



EDC Board Minutes

April 18th, 2017

Board Members Present:		Board Members Not Present:	
Doug Olson	David Yamamoto	Michele Bradley	
Ed Gallagher	Tammy King-Crossley	Garry Bullard	
Suzanne Weber	Mike Bever		
Connie Green			
Staff Present:	Mike Cohen	Nan Devlin	Laura Gruenewald
	Ross Tomlin		
Public Present:	Joe Meyer	Alene Allen	Nicole Twigg

Call to Order

The meeting was called to order by 12:40 pm by Co-Chair Doug Olson as Michele Bradley was absent from meeting. Introductions were made.

Public Comment for Items not on the Agenda

Nicole Twigg introduced herself as the co-owner/operator of Kiwanda Coastal Properties and the newest member on a subcommittee of Tillamook County Solid Waste – Recycling and Waste Management. She’s hoping to maybe help “bridge the gap” between Tourism and recycling and spoke about some thoughts on that and information about the organization.

Consent Agenda (agenda item 3)

A motion to approve the minutes of the March 21st, 2017 meeting as presented was made by Connie Green and seconded by Suzanne Weber. The motion carried.

A motion to approve the EDC financial report was made by Suzanne Weber and seconded by Ed Gallagher. The motion carried.

A motion to approve the VTC financial report was made by Commissioner Yamamoto and was seconded by Tammy King-Crossley. The motion carried.

Director Cohen went over the RLF report and mention of two loans that were technically in default, #14-02 and apparently ColPac’s advancing with legal action against him. Also #12-01 is now a couple months behind but have spoken with him and feels confident he will make good. This winter hit his business hard and things are starting to pick up. He was asked what the reserve needs to be in the

RLF account, \$10k for RLF and 10%/\$14k for the RMAP funds. A motion to approve the RLF financial report was made by Suzanne Weber and seconded by Tammy King Crossley. The motion carried.

Old Business (agenda item 4)

Commissioner Yamamoto updated on the 2015 & 2016 Facilities Grants –

2015 Grants - seven of the ten are completed, three of those still have a balance of funds to receive. The three that are not completed are still work in progress held up by permitting and other various reasons but still to be completed.

2016 Grants – of the 14 that were awarded, five are completed, a few are completed and waiting for invoicing, and five have not even started. The ones that haven't even broke ground have run into some issues, i.e. environmental, access, etc. Cloverdale weigh side has river/high water problems. Cape Kiwanda beach access is underway.

New Business

Replacement of Expiring Board Terms (agenda item 5a & 5b)

We're in the process of election/seeking nominations for the two terms that are expiring end of June, to start on July 1st. With the resignation of Ray Sieler's seat, there's now a third spot and we need to fill that within 45 days of date of resignation. With Ray's resignation letter came a recommendation of Steve Dutton with Hudson Insurance as an interested person to fill his seat. Director Cohen recommended they contact past applicants. Connie Green reminded him that employees are not to solicit for nominations, board members do. He'll send the Board the list. Because of the extent of all that is taking place next with Executive, Budget Committee and regular EDC Board meetings, it was recommended and agreed that the times be extended out until 2:30 pm to make sure all is covered.

Choose Date for Tourism Banquet (agenda item 5c)

After some discussion and review of calendars, the Board tentatively agreed on October 6th for the Tourism Banquet.

Reports

EDC Director Report (agenda item 6a)

Director Cohen reported:

- Update on the Boy Scouts property and golf course, that is a "no go" now. After all of the surveying and topography, it just won't work.
- Last week's presentation to the county budget committee went okay. The word from Deb Clark was that there will be about a 39k shortfall this year. Regardless, Director Cohen thinks we need to do some rethinking and/or reshaping of the Bylaws as there are conflicting messages and language is unclear.
- The SBDC has a client whose line of work is website design. He came in to talk about a new website for the EDC. The one that is in place now has broken links, is outdated and not user friendly at all. The staff should be able to work on it, the way it is constructed, they can't. It's not a super priority but he's willing to do it for little cost and some marketing & recommendations on our part to offset.
- The EDC scholarship is available to students this term as the \$1k goal was reached. Director Cohen then disclosed to the Board and Connie Green that it will be renamed as the Connie Green Entrepreneurial Scholarship.

VTC Director Report (agenda item 6b)

Director Devlin reported on:

- TPAC had the latest round of tourism marketing and promotions grants. They'll meet in May, score and rank them and she'll come to the following EDC meeting for vote. There was \$60k set aside for these with total of \$108 asked for. There may be more funds to add to the \$60 as she'll take a look at line items that came under budget, maybe move to grants.
- Wayfinding – they're learning what ODOT will and won't accept. They won't accept the City of Tillamook logo. Director Devlin contacted legal rep to see where responsibility starts and ends with the signs. After they're installed, who repairs and/or replaces them, etc. There was mention to expect them to go missing as there is talk that they'll be collector's items.
- Lodging was down 20-30% in January and February but picked back up in March. There is one lodging owner that is getting rid of reservation system. They're having problems with it and don't like the limited hours of tech service available.
- JackRabbit, the DMO "Book Now" lodging system has been very successful driving leads to lodging properties – Jan & Feb were 1k per month, with 60% click through rate to properties.
- Follow up meeting with the Agritourism group is on April 21st. They will break up into subcommittees, need to create a roadmap and 15 year commitment to an agritourism initiative in order to write and apply for \$10k grant that accompanies rural tourism studio workshop.
- Marketing plan – beginning work on 2017-18 marketing plan. Focus on Outdoor Recreation, Culinary/Agritourism, Arts/Culture and Community Development, as well as internal projects as Organizational and Public Affairs Development.

TAC Liaison Report (agenda item 6c)

Doug Olson reported: Meeting was sorting of the grant applications.

Board member comments – (agenda item 7)

- Connie Green mentioned that that would be her last EDC Board meeting. She thanked everyone and went on to talk a bit about the last seven years she's been there at the college and on the EDC Board. She also stated there will not be a "gathering/good-bye party" for her as that's not her cup of tea. She's been saying her goodbye's as she goes along.

Adjournment

The meeting was adjourned at 1:38 pm by Doug Olson.