

CITY OF McMINNVILLE
MINUTES OF DINNER MEETING of the McMinnville City Council
Held at the Kent L. Taylor Civic Hall on Gormley Plaza
McMinnville, Oregon

Tuesday, February 28, 2017, at 6:00 p.m.

Presiding: Scott A. Hill, Mayor

Recording: Melissa Grace, Recording Secretary

Councilors:	<u>Present</u>	<u>Excused Absences</u>
	Adam Garvin	Remy Drabkin
	Kellie Menke	Kevin Jeffries
	Alan Ruden	
	Wendy Stassens	

Also present were City Manager Jeff Towery, City Attorney David Koch, Finance Director Marcia Baragary, Fire Chief Rich Leipfert, Planning Director Heather Richards, and Visit McMinnville Executive Director Jeff Knapp.

DINNER MEETING: Mayor Hill called the Dinner Meeting to order at 6:24 p.m. and welcomed all in attendance.

Mayor Hill asked for a volunteer to lead the Pledge of Allegiance and Councilor Ruden volunteered.

Mayor Hill reviewed the agenda for the evening.

VISIT MCMINNVILLE PRESENTATION: Visit McMinnville's Executive Director Knapp shared that Visit McMinnville has a new Certified Public Accountant (CPA). He shared a brief update of the financial status and goals of Visit McMinnville.

INTERVIEWS FOR TWO VACANCIES ON THE PLANNING COMMISSION: Planning Director Richards stated that two commissioners terms have expired. One in Ward 2 and one at-large. The vacancies were advertised and four applications were received for the Ward 2 position and five applications were received for the at-large position.

Planning Director Richards mentioned that Nanette Pirisky submitted her resignation from the Planning Commission. Ms. Pirisky represented Ward 3. Staff will be advertising for the vacant position.

RESOLUTION NO. 2017-17: Fire Chief Leipfert stated that the Council has already authorized the expenditure of funds for the purchase of a used refurbished rural fire apparatus through an Intergovernmental Agreement (IGA) entered into on October 25, 2016. He explained that the

IGA allowed for the transfer of \$140,000 from the McMinnville Rural Fire Protection District to the City for the purchase.

The following items were briefly discussed:

- Mayor Hill stated that there will be a presentation from the Citizen Survey on March 14th at 4 pm.
- Councilor Stassens stated that a large docket of the material the Planning Commission sees is quasi-judicial; therefore, it is important to look for a candidate has clear, logical thought process.
- Mayor Hill shared a draft of the proposed Community Contributions Program that will align giving to nonprofits with the goals of the Council.
- City Attorney Koch reminded Council that if they are approached regarding a land use matter, they should direct the citizen to a staff member or wait to make a comment at a public hearing.

ADJOURNMENT: Mayor Hill adjourned the Dinner Meeting at 6:55 p.m.

s/s Melissa Grace
Melissa Grace, Recording Secretary

CITY OF McMINNVILLE
MINUTES OF REGULAR MEETING of the McMinnville City Council
Held at the Kent L. Taylor Civic Hall on Gormley Plaza
McMinnville, Oregon

Tuesday, February 28, 2017, at 7:00 p.m.

Presiding: Scott A. Hill, Mayor

Recording: Melissa Grace, Recording Secretary

Councilors:	<u>Present</u>	<u>Excused Absence</u>
	Remy Drabkin	Kevin Jeffries
	Adam Garvin	
	Kellie Menke	
	Alan Ruden	
	Wendy Stassens	

Also present were City Manager Jeff Towery, City Attorney David Koch, Finance Director Marcia Baragary, Fire Chief Rich Leipfert, Planning Director Heather Richards, Police Captain Dennis Marks, Visit McMinnville Executive Director Jeff Knapp and McMinnville Downtown Association Executive Director Rebecca Quandt.

AGENDA ITEM

CALL TO ORDER: Mayor Hill called the meeting to order at 7:00 p.m. and welcomed all in attendance.

PLEDGE OF ALLEGIANCE: Councilor Ruden led in the recitation of the Pledge of Allegiance.

INVITATION TO CITIZENS FOR PUBLIC COMMENT: Mayor Hill asked for comments from citizens on topics not on the evening's agenda.

There were no comments.

1. PRESENTATIONS

1.a. Presentation by Henderson House for commissioned artwork to City Council.

Henderson House Board Member Beverly Knutz, Executive Director Savenia Falquist, Chair Eric Wright and Board Member Nola Kunze explained the services that the Henderson House provides which includes helping families in crisis and providing domestic and sexual violence advocacy in the community. They thanked the Council for their support over the years and presented Council with a piece of art to show their appreciation.

Council thanked the representatives from Henderson House for their work.

1.b. Review of McMinnville Downtown Association's Annual Financial Statement.

Executive Director Rebecca Quandt reminded Council that the McMinnville Downtown Association (MDA) works to promote and enhance the City's historic downtown as the economic, social and cultural heart of the community. She stated that as per national standards, a four prong approach is followed which includes the following elements: design, organization, promotions, and economic vitality.

