



APPROVED MEETING MINUTES  
ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY  
BOARD OF DIRECTORS MEETING  
Thursday, November 4, 2021, 3:30 pm  
Zoom Meeting

**Call to Order:** 3:32pm by Tracy Bailey

**In Attendance:** Curt Abbott, Tracy Bailey, Bob Cowen, Bryan Fitzsimmons, Karen Gray, Carrie Lewis, Paula Miranda, Birgitte Ryslinge, Linda Roy, Michael Smith and staff (Paul Schuytema)

**Agenda Review:** No substantive changes, but Schuytema suggested waiting on the Treasurer's report until Smith arrives on the call.

**Review and Approval of October 7, 2021 Minutes:** Ryslinge moved and Abbott seconded a motion to approve the October 7, 2021 minutes. The minutes were approved unanimously.

**Discussion – County Community and Economic Development Grant program:** Schuytema reminded the Board that the application window closed yesterday at 5pm. He also stated that the web developer that the county used for the online application had the application portal shut down at five Central time rather than Pacific time and that may have affected some grants. Schuytema is working with Kristi Peter at the county to sort that out.

Schuytema stated that 17 applications were started and twelve were submitted. There were four applicants for the larger grants, two in broadband and one in childcare and one in housing. It looks like the childcare application is ineligible because it is not a nonprofit – Schuytema will confirm tomorrow.

Schuytema stated that nine folks attended the virtual workshop. He uploaded the video and one other applicant watched the video and was able to prove to Paul that he did watch it. The Board was fine with allowing the grant bonus for the applicant that watched the video as well as the live attendees.

On the external reviewers, Roy brought up that since the large housing application was put in by Northwest Coastal Housing and Commissioner Hall serves on that board that there may be a conflict of interest with the reviewer that Hall recommended. It was agreed that Schuytema would find a "less connected" external reviewer for that grant.

Schuytema stated that he will vet the applications for eligibility and send the eligible applications to Abbott to enter onto the Board scoring spreadsheet.

**Discussion – Tiered Sponsorship/Membership Model:** Schuytema provided some context by stating that EDALC is trying to develop a sustainable long-term funding model that combines both private and

public sector funding. A tiered investment model allows multiple levels of financial support for economic development. This was discussed in an Executive Committee meeting, and the PDF that was shared with the Board was run past the Executive Committee prior to the Board meeting. It is a first attempt to expand from EDALC's \$100 membership level to provide more investment and support options.

Schuytema shared his screen and showed the potential tier levels (individual, member, bronze, silver, gold and platinum) and desired private sector income levels to balance out anticipated public sector funding.

Dr. Gray asked what numbers the county had given for support if EDALC brings in other municipal funders. Schuytema indicated that it would be roughly equal to what a Newport or Lincoln City would put in annually, and he was using \$20,000 as his planning number for county economic development support. Gray indicated that she would feel comfortable going to her board to request annual support at or around the \$5,000 level.

Schuytema stated that he sees this as similar to running a capital campaign – that the goal is to secure perhaps half of the needed commitments before there is any broad-level marketing of the tiered investment plan.

Schuytema asked if it would be a good idea to separate or combine private and public sector funders into the tier levels – he stated that he's seen it done both ways. Which approach celebrates the investment in economic development the best?

Abbott said he liked the simplicity of the tiered approach and he favored using a per capita approach for municipal funding, which would probably be a more complicated ask. The private sector can just pick a tier level that they are comfortable with.

Schuytema indicated that he already had conversations with Lincoln City, Newport and Toledo about the \$2 per capita funding level as he was preparing to submit the Rural Opportunity Initiative application – he saw that as the scaffolding to bring in direct municipal support for EDALC.

Miranda said that in her previous experience, it is hard to keep the private sector on board – once they get what they want, they'll drop. She did say that using an Enterprise Zone abatement as incentive to get investment is a good approach.

Schuytema said that we should revisit this topic over the next few meetings – specially to get the value proposition correct. He asked the Board when they thought this approach should be launched. Board consensus was to roll out the initial public sector conversations around the first of the year with the funding going into effect on July 1, when the new fiscal year kicks off. Schuytema will pull things together into an action plan to present at a future meeting.

**Treasurer's Report:** Presented by Smith. He stated that there was not too much to report. Expenses are being kept as low as possible and EDALC still isn't seeing much income. He said the reports looked good and was impressed at how much EDALC has done with such a shoestring budget. Schuytema added that there is now anticipated income in the future, and he will be looking at how to manage expenses to get us to the start of the next fiscal year and when EDALC can look at bringing support staff back on board.

**Discussion – Congressionally Directed Spending/O2IH:** Schuytema said that the press release on this funding is on hold per a suggestion from Senator Wyden's office – but it's ready to go. Schuytema

shared the document that listed the various projects in this funding package and what would go directly to EDALC and what would be sub-granted out.

Schuytema said that he received a call from Chris Chandler, urging EDALC to apply to the open-again Blue Economy Catalyst position with Oregon RAIN and he wanted the Board's opinion of that suggestion. Smith wanted to know Schuytema's opinion. Schuytema stated that there is some potential baggage with Oregon RAIN and EDALC has more than enough work to do, that it doesn't make sense right now – though we would certainly partner with whoever gets the position. Cowen, and others, agreed with Schuytema's opinion – not the right fit for EDALC at this time.

**Executive Directors Report:** Schuytema stated that he has a meeting next week with Commissioner Jacobson to discuss the Burning Glass Blue Economy Sector Study and what the management and funding might look like going forward. He also said that EDALC is waiting on the contract from Business Oregon for the ROI program and that he will do a news release next week. He also said that he and Susan will be in Costa Rica from November 15<sup>th</sup>-23<sup>rd</sup>.

**Board of Directors' Updates:** Ryslinge brought up the county's economic report done in 2014 by a firm from Corvallis. She said the data is stale and it might make good sense for EDALC to be the convener to bring together a much-needed update for that report. She stated that every entity in the county needs that data for their grant applications.

Smith indicated that staffing is still a challenge for US Bank. Roy brought up the recent short term rental ballot measure that passed. She mentioned that the financial impact of STRs is huge for cities and the county and what will they use to replace the lost revenue? – she asked that question in Lincoln City a few years back and never got an answer. Roy stated that it should be more about enforcement rather than elimination of STRs.

Gray stated that 5-11 year old vaccine shots are now available. She stated that workforce housing is a huge issue, and they can't find the staff they need. She said they are also expanding their career and technical education programs. Ryslinge said that they have more students now on campus – enrollment is up 8% over last Fall. She said that their federal earmark money will be to place a sim lab in the north campus for nursing, CMA and EMT training.

Cowen said that he is looking forward to hearing back on the Build Back Better grant proposal. He also said he is in the fifth round (boxing analogy) of working with the university leadership to get housing for students at Hatfield. Miranda indicated that the Port of Newport is chasing money – looking to replace Port Dock 7. They are also looking to repair the Rogue seawall. They also have their new administration building out on bid.

Lewis said the aquarium is deep into construction. They are looking to move into phase two projects as soon as the current work is done. Because of construction, they are not doing any of their holiday events this year. Bailey wished everyone Happy Holidays and remind the Board that next meeting is the grant meeting.

Meeting adjourned at 4:50 p.m.