



# **TILLAMOOK COUNTY**

## **BOARD OF COMMISSIONERS**

### **NOTICE OF MEETING AGENDAS**

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#### **BOARD OF COMMISSIONERS:**

**Mary Faith Bell**, Chair      mfbell@co.tillamook.or.us  
**David Yamamoto**, Vice-Chair      dyamamoto@co.tillamook.or.us  
**Erin D. Skaar**, Commissioner      eskaar@co.tillamook.or.us

#### **CONTACT:**

201 Laurel Avenue  
Tillamook, Oregon 97141  
503.842.3403  
[www.co.tillamook.or.us](http://www.co.tillamook.or.us)

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#### **WORKSHOP**

**Wednesday, April 7, 2021 at 8:30 a.m.**

**Commissioners' Meeting Rooms A & B**

County Courthouse, 201 Laurel Avenue, Tillamook, Oregon

#### **BOARD MEETING**

**Wednesday, April 7, 2021 at 10:00 a.m.**

**Commissioners' Meeting Rooms A & B**

County Courthouse, 201 Laurel Avenue, Tillamook, Oregon

#### **COMMUNITY UPDATE MEETING**

**Friday, April 9, 2021 at 8:00 a.m.**

Teleconference

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#### **PUBLIC COMMENT**

The board will allow public comment at workshop and board meetings during a public comment period. Those intending to provide public comment for the workshop or board meeting shall email submissions to [publiccomments@co.tillamook.or.us](mailto:publiccomments@co.tillamook.or.us). Public comments received by 5:00 p.m. on Tuesday will be distributed to the board and become part of the public record.

Public comments submitted via email after the deadline or during the workshop or board meeting will be presented by staff to the board during the public comment period. Unless otherwise specified, these submissions will be presented during the board meeting. Public comments can also be mailed to the Board of Commissioners' Office, 201 Laurel Avenue, Tillamook, Oregon, 97141.

Two minutes is allowed per comment. The chair may, at his/her sole discretion, further limit or expand the amount of time for individuals to speak.

## AGENDAS

### WORKSHOP-AUDIO04-07-2021A.MP3

CALL TO ORDER: Wednesday, April 7, 2021 8:30 a.m.

1. 01:28 Welcome & Request to Sign Guest List
2. 01:30 Public Comment: There were none.
3. 01:32 Non-Agenda Items: There were none.
4. 01:40 COVID-19 Vaccine Update/Marlene Putman, Director; Ed Colson, Health and Human Services
5. 20:29 Discussion Concerning a Professional Services Agreement with the Smile Studio for Federally Qualified Health Centers (FQHC) Oregon Health Plan Medicaid and Non-Insured Dental Services/Marlene Putman, Administrator, Health and Human Services
6. 22:24 Discussion Concerning a Personal Services Agreement with Tillamook Bay Community College for Customized Training and Development Services/Lieutenant Ahnie Seaholm, Sheriff's Office
7. 28:02 Discussion and Consideration of a Personnel Requisition for a Replacement Regular Full-Time Criminal Deputy in the Sheriff's Office/Matt Kelly, Undersheriff, Sheriff's Office  
  
A motion was made by Commissioner Skaar and seconded by Vice-Chair Yamamoto. The motion passed with three aye votes. The Chair signed the requisition.
8. 30:22 Discussion Concerning Amendment No. 1 to Infrastructure Contract 4499-DR-OR with the State of Oregon Office of Emergency Management for FEMA Reimbursement COVID-19 Related Response Expenses for Tillamook County/Shawn Blanchard, Treasurer
9. 32:36 Discussion Concerning a Board Order in the Matter of the Reappointment of Members to the Fisherman Advisory Committee for Tillamook County/Commissioner David Yamamoto
10. 33:27 Discussion Concerning a Letter of Support to the Pacific Fisheries Management Council Regarding the Oregon Delegation Candidate Reappointment/Commissioner David Yamamoto
11. 36:38 Board Concerns – Non-Agenda Items: There were none.
12. 36:59 Public Comments: There were none.

**ADJOURN – 9:07 a.m.**

## **MEETING - AUDIO04-07-2021B.MP3**

CALL TO ORDER: Wednesday, April 7, 2021 10:00 a.m.

