

APPROVED MEETING MINUTES
ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY
BOARD OF DIRECTORS MEETING
Thursday, October 1, 2020, 3:32 pm
Zoom Web Conferencing Meeting

Members Present: Bailey, Kemp, Ogden, Abbott, Cowen, Hunt, Lewis, Roy, and Ryslinge (1st ½ hour)
Staff: Schuytema and Brewer

1. **Agenda Review:** Bailey opened the meeting at 3:32pm. There were no agenda changes except for the order of topics. Roy and Ogden talked about the challenges of evacuating from Lincoln City with little notice. Members discussed the big fire threats and lack of communication in the area. EDALC might help address them in the future.
2. **Review and Approval of September 3, 2020 Minutes:** Abbott moved and Kemp seconded a motion to approve the minutes. The motion passed unanimously.
3. **Treasurer's Report:** In Smith's absence, Schuytema reported that everything was normal except for the logo design expense. The room tax check still had not come in.
4. **(#6 on agenda) Board Membership Policies:** The topic was taken out of order because Ryslinge had to leave early. Members discussed a nominating committee and the need to look at diversity and inclusivity again. Ryslinge said there was a lack of clarity around some processes and suggested a smaller committee for further discussion. Perhaps a meeting in October.

Roxie Cuellar's resignation from the board was discussed. Abbott wanted to see an outline of who was on the board re: geography, industry, and other entities. He thought it good to keep it flexible. Schuytema will take the lead on insights to discuss at the next meeting. He said Bud Schumake had announced his retirement.

5. **(#4 on agenda) Short update on Economic Development Listening Sessions:** Schuytema made a Zoom meeting draft of what Hunt and Greg Wolf were looking at. Hunt will lead the four working sessions, the first in early November. Hunt thought the Zoom polling function allowed for more buy-in and participation. He asked the board to make suggestions on the invitees list and invited Ogden to join.
6. **(#5 on agenda): Future Sustainable Funding Discussion:** Diversity of funding was discussed – County, business and industry. Schuytema wanted more funding for outreach, marketing, grants and other things. He talked with Michael Smith. They thought there was enough funding to last until October 2021. He suggested starting tiered EDALC memberships like bronze, silver and gold. Schuytema will reach out for best practices from similar organizations. He asked how to handle the private sector and if there was an advantage to being a 501 (c)(3).

Bailey said improving communication was key. Schuytema will step up with the new website, newsletters, events. Abbott and he had talked about meeting with city managers re: what works best for them and try to keep things basic and simple. Cities may want specific promises. Find ways to work with disparities of incomes. Try to meet with cities in January when budget processes start. Schuytema's involvement in listening sessions should help with priorities and buy-ins. Hunt commented that his ideas align with his own re: revisioning how economic development is done. Coordination with Wayne

Belmont about the feedback he's gotten would be good. Schuytema said some main priorities were workforce housing and the enterprise zone which is up for renewal in April/May to continue in July. Listening sessions are this month and next.

- 7. Outline of Virtual Member Engagement Event:** Schuytema said there is a need to re-engage current members and show them the new logo and branding virtually. The meeting shouldn't go too long. He asked what time of day would be best. He wanted to offer more than just talking heads. Cowen suggested offering a take-away by featuring several different exciting projects or a 10-15 minute speaker talking about a relevant project. Announce upcoming events and projects stewing that members could be excited about and allow members to become involved. He added that the Future's Commission is working on visioning as part of rural economic development and someone from that group could be invited. Schuytema will look into those things.

Abbott didn't think it necessary to have a chat about the board – something more interesting could be presented. Schuytema added that being in sync with what's happening on the state level re: rural development and innovative topics were good ideas. He and Brewer will come up with a revised outline.

- 8. Bills that can be paid online:** Schuytema asked for comments or a motion of approval on the list of bills that could be paid online.

Motion: Abbott moved and Kemp seconded a motion to approve the list of bills to pay online. Cowen asked if anyone saw a downside. No one did. *The motion passed unanimously.*

Schuytema talked about working with Cowen and others on a potential Business Oregon large scale investment of \$40 million on a marine project. He got a lot of data together and submitted it. The European company is looking at Washington, Oregon and California. Cowen said the company wanted a community that could accommodate them and be near a university.

Schuytema mentioned that some of the Cares Act money had to be spent by December 31 but they have extensions to September and December 2021

Bailey asked Hunt if he thought communication was better, and he did. He agreed that Schuytema was a "ray of sunshine". Hunt suggested the state should be funding economic development. Schuytema added that Michigan had strong state/private support. He thought Oregon was a little old fashioned and duplicative; and that a lot of the solution is local.

Bailey adjourned the meeting at 4:40 pm.