Ms. Quandt displayed an overlay map reflecting the Urban Renewal Area, Economic Improvement Districts, and Downtown Historic District. She shared that the Downtown Economic Improvement District was created by the City Council in 1986 and renewed for another three years in 2016. Ms. Quandt noted that McMinnville has the longest standing Economic Improvement District in Oregon).

Ms. Quandt stated that the MDA is charged with the following per ordinance:

- promotion of economic improvement by planning or management of development and improvement activities;
- landscaping and other maintenance of public areas;
- promotion of commercial activity or public events;
- activities in support of business recruitment and development; and
- improvements in parking systems and parking enforcement.

Ms. Quandt then reviewed several economic benchmarks for 2016 including:

- a net gain of five new businesses in the district;
- a net gain of 32 employees;
- an estimated \$3.7 million invested in downtown improvement projects; and
- more than 2,632 volunteer hours (more than any other Main Street community in Oregon).

Ms. Quandt continued by reviewing recent accomplishments. She stated that per the articles of incorporation, the MDA is required to provide the City with two copies of their annual review. She shared that the MDA holds a strong financial position with \$76,000 in current assets, the Cozine House is owned free and clear of liens and they are working on building up reserves in preparation for repairs and an ADA access ramp at the Cozine House.

Ms. Quandt reviewed the MDA's sources of revenue and how they allocate their resources. She finished the presentation by discussing future efforts and goals including:

- wayfinding around the downtown and throughout the rest of the City;
- a parking task force;
- grant writing;
- historic preservation;
- an internship program that continues to strengthen the bond with Linfield; and
- the Park Patrol Program.

Mayor Hill expressed his thanks for the work that the McMinnville Downtown Association and noted the importance of the work that they do.

1.c. Visit McMinnville: Update on Business Plan, Budget, and Visitor Survey

Executive Director Jeff Knapp provided Council with an update of the Board and Staff. He reminded Council that Visit McMinnville is an innovative marketing organization dedicated to enhancing McMinnville's

economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses. He summarized the measures of success that Visit McMinnville looks at which include:

- Transient Lodging Tax Collections;
- Citywide Lodging Occupancy;
- website traffic to Visit McMinnville.com; and
- referral traffic from VisitMcMinnville.com to stakeholder websites.

Mr. Knapp shared that there was a 9.1% increase on Transient Lodging Tax Collections from the previous year for the fourth quarter. He then shared the successes from the fourth quarter and discussed future opportunities with shoulder seasons. Mr. Knapp also reviewed visitor survey data collected and provided Council with the report.

Mr. Knapp played a short commercial promoting tourism in McMinnville.

He then discussed the current projects Visit McMinnville is working on which include:

- strategic planning and visioning;
- a budget and marketing plan for FY 18;
- solar eclipse promotion;
- website database revamp and filtering option creation;
- Wine Country Bridal Resources;
- Cycling Resource building for Summer travelers;
- working with the McMinnville Community Wayfinding Committee; and
- Comcast Winter Ad for TV & streaming.

Discussion ensued regarding the demographic profiles that were targeted in the commercial (family travel, young foodies, girl's weekends, and luxury travel). Survey participation was also discussed.

Council thanked Mr. Knapp for the work Visit McMinnville is doing and for the great report.

2. CONSENT AGENDA

- 2.a. **Resolution No. 2017-15:** A Resolution approving the KeyBank Business/Public Entity Depository Certificate Resolution and authorizing its signing by the Finance Director.

Councilor Stassens MOVED to approve the consent agenda as presented. SECONDED by Councilor Ruden. Motion PASSED unanimously.

3. NEW BUSINES

3.a. Interviews for two vacancies on the Planning Commission.

Councilor Drabkin recused herself from the interviews and at-large vote for Planning Commission representative due to a potential conflict. She stepped away from the dais.

Mayor Hill stated that the City received five applications for the at-large position: Brad Bassitt, Erin Butler, Charles Hillestad, Kyle Lake, and Aaron Williams. The City received four applications for the Ward 2 position: Janelle Carey, Susan Dirks, Roger Lizut, and Jack Morgan.

Mayor Hill explained that the Planning Commission is a nine-member City Council-appointed body, which takes action and makes recommendations to the City Council on a variety of current and long-range land use matters. He noted that there are two types of membership on the commission: ward representatives (two from each ward) and at-large representatives (three in total). Mayor Hill shared that members serve four year terms. He stated that per the McMinnville City Code, the common council shall strive to appoint members who represent at cross-section of the citizens of McMinnville, and who will provide the planning commission with expertise in the area of planning, who possess broad areas of interest, and general concern with the planning process which is required for the function of the body.

The Mayor shared that the Council has initiated a new process where both new applicants and incumbents will be interviewed.

He stated that there are two current vacancies; one for Ward 2 Representative and one for the at-large representative.