1. 01:43 Welcome & Request to Sign Guest List
2. 01:49 Pledge of Allegiance
3. 02:11 Public Comment: There were none.
4. 02:19 Non-Agenda Items: There were none.
5. 02:23 Semi-Annual Report Tourism Report for Tillamook County/Nan Devlin, Executive Director, Tillamook Coast Visitors Association
6. 27:50 COVID-19 Vaccine Update/Marlene Putman, Administrator; Ed Colson, Health and Human Services

### **LEGISLATIVE – ADMINISTRATIVE**

7. 40:54 Consideration of a Professional Services Agreement with the Smile Studio for Federally Qualified Health Centers (FQHC) Oregon Health Plan Medicaid and Non-Insured Dental Services/Marlene Putman, Director, Health and Human Services

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

8. 44:25 Consideration of a Personal Services Agreement with Tillamook Bay Community College for Customized Training and Development Services/Lieutenant Ahnie Seaholm, Sheriff's Office

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

9. 47:45 Consideration of Amendment No. 1 to Infrastructure Contract 4499-DR-OR with the State of Oregon Office of Emergency Management for FEMA Reimbursement COVID-19 Related Response Expenses for Tillamook County/Shawn Blanchard, Treasurer

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

10. 49:42 Consideration of a Board Order in the Matter of the Reappointment of Members to the Fisherman Advisory Committee for Tillamook County/Commissioner David Yamamoto

A motion was made by Commissioner Skaar and seconded by Vice-Chair Yamamoto. The motion passed with three aye votes. The Board signed Order #21-016.

11. 51:22 Consideration of a Letter of Support to the Pacific Fisheries Management Council Regarding the Oregon Delegation Candidate Reappointment/Commissioner David Yamamoto

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

12. 53:03 Board Concerns – Non-Agenda Items Budget Meeting Comments/Commissioner Erin Skaar

13. ----- Public Comments: There were none.

**Chair Bell recessed the meeting at 10:54 a.m. to go into executive session pursuant to ORS 190.660(2)(e)**

**Chair Bell reconvened the meeting at 11:17 a.m. - AUDIO04-07-2021C.MP3**

14. 00:15 Board Announcements

**ADJOURN – 11:19 a.m.**

**COMMUNITY UPDATE - AUDIO04-09-2021A.MP3**

CALL TO ORDER: Friday, April 9, 2021 8:00 a.m.

1. 00:32 Welcome and Board of Commissioners' Roll Call
2. 01:07 Coastal Caucus
3. 20:48 Adventist Health Tillamook
4. 22:57 Tillamook County Community Health Center
5. 29:04 Rinehart Clinic
6. 31:15 Tillamook Family Counseling Center
7. 33:12 Governor's Office

8. 37:08 Board of Commissioners

- a. Discussion and Consideration of the Tillamook County Federal Funding Priorities List for Fiscal Year 2022/Rachel Hagerty, Chief of Staff

A decision was made by Commissioner Skaar and seconded by Vice-Chair Yamamoto. The motion passed with three aye votes.

9. Cities  
1:02:01 Nehalem  
1:03:00 Garibaldi  
1:03:14 Bay City

**ADJOURN – 9:04 a.m.**

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## JOIN THE BOARD OF COMMISSIONERS MEETINGS

The Board is committed to community engagement. Due to Oregon COVID-19 restrictions for public gatherings, the board provides opportunity for public participation during meetings via the options below. Live video and audio capabilities are listen-only and are offered on a best effort for the public.

- **Workshop: Wednesdays at 8:30 a.m. (Teleconference Only)**  
Dial 971-254-3149, Conference ID: 736 023 979#  
Agenda items are generally for discussion only. Certain items may also be scheduled for consideration.
- **Board Meetings: Wednesdays at 10:00 a.m. (Teleconference & Live Video at tctvonline.com)**  
Dial 971-254-3149, Conference ID: 736 023 979#  
Agenda items are for discussion or consideration.
- **Community Meetings: Fridays at 8:00 a.m. (Teleconference & KTIL-FM at 95.9)**  
Dial 971-254-3149, Conference ID: 736 023 979#

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## MEETING INFORMATION AND RULES

- Matters for discussion and consideration by the board shall be placed on an agenda prepared by the Board Assistant and approved by the board chair. Any commissioner may request items on the agenda.
- Public hearings are formal proceedings publicized in advance through 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 regular and workshop meetings.
- Individuals who wish to testify in-person during meetings and hearings shall do so at the table placed in front of the dais. Individuals testifying will, for the record, first identify themselves.
- Commissioners will 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.
- 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 will 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 this meeting, 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, please contact (503) 842-3403 at least 24 hours prior to the meeting so that the appropriate communications assistance can be arranged.

