



TILLAMOOK COUNTY BOARD OF COMMISSIONERS NOTICE OF MEETING AGENDAS

BOARD OF COMMISSIONERS

David Yamamoto, Chair
dyamamoto@co.tillamook.or.us

Erin D. Skaar, Vice-Chair
eskaar@co.tillamook.or.us

Mary Faith Bell, Commissioner
mfbell@co.tillamook.or.us

CONTACT

Tillamook County Courthouse
201 Laurel Avenue
Tillamook, Oregon 97141
503.842.3403
www.co.tillamook.or.us

COMMUNITY UPDATE MEETING

Tuesday, February 22, 2022 at 8:00 a.m.
Teleconference and KTIL-FM at 95.9

BOARD MEETING

Wednesday, February 23, 2022 at 9:00 a.m.
Commissioners' Meeting Rooms A & B
County Courthouse, Teleconference, and Live Video at tctvonline.com

AGENDAS

COMMUNITY UPDATE – 2022-02-22 COMMUNITY UPDATE AUDIO.MP4

CALL TO ORDER: Tuesday, February 22, 2022 8:00 a.m.

1. 01:10 Welcome and Board of Commissioners' Roll Call
2. 11:27 Adventist Health Tillamook
3. 01:03 Coastal Caucus

AGENDA ITEM TAKEN OUT OF ORDER

4. 15:35 Tillamook County Community Health Center
5. 18:58 Nehalem Bay Health Center & Pharmacy
6. 20:10 Tillamook Family Counseling Center
7. 21:55 Sheriff's Office
8. 25:55 Emergency Management
9. 28:11 Board of Commissioners
10. Cities
 - 48:38 Manzanita
 - 49:24 Garibaldi
 - 50:16 Bay City
 - 51:08 Tillamook

ADJOURN – 8:57 a.m.

MEETING – 2022-02-23 BOCC MEETING AUDIO.MP4

CALL TO ORDER: Wednesday, February 23, 2022 9:03 a.m.

Chair Yamamoto recessed the meeting at 9:05 a.m.

Chair Yamamoto reconvened the meeting at 9:21 a.m. - 2022-02-23 BOCC MEETING AUDIO.MP4.PARTII

1. 00:03 Welcome & Request to Sign Guest List
2. 00:13 Pledge of Allegiance
3. 00:35 Public Comment: There were none.
4. 00:46 Non-Agenda Items: There were none.

PRESENTATIONS

5. 00:57 Tillamook Coast Visitors Association Annual Reports/Nan Devlin, Executive Director, Tillamook Coast Visitors Association

LEGISLATIVE – ADMINISTRATIVE

6. 31:09 Discussion and Consideration of a Memorandum of Agreement with Tillamook Family Counseling Center for Psychiatric Services/Marlene Putman, Administrator, Health and Human Services

A motion was made by Commissioner Bell and seconded by Vice-Chair Skaar. The motion passed with three aye votes. The Board signed the agreement.

7. 34:25 Discussion Concerning County COVID-19 Response Policy Update/Erin Frost, Director, Human Resources

8. 36:47 Discussion and Consideration of Intergovernmental Agreement No. 22001 with the Oregon Public Employees Retirement System (PERS)/ETOB (Equal to or Better) Employers/Shawn Blanchard, Treasurer

A motion was made by Commissioner Bell and seconded by Vice-Chair Skaar. The motion passed with three aye votes. The Chair signed the agreement.

9. 38:46 Discussion and Consideration of Amendment #1 to Non-Exclusive Communications Site License Agreement #4294 with the Tillamook County Emergency Communications District/John Spence, Communications System Administrator

A motion was made by Commissioner Bell and seconded by Vice-Chair Skaar. The motion passed with three aye votes. The Chair signed the amendment.

Chair Yamamoto recessed the meeting to go into executive session pursuant to ORS 192.660(2)(a) at 10:03 a.m.

Chair Yamamoto reconvened the meeting at 11:06 a.m. - 2022-02-23 BOCC MEETING AUDIO PART III.MP4

- 10. 40:30 Board Concerns – Non-Agenda Items: There were none.
- 11. 40:39 Board Announcements

ADJOURN – 11:06 a.m.

JOIN THE BOARD OF COMMISSIONERS' MEETINGS

The board is committed to community participation and provides opportunity for public attendance during meetings via in-person and teleconference. Teleconference options are listen-only. Due to Oregon COVID-19 recommendations for public gatherings, the maximum capacity of the board meeting room is limited to 12 persons, not including staff and commissioners.

- **Community Update Meetings: Tuesdays at 8:00 a.m.**
 - Teleconference: Dial 971-254-3149, Conference ID: 736 023 979#
 - Radio: KTIL-FM at 95.9

- **Board Meetings: Wednesdays at 9:00 a.m.**
 - County Courthouse: Commissioner's Meeting Rooms A & B, 201 Laurel Avenue, Tillamook
 - Teleconference: Dial 971-254-3149, Conference ID: 736 023 979#
 - Live Video: tctvonline.com

MEETING INFORMATION AND RULES

- Matters for discussion and consideration by the board shall be placed on an agenda prepared by the staff and approved by the board chair. Any commissioner may request items on the agenda.
- Public hearings are formal proceedings publicized through a special public notice issued to media and others. Public hearings held by the board are to provide the board an opportunity to hear from the public about a specific topic. Public hearings are therefore different regarding audience participation at board meetings.
- Commissioners shall be addressed by their title followed by their last name.
- Commissioners shall obtain approval from the chair before speaking or asking questions of staff, presenters, and public. As a courtesy, the chair shall allow an opportunity, by the commissioner who has the floor, to ask immediate follow-up questions.
- Masks, face coverings or face shields must be worn in the courthouse by State order. Masks must be worn while giving comment.
- A majority of the board shall constitute a quorum and be necessary for the transaction of business.
- All board meeting notices are publicized in accordance with public meeting laws.
- All board meetings shall commence with the Pledge of Allegiance.
- The chair will utilize the gavel as needed to maintain order, commence and adjourn meetings, and signal approval of motions.
- The board reserves the right to recess to executive session as may be required at any time during these meetings, pursuant to ORS 192.660(1).
- The courthouse is accessible to persons with disabilities. If special accommodations are needed for persons with hearing visual, or manual impairments who wish to participate in the meeting, contact (503) 842-3403 at least 24 hours prior to the meeting so that the appropriate communications assistance can be arranged.

PUBLIC COMMENT

- Providing public comment is an opportunity for constituents to be heard and express their views to the board.
- The board allows public comment at board meetings during the public comment period designated on the agenda.
- Comments are limited to one per person and per agenda item.
- Comments must be related to the agenda item(s) previously registered to comment on.
- The allotted time for public comments is two minutes per person; this time may not be allotted to another speaker. The chair may, at their sole discretion, further limit or expand the amount of time.
- The public comment opportunity is not a discussion, debate, or dialogue between the speaker and the board, which may or may not respond.
- Members of the public do not have the right to disrupt the meeting; the board may prohibit demonstrations such as booing, hissing, or clapping.
- Remarks containing hate speech, profanity, obscenity, name calling or personal attacks, defamation to a person, people, or organization, or other remarks the board deems inappropriate will not be allowed.
- Failure to follow all rules and procedures may result in not being able to provide public comment and/or being removed from the meeting.

In-Person Procedures

- Sign in before the meeting begins and indicate your desire to provide public comment and which agenda item you would like to comment on. When your name is announced, please come forward to the table placed in front of the dais and for the record, first identify yourself, area of residence, and organization represented, if any.

Virtual Procedures

- Register by sending an email to publiccomments@co.tillamook.or.us by 12:00 p.m. on the Tuesday prior to the board meeting. The email must contain all of the following information:
 - Full name, area of residence, and phone number.
 - Agenda item(s), you wish to comment on.
- Once registered, and before the start of the meeting, board staff will email a Microsoft Teams meeting link.
- When logged in to the meeting you must remain muted with your camera off until your name is called, then you unmute and turn on your camera.
- The chair may require those providing virtual comment to turn on their camera while providing comment or testimony.

Written Procedures

- Written comments may be mailed to 201 Laurel Avenue, Tillamook, Oregon 97141 or emailed to: publiccomments@co.tillamook.or.us.
- Written comments received by 12:00 p.m. on the Tuesday prior to the board meeting will be distributed to the board and posted online. All written comments submitted become part of the permanent public meeting record.

AGENDAS

COMMUNITY UPDATE

CALL TO ORDER: Tuesday, February 22, 2022 8:00 a.m.

1. Welcome and Board of Commissioners' Roll Call
2. Adventist Health Tillamook
3. Coastal Caucus
4. Tillamook County Community Health Center
5. Nehalem Bay Health Center & Pharmacy
6. Tillamook Family Counseling Center
7. Sheriff's Office
8. Emergency Management
9. Board of Commissioners
10. Cities
 - a. Manzanita
 - b. Nehalem
 - c. Wheeler
 - d. Rockaway Beach
 - e. Garibaldi
 - f. Bay City
 - g. Tillamook
 - h. South County

ADJOURN

MEETING

CALL TO ORDER: Wednesday, February 23, 2022 9:00 a.m.

1. Welcome & Request to Sign Guest List
2. Pledge of Allegiance
3. Public Comment
4. Non-Agenda Items

PRESENTATIONS

5. Tillamook Coast Visitors Association Annual Reports/Nan Devlin, Executive Director, Tillamook Coast Visitors Association

LEGISLATIVE – ADMINISTRATIVE

6. Discussion and Consideration of a Memorandum of Agreement with Tillamook Family Counseling Center for Psychiatric Services/Marlene Putman, Administrator, Health and Human Services
7. Discussion Concerning County COVID-19 Response Policy Update/Erin Frost, Director, Human Resources
8. Discussion and Consideration of Intergovernmental Agreement No. 22001 with the Oregon Public Employees Retirement System (PERS)/ETOB (Equal to or Better) Employers/Shawn Blanchard, Treasurer
9. Discussion and Consideration of Amendment #1 to Non-Exclusive Communications Site License Agreement #4294 with the Tillamook County Emergency Communications District/John Spence, Communications System Administrator
10. Board Concerns – Non-Agenda Items
11. Board Announcements

ADJOURN

OTHER MEETINGS AND ANNOUNCEMENTS

The Commissioners will attend a Tillamook Lightwave Entity meeting on **Friday, February 18, 2022** at **9:00 a.m.** The meeting will be held at the Tillamook Bay Community College, 4301 Third Street, Tillamook, Oregon. The teleconference number is 253-215-8782, Meeting ID: 899 5732 9678, Passcode: 130579.

The Commissioners will attend a Forest Trust Land Advisory Committee meeting on **Friday, February 18, 2022** at **2:00 p.m.** The teleconference number is 253-215-8782, Meeting ID: 990 3826 4170.

