

DRAFT MEETING MINUTES
ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY
BOARD OF DIRECTORS MEETING
Thursday, February 4, 2021, 3:31 pm
Zoom Meeting

Members Present: Bailey, Kemp, Ogden, Smith, Abbott, Cowan, Fitzsimmons, Holbrook, Lewis, Roy, Ryslingle
Staff: Schuytema and Brewer

1. **Agenda Review:** The agenda was changed to add a Strategic Alignment committee report by Ryslingle.
2. **Minutes:** Ryslingle moved and Kemp seconded a motion to approve the December 3, 2020 minutes. The minutes were approved unanimously.
3. **Treasurer's Report:** Smith reported good news with the receipt of the fourth quarter transient tax, otherwise there were normal operating expenses. Schuytema has been working with Fitzsimmons to fix the extra \$42K from last month. The \$500 RAIN grant shows up on last month's credit card for advertising.

Schuytema applied for PPP funds for around \$18K based on 2019. Kemp questioned the tourism grant expenses. Schuytema had been asking for an answer from Doug Hunt many times re: the adjustment to the grant. The money is still sitting there – Paul will follow up.

4. **Strategic Alignment Report:** Ryslingle reported the committee was looking at building out the board to be aligned with strategic goals. They settled on recognizing that targeting people depends on the goals first. Find a way to look at the existing board and what's missing now – legal, financial, technical, geographic diversity, industry sectors, racial diversity, etc. Schuytema will look at prototypes for a matrix.
5. **Organizational Goals and Strategic Priorities – 2021 forward:** Schuytema reviewed the four-page document on screen. He pointed out that page 2 was the elevator summary, read the bullets under “What Does EDALC Do?” and said page 3 was related to goals. Ryslingle helped him put the goals together and he read the block titles. He read the bullet points on the last page about County-wide Priorities and how EDALC's work fits in. Board members discussed dates and language and minor edits. The consensus was to go with it, share with commissioners and in time use it to show what EDA has done.
6. **Overview of 2021 Plan of Work:** Schuytema asked the board to look at the plan for edits or changes. Next week there will be some conversations with the County about funding, and down the road some other funding possibilities. Roy gave him kudos for his work. Ryslingle said it made sense after she saw it. She added that his and Brewer's time are limited resources. She asked if the projects listed built capacity. Are they important and strategic? We need to keep asking those questions. Regarding enhancing EDA's brand as professional, Ryslingle thought it was really important to speak of the county with respect and in a professional way.
7. **Short Term Rental Discussion:** Kemp brought the discussion to the board. He said the issue has become more intense over the years and dynamics around it puts pressure on the marketplace. “15 Neighbors” is a new group trying for a ballot measure to eliminate short term

rentals in unincorporated areas. Because it's tied to room tax (which funds EDA) he thought it was a tricky situation. It puts pressure on inventories, impacts sales price and rent causing less housing for workers. Kemp gave a summary of the census numbers and asked how it impacts EDA.

Roy said the county has housing problems but it was easy to blame it on vacation rentals. She added that the workforce couldn't afford them anyway. There's not enough - fast enough affordable housing. The current median house price in the county is \$440K, \$100K over last year. People are escaping urban areas and can afford expensive homes.

Holbrook said he was steeped in Lincoln City's VRD controversy in 2006. It's more than just a dollars question. Without enforcement it makes livability issues. He doesn't think EDA has a role in it. He added that the data and cause and effect is unclear.

Kemp said there were numbers but it is still emotional and political with pros and cons on either side. Abbott asked Schuytema if the board could look at Kemp's data, distill it down and have a look. He said it would be potentially devastating to eliminate short term rentals. Roy commented that everyone should feel like they're winning something. There should be more effort put into more housing to help solve the problem.

Holbrook noted that there are limits on the amount of real property in the county. VRDs are higher income for contractors. Ryslinge asked "what is our sphere of influence?" There may be a point where things intersect but cautioned not to take positions on things that are outside the board's goals; that there is lots of room to do good work without getting mired in all that.

8. **Executive Director's Report:** Schuytema announced the newsletter would be coming out around February 15th. The enterprise zone expires on June 30 and he might explore some zone boundaries in Lincoln City, Toledo, Port of Newport, and City of Newport.

He's looking at doing a virtual event in the Spring with a speaker and networking. He will start ramping up work on the Oregon Prospector. On the Business Retention and Expansion program – there are long term economic development goals. He thanked Ryslinge for all her input.

Bailey adjourned the meeting at 4:57 pm.