## **AGENDAS**

### **WORKSHOP**

CALL TO ORDER: Wednesday, April 7, 2021 8:30 a.m.

1. Welcome & Request to Sign Guest List
2. Public Comment
3. Non-Agenda Items
4. COVID-19 Vaccine Update/Marlene Putman, Director; Ed Colson, Health and Human Services
5. Discussion Concerning a Professional Services Agreement with the Smile Studio for Federally Qualified Health Centers (FQHC) Oregon Health Plan Medicaid and Non-Insured Dental Services/Marlene Putman, Director, Health and Human Services
6. Discussion Concerning a Personal Services Agreement with Tillamook Bay Community College for Customized Training and Development Services/Lieutenant Ahnie Seaholm, Sheriff's Office
7. Discussion and Consideration of a Personnel Requisition for a Replacement Regular Full-Time Criminal Deputy in the Sheriff's Office/Sheriff Josh Brown, Sheriff's Office
8. Discussion Concerning Amendment No. 1 to Infrastructure Contract 4499-DR-OR with the State of Oregon Office of Emergency Management for FEMA Reimbursement COVID-19 Related Response Expenses for Tillamook County/Shawn Blanchard, Treasurer
9. Discussion Concerning a Board Order in the Matter of the Reappointment of Members to the Fisherman Advisory Committee for Tillamook County/Commissioner David Yamamoto
10. Discussion Concerning a Letter of Support to the Pacific Fisheries Management Council Regarding the Oregon Delegation Candidate Reappointment/Commissioner David Yamamoto
11. Discussion Concerning a Letter of Support
12. Board Concerns – Non-Agenda Items
13. Public Comments

### **ADJOURN**

## **MEETING**

CALL TO ORDER: Wednesday, April 7, 2021 10:00 a.m.

1. Welcome & Request to Sign Guest List
2. Pledge of Allegiance
3. Public Comment
4. Non-Agenda Items
5. Semi-Annual Report Tourism Report for Tillamook County/Nan Devlin, Executive Director, Tillamook Coast Visitors Association
6. COVID-19 Vaccine Update/Marlene Putman, Director; Ed Colson, Health and Human Services

## **LEGISLATIVE – ADMINISTRATIVE**

7. Consideration of a Professional Services Agreement with the Smile Studio for Federally Qualified Health Centers (FQHC) Oregon Health Plan Medicaid and Non-Insured Dental Services/Marlene Putman, Director, Health and Human Services
8. Consideration of a Personal Services Agreement with Tillamook Bay Community College for Customized Training and Development Services/Lieutenant Ahnie Seaholm, Sheriff's Office
9. Consideration of Amendment No. 1 to Infrastructure Contract 4499-DR-OR with the State of Oregon Office of Emergency Management for FEMA Reimbursement COVID-19 Related Response Expenses for Tillamook County/Shawn Blanchard, Treasurer
10. Consideration of a Board Order in the Matter of the Reappointment of Members to the Fisherman Advisory Committee for Tillamook County/Commissioner David Yamamoto
11. Consideration of a Letter of Support to the Pacific Fisheries Management Council Regarding the Oregon Delegation Candidate Reappointment/Commissioner David Yamamoto
12. Board Concerns – Non-Agenda Items
13. Public Comments
14. Board Announcements

## **ADJOURN**



## **COMMUNITY UPDATE**

CALL TO ORDER: Friday, April 9, 2021 8:00 a.m.

1. Welcome and Board of Commissioners' Roll Call
2. Adventist Health Tillamook
3. Tillamook County Community Health Center
4. Rinehart Clinic
5. Tillamook Family Counseling Center
6. Others:
7. Coastal Caucus
8. Governor's Office
9. Board of Commissioners
  - a. Discussion and Consideration of the Tillamook County Federal Funding Priorities List for Fiscal Year 2022/Commissioner Mary Faith Bell
10. Cities
  - a. Manzanita
  - b. Nehalem
  - c. Wheeler
  - d. Rockaway Beach
  - e. Garibaldi
  - f. Bay City
  - g. Tillamook
  - h. South County

## **ADJOURN**

### **OTHER MEETINGS AND ANNOUNCEMENTS**

The Commissioners will hold a Leadership Team Teleconference with Tillamook County Elected Officials and Department Heads on **Monday, April 5, 2021 at 9:00 a.m.** The teleconference number is 1-971-254-3149, Conference ID: 736 023 979#.