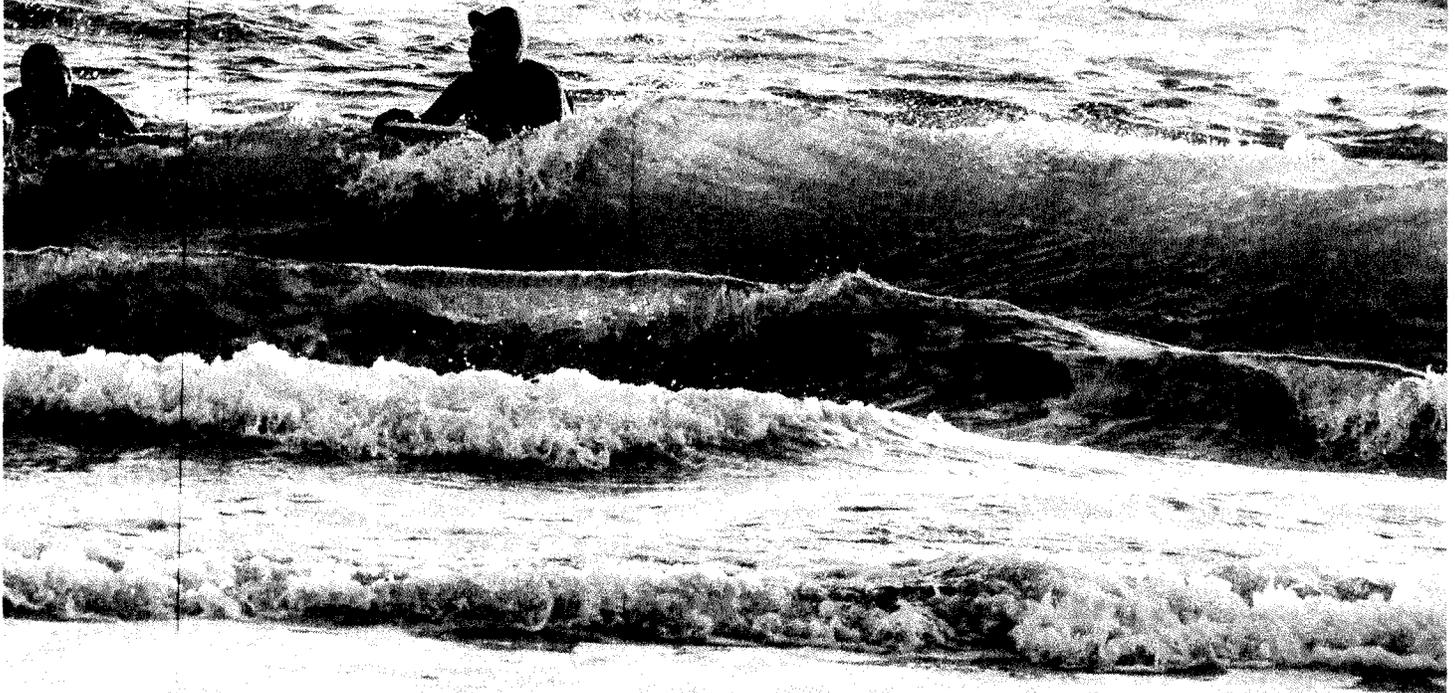
President's Day is an observed holiday for the County and the Oregon State Circuit Court. All County offices in the Tillamook County Courthouse and the Tillamook County Library, administrative offices in the Jail and Justice Facility, Public Works Department, Department of Community Development, Surveyor's Office, and the Health and Human Services Department and clinics will be **CLOSED** on **Monday, February 21, 2022**.

The Commissioners will hold a Board Briefing on **Wednesday, February 23, 2022** at **2:00 p.m.** to discuss weekly commissioner updates. The meeting will be held at the Courthouse in the Nestucca Room, 201 Laurel Avenue, Tillamook, Oregon. The teleconference number is 1-971-254-3149, Conference ID: 736 023 979#.

The Commissioners will attend a defined benefit retirement plan review meeting on **Thursday, February 24, 2022** at **2:00 p.m.** The teleconference number is 720-707-2699, Meeting ID: 893 4148 9951, Passcode: 099521.

The Commissioners will hold an executive session on **Friday, February 25, 2022** at **8:30 a.m.** pursuant to ORS 192.660(2)(i) to conduct a performance evaluation. The executive session is not open to the public.

ANNUAL REPORT: 2020-2021



PREPARED BY

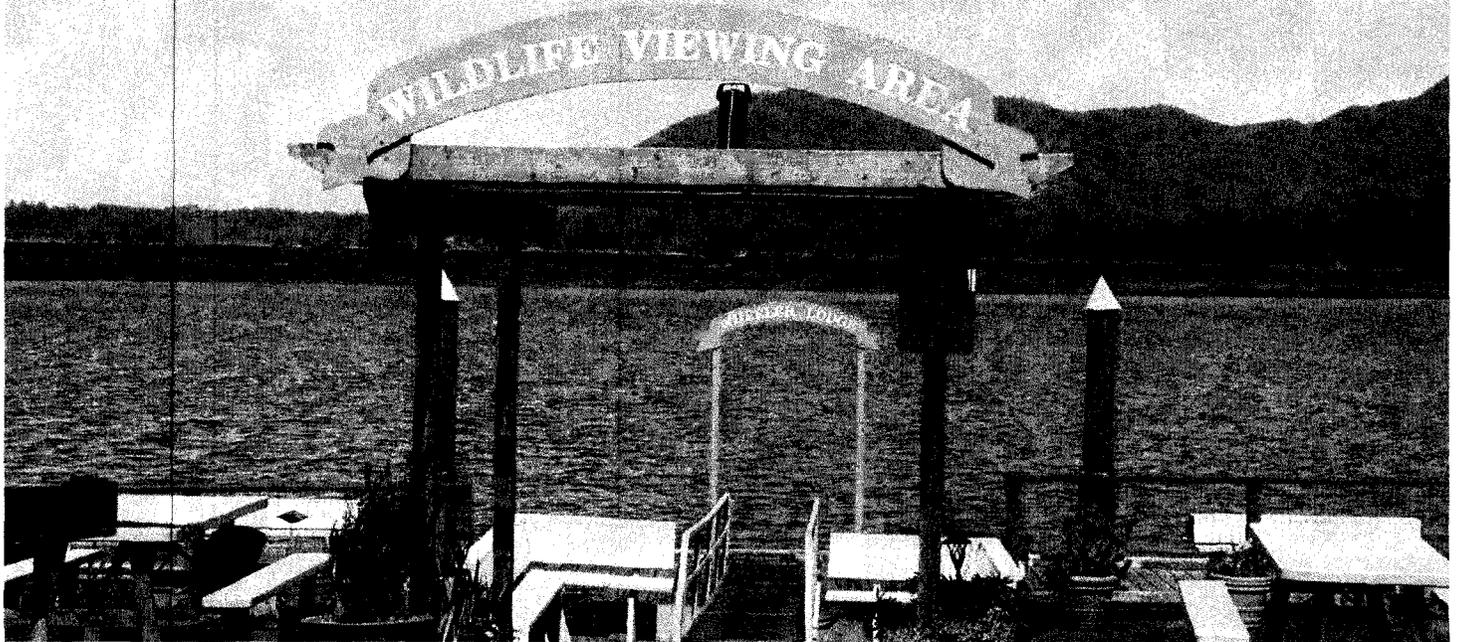
**TILLAMOOK COAST VISITORS
ASSOCIATION**



Visit Tillamook Coast

Presented by Nan Devlin, Executive Director
www.tillamookcoast.com

THE YEAR. THAT WAS.



Presented to:
Tillamook County Board of County Commissioners
August, 2021

Tillamook Coast Visitors Association Staff



Executive Director
Nan Devlin, MTA
[email](#)



**Deputy Director,
Finance and
Administration**
Amy Blackburn, CPA
[email](#)



**Manager, Community
and Industry
Programs**
Julie Hurliman
[email](#)



**Destination Manager,
South Tillamook
County**
Brook Wyntergreen, MBA
[email](#)

Tillamook Coast Visitors Association Board of Directors

- **Chair:** *Jim Prinzing*, CEO of Pelican Brewing and Kiwanda Hospitality
- **Vice Chair:** *Valerie Folkema*, Commissioner of the Port of Garibaldi, owner of Garibaldi Marina
- **Secretary:** *Justin Aufdermauer*, Tillamook Chamber of Commerce
- **Treasurer:** *Mike Bever*, Executive Vice President, Tillamook Creamery
- *Joykob Wood*: Tillamook County Pioneer Museum
- *Susan Amort*: Pacific City Nestucca Valley Chamber of Commerce
- *Juliet Hyams*: City Manager, Garibaldi
- *Amy VanDyke*: Sunset Vacation Rentals, Manzanita
- *Chantelle Hylton*: Owner, The Salmonberry, Wheeler
- *Claudine Rehn*: Tillamook Estuaries Partnership
- *Jeff Wong*: Commercial fisherman, Rockaway Beach
- *Mary Faith Bell*: Tillamook County Commissioner liaison

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is the destination management organization representing Tillamook County's tourism industry. We were established as a 501c6 nonprofit in 2019, after 4.5 years as part of the Economic Development Council and Tillamook Bay Community College.

GOAL & MISSION: SUSTAINABLE TOURISM

Focus on People, Place, Profit

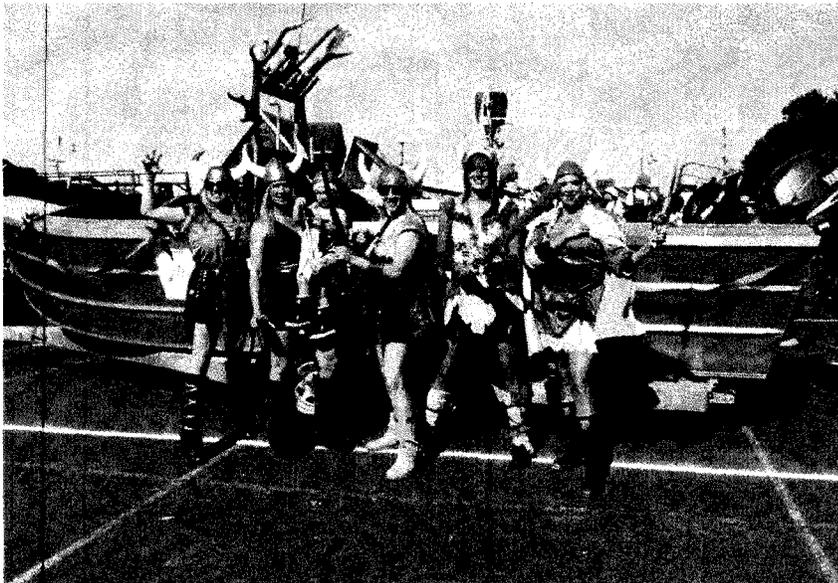
Everything we do, we ask, "does this serve the community, respect the environment and culture, and create economic vitality?"

