	Board Members Not Present:	Dale Stockton
	Suzanne Weber		Patrick Criteser
	Connie Green		Mark Labhart
	Mike St. Clair		Ray Sieler
	Michele Bradley		
	Tony Enzler		
Staff Member Present:	Dan Biggs		
	Carla Lyman		
Public Attending:	Joann Hope-Johnstone	John Hope-Johnstone	Gus Meyer
	Scott Gilbert	Rachel Hagerty	Stephanie Hurliman
	Shawna Sykes	Justin Aufdermauer	David Yamamoto
	Mary McArthur	Kay Covert	Blaine Shaeffer
	Alene Allen	Vicki Goodman	

Call to Order (agenda item 1)

The meeting was called to order at 12:06 pm by Board Chair Doug Olson.

Consent Agenda (agenda items 2A & 2B)

A motion to accept the minutes from the September 16 and 25 meetings was made by Tony Enzler and seconded by Connie Green. The motion carried.

A motion to accept the financial reports for the month of September was made by Suzanne Weber and seconded by Tony Enzler. The motion carried.

Review of the audit will be on the November agenda.

New Business

Introduction of New Tourism Director (agenda item 3A)

Though Nan Devlin was not at the meeting, Doug Olson reported that she be starting full time on December 1 and will be working as a contractor until that time.

Review of EDC and Tourism Websites (agenda item 3B)

Brandon Parmley of Tillamook Design and John Hope-Johnstone presented the Board with a report on updates made to the Visit Tillamook Coast website since the September EDC meeting. This same presentation will be made for the Board of County Commissioners tomorrow (Wednesday, October 22, 2014.) Only the tourism website was reviewed at this time. The board will receive a monthly report analyzing paid search results, video views, Facebook campaigns, and other social media efforts. John Hope-Johnstone presented highlights from the September report.

Tillamook Area Chamber of Commerce has submitted a proposal for approximately \$35,000 for a project that will rebrand and redesign the Go Tillamook visitor guide which will go to print in approximately six (6) weeks. Following discussion, a motion to approve the proposal contingent

on inclusion of TAC and other area chambers as well as Nan Devlin during the process was made by Tony Enzler and seconded by Michele Bradley. The motion carried.

Nan Devlin and John Hope-Johnstone will be working on a full fiscal year marketing plan.

RLF Loans (agenda item 3C)

Dan Biggs reported the RLF Loan Board has recommended the approval of loan number 1, for up to \$32,000. Other funds will be provided by Col-Pac. A motion to approve loan number one was made by Connie Green and seconded by Michele Bradley. The motion carried.

Old Business

Executive Director Search Process (agenda item 4A)

Connie Green suggested that a process similar to that used for hiring the Tourism Director be used for the upcoming selection of the EDC/SBDC Director. The suggestion is that the entire EDC Board review applications along with four selected individuals—Mary McArthur, SBDC Network executive director, Craig Grant, contracted counselor with Tillamook SBDC, and Jim McGinnis who is on the College Board as well as the SBDC Advisory Committee. A smaller screening committee would handle first interviews of three or four candidates and then everyone would be involved for the final interview of the top two candidates. Michele Bradley, Doug Olson, Tony Enzler and Mary McArthur will be part of the screening committee. First review of applications is set for November 1, though no applications have been received to date.

Reports

TLT/TAC Updates (agenda items 5A & 5B)

TAC is in the process of adopting the process/criteria for selecting tourism related projects. Legal counsel has indicated that only a public entity will be eligible to receive public monies. That would include a city, the County, or a special district. Soliciting of proposals will most likely begin around April 2015. A subcommittee has been looking at the marketing strategy.

Director's Report (agenda item 6)

Dan Biggs reported that there are two additional RLF loans in process at this time. The Wealthworks program also continues.

Board Comments (agenda item 7)

Michele Bradley reported that the comment period on the Salmonberry project has now ended and the concept will be wrapped up soon.

Adjournment (agenda item 8)

The meeting was adjourned at 1:20 pm by Chair Doug Olson.