The Tillamook County Budget Committee will hold a workshop on **Tuesday April 6, 2021 at 9:00 a.m.** to hear presentations from county departments and non-departmental agencies regarding their 2021-2022 budget requests. Additional meetings will be held on **Wednesday, April 7, 2021, at 1:00 p.m. and Thursday, April 8,**

**2021, at 9:00 a.m.** Due to Oregon COVID-19 restrictions for public gatherings, the Board of Commissioners provide opportunity for public participation during meetings via teleconference. The teleconference number is 1-971-254-3149, Conference ID: 736 023 979#. Audio capabilities are listen-only and offered on a best effort for the public. Any person may provide public comment at [publiccomments@co.tillamook.or.us](mailto:publiccomments@co.tillamook.or.us). A copy of the agenda and the budget document may be obtained on or after Friday, March 26, 2021 at <https://www.co.tillamook.or.us/gov/Treasurer/Budgets.htm>. This is a public meeting where deliberation of the Budget Committee will take place.

The Commissioners will hold a Board Briefing on **Friday, April 9, 2021** at **11:00 a.m.** to discuss weekly commissioner updates. The teleconference number is 1-971-254-3149 Conference ID: 736 023 979#. The Board of Commissioners reserves the right to recess to Executive Session as may be required at any time during this meeting, pursuant to ORS 192.660(1).

The Commissioners will hold a teleconference with the Tillamook County Parks and Recreation Advisory Committee on **Wednesday, April 21, 2021** at **2:30 p.m.** The teleconference number is 1-971-254-3149, Conference ID: 168 630 637#.

Wednesday, April 7, 2021

PLEASE PRINT

Damian Laibette	—	N/A	N/A
Matt Kelly		New Hire	.
Annie Seckelm		TBC Contract	

**(Please use reverse if necessary)**

Wednesday, April 7, 2021

**(Please use reverse if necessary)**



## Tillamook County Board of Commissioners

201 Laurel Avenue, Tillamook, OR 97141

Phone: 503-842-3403

TTY Oregon Relay Service

Mary Faith Bell, Chair  
David Yamamoto, Vice-Chair  
Erin D. Skaar, Commissioner

April 7, 2021

The Honorable Wilbur Ross  
Secretary  
United States Department of Commerce  
1401 Constitution Avenue, N.W.  
Washington, D.C. 20230

Re: Pacific Fisheries Management Council Oregon Delegation Seat Reappointment

Dear Honorable Wilbur Ross:

The Tillamook County Board of Commissioners support the reappointment of Christa Svensson to the Pacific Fisheries Management Council to represent the Oregon delegation seat.

Ms. Svensson has been involved in the fishing industry from a young age and is very experienced in commercial and recreational fishing. Ms. Svensson also served on the Highly Migratory Species Subpanel Advisory Committee as an alternate and is very informed in Council operations. The Board of Commissioners appreciate that Ms. Svensson is dedicated to making a commitment to actively participate in the Council again in this important capacity.

Thank you for your consideration.

Sincerely,

BOARD OF COMMISSIONERS FOR TILLAMOOK COUNTY, OREGON

A handwritten signature in cursive script, reading "MF Bell".

Mary Faith Bell, Chair

A handwritten signature in cursive script, reading "David Yamamoto".

David Yamamoto, Vice-Chair

A handwritten signature in cursive script, reading "Erin D. Skaar".

Erin D. Skaar, Commissioner

## **Tillamook County Federal Funding Priorities**

### **Port of Garibaldi**

Project #1      Tillamook Bay South Jetty Repair and Restoration

### **City of Tillamook and TBHEID**

Project #2      Shilo Training Structure Rehabilitation

### **City of Tillamook and Port of Tillamook Bay**

Project #3      Endangered Hangar

### **Tillamook County**

Project #4      Coastal Resiliency: Burton Fraser Road Relocation/Public Works  
Project #5      Public Safety Radio System  
Project #6      Circuit Court Facilities  
Project #7      Broadband  
Project #8      Courthouse Seismic Upgrades or Replacement

### **Others:**

# 2020-2022 Three-Year Sustainable Tourism Strategic Action Plan

January 2020

UPDATE: SEMI-ANNUAL REPORT to BOCC, APRIL 7, 2021



## 1. Position

**Tillamook County as the leader in sustainable tourism, environmental stewardship, and encouraging optimal visitor behavior.**