The answer has to be YES to all three.

Better ways than "growth" to measure tourism success

Three R's Benchmarks

1. People: Return on Relationships - community
2. Place: Return on Responsibility - environment and culture
3. Profit: Return on Investment - economic vitality



Destination management puts the principles of sustainable tourism into practice through collaboration with municipalities, community, and the tourism industry.

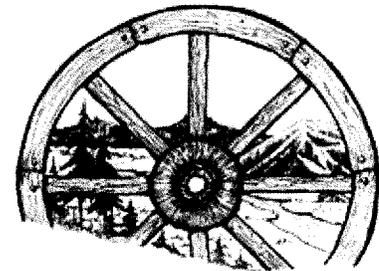


COMMUNITY DEVELOPMENT

Partnered with Community Development, CACs and STVR agencies to develop the **Hello Neighbor!** public relations campaign to support communication between agencies and local residents.
tillamookcoast.com/hello-neighbor



Partnered with Tillamook Coast History Alliance members for a planned **Cultural Heritage Trail**.



TILLAMOOK COAST HISTORY ALLIANCE

Provided online **Guest Service Gold** certification training during COVID. Planning is underway to launch online certified **Hospitality training** programs, collaborating with private sector, ORLA Education Foundation.

Guest Service





COMMUNITY BUSINESS DEVELOPMENT

Received \$20,000 from Travel Oregon's Wine Country License Plate grant to adopt the Travel Oregon food trail template, and create three new videos: Seaside, Garibaldi and newest food trail member, Astoria. The very successful **North Coast Food Trail**, the first developed under Travel Oregon's Culinary/ Agritourism Rural Studio Program, was named in fall of 2019 by **Sunset Magazine** editors as "Best Foodie Trail."



Awarded a dozen businesses and individuals as Tourism Heroes for their community support during COVID and wildfires.



COMMUNITY BUSINESS DEVELOPMENT

Launched exploratory process to develop a **Food Innovation Center** in Tillamook County, serving the north coast. The goal is to make our area a center of food excellence and development. We want to fund and build shared, licensed commercial kitchens, cold storage, food processing centers, culinary classrooms/labs, provide workforce training, food safety classes, and mentorship for food entrepreneurs.

Process includes state and local agencies, nonprofits, Col-Pac, ports, private sector and individuals.

\$120K

NOW SEEKING
FUNDING FOR A
FEASIBILITY
STUDY, BUSINESS
PLAN AND BUILD-
OUT COSTS



Inspired through work
on the food trail



DESTINATION MANAGEMENT

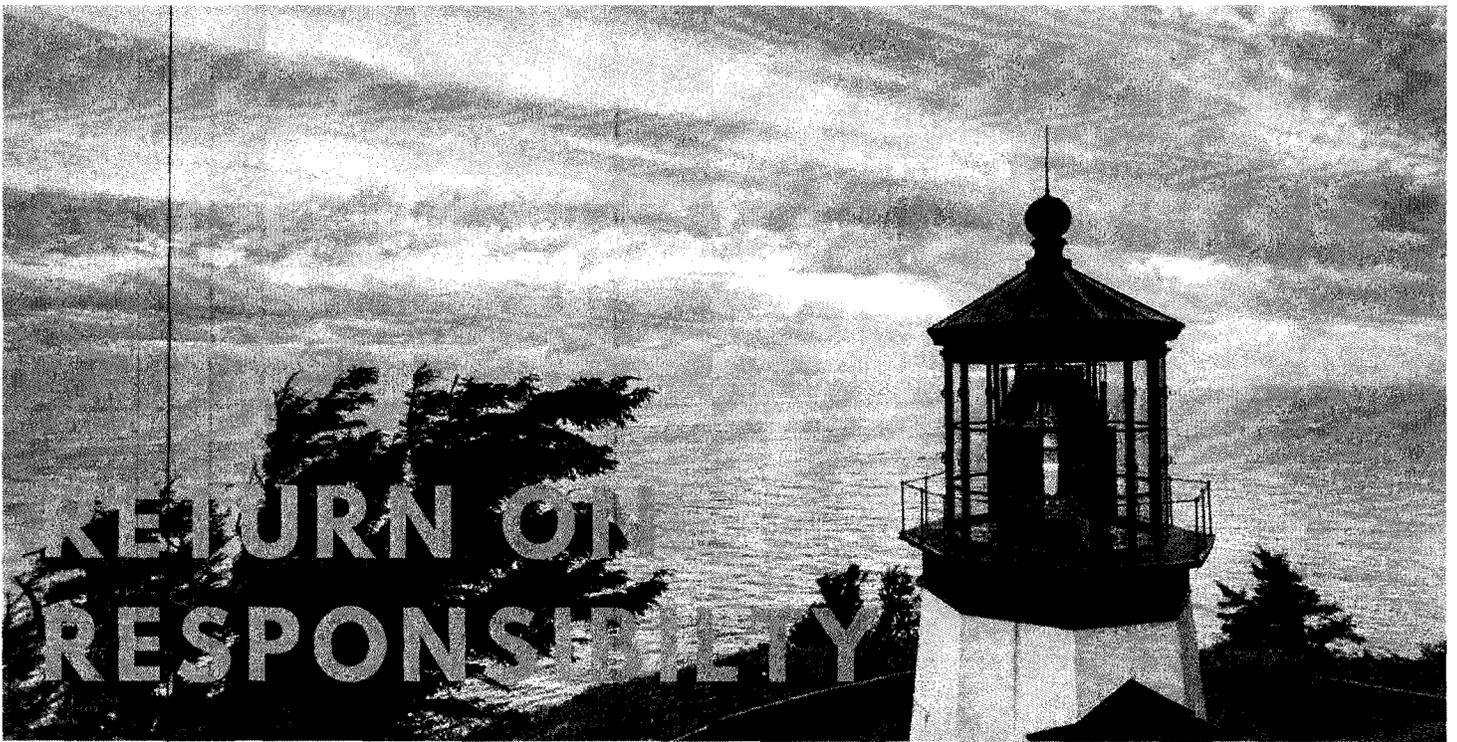
Received **\$10,000 COVID relief** grant from Travel Oregon. This freed up funds in our tight budget to buy **4 beach wheelchairs**, donated to Manzanita, Rockaway Beach and Pacific City. Received a \$10,000 Destination Ready grant to purchase **two kayak launchers** (one each in Garibaldi and Wheeler), and a **wheelchair** for Garibaldi.

Funded **Nestucca Fire District** digital sign; helped fund **Neskowin tsunami signage**; funded Tillamook Bay interpretive signs for **Tillamook Estuaries Partnership**; funded **Port of Garibaldi gateway signage**; installed **Nehalem wayfinding**.



\$172,000 INVESTED IN WAYFINDING



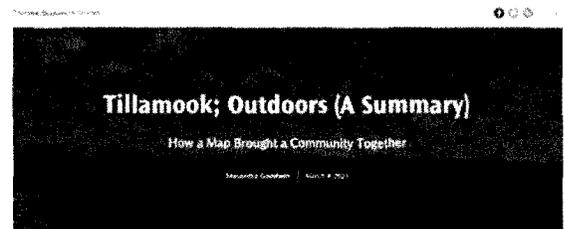


DESTINATION MANAGEMENT

Appointed by Governor Brown to the **North Coast Regional Solutions Equity and Economic Recovery Council**, **Nan Devlin** is part of advisory group that reviewed state initiatives for DEI and economic development across multiple state initiatives.

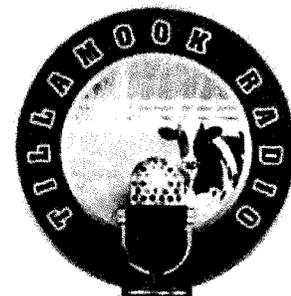


Worked with Tillamook County, Tillamook County Wellness, Mt. Hebo Ranger station, and New Youth Corps to develop a **GIS mapping of all trails, campgrounds, boat launches and more: 800+ locations** tillamookcoast.com/recreation-map



<https://storymaps.arcgis.com/stories/b2a628d36b664199f8cd547cc8b754>

- **Sponsored the BOCC emergency/COVID meetings** streamed on KTIL Radio in 2020





DESTINATION MANAGEMENT

Added to our team in December 2020, **Brook Wyntergreen** is the new Destination Manager for South Tillamook County. She is working with the county on tourism infrastructure development in Pacific City, including the **Parking Management Plan, Cape Kiwanda plan revisions, wayfinding, tsunami signage** and much more.

Developed the South County information landing page: **tillamookcoast.com/southcounty**
This is a model for creating a central and north county destination management program to coordinate with cities and in-between unincorporated areas to determine what is needed in facilities support.



**Destination Manager,
South Tillamook
County**

Brook Wyntergreen, MBA





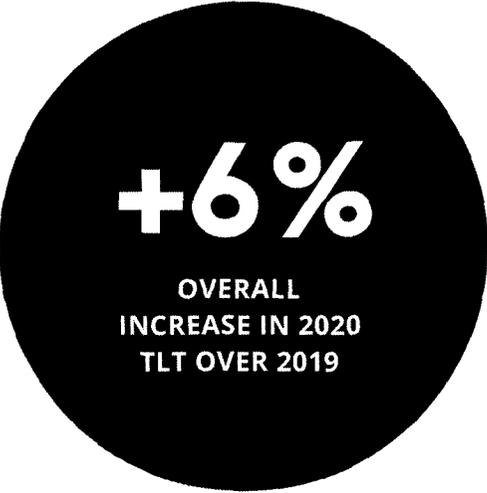
RETURN ON INVESTMENT

COVID IMPACT AND RECOVERY

Lodging revenue recovered despite 2.5 months of closure in spring 2020. Visitors stayed twice as long, throughout the week and in off-season.

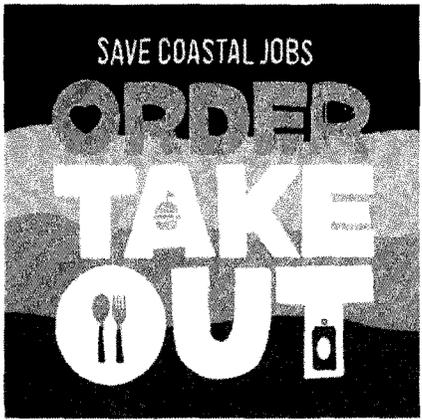
Q4 2020 saw an increase of 72% over Q4 2019, and Q1 increased 138% over Q1 2020, and 108% over Q1 2019.

Visitor spending on gas, groceries, restaurants, museums, venues and retail **dipped significantly** in 2020 as much as 80% from 2019. **In 2019, visitor spending was \$249.5 million.** The 2020 visitor spending economic report says \$125 million, a drop of 50%.



