



## EDC Board Minutes

November 15, 2016

<b>Board Members Present:</b>		<b>Board Members Not Present:</b>	
Michele Bradley	Tammy King-Crossley	Mark Labhart	
Doug Olson	Ed Gallagher	Ray Sieler	
Suzanne Weber	Garry Bullard		
Mike Bever			
Connie Green			
<b>Staff Present:</b>	Mike Cohen	Laura Gruenewald	Susan Moreland
	Amy Blackburn	Nan Devlin	
<b>Public Present:</b>	Gus Meyer	Joe Meyer - TLC	Mark Dennett
	Justin Aufdermauer	Alene Allen	

### Call to Order

The meeting was called to order by 11:31 am by Chair Michele Bradley. There was no public comment at this time.

### Consent Agenda

Director Cohen reported that EDC is at 22% of budget a 25% of fiscal year. Received first quarter funds from County and report reflects that.

Amy Blackburn reported on VTC – new projects, new line items. It's for better tracking and more clearly defined. Received County funds from Q2 but weren't expecting per the new IGA but came early.

RLF – Director Cohen reported all loans going well except for our one delinquent loan that's been a problem for some time. Hopefully the sale of the business will go soon. It looks like maybe 3 more loans coming down the pipe line. There was discussion on the existing RLF account and opening the new RMAP loan account. He asked if they could/should be at same bank or different bank but definitely a different account. There was mention that there should be separate line items/accounts on report. After some discussion, it was verbally agreed that two accounts at same bank would be okay but needs resolution passed by the Board at next meeting.

A motion to approve the minutes, after one correction, of the October 18<sup>th</sup>, 2016 meeting and the financial reports as presented was made by Suzanne Weber and seconded by Doug Olson. The motion carried.

**Old Business** – Connie Green talked about evaluations for the directors and the processes and timelines.

## **New Business**

### *Approval of Marketing Grants*

Director Devlin reported on TAC last Tuesday first time out reviewing grants and they did a very thorough and great job. There are two grants that didn't get funding for various reasons to do with timing and details, they will need to reapply in future. There were five that were partially funded - they had to make some adjustments within them to make sure they followed the rules where the money can be spent – and there were three that were fully funded. After some discussion on the grants and how and why some decisions were made, Connie Green made a motion to accept what was recommended for the \$49,819 as a motion to move it forward, Tammy King-Crossley seconded. The motion carried. Following, there was much discussion on how to handle grants that are out there already and are having difficulty in performing or finishing up the reporting. What should be policy, how the existing should be changed up, and who should be involved. Specific guidelines are needed so applicants know how to proceed and what's expected of them. Will wait for recommendations from TPAC.

### *VTC Brand Awareness study presentation*

Mark Dennett with The Dennett Group came to present a two-year brand awareness study that was conducted after a baseline study was conducted in September, 2014. Overall awareness of the Tillamook Coast brand increased 85%. Goal was 35%.

### *Move December's meeting to the 13<sup>th</sup> for Awards Luncheon*

Due to the cancellation of EDC Annual Event/Dinner because of inclement weather/tornado, Director Devlin proposed we move December's meeting from the 20<sup>th</sup> to the 13<sup>th</sup> and have an Awards Luncheon after a short Board meeting. The Board agreed.

## **Reports**

### *EDC Director Report*

Director Cohen reported on the following:

- Red Carpet Team was created for a situation that arose with the interest on Alderbrook Golf Course as there needs to be lodging to move interest further. Members from Tillamook County, the broker for Alderbrook and Mike were present for meeting. There was discussion on various processes and other items of concern but it seems all could be doable. There were questions as to who the players are that are needed to move this forward. Next step, property owner and attorney will meet to start with list of needs/wants.
- Director Cohen was contacted by retail property owners in Neskowin, where Wolf Creek empties into ocean that have the problem with water quality and closure of beach. He's trying to facilitate communication between all entities to get some resolution on the issue.
- Mention of Small Business Saturday and all the events/passport event raffle prizes/chamber team work. Everyone get out and support your small businesses!

### VTC Director Report

Director Devlin reported on the following:

- First TLT community meeting last night in north county and 45 people showed up. It was a good meeting with a wide range of ideas from the public.

### TAC Liaison Report

Doug reported: passed - already reported in the approval of marketing grants

### Board member comments –

- Connie Green – reminder that December 2<sup>nd</sup> @ TBCC from 3-5pm is Mark Labhart's Retirement reception.
- Garry Bullard – Talked about life after the tornado in Manzanita and how all are handling it.

### **Adjournment**

The meeting was adjourned at 1:34pm by Chair Michele Bradley.