### Goals:

- Develop a **regional strategic stewardship communication plan** to serve as a roadmap for influencing an ethos of sustainability, helping shift visitors (as well as locals) toward responsible behavior. This will be accomplished in collaboration with the **North Coast Tourism Management Network. DONE, NOW WORKING ON MESSAGING CHANNELS.**
- Expand “**Caring for the Coast**” campaign and page on **tillamookcoast.com**, aligning with regional work, including the Emergency Volunteer Corp of Nehalem Bay, SOLVE, WEBS, TEP, and others. Develop ways for visitors and locals to **contribute online to sustainable causes. DONE, ON WEBSITE**
- **Set sustainable tourism expectations of visitor behavior by sharing stories of stewardship activities on the Tillamook Coast,** communicated via paid & earned media, social channels, signage, video, wayfinding, printed materials, ambassador volunteers.  
**ONGOING: TILLAMOOK PLEDGE, HELLO NEIGHBOR, COVID, ETC.**



## 1. Position

**Tillamook County as the leader in sustainable tourism, environmental stewardship, and encouraging optimal visitor behavior.**

### Goals, cont:

- Work with lodging properties to provide **Go Bags** for emergency preparedness and **Bottle Bags** as incentive program to pick up trash and plastics on beaches, river banks, trails, etc.

#### **ASKING FOR FUNDING FROM TLT**

- Partner with Forest Service, SOLVE, Pelican Brewing, Headlands Coastal Lodge and Spa, Salmon SuperHighway, Friends of Netarts Bay, lodging properties, the County, and others to **promote no littering and beach/plastics clean-up** efforts.

#### **ASKING FOR FUNDING FROM TLT TO SUPPORT PROGRAM**

- Seek guidance from the **Center for Responsible Travel** and the **Global Sustainable Tourism Criteria** to develop best practices in sustainable tourism across the county. **STARTED, LONG-TERM PROJECT**

## 1. Position

**Tillamook County as the leader in sustainable tourism, environmental stewardship, and encouraging optimal visitor behavior.**

### Goals, cont:

- Work with North Coast Tourism Management Network's Transportation Options task force to promote use of **mass transportation** for travel to and around the coast. **ADDING TO WEBSITE NOW, THEN OUT TO SOCIAL CHANNELS.**
- Work with grocers, restaurants and farmers markets on providing **reusable bags**, working with Tillamook County Waste Management. **DONE**
- Work with communities and Tillamook County Waste Management on providing **recycling and waste receptacles** at beaches and other high traffic areas, such as county parks. **WORKING ON SOLUTIONS NOW AS A GROUP COUNTY EFFORT, AND REGIONAL EFFORT.**

**2. Build on current destination management projects, and develop new and regional approaches to mitigate potential issues.**

## Goals:

- Continue **wayfinding planning and installation** in Nehalem, Rockaway Beach, Wheeler and Pacific City, and continue efforts in Tillamook. Lead efforts in Neskowin, Manzanita, Cloverdale, county parks. **NEED TLT TO FUND ROCKAWAY AND PACIFIC CITY (PHASE 1)**
- Help fund **tsunami signage** throughout the county. **PROVIDED IN NESKOWIN, NEED TLT TO CONTINUE IN PACIFIC CITY AND TIERRA DEL MAR**
- Continue and complete project with Tillamook County Wellness, U.S. Forestry, New Youth Corps and website manager to develop an **online mapping and information** on trailheads, parks, campgrounds, boat launches, and other outdoor access points; share throughout county. **GOES LIVE ON WEBSITE IN APRIL**

**2. Build on current destination management projects, and develop new and regional approaches to mitigate potential issues.**

## Goals, cont.

- Create a “road show” and/or video that communicates key messages about the economic and social benefits of an effectively managed destination management in order to gain community involvement. **PRESENTED FIVE TIMES SO FAR THIS FISCAL YEAR, ONGOING EFFORT**
- Present projects and ideas at **local leadership meetings** and with elected officials. **ONGOING**
- **Convene annual North Coast Tourism Management Network Community Summit** of key stakeholders to raise awareness and partner with others on stewardship priorities, transportation options, sensitive environments, trail and beach ambassadors, visitor communication and other topics, including ways to mitigate peak season congestion. **MEETINGS HELD OCTOBER 2020 AND FEBRUARY 2021. NEXT MEETING IN APRIL 2021**

**3. Continue to focus on off-peak, mid-week and longer stays, and attract small meetings and retreats to enhance year-round economic vitality.**