-74%

IMMEDIATE LOSS IN REVENUE BY SMALL FARMS, FISHERIES AND RESTAURANTS IN 2020





RETURN ON INVESTMENT

INVESTING IN COMMUNITY

- Partnered with the Tillamook County Creamery Association, which provided a 100% match to our annual \$100,000 tourism community grants. We asked for collaborative projects; the **16 lead grantees will impact 90 tourism businesses**. Since 2015, Visit Tillamook Coast has **awarded \$720,000** in grants to businesses and nonprofits.

- Received **\$65,000** from the **Business Oregon Rural Opportunity Initiative** fund to develop a business plan/prospectus to develop a food hub/delivery system for our local producers and their customers. This in turn helped **Columbia Pacific Regional Economic Development District receive a \$400,000 grant from the USDA** to extend food hub/delivery systems throughout the north coast and to customers in Portland and Willamette Valley. Three community members are now certified in **Food Hub Management**.



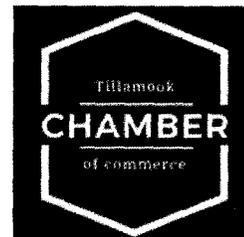


COVID SUPPORT AND INVESTMENT

- **Participated** actively in three Regional Solutions Emergency COVID Response Teams (meetings held weekly), Travel Oregon COVID Response and North Coast Tourism Management Network meetings.

- **Provided COVID** Stay Safe signage, masks and sanitizer throughout the county, plus messaging and public service announcements to visitor-facing social channels, regional media.

- **Partnered with Tillamook Chamber of Commerce for the #tillamooktakeout** campaign, contributing non-TLT funds for gift cards for a 10-week promotion in April, May and June, and then more funds for a 2nd promotion in fall during COVID Extreme-Risk category. Total take-out sales for county restaurants was \$4 million.



NAN DEVLIN: EXECUTIVE DIRECTOR



- Developed **one-year COVID impact study** of tourism businesses, a follow-up to spring 2020.

- Participant in **three Regional Solutions COVID recovery advisory groups**: legislative, land managers/parks managers, and north coast tourism/chamber managers, all ongoing.

- Presented **destination management planning/principles** to multiple organizations: one national, two state, one regional, and four local.



- Supporting and collaborating with Columbia Pacific Regional Economic Development District and north coast organizations on a **\$400K USDA-RFSP grant** for food hubs/food delivery/food resilience systems, **an outgrowth of managing second \$65K Business Oregon Rural Opportunity Initiative grant** to develop a business plan, market analysis and site location for local **food hub system**.

-Completed **4-month long DEI training** with coastal colleagues.



- Applied for six **grants**, received four, **for a total of \$105,000**, helping us continue and complete community and destination programs this fiscal year.

-Expanded **North Coast Food Trail to Astoria**; trail now in its 4th year. Received Travel Oregon grant project to create three videos; updated brochure and website.



-Facilitated workshop with **Kiawanda Community Center** on a plan for an onsite visitor center in partnership with the PCNV Chamber; developed two marketing plans for local businesses; helped three organizations write and apply for grants.

- Write **quarterly tourism newsletters** to community; appear monthly on **Tillamook Today** radio program; write **quarterly columns for Headlight Herald**; manage media outreach; attend city council and planning meetings; meet regularly with CAC leadership; STVR agencies; port managers, businesses, organizations needing our assistance

Nan is an engaged member of the community:

- Tillamook Forest Heritage Trust Board of Directors
- Futures Council Advisory Member
- Appointed by Governor Brown to North Coast Equity and Economic Recovery Council.
- North Coast Tourism Management Network
- Tillamook Estuaries Partnership Innovation Center review committee



Professional certificates earned this year:

- Food Hub Management
- Professional Grant Writing



JULIE HURLIMAN: COMMUNITY AND INDUSTRY PROGRAMS MANAGER



- Expanded **Caring for Our Coast** campaign with the **Tillamook Coast Pledge** on expected behavior while at the coast: tillamookcoast.com/caring-for-our-coast

- Oversaw the **development of Discover Bay City** with a visitor-facing website and social channels: <https://discoverbaycityor.com>

- Developed the **Hello Neighbor campaign** with Community Development, STVR agencies and county-wide CACs tillamookcoast.com/hello-neighbor

- Working with ODOT and state parks to include **high-traffic cameras on tripcheck**.

- Manages development of a **cultural heritage trail** campaign on behalf of the Tillamook Coast History Alliance members; recruiting new members, including local tribal leaders; will manage 2022 events

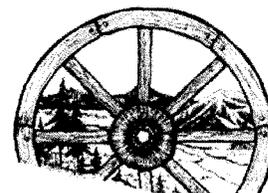
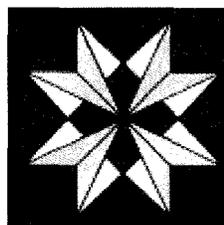
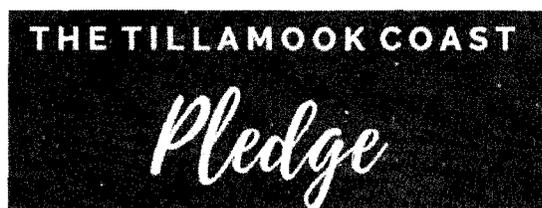
- Updated TCVA **Crisis Communications Plan** to include COVID/pandemic best practices

- Coordinates updates, community blocks, and new website for **Tillamook County Quilt Trail**

- Recruiting sponsors for new **Tillamook Professional Disc Golf Course**: so far, \$12K of \$25K raised

Julie is an engaged member of the community:

- Swiss Society Board Secretary and Grant Writer
- Tillamook Coast History Alliance, Chair
- Honorary Tillamook Quilt Guild Member
- Sacred Heart Crab Feed, Co-Chair
- **Oregon Tourism Leadership Academy (2021-2022 cohort)**
- Tillamook Early Learning Center, Past Board Chair



TILLAMOOK COAST HISTORY ALLIANCE

Professional certifications earned this year:

- Virtual Meetings Management
- Festival and Event Management
- COVID-19 Precautions for Hotels

AMY BLACKBURN: DEPUTY DIRECTOR FINANCE AND ADMINISTRATION



- Developed our **"green" virtual office**, taking documents and financial administration tasks online and on the cloud, saving \$\$\$ on paper and ink, and making it easy for staff and board members to approve banking activities, and securely access files from virtual offices. Our **environmental footprint decreased sharply** thanks to this effort.

- Took QuickBooks online, enabling more flexible and secure conditions for managing accounting tasks from a public and virtual office.

- Administers the **\$200K Marketing Resilience Grant, developing training webinars** on planning, budgeting and collaboration.

Amy provides ongoing assistance and advice to grantees, helping them with changes in programs and remaining in compliance with grant criteria. Also **manages all grants** - received and outgoing. **All grant programs are now managed online**, saving mounds of paper.
See at tillamookcoast.com/grants

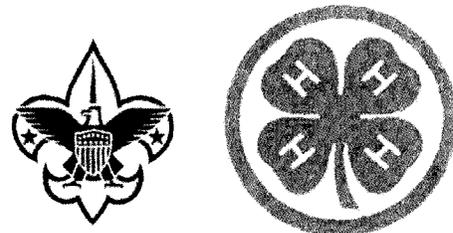


- Develops **monthly budget reports to the tourism board and county treasurer**; invoicing, billing and payments; banking reconciliation and transfer funds; document signing; as a CPA, prepared tax statements. **Prepares fiscal year budget**, working with county and board.

-Applied for and was **granted a \$57K PPP loan** in January 2020, the first PPP loan we were able to apply for as a 501c6; Amy **successfully applied for a 2nd one at \$57,000**. Both loans have been forgiven, enabling us to use funds for community programs. Also received a \$10K COVID relief fund from Travel Oregon, using the freed funds to purchase **five beach wheelchairs**.

Amy is an engaged member of the community:

- YMCA Board, Treasurer
- Tillamook Church of the Nazarene, Board Treasurer
- 4-H Leader
- Boy Scouts of America, Committee Chair
- TBCC Business Advisory Committee

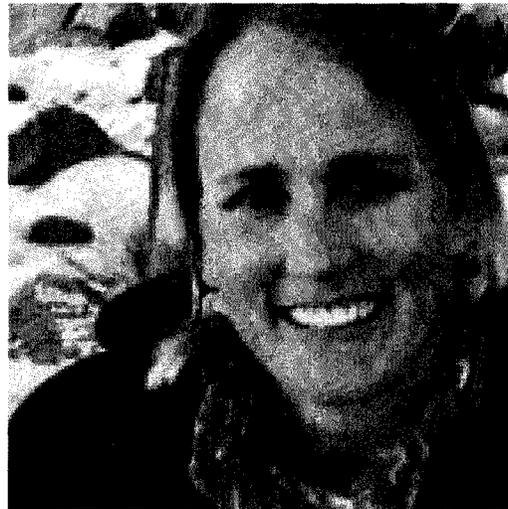


Professional certifications earned this year:

- CPA license renewed



BROOK WYNTERGREEN: SOUTH COUNTY DESTINATION MANAGER



- **Facilitating** Pacific City - Woods Parking Advisory Committee meetings
- Working with County Public Works on **digital signage messaging**
- Working with County Parks on **parking fee stations**, messaging and signage
- Worked with Tillamook Transportation District to **expand shuttle service and route** in Pacific City to three days from Memorial Day to Labor Day weekends. **Shuttle is averaging 80 passengers per day.**
- Overseeing Brooten Road area **wayfinding signage placement** and design intent drawings for RFP for fabrication and installation
- Working with South Tillamook County Emergency Volunteer Corps on **tsunami signage**, storage and needs for **Pacific City, Tierra del Mar** and upcoming needs for **Sandlake area.**
- Working with county and community on **Kiwanda Corridor Plan**
- Reviewing **Cloverdale Wayside project**, will oversee project
- **Writing monthly column** for Pacific City Sun on destination management activities in south county
- Developed and does updates on the South County Destination Management page: tillamookcoast.com/southcounty

Brook is an engaged member of the community:

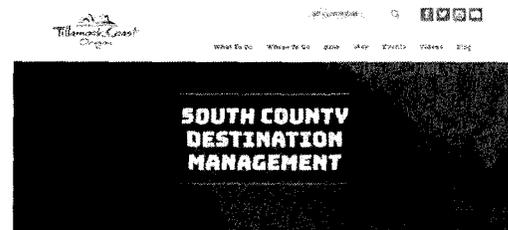
- Member, AFO - Architecture Foundation of Oregon
- Pacific City- Woods Parking Advisory Committee
- Neskowin South Tillamook County Emergency Volunteer Corps
- South County Wayfinding Committee

Professional certifications earned this year:

CERT - disaster preparedness



PACIFIC CITY
WAYFINDING PLAN



ON OUR PROJECTS PLATE: 2021-2022



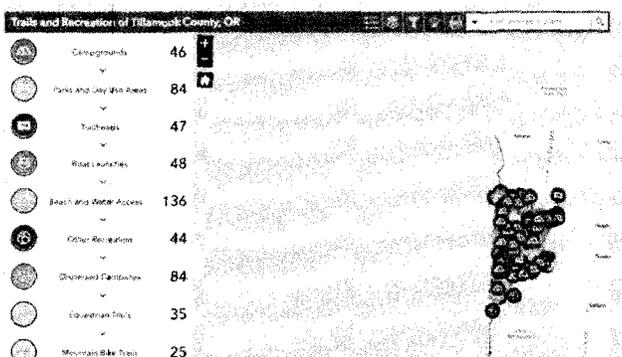
Return on Relationships (community/business)



- Workforce training with businesses (Guest Service Gold)
- Grant training (writing and budgeting) and administration
- Plan **Swiss Society Centennial**, Beer + Cheese Festival, Crave the Coast
- Develop **VTC online academy** for marketing, grant writing
- Hospitality study: needs, wants, improvements
- Fund **10-week TBCC course on Recipe-to-Market** for entrepreneurs
- Continue Hello Neighbor! campaign
- Continue fund-raising for Disc Golf Course at Port of Tillamook Bay
- Continue working with CACs, county committees, nonprofits
- Continue partnership with Col-Pac on food hubs, etc.
- Develop plan for **Food Innovation Center**
- Launch and Manage **Rockaway Beach TLT marketing grant program**

Return on Responsibility (destination management)

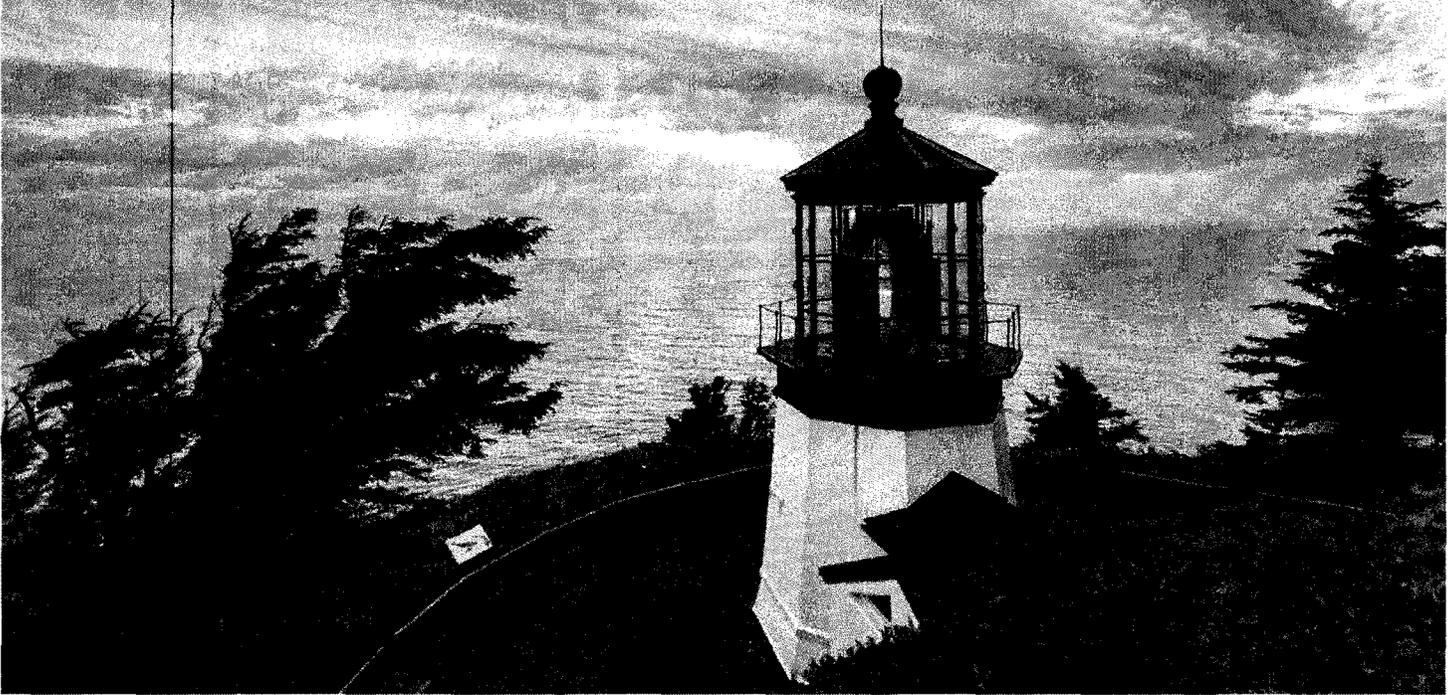
- Cloverdale Wayside project management
- **Coordinate with county on Kiwanda Corridor plan**
- Rockaway Beach wayfinding installation
- Pacific City (Brooten Road) wayfinding installation
- Kayak launcher installation (Wheeler and Garibaldi)
- **Tourism facilities plan: review, gaps, priorities, long-term recommendations, community vision ideas**
- **Trails and Outdoor Recreation Manager** to facilitate, coordinate and recommend connecting trails, recreational improvements, better access
- Restart Wheeler and Tillamook wayfinding process
- Begin county parks and Garibaldi wayfinding planning process
- Explore ways to help **fund emergency mgmt/public safety needs**
- **Safety signage at Cape Kiwanda, plus King Tides locales**



Return on Investment (economic vitality)

- Survey of tourism sectors - use of technology, marketing, etc.
- Create website analytics reporting dashboard, business map
- Enhanced arts and cultural heritage content
- Additional south county content, develop visitor-facing website
- GIS map additions and improvements
- Improved search engine optimization
- Visitor study of website (done every two years, underway now)
- Improved lodging listings with stewardship messaging
- Frequent safety updates, plus safety landing page
- **Update current strategic plan to 2030 plan, can now include long-term projects**

THANK YOU

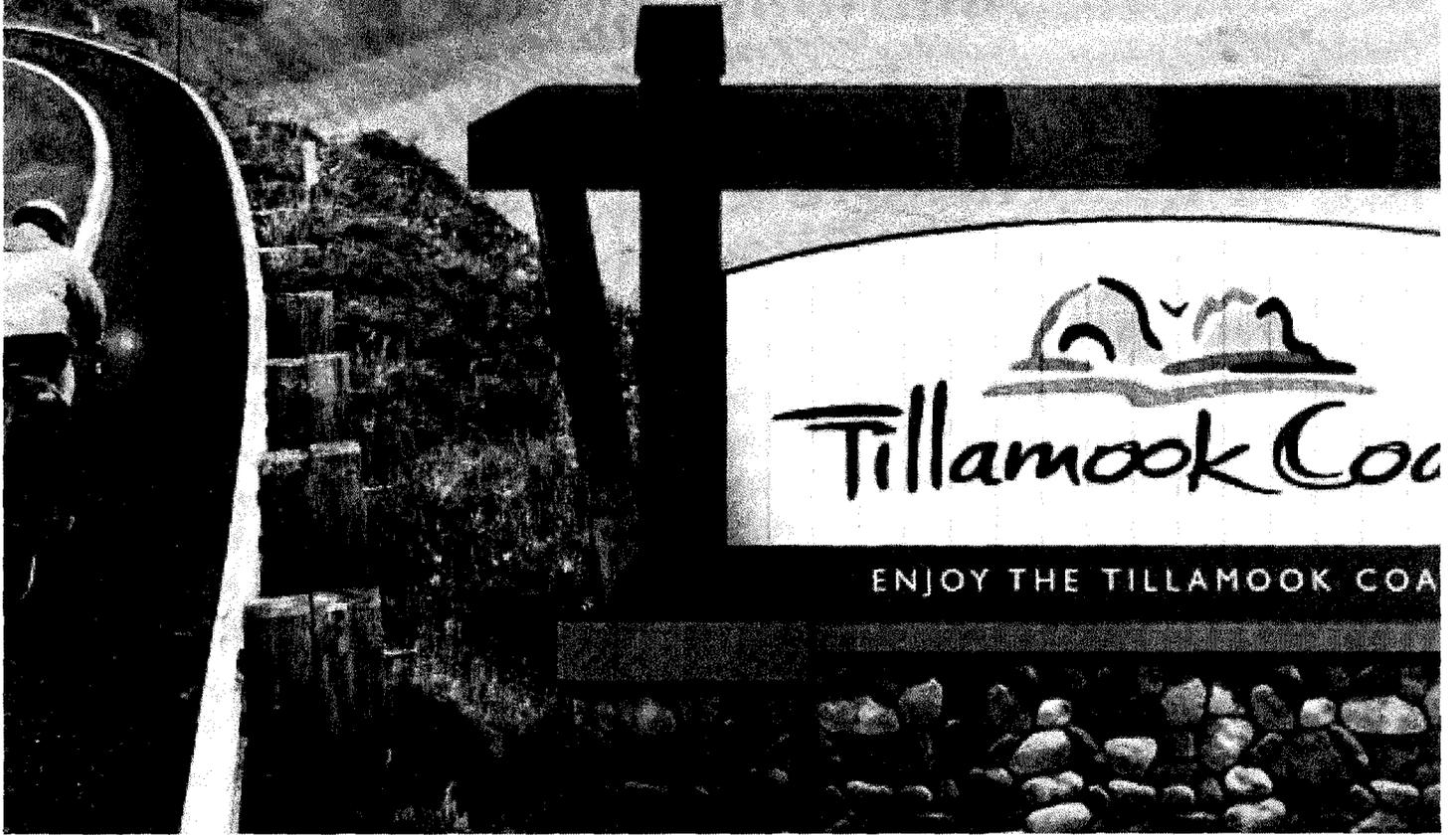



Tillamook Coast
Visitors Association

Visit Tillamook Coast

Much gratitude to the Tillamook Board of County Commissioners, TCVA Board of Directors, Tillamook County Creamery Association, Regional Solutions, Community Development, Travel Oregon, Oregon Coast Visitors Association, Business Oregon, our north coast tourism, chamber and SBDC/EDC colleagues, and our local tourism businesses and organizations for collaborating and investing in our community and industry through difficult times.

