

DRAFT MEETING MINUTES  
ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY  
BOARD OF DIRECTORS MEETING  
Thursday, June 4, 2020, 3:30 pm  
Web Conferencing Meeting

Members Present: Bailey, Kemp, Ogden, Smith, Abbott, Cowen, Cuellar, Dahl, Fitzsimmons, Holbrook, Lewis, Roy, Ryslinge, Hunt  
Staff: Schuytema and Brewer

1. **Introduction of Paul Schuytema, new EDALC Executive Director:** Schuytema said it was both exciting and terrifying that people want solutions right away. He wants to work together. He had worked full time in economic development for eleven years, in tourism, software development, web games, and wants to solve problems fast in this scary time. He's excited to work with the board and to face the pandemic challenges.

Hunt reported on the commissioners' emergency meeting the next day to consider whether or not to apply for phase 2 reopening. Schuytema commented that moving to phase 2 presented risk of creating a second wave. He has been in multiple discussions through weekly zoom meetings with Dave Price and many others where everyone gets updated.

2. **Treasurer's Report:** Smith reported that everything was pretty normal except for the recent deposit of room tax. Another deposit was expected in a couple of months. Hunt commented that most of hospitality would be closed until late May. Smith said check signers are harder to get so there were 4 prepaid checks. A MacBook was purchased for \$2,200, plus moving expenses, and software. He said the balance sheet looked strong with good liquidity and was performing very well. The budget would be discussed in the next meeting in August. Hunt said there would be no money allocated for EDA until a revisioning process happens. Those funds are being reserved, put on hold. Bailey added that EDA was anxious to get things straightened out.

Discussion ensued about the virus. Hunt commented that he was a proponent of opening slowly. Approximately half the county's cases are community spread. The county continues to work on grant requests of targeted businesses who are not able to take advantage of other grants. Ogden reported that high or low risk, tracing was very mythological, slow and comprehensive. Non mask wearers are very hard to trace. Contact tracing is a critical part of being ready to reopen. Challenge is that testing is a point in time which can change in an instant. There are two drive up facilities in Depoe Bay and Waldport but doctor's orders are required to take a test. It's still not as easy as it could be. Population can go from 9K to 30K in the summer. Current cases were from Memorial Day. No time to let the guard down.

3. **Executive Director Report:** Schuytema asked what he and Brewer could do to put additional oars in the water. He will continue listening and try to meet individually with commissioners to start charting what can be done re: economic vitality. He's been on weekly calls with mayors, chambers, government folks, SBDC and others. He's looked at Wiley Thompson's recovery plan, municipalities and others to see what tools are being utilized. He wants to touch base with where businesses are in regards to retention and expansion. Some were in challenging positions before the outbreak.

4. **Discussion of Impactful Priorities over next 90-180 days:** Schuytema asked for ideas from the board. Ogden said Kaety Jacobson has worked on putting together a broadband group of stakeholders who met recently for the first time. The urban/rural divide is how healthcare delivers care. The school district faces insurmountable difficulties with internet for distance learning. It will take millions and millions to solve the problem. EDA's board was part of the backbone for broadband, now it needs to get in rural parts. It will enable workers and businesses. Without good internet, they won't be attracted. Build it – they will come.

Ryslingle asked about focus and resources. The county has a lot of different economic development resources but it is not cohesive. Antidote is having a clear idea of strategic focus. What are a couple of key focus areas? Broadband is an excellent example of what EDA could do. She asked Schuytema to lead in a discussion of a one, three and five year strategic plan. What are the priorities? Avoid duplication of efforts.

Schuytema responded that the biggest challenge for a small organization is trying to do soup to nuts. His goal is to avoid those pitfalls. So many people are doing a lot of things. He's excited to work on actionable communication and connection and welcomes the board's wisdom.

Kemp said Waldport stopped dramatically with the shutdown. How to help in very service-oriented towns? People and church helped each other. Pensioners with outside income has been a big driver in keeping things going. There's an opportunity to get help from seniors.

Fitzsimmons invited the director to meet with him over coffee and suggested he talk to Ed Parker. Schuytema responded that he wanted to meet with each board member individually. Bailey asked what specific things were going to be worked on. EDA can't solve everything.

5. **Longer Term Projects:** Rebranding: Schuytema is working on finding a new logo, developing a new website and Facebook page.
6. **Update on Technical Work:** Schuytema and Abbott met to work on website, application suite, email servers, software, etc. to coordinate and maintain in house. They will be able to put it together.

Schuytema thanked everyone for welcoming him. Kemp thanked Brewer for holding things together. Bailey thanked Ogden.

The meeting was adjourned at 5:00 pm.