## Goals:

- Establish new events with local organizations, unified under an umbrella of an event theme such as the **Big Nature Festival**, **Autumn in the Reserve**, or **Centennial Celebration of Swiss Society Mid-Winter Festival**, embracing music, food, nature and cultural programs. **DELAYED: COVID**
- Host a **food industry conference** with influential keynotes. **DELAYED: COVID**
- Bundle promotions into **month-long efforts** (Ex. Foodie February, “Dark Days”). **Build on and/or sponsor off-season events**, such as Birding & Blues, Nehalem Winterfest, Crave the Coast, Beer + Cheese, Quilt Month, etc. **DELAYED: COVID**
- Embrace the rainy months by promoting the Tillamook Coast as a **cozy place for wellness, DIY writing or artistic retreats (also a Travel Oregon initiative.)** **ONGOING ON SOCIAL CHANNELS**

**3. Continue to focus on off-peak, mid-week and longer stays, and attract small meetings and retreats to enhance year-round economic vitality.**

### Goals:

- **Work with small tour companies** on curated, multi-night coastal trips. **WORKING WITH FARM2FORK AND PDX FOODY TOURS.**
- Work with lodging and food partners to **promote multi-day stay packages, lodging/food/experience packages.** **DELAYED: COVID**
- Continue to promote Tillamook Coast as an ideal location for **small meetings, executive retreats, team building:** “campus-style, nature-based.” **DELAYED: COVID**
- **Create list of approved vendors** for catering, tables/chairs, audio/visual, etc. **STARTED – NOT URGENT UNTIL LATER 2021**
- **Work with Tillamook Fairgrounds. Tillamook County Pioneer Museum and other venues and organizations to help them market their facilities and events** **DELAYED: COVID, HELPING FAIRGROUNDS WRITE GRANT**

**4. Collaborate/  
lead/partner to  
improve access to  
outdoor recreation  
and education, and  
build on  
comprehensive  
management of our  
scenic byways .**

### Goals:

- Partner with Tillamook County and other organizations, such as OCVA and Travel Oregon, to support initiatives such as the **Oregon Coast Trail** and **Salmonberry Trail**. **ASKING FOR FUNDING FOR TRAILS/OUTDOOR COORDINATOR**
- Partner with Tillamook County Wellness, USFS and New Youth Corps to develop an online GIS **map of trail system, initiated by Tillamook County Wellness outdoor access task force. DONE**
- Continue support of **Explore Nature Series, WEBS, Cape Falcon Marine Reserves, Kilchis Point Reserve, Working Lands and Water Cooperative**, and others supporting stewardship programs. **ONGOING**
- Partner on **Trailhead and Beachhead Ambassador** program with the North Coast Tourism Management Network. Help recruit volunteers. **STARTED SUMMER 2020, ONGOING**

**4. Collaborate/  
lead/partner to  
improve access to  
outdoor recreation  
and education, and  
build on  
comprehensive  
management of our  
scenic byways .**

#### Goals:

- Promote **beach and trail safety** guidelines through consistent communications in print, online and social channels, reaching both children and adults. **WORKING WITH NETWORK, DID PROVIDE COUNTY-WIDE COVID SAFETY MESSAGING**
- Invest in new **interpretive signage** to support the proposed Tillamook Bay Heritage Route: estuary, education, railroad and fisheries history. **DONE**
- Create **interpretive plan** to support the Trees to Sea Scenic Byway Management Plan, partnering with Washington County Visitors Association, ODOT and Dept. of Forestry. **REQUIRES TLT FUNDING TO START**



**5. Share the stories of our arts & cultural heritage, develop programs that support organizations, including specialized training.**

### Goals:

- Work with **local tribes** on native history interpretive signage. **SEVERAL ATTEMPTS - NO RESPONSE YET, BUT HOPING TO DEVELOP RELATIONSHIPS**
- Sponsor **National Certified Interpretive Guide training** for cultural heritage and natural resource stakeholders, as well as **Train the Trainer** workshops for Interpretive Guides. **DONE AND ONGOING, BUT NEED TLT FUNDING TO CONTINUE**
- Form and **lead task force on cultural heritage** with North Coast Tourism Management Network to create a North Coast Cultural Heritage Trail. **CREATING CULTURAL HERITAGE TRAIL NOW FOR TILLAMOOK COUNTY – COLLABORATING LATER IN 2021 WITH CLATSOP COUNTY**

**5. Share the stories of our arts & cultural heritage, develop programs that support organizations, including specialized training.**