SEMI-ANNUAL REPORT: 2021-2022



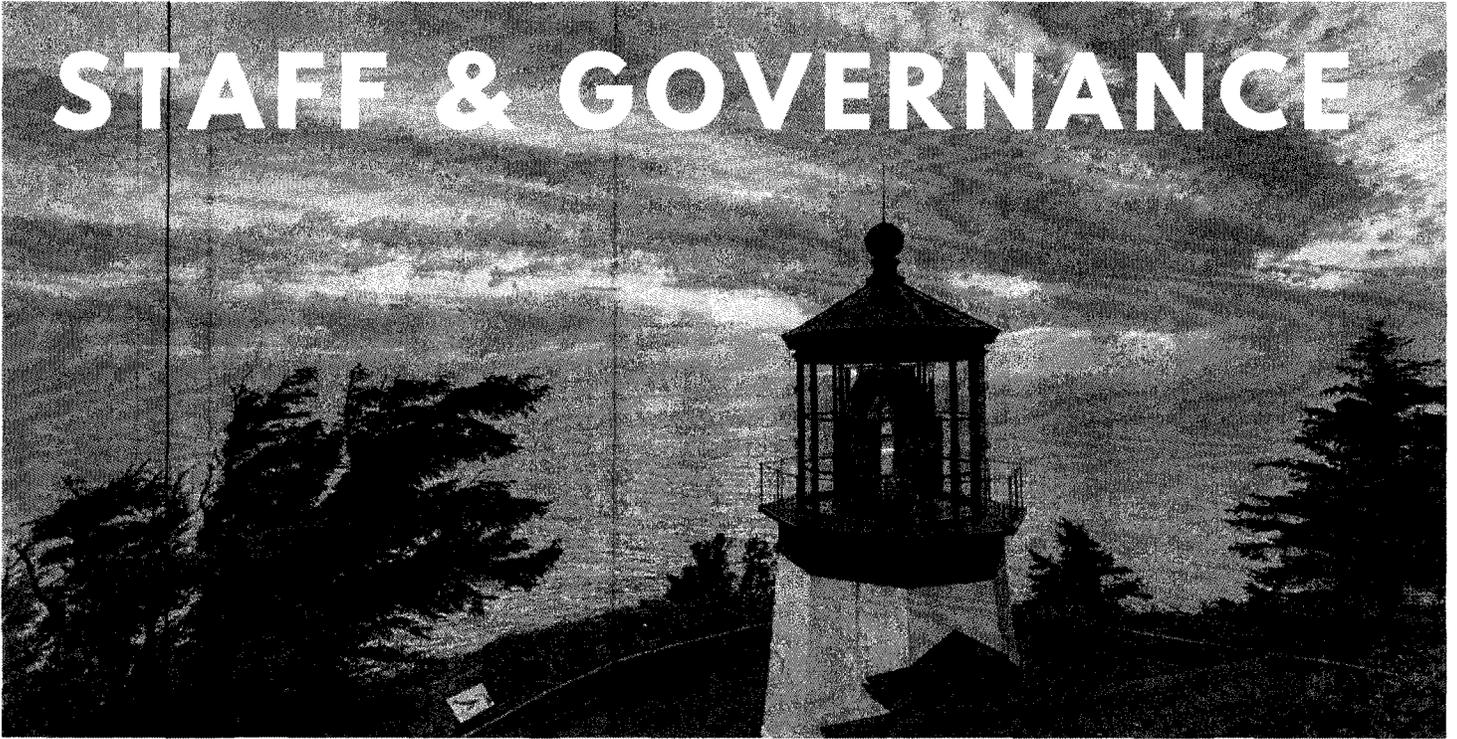
PREPARED BY

**TILLAMOOK COAST VISITORS
ASSOCIATION**



Presented by Nan Devlin, Executive Director
www.tillamookcoast.com

STAFF & GOVERNANCE



Presented to:
Tillamook County Board of County Commissioners
February 2, 2022

Tillamook Coast Visitors Association Board of Directors

- **Chair:** *Jim Prinzing*, CEO of Pelican Brewing and Kiwanda Hospitality
- **Vice Chair:** *Valerie Folkema*, Commissioner of the Port of Garibaldi, owner of Garibaldi Marina
- **Secretary:** *Justin Aufdermauer*, Tillamook Chamber of Commerce
- **Treasurer:** *Mike Bever*, Executive Vice President, Tillamook Creamery
- *Jaykob Wood*, Tillamook County Pioneer Museum
- *Susan Amort*, Pacific City Nestucca Valley Chamber of Commerce
- *Juliet Hyams*, City Manager, Garibaldi
- *Aniy VanDyke*, Sunset Vacation Rentals, Manzanita
- *Chantelle Hylton*, Owner, The Salmonberry, Wheeler
- *Claudine Rehn*, Tillamook Estuaries Partnership
- *Jeff Wong*, Commercial fisherman, Rockaway Beach
- *Mary Faith Bell*, Tillamook County Commissioner liaison

Our vision

Create year-round economic vitality with respect to community, culture and environment.

Our mission

TCVA is focused on sustainable tourism and destination management for Tillamook County. Our county offers outdoor recreation and education, culinary/agritourism, and cultural heritage, all under an umbrella of environmental stewardship and respect for natural resources.

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is the destination management organization representing Tillamook County's tourism industry. We were established as a 501c6 nonprofit in 2019, after 4.5 years as part of the Economic Development Council.

STAFF HIGHLIGHTS: JULY TO JANUARY



Executive Director
Nan Devlin, MTA



Director, Finance and Administration
Amy Blackburn, CPA



Manager, Community and Industry Programs
Julie Hurliman



Destination Manager, South Tillamook County
Brook Wyntergreen, MBA



Trails and Outdoor Recreation Coordinator
Dan Haag, MFA

Amy Blackburn set up a grant process for the city of Rockaway Beach, is wrapping up the TCVA/TCCA 2020-2021 grant year, getting contracts done for 2022 TCVA grant, and overseeing the tourism facilities grant process. She also developed grant writing seminars for all these programs, helping applicants with writing and budgeting. She is taking part in a leadership coaching program as part of her development as the Deputy Director for TCVA.

Dan Haag started his role as Trails and Outdoor Recreation Coordinator in October. He is coordinating activities and collaborative funding for trail and recreation amenities, and keeping the various trail groups informed of each others' work through newsletters and meetings. An idea Dan is working on: trail sponsorships to help with upkeep. Dan will be attending the Oregon Tourism Leadership Academy in March.

Julie Hurliman is completing a year's professional training with Oregon Tourism Leadership Academy. She is planning the Centennial Celebration of the Swiss Society and Crave the Coast events; managing the History Alliance group, developing the Cultural Heritage Trail, developing new ways to be part of the Quilt Trail, and helping public safety groups to secure funding for heavy-lifting drones. She also helped secure sponsorship funding for the new disc golf course at the Port of Tillamook Bay.

Brook Wyntergreen has returned from family leave, and is making strong headway on the Kiwanda Corridor Project, while researching federal and state funding for its development. She is starting up the Cloverdale Wayside project, and working closely with the South Tillamook County Emergency Volunteer Corps. She is working with Nan on creating the south county visitor website, in cooperation with the PCNV chamber.

Nan Devlin has helped Rockaway Beach and Garibaldi develop tourism destination management plans (and will soon facilitate Manzanita's plan), is overseeing wayfinding in Pacific City, Rockaway and Bay City, and developing a visitor-facing website for south county. Nan is managing development of a Food Innovation Center, thanks to a generous Business Oregon grant. She presented at the Oregon Destination Association conference in January 2022 about destination management metrics, Hello Neighbor campaign and GIS trail map.

SUSTAINABLE TOURISM + DESTINATION MANAGEMENT

Sustainable tourism is based on three factors: **people, place and profit**. In other words: how does tourism **help community**, how does it **protect and respect the environment**, and how does it support **economic vitality**

Destination management puts sustainable tourism into practice through collaboration between the tourism industry, municipalities, nonprofits, businesses, and engaged citizens.

TCVA changed its benchmarks from quantitative (growth metrics) to qualitative to reflect its mission of destination management. We developed the "Three R's" - **Return on Relationships (people)**, **Return on Responsibility (place)** and **Return on Reinvestment (profit)**.

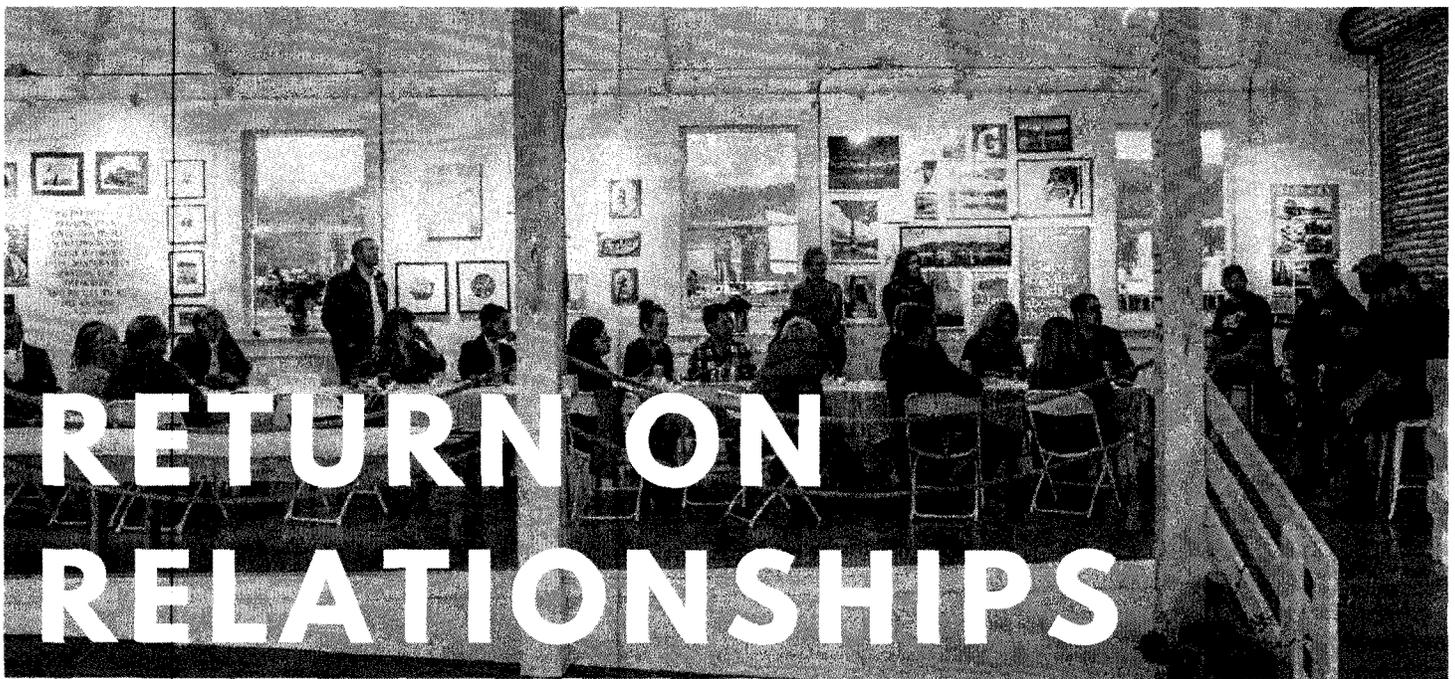
Despite the ongoing COVID pandemic - now in its 3rd year - **visitor spending has increased as reflected in the county's TLT numbers and substantial lodging revenues.**

Restaurants and retail have done OK, thanks to **owner creativity, adaptability and hard work**. Museums and nonprofits are struggling a bit because fundraisers and events have been difficult to hold. The biggest issues we have now are **lack of staffing**—which is at a crisis stage—and **lack of affordable housing**, caused by both rising real estate prices and limited development.

