



**CURRY COUNTY BOARD OF COMMISSIONERS
TOURISM AND PROMOTIONS COMMITTEE**

Wednesday, November 6th, 2019 – 4:00 P.M.
Blue Room, Courthouse Annex
94235 Moore Street, Gold Beach, Oregon
www.co.curry.or.us

**PROMOTIONS COMMITTEE MEETING MINUTES
November 6, 2019**

A. CALL TO ORDER/PLEDGE OF ALLEGIANCE

Miranda Plagge, Economic Development Assistant, called the meeting to order at 4:00 p.m. Present were Committee members Erin Johnson, Julie Brown, Nick McNair, Barbara Ciaramella, and Chris Hawthorne. Absent were members Dianne Schofield and Terri Domanick.

Also present was Economic Development Coordinator Summer Matteson, and Amber Peoples who organized the Live Culture Coast. Director of Operations, Julie Schmelzer, joined the meeting at 4:05 p.m.

B. INTRODUCTIONS

Members and staff introduced themselves and gave a brief summary of their interests in the committee as well as their tourism background.

C. ELECT CHAIR AND VICE-CHAIR

Motion by Julie Brown to nominate Erin Johnson for Chair, seconded by Nick McNair. Motion carried: 5-0 (2 members absent). Nomination accepted by Erin Johnson.

Motion by Barbara Ciaramella to nominate Julie Brown as Vice Chair, seconded by Chris Hawthorne. Motion carried: 5-0 (2 members absent). Nomination accepted by Julie Brown.

D. ADDITIONS/APPROVE AGENDA

Chair Johnson asked if there were any adjustments to the agenda. With their being none there was a motion by Ciaramella, seconded by Brown, to adopt the agenda as presented. Motion carried: 5-0 (2 members absent).

E. DISCUSSION ITEMS

- Review Ord. 19-01 and Ord. 19-02

The committee discussed the ordinances and agreed that Air BnB intermediary should not have a stand-alone agreement with the county for the collection of the tax; rather, the ordinance should be amended.

Motion by Ciaramella and seconded by McNair, to recommend to the Board of Commissioners the ordinance be amended to reflect how the state addresses intermediaries, and not pursue individual agreements.

Motion carried: 5-0 (2 absent).

- **Implementation of TLT and Challenges**

Schmelzer explained that when the ordinance was crafted the committee that recommended the tax did not realize the state would not collect the tax on the county's behalf. Therefore, staff, Ms. Plagge, had to be hired to collect the tax. Also, the ordinance was drafted using an old template, and did not reflect current state statutes. Additionally, the ordinance said the tax would be imposed in September, but September was not the beginning of a quarter. Schmelzer decided public education on the ordinance would begin in September, but the tax would not be imposed until October, which was the beginning of a quarter. Lastly, the committee that proposed the tax predicted a far greater number of lodges than is in existence, which will grossly affect the projected revenues for the program.

- **How the Revenue Will Be Dispersed**

Staff reviewed the implementing ordinance which explains what portion of the tax goes to the Event Center, the Sheriff, and the general fund. Schmelzer explained the Promotions Committee did not decide where the money was to be spent.

- **Goals for Tourism and Promotions Committee**

Schmelzer reviewed the ordinance with the committee and explained what the committee was tasked with. The committee decided to begin with inventorying a list of assets in the unincorporated areas and work on the list at the next meeting.

F. OTHER

Amber Peoples from the Live Culture Coast promotion was present and did a brief update on the program she started this summer, and the positive feedback received.

G. FUTURE MEETINGS

The committee decided to try to meet the first Wednesday of every month until further notice. The next meeting was set for December 4 at 4:00 p.m.

H. ADJOURN

Motion by McNair, second by Brown, to adjourn. The meeting adjourned at 5:11 p.m.

Recording Secretary: Miranda Plagge

Approved on: _____