### Goals:

- Assist in developing **new cultural events** in off-season, such as Autumn in the Reserve with Tillamook County Pioneer Museum. **DELAYED: COVID**
- Support through **grants and marketing assistance** the organizations committed to preserving and sharing cultural stories and activities **DONE AND ONGOING**
- Partner with OCVA to **develop a public art/sculpture project** within the communities and villages through the "Washed Ashore" marine debris project. **PROJECT ON HOLD, WORKING WITH OCVA**

**6. Build on the success of the North Coast Food Trail and growth of the local food industry, expanding a reputation for an abundance of natural bounty and agritourism.**

## Goals:

- Bring focus to the North Coast Food Trail by delivering **month-long themed promotions** as well as special events and festivals. (Ex. seasonal promotions – fall, winter, spring bounty.) **DELAYED: COVID**
- Continue to support **Explore Nature Series, Shop at the Docks, ODFW events** and other organizations that focus on food and nature education. **DONE AND ONGOING, PART OF FOOD TRAIL AND SOCIAL CHANNEL COMMUNICATIONS.**
- Continue to host **Crave the Coast, Beer + Cheese** and other food-focused events. **DELAYED: COVID**
- Continue work with local producers, Business Oregon, Port of Garibaldi, Food Roots, Col-Pac and EcoTrust on **development of a food hub and/or distribution system. MAJOR WORK COMPLETED, WORK CONTINUING**

**6. Build on the success of the North Coast Food Trail and growth of the local food industry, expanding a reputation for an abundance of natural bounty and agritourism.**

### Goals:

- Develop the **North Coast food brand** effort to increase market awareness of local producers and chefs to the region. **ONGOING, WORK IN BUSINESS OREGON GRANT**
- Coordinate efforts with Travel Oregon on including **North Coast Food Trail** in state's Food Trail campaigns and branding. **DONE**
- Work with lodging partners to **establish and promote lodging/food packages**. **DELAYED: COVID BUT USING SOCIAL CHANNELS TO PROMOTE RESTAURNAT TAKEOUT**
- Identify sponsors or grant funding for a **food, chef and writers conference**. **DELAYED: COVID**

**7. Create a hospitality culture that welcomes visitors, creates an experience of "local ambassadors," information, inclusion and kindness.**

## Goals:

- Conduct **Guest Service Gold** training throughout the county to front-line employees in multiple industries. **ONGOING, AND PART OF PROPOSED HOSPITALITY TRAINING PROGRAM**
- Fund **3-4 beach wheelchairs** in Pacific City, where none are available now. Fund one more chair in both Rockaway Beach and Manzanita. **DONE, ADDED 5<sup>TH</sup> WHEELCHAIR IN NETARTS**
- Work with North Coast Tourism Management Network's "Trail and Beach Ambassador" volunteer program to guide and **direct visitors to activities, services and less crowded trails and beaches. DONE AND ONGOING, PROGRAM UNDERWAY ON SOCIAL RE: DISPERSING CROWDS**
- Continue **development, distribution and easy access** of visitor guides, maps, guidebooks, website, videos, scenic highway information and other products that encourage unique discoveries and experiences. **DONE AND ONGOING**

**7. Create a hospitality culture that welcomes visitors, creates an experience of “local ambassadors,” information, inclusion and kindness.**

### Goals:

- Recruit **base of volunteers** for local events. **DELAYED: COVID, BUT STARTING SOON**
- Work with high schools on **career days**, provide information on rewarding hospitality careers. **DELAYED: COVID**
- Work with businesses, OSU Extension and TBCC on **developing a hospitality management certificate** for high-school or post-high school students, coupled with Guest Service Gold certification. **UNDERWAY NOW**
- Track online reviews and social media posts of key lodging, restaurants and attractions in county, creating an annual “Hospitality Report.” **STARTING FALL 2021**

**8. Support and empower the tourism industry, providing consulting, lodging booking technologies, workforce training and more.**

**Goals:**

- Continue **strategic communications plan for communication with the industry:**
  - Quarterly industry **e-news, monthly radio interviews and monthly column** in the local papers
  - Send regular **press-releases** to regional media, sharing what is happening in tourism and economic development  
**DONE AND ONGOING**
- Collaborate with Tillamook County and partners to support its facilities and infrastructure priorities. **UNDERWAY**
- Conduct and/or sponsor **grant writing classes** **DONE AND ONGOING**
- Assist organizations and businesses with **marketing plan development** **DONE, IN -PERSON AND WILL BE ONLINE**

**8. Support and empower the tourism industry, providing consulting, lodging booking technologies, workforce training and more.**

