



DRAFT MEETING MINUTES
ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY
BOARD OF DIRECTORS MEETING
Thursday, May 6, 2021, 3:30 pm
Zoom Meeting

Agenda Review: No changes to the agenda.

Review and Approval of April 1, 2021 Minutes: Ryslinge moved and Lewis seconded a motion to approve the April 1, 2021 minutes. The minutes were approved unanimously.

Treasurer's Report: Presented by Schuytema as Smith had microphone issues. Schuytema reported that spending was minimal and all accounts are in sync, as they've been for three months running. He added that actual spending from cash reserves will be less than projected.

Approval of Tuesday, May 25th for EDALC Event and Required Annual Meeting: Schuytema explained that official Board approval was needed for the date and time of the annual meeting. He asked for a motion, second and vote. Lewis made the motion to hold the meeting on May 25th at 5:30 and Roy seconded the motion. Kemp raised a question about the by-law stating that the meeting "shall be in June." Schuytema posited that it was meant to coincide with our fiscal year and explained that the strategy behind a May meeting was to do it before the Memorial Day weekend tourist season kick-off to ensure attendance. Kemp suggested changing the by-law to allow more flexibility for this and future meeting schedules. After some discussion, Lewis forwarded a motion to change the by-laws and approve this year's meeting date, which was seconded by Kemp. The motion passed unanimously. Abbott questioned the time of the planned meeting and it was agreed that it would be moved from evening to afternoon.

Discussion of Annual Meeting Content Schuytema explained that meeting content has been discussed and that he'd reviewed past meetings, then suggested that we would present an Annual Report, a quick staff and board introduction, a treasurer's report, nominations and election of directors and a preview of the future work of EDALC. There were no objections to this plan.

Update on Member Management Efforts: Bruckart used a PowerPoint presentation to share recent efforts in updating member management, plans for member engagement strategies and what has been done so far. She went over the use of HubSpot to manage member data, changing to an annual membership renewal with online payment option, holding regular member engagement events.

Executive Director's Report: Schuytema started with an update on the re-designation of the Lincoln County Enterprise Zone. He reported that meetings had taken place with all current EZ sponsoring and consenting entities, adding that he was hoping to move Newport from being a consenter to a full sponsor, as well as adding the hotel rider. Schuytema also reported that Bruckart had provided all sponsors and consenters with draft resolutions and that he and Bruckart had created an informational sheet to explain the EZ process, which will be used as a marketing piece in the future. He shared that we now have an extra three-square miles that could be added to the Lincoln County Enterprise Zone, and that the state list of properties in Lincoln City was inaccurate but had been updated by the city. Next he explained that an informational meeting with all non-sponsoring taxing bodies had been planned. He finished his report with an explanation of final steps, which would be to complete the formal application with all approved resolutions. There was a short discussion about E-Commerce zones having limited availability. Schuytema added that he would be working on Project Big Catch in the coming week. He finished with a report on where things stand with funding from the county, explaining that all funding decisions would be on hold until the new county administrator was hired. Commissioner Doug Hunt was present and confirmed that this was the case. Schuytema followed up by acknowledging past issues at EDALC, reviewing recent improvements and accomplishments and stating that at some point alternative funding would have to be considered if the county fails to make a decision in a timely manner or decides not to fund EDALC.

Closing Comments: Ryslunge offered appreciation for Schuytema's report and work, as well as support for finding alternate funding if necessary. Dahl asked Schuytema about whether or not EDALC applied for the second round of PPP funds. Schuytema answered that we did apply and that EDALC received \$31,000 based on our payroll and expenses. Kemp asked a question on behalf of Smith about the timeline for hiring a county administrator.

Meeting adjourned at 4:30 p.m.