1. Comparison of TLT and lodging revenues: Q1 thru Q3 2019, 2020, 2021

Quarter	2019	2020*	2021
Q1	TLT: \$698,966 Lodging Revenue: \$12,466,788	TLT: \$583,432 Lodging Revenue: \$10,321,260	TLT: \$1,499,010 Lodging Revenue: \$26,024,182
Q2	TLT: \$1,144,806 Lodging Revenue: \$20,145,913	TLT: \$622,199 Lodging Revenue: \$10,950,633	TLT: \$2,079,195 Lodging Revenue: \$35,545,743
Q3	TLT: \$1,943,681 Lodging Revenue: \$34,587,676	TLT: \$2,262,693 Lodging Revenue: \$39,816,596	TLT: \$2,711,337 Lodging Revenue: \$46,567,627
Q1-Q3 totals and comparison	TLT: \$3,787,453 Lodging Revenue: \$67,200,377	TLT: \$3,468,324 Lodging Revenue: \$61,088,519	TLT: \$6,289,542 Lodging Revenue: \$108,355,987 (WOW)

*Lodging was closed for 10 weeks, mid-March 2020 to June 1, 2020.



RETURN ON RELATIONSHIPS

COMMUNITY

Partnered with Community Development, CACs and STR agencies to develop the **Hello Neighbor!** campaign, which began in early summer. It "**substantially reduced**" calls to 911 - one of the major goals.



Thanks to a grant from Travel Oregon, purchased a 5th **Beach Wheelchair**, as well as **two kayak launchers**, which will be installed this spring.



Launched a **community tourism grant** on behalf of the City of **Rockaway Beach** as part of their new destination management plan, which TCVA facilitated. A second round will begin in February. We have also encouraged Garibaldi and Wheeler to start grant programs.



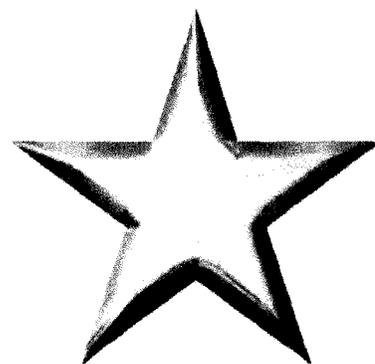


RETURN ON RELATIONSHIPS

COMMUNITY

Worked with Port of Tillamook Bay and Tillamook School District to raise funds to build a **disc golf course** at the port. This will be the only professional-level course on the Oregon Coast, and the only one east of Portland. Course will open in Fall, 2022 - disc golf is considered an off-season sport. *The muddier the better.*

We presented two dozen organizations and individuals with **Community Hero** awards. We wanted to honor those who get up every morning and serve the needs of our citizens, and who undertake big projects to enhance our communities.





DESTINATION MANAGEMENT

Received **\$87,000 from Business Oregon's Rural Opportunity Initiative grant** to continue work on developing a food hub, food delivery system, cold storage, shared commercial kitchen and seafood processing access for our food businesses. We are working with Col-Pac, the ports, nonprofits and businesses toward recognition as an **Innovation Hub** by Business Oregon. (See attached final report from the 2021 Business Oregon grant.)

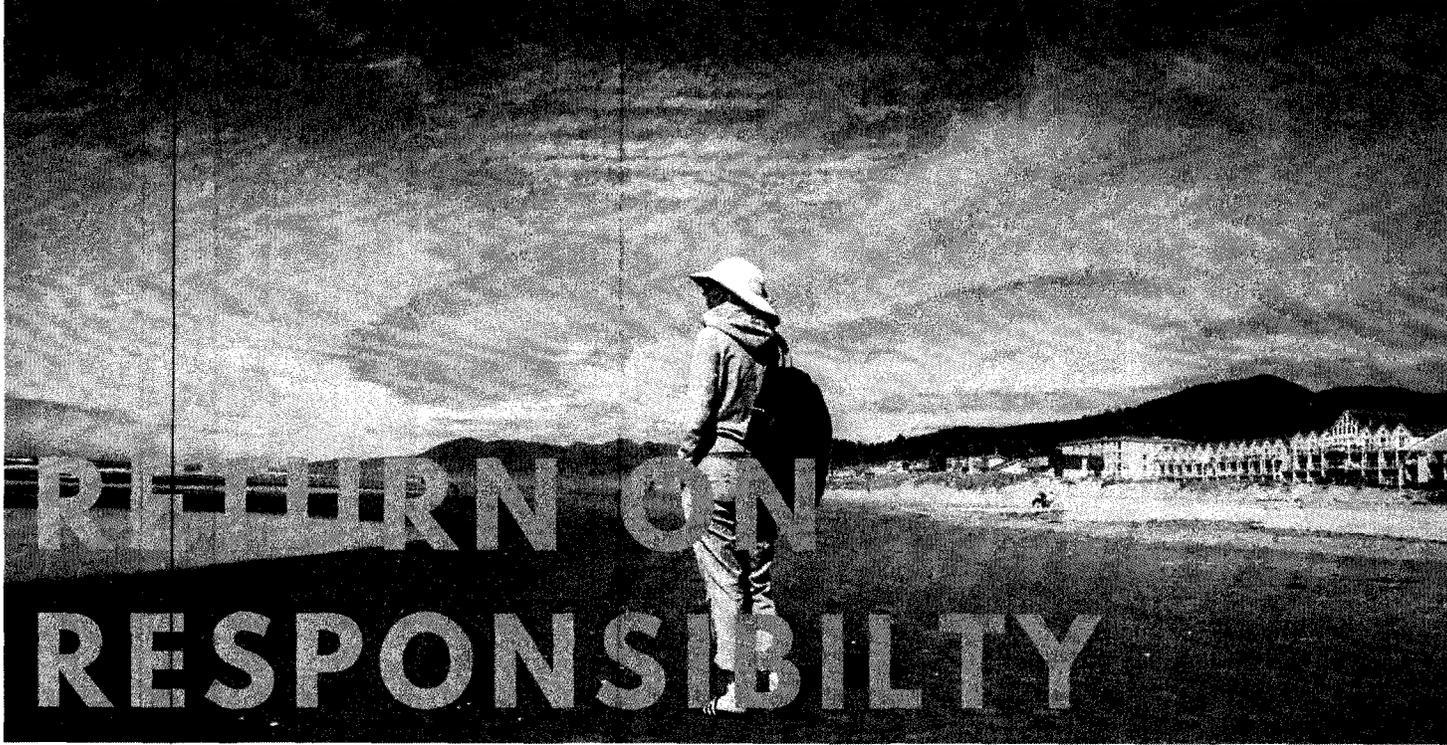
Partnering with Col-Pac on their USDA **Rural Food System Program** (RFSP) grant, with supportive work related to the North Coast Food Trail and the proposed innovation Hub.

\$87K

BUSINESS
OREGON ROI
GRANT TO
DEVELOP FOOD
BUSINESS
FACILITIES

\$10K

SUPPORTING
AND
PARTNERING
WITH COL-PAC
ON THE USDA
RURAL FOOD
SYSTEM
PROGRAM

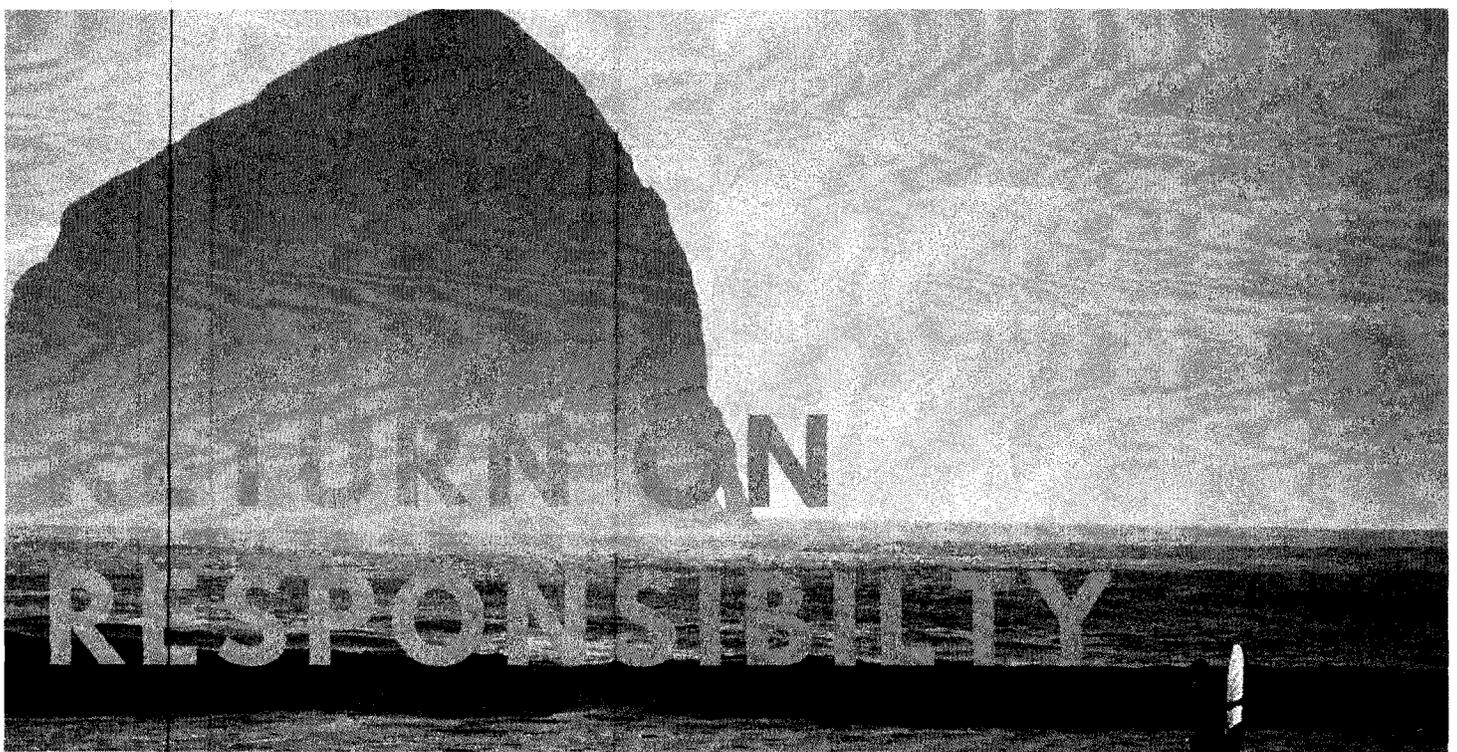


DESTINATION MANAGEMENT

Developed **destination management plans** for two cities, **Rockaway Beach** and **Garibaldi**, and will start working with **Manzanita** in February. We are educating cities about use of lodging taxes, and encouraging them to invest their post-2003 TLT in tourism facilities. We are also helping **Manzanita with their visitor center** by contracting a manager until a new hire is in place.

