



## EDC Board Minutes

September 20, 2016

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

### Call to Order

The meeting was called to order by 11:36 am by Chair Michele Bradley. For public comment, Gus Meyer spoke quite a bit about, and there was much discussion on, “family values” and what’s needed here in Tillamook. Talk of bringing some sort of place to go or come to with smaller children, i.e. Bullwinkles or similar to Great Wolf type attraction. It was determined that Mr Meyer was asking the EDC to reach out to see if any of these places would consider Tillamook.

### Consent Agenda

For TCT, Amy Blackburn mentioned Annual Dinner fund and account is being tracked separately from TLT funds and very carefully so it’s clear in and out. VCT using new program that tracks all finances - every project, marketing plans, accounts that they have – that will be accessible and provide information that’s requested. Director Devlin spoke about the new IGA, funding schedule and confusion in the verbiage. It was determined that with a few additional/change of words in the IGA, it’ll be straightened out. Director Cohen mentioned that now with the two last RLF loans in September, they now have more money in the hands of businesses than sitting in the bank. A motion to approve the minutes of the August 16, 2016 meeting with corrections and the financial reports as presented was made by Connie Green and seconded by Suzanne Weber. The motion carried.

### Old Business

#### Red Carpet Team Strategy

Two tiered approach, step one we put something together establishing a core team. Then have conditional team members. There was discussion on who should be on the core team and also on the additional

resources list. Long term, deliberate approach, have a facilitative discussion, apply for Grant/funding. There was concern that this might be over complicating the process of pulling together a red carpet team. The core team should be able to pull together the other conditional team members. Also need to have welcome packet together/ready with Chamber info, Enterprise Zone, etc.

## **New Business**

### *New USDA/RMAP funding and policy*

The Grant has been approved. This RMRF will be kept separate from the existing RLF account, bank, reports and audits. The only thing that is different from existing is that we can offer up to \$50k loans with a higher bar set. There was discussion on other factors that may come into play as well terms and conditions. To protect the long term viability of the USDA grant program, director Cohen would like to see that the EDC be put in to first position as a requirement to obtain a RMRF loan. Suzanne Weber moved to approve with one minor change in verbiage, Mark Labhart seconded. The motion carried.

### *Travel Oregon Agritourism Studio Grant*

Director Devlin & Connie Green talked about Visit Tillamook Coast was awarded the Travel Oregon Rural Tourism Studio grant for Agritourism workshop to begin in January 2017. The workshop coincides with the first project undertaken by the Partners for Rural Innovation, which includes Visit Tillamook Coast, EDC, SBDC, TBCC open campus, and Oregon State University extension.

## **Reports**

### *EDC Director Report*

Mike Cohen reported on the following:

- Annual dinner the EDC is giving an award for business of the year.
- Membership packets went out with annual report, newly devised invoice and membership model and all being received well. Now he's actively recruiting new members.
- Director Cohen's heading to IEDC conference in Cleveland and trip is costing neither organization much as airfare and lodging is free.
- There's funds coming in for the EDC Scholarship with more than \$500 in already and will be awarded in Spring. Mike Bever offered assistance to help with parameters.

### *VTC Director Report*

Nan Devlin reported on the following:

- Annual Banquet event – there are 6 sponsors, 3 VIP tables, everything is ordered, 77 reservations so far and hoping for 100. Pelican Pub's catering. Key note speaker is Todd Davidson with Travel Oregon.
- New media – New Grant's Getaways on Garibaldi, hour long Northwest radio show by John Crouse, cover story on NW Travel and Life magazine. VCT's sponsoring a fishing column in Portland Tribune.
- Branding Awareness benchmark study – Dennett Group have all interviews done and will crunch numbers and put together report. Director Devlin will have them come to November meeting to report on the branding awareness study.
- Restaurant study is well under way. Mystery shopping of 30% of restaurants around the county – some highlights but many lowlights. Mostly to do with customer service.
- Website review – front end. How is the usability?
- Meetings and Conferences want to do cover story on Tillamook's meetings and conferences.

- Lodging revenue program - first two websites are done, seven more to go.
- Village Lights – we have 10 welders working on all projects. Build 70 pieces, 14 very large. Everything's pulling together with many volunteers.
- Preliminary work on rest area south of town - managed by Oregon Travel Experience and owned by ODOT. VCT looking to install electronic kiosk make it an enhanced rest area. Would like to have one at the Creamery, then smaller one at visitor's center.

#### TAC Liaison Report's

Doug reported:

- Advisory committee is official and there were 7 of 9 at meeting last week. Will elect officers next. Two are carried forward from old one and the rest are new. Next meeting they will pick up marketing grants.

#### Board member comments –

- *Suzanne Weber* – Highway construction has begun – dirt's flying! Old KFC building, mattress store to come. Three tanks taken out of de Garde property and test wells were drilled with results hopefully soon. That funding came from County's EPA grant for the Salmonberry Trail.
- *Doug Olson* – There's town hall meeting in PC to take to next level for Enhanced Sherriff's Patrol District to be at May primary, not March. Candidate's forum at next Chamber meeting – both senators, commissioners and representatives.
- *Mark Labhart* – \$70,000,000 of family wage jobs in or coming to TCCA program with building new facility, Southern Flow Corridors, 101/6 construction projects, in the City downtown, etc. Working hard with ODOT on transportation, roads, deteriorating bridges, etc. Looking at Maintenance, Preservation and Modernization – multi funding package. The County's hiring code enforcement officer. Good news will be coming for Cape Meares Loop new road over the top and around. October 1<sup>st</sup> 10<sup>th</sup> anniversary of library with celebration.
- *Mike Bever* – New Visitor's Center project was approved and is underway. Almost two year project. Start by building temp building in parking lot to house temp visitor's center. That'll open in Spring and tear down existing. There was a question about what's happening with existing Chamber office and, with Connie's help, she explained the in's and out's of buying/renting and where they've been looking to go. They are leaving by end of December and looking to buy downtown building.
- *Connie Green* – December 2<sup>nd</sup> @ TBCC there will be reception for Mark Labhart who is leaving. Open house, come and say hello/goodbye. The college did an active shooter training today in building. Best thing to do is run away. Second thing if you can't get away, close door and lock. Barricade. Be active and disrupt. It's important to know, have a mindset how to protect yourself. First week of November or December, vice president will be announced for TBCC. Stay tuned. Reviews have been completed for both directors. Executive session will be after November meeting.
- *Michele Bradley* – reminder about September 28<sup>th</sup> Salmonberry Trail/Brownsfield meeting @ Twin Rocks – 5:30-7:30pm. Also, there's been increase in cruise ship tourist busses coming down from Astoria to the air museum also hitting the Blue Heron, Cheese Factory and sometimes to Cape Meares/lighthouse. Railriders plan to go 7 days a week next year. They're talking about expanding north. Plans are in the works.

**Adjournment** - The meeting was adjourned at 1:46 pm by Chair Michele Bradley.