Four applicants were interviewed for the at-large position: Brad Bassitt, Erin Butler, Charles Hillestad, Kyle Lake. Each candidate will be given five minutes for their interview.

Councilor Drabkin returned to the dais for the Ward 2 position interviews. Four applicants were interviewed for the Ward 2 position: Janelle Carey, Susan Dirks, Roger Lizut, and Jack Morgan. Each candidate will be given five minutes for their interview.

The Councilors asked the following questions to each applicant:

1. What are those qualities that you value most about the McMinnville community?

2. McMinnville prides itself on being a mid-sized Oregon city with a small town feel. When do you see as the top three land use concerns that face McMinnville now and in the future?
3. To follow up on the previous question, what skills or experiences would you bring to the commission that would be helpful in addressing those possible future concerns?
4. There may be times when, as a planning commissioner, you have land use criteria that legally point you toward one decision, and a hearing room full of concerned citizens that point you in the opposite direction. How would you manage that situation to reach a recommendation or decision?
5. Lastly, why should we appoint you to the Planning Commission at this time?

Mayor Hill thanked the candidates for their thoughtful, prepared comments.

Councilor Drabkin did not participate in the discussion regarding at-large candidates.

Discussion ensued regarding each of the candidates' qualifications. The Council discussed the importance of using a logical thought process and the quasi-judicial role of the Planning Commission was highlighted.

The Councilors discussed Mr. Hillestad's thorough and good service on the Planning Commission.

Councilor Stassens MOVED to move Erin Butler forward onto the Resolution; SECONDED by Councilor Menke. Motion PASSED 4-0. Councilor Drabkin abstained from the vote.

Mayor Hill thanked Mr. Hillestad for his service and thanked the applicants for their interviews.

Councilor Drabkin returned to the discussion on the candidates for the Ward 2 Representative.

Councilor Stassens acknowledged Mr. Morgan for his years of dedicated service on the Planning Commission and impeccable attendance.

Discussion continued regarding each of the candidates' qualifications and keeping the emotional aspect out of the decision making process.

Councilor Ruden MOVED to move Susan Dirks forward onto the Resolution; SECONDED by Councilor Stassens. Motion PASSED UNANIMOUSLY.

4. RESOLUTIONS

- 4.a. **Resolution No. 2017-16:** A Resolution appointing Erin Butter as the At-Large Representative and Susan Dirks as Ward 2 Representative to the Planning Commission.

Councilor Stassens MOVED to approve Resolution No. 2017-16: A Resolution appointing Susan Dirks as Ward 2 Representative and Erin Butler as the At-Large Representative to the Planning Commission; SECONDED by Councilor Garvin. Motion PASSED UNANIMOUSLY.

- 4.b **Resolution No. 2017-17:** A Resolution awarding the purchase of one (1) Used/ Refurbished Wildland Interface Engine by the Fire Department.

Chief Leipfert explained that the Fire Department is seeking to replace a 1980 rural engine using funds authorized by City Council for this purchase. He explained that the purchase of the engine has been funded by the Rural Fire Protection District. The apparatus will be used specifically for the rural district. The apparatus previously designated for that purpose had been surplus due to mechanical failure.

He noted that the Fire Department established an equipment purchasing committee which included the Chairman of the McMinnville Rural Fire Protection District.

Discussion ensued regarding the expected service life of the engine. It is anticipated that it will have a 15-20 year life.

Councilor Garvin MOVED to adopt Resolution No. 2017-17 awarding the purchase of one (1) Used/ Refurbished Wildland Interface Engine by the Fire Department; SECONDED by Councilor Menke. Motion PASSED UNANIMOUSLY.

5. ADVICE / INFORMATION ITEMS

- 5.a. REPORTS FROM COUNCILORS ON COMMITTEE AND BOARD ASSIGNMENTS

Councilor Ruden reminded Council that the Affordable Task Force and Airport Commission will be meeting soon.

Councilor Drabkin shared that the Affordable Housing Task Force Sub Committee will be meeting on the second Monday of every month at 4:00 p.m.

Councilor Stassens shared that the Urban Renewal Advisory Committee will be meeting the following day.

Councilor Menke stated that she recently attended the Visit McMinnville meeting where she met the new accountant.

Mayor Hill mentioned that there was a Parkway Committee meeting. Mayor Hill also shared that he had the opportunity to meet with Senator Boquist and Representative Noble recently at City Day at the Capitol.

5.b.

REPORTS FROM DEPARTMENT HEADS

Planning Director Richards thanked Council for their efforts in the tough process of selecting the Planning Commissioners. She noted that several subcommittees and citizen advisory committees will be set up and she will be contacting the applicants to see if they have an interest in participating.

City Manager Towery shared that he has been meeting with several community members, Staff, and Councilors.

6.

ADJOURNMENT: Mayor Hill adjourned the Regular City Council meeting at 9:15 p.m.

s/s Melissa Grace

Melissa Grace, Recording Secretary