Funded **Port of Garibaldi digital sign**; RFPs received for **Rockaway Beach and Pacific City**; working on a gateway safety sign for **Highway 6**. Working with **Bay City** on their wayfinding plan, starting Feb. 8th. We also helped fund **south county tsunami signage**.





SOUTH COUNTY

Brook Wyntergreen, Destination Manager for South Tillamook County, is working with the county on tourism infrastructure development in Pacific City, including the **Kiwanda Corridor Project (and seeking more funding), Cloverdale Wayside project, tsunami signage, fun.**

Working on a **visitor-facing website** for south county, combining it with the Pacific City Nestucca Valley Chamber of Commerce information, at the chamber's request. This will alleviate the need for two websites, and put management of the new combined site under TCVA. We hope to launch the new website in late March.



**Destination Manager,
South Tillamook
County**

Brook Wyntergreen, MBA

Pacific City
"Home of the Dory Fleet"



SUPPORTING BUSINESSES

In 2021, we partnered with the Tillamook County Creamery Association, which provided a 100% match to our annual \$100,000 tourism community grant cycle for a total of \$200,000. We asked for collaborative projects; the **16 lead grantees will impact 90 tourism businesses**. In January 2022, we presented another **\$100,000** in grants, receiving \$198,000 in requests, mostly from private businesses.

Distributed **20,000 North Coast Food Trail brochures** from Astoria to Neskowin (now at 80 members), and **40,000 of our Tillamook Coast Visitors Guide**.

Sponsored "**Grow Your Farm**" as an 8-week workforce and business accellator course developed by OSU Extension and held at Tillamook Bay Community College.

\$820K

TCVA HAS AWARDED A TOTAL OF \$820,000 IN GRANTS SINCE 2015



\$4K

SPONSOR "GROW YOUR FARM" 8-WEEK COURSE - OSU EXTENSION AND TBCC



We are **sponsors** for Explore Nature Series, Heart of Cart'M, Oceanside Centennial Celebration, Garibaldi Days, and Surfrider safety signage on the beach at Cape Kiwanda.

Sponsored the KOIN "Oregon Harvest" documentary showcasing our food producers and natural resources stewardship: **Nestucca Bay Creamery, Nehalem River Ranch, Trask River Hatchery** and **JAndy Oysters**. Grant's Getaways also featured **Trask River Hatchery** and their broodstock program.

Working with Oregon Hospitality Foundation, Chemeketa Community College and Tillamook Creamery to begin a **Pro-Start program in hospitality and culinary training**. We are also working with Nestucca School District on their CTE culinary program.





Fabrication and installation of **wayfinding** in Pacific City and Rockaway Beach.

Renewing North Coast Food Trail memberships. KATU is doing a special **program on AM Northwest** in April on the food trail.

Food influencer tour in late September, hopefully during the return of **Crave the Coast** food festival. We will also again host a producer event for buyers/sellers.

Finding **additional funding** for a commercial kitchen and cold storage.

"Travel with a Local" landing page on tillamookcoast.com, where we feature influential locals giving visitors a video tour of their favorite things to do.

Marketing on behalf of Col-Pac's **Rural Food Systems Program** and the Astoria Food Hub, building awareness of food producers on the North Coast.

Animated safety and stewardship video, featuring the voice of Matteo Blackburn (Julie's son).

Developing a **public relations campaign for fire districts** to recruit volunteers, which are badly needed.

Cultural Heritage Trail brochure with enhanced website content.



THANK YOU



Visit Tillamook Coast

Much gratitude to the Tillamook Board of County Commissioners, TCVA Board of Directors, Tillamook County Creamery Association, Regional Solutions, Community Development, Travel Oregon, Oregon Coast Visitors Association, Business Oregon, our north coast tourism, chamber and SBDC/EDC colleagues, and our local tourism businesses and organizations for investing in our community and industry through difficult times.

TILLAMOOK COAST VISITORS ASSOCIATION IMPACT REPORT

By the Numbers

73 Producers currently served by North Coast Grown

9 Partner organizations involved in the project

5 Additional partners added during project

\$4 MILLION

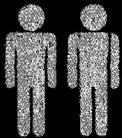
In Tillamook County food takeout revenues as a result of the campaign

\$395,000

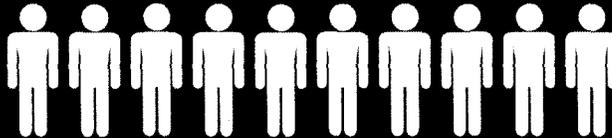
Additional funding leveraged

43

Entrepreneurs received technical assistance



2 New staff

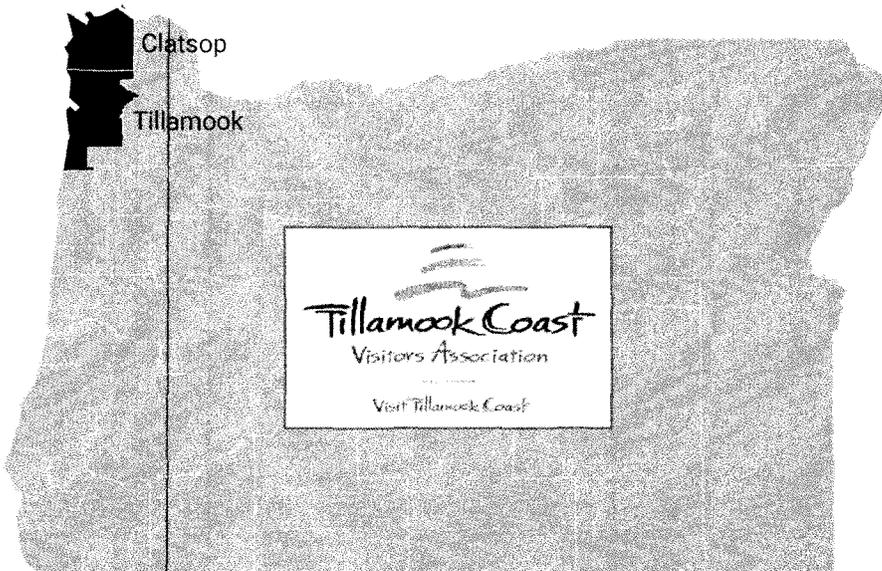


10 New volunteers



100% Rural

14% Women-owned



“We could not have made the progress we have in developing food entrepreneurship, services, and growth of our food businesses without the help of ROI funding, staff, and consulting. Community leaders fear the lack of food business services and infrastructure will limit the development of food production, farm and fishery growth, and the attraction of food entrepreneurs to our area.

With ROI funding, we have been able to make a case for infrastructure development, and this has really set the stage for big things – the things we need here to ensure jobs and business growth.”

Nan Devlin, MTA, Executive Director of Tillamook Coast Visitors Association & North Coast Food Trail



Developing an Entrepreneurial Ecosystem

Reduction of Barriers

North Coast Grown was launched! This reduced transportation barriers, enabling a much-needed food delivery service bringing the bounty of the North Coast to customers (wholesale and retail), locally and in Portland.

Engagement

Over 100+ farming and fishing sector food producers were able to participate in food hub activities

Access

Focus groups and producer events connected buyers and sellers (chefs, restaurant owners, producers, farmers, fishers), resulting in business growth for all! Overall, North Coast Grown reduced the inefficiencies of silo deliveries, and outreach to local producers has been very active.

Capital Access

A building to start a food hub in Astoria was purchased by a local food supplier, and supported by a ROI grant funded Institutional Buyer Report. A market analysis and business plan for developing food hubs along the north coast was produced, along with a financial prospectus of investment needs.

Supportive Culture

The collaborative North Coast Innovation Center was launched to solve the need for shared commercial kitchens, training, a seafood research center, food entrepreneurial support, and much more.

Project Highlight

During surveying, it was discovered that local farmers and fishers spend 121-184 hours per week delivering products to the same customers on the same days – the equivalent of 3.8 FTE.

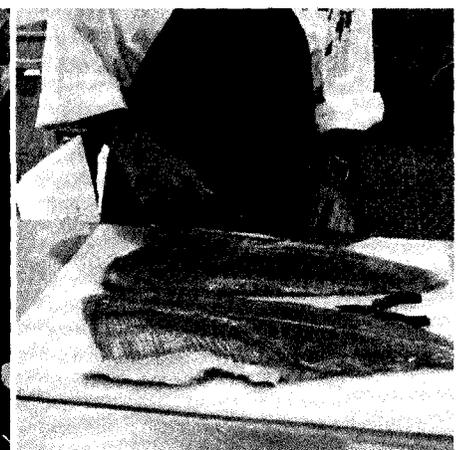
This revelation resulted in the formation of North Coast Grown, a delivery van service operated by Nehalem River Ranch in cooperation with Food Roots (Tillamook County) and North Coast Food Web (Clatsop County) to serve both wholesale and retail customers of north coast food producers. The van was purchased with COVID funding offered by a collaboration between Tillamook County and the Oregon Coast Visitors Association.

North Coast Grown launched in May 2021. Seafood and farming businesses are now able to access online pick-up and delivery services, reducing the many valuable hours spent off boats and farms.

Success!

ROI grant funds led to the formation of the Astoria Food Hub. Reconnecting consumers with foods produced in their own community, Astoria Food Hub strives to build a more resilient and equitable regional food system. The group leveraged funding to acquire a 27,000 sq ft historic building in downtown Astoria, situated in the famed Riverwalk District (near Buoy Brewing). The Astoria Food Hub is on track to launch during fall 2021.

Funds also supported producer events that created a space for conversation about the desperate need for food hubs and delivery systems, leading to buy in from multiple partners to support local producers in getting their products to market.



Goal Progress To Date

GOAL ONE

Conduct a market study and site analysis to produce a business plan for the region.

ROI GOALS ACHIEVED

- Contracted with Col-Pac to conduct a study and produce a plan.
- Added request for prospectus of investment to date plus what is needed to launch the first food hub.

OUTCOMES

- Increased ability of food-based businesses to attract investors.

GOAL TWO

Conduct a separate study of current small hub and individual business distribution Logistics

ROI GOALS ACHIEVED

- A successful and replicable food delivery service was launched.
- Contracted with Nehalem River Ranch to determine current delivery logistics of wholesale buyers.
- Food Roots conducted a delivery logistics survey of 38 farmers, fishers, and other producers.

OUTCOMES

- Increased efficiencies in food delivery services in Tillamook and Clatsop counties.

GOAL THREE

Outreach to potential food hub users, partners, and investors

ROI GOALS ACHIEVED

- The Astoria Food Hub building was fully funded.
- Facilitated meetings with local producers and a successful food hub director to discuss development of food hubs, commercial kitchens, and more.

OUTCOMES

- Increased collaboration between stakeholders.
- Increased trust between food producers and food businesses.