### Goals:

- Continue investing **\$100K/year** into a community grants program (2019-2020 will bring total grants awarded to \$500K since 2015). Creamery matched \$100K for 2021 grants. **DONE AND ONGOING**
- Continue customer service trainings such as **Guest Service Gold and Certified Interpretive Guide training** from the National Association for Interpretation **DELAYED: COVID**
- Provide event **sponsorships**, and **technical assistance funds** and **consulting assistance** through an online submission approval process **DONE AND ONGOING**
- Collaborate with partners on adopting criteria of **geotourism practices: UNDERWAY**



**9. Implement communications, messaging and public relations targeted to key audiences of stewardship, outdoor recreation, arts and culture, food and off-season travel/events.**

### Goals:

- Seek **sponsored content opportunities** rather than be driven by traditional publication calendars. **DONE AND ONGOING**
- Build out **website** with additional targeted landing pages, forms, updates, manage SEO/SEM, etc. **ONGOING**
- Continue to **use video** for effective storytelling that reaches optimal audiences. **ONGOING – RECEIVED TRAVEL OREGON GRANTS TO DO THIS**
- Help local organizations learn **effective social media** practices. **WILL BE PART OF VTC ACADEMY AND ONGOING IN-PERSON TRAINING**

**9. Implement communications, messaging and public relations targeted to key audiences of stewardship, outdoor recreation, arts and culture, food and off-season travel/events.**

**Goals:**

- Continue with **targeted messaging** to OPB TV, radio and digital (ideal target match). **NEED FUNDING FOR GIS TRAILS MAP MESSAGING**
- Continue **Northwest Outdoor Sports Radio** interviews/spots, and underwriting **Grant's Getaways**. **ONGOING**
- Continue with **spring break and fall/winter holiday outreach** to Washington, Idaho, N. Calif and Utah. **DELAYED: COVID**
- Continue **social media focus** on Facebook and Instagram. **ONGOING**

# Return on Investment

Benchmark: Visitor Spending

(Annual Dean Runyan Economic Impact report)

## KPIs:

- Overnight stays vs day trips **DELAYED: COVID**
- Website visitors, search and time spent on tillamookcoast.com via Google analytics **NOT MEASURING AT THIS TIME – NO FUNDS TO DO SO**
- Earned media value **NOT MEASURING AT THIS TIME**
- Social media engagement (Facebook, Instagram, Twitter, YouTube) **ONGOING AND PARTNERING WITH LOCAL BUSINESSES**
- Visitor Guide requests **ONGOING**
- JackRabbit Lodging booking engine referrals and revenue **ONGOING**
- Event participation **DELAYED: COVID**
- E-newsletters open and click-through rate **ONGOING: 14-17% OPEN RATE**

# Return on Relationships

## Benchmark: Deliverables

- Workforce training **DELAYED: COVID, BUT PLANNING NEW SESSIONS**
- Organizations receiving marketing consulting and support: **FIVE ORGANIZATIONS IN 2020; VTC ACADEMY WILL PROVIDE ONLINE SESSIONS**
- New/improved community events **DELAYED: COVID**
- Grants awarded and received to benefit community **\$200,000, IMPACTING 90 BUSINESSES**
- Strong partnerships on multiple projects: **GIS MAPPING, HELLO NEIGHBOR, CULTURAL HERITAGE TRAIL, NORTH COAST FOOD TRAIL, TOURISM NETWORK, COUNTY/PAC, BEACH AMBASSADORS, GARIBALDI SEAFOOD CONNECT, HOSPITALITY TRAINING, SOUTH TILLAMOOK COUNTY EMERGENCY VOLUNTEER CORPS, ETC**

# Return on Responsibility

## Benchmarks: Deliverables

- Wayfinding and tsunami signage plans approved; signage installed **NESKOWIN TSUNAMI, NESTUCCA FIRE DISTRICT, CITY OF NEHALEM**
- Stewardship messaging communicated to locals and public, and stewardship programs in place: signage, receptacles, etc. **TILLAMOOK COAST PLEDGE, COVID SAFETY MESSAGING**
- Emergency preparedness support programs **COVID SAFETY MESSAGING. UPDATE CRISIS COMMUNICATION PLAN TO INCLUDE PANDEMIC RESPONSE**
- Product development to encourage economic vitality: **FOOD HUB/DELIVERY SYSTEM WORK**
- Development of sustainable tourism programs working with North Coast Tourism Management Network: **ALTERNATIVE TRANSPORTATION, BEACH AMBASSADOR, STEWARDSHIP MESSAGING, SOUTH COUNTY DESTINATION MANAGER**