

**CITY COUNCIL MEETING  
McMinnville, Oregon**

**AGENDA**

**McMINNVILLE CIVIC HALL  
200 NE SECOND STREET**

**February 28, 2017  
6:00 p.m. – Informal Dinner Meeting  
7:00 p.m. – Regular Council Meeting**

Welcome! All persons addressing the Council will please use the table at the front of the Council Chambers. All testimony is electronically recorded. Public participation is encouraged. If you desire to speak on any agenda item, please raise your hand to be recognized after the Mayor calls the item. If you wish to address Council on any item not on the agenda, you may respond as the Mayor calls for "Invitation to Citizens for Public Comment."

***NOTE: The Dinner Meeting will be held at the McMinnville Civic Hall and will begin at 6:00 p.m.***

CALL TO ORDER

PLEDGE OF ALLEGIANCE

INVITATION TO CITIZENS FOR PUBLIC COMMENT – *The Mayor will announce that any interested audience members are invited to provide comments. Anyone may speak on any topic other than:*

- 1) a topic already on the agenda;*
- 2) a matter in litigation,*
- 3) a quasi judicial land use matter; or*
- 4) a matter scheduled for public hearing at some future date.*

*The Mayor may limit the duration of these comments.*

1. PRESENTATIONS

- a. Presentation by Henderson House for commissioned artwork to City Council.
- b. Review of McMinnville Downtown Association's Annual Financial Statement.
- c. Visit McMinnville: Update on Business Plan, Budget, and Visitor Survey.

2. CONSENT AGENDA

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

3. NEW BUSINESS

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

4. RESOLUTIONS

- a. **Resolution No 2017-16**: A Resolution appointing \_\_\_\_\_ and \_\_\_\_\_ to the Planning Commission.
- b. **Resolution No. 2017-17** : A Resolution awarding the purchase of one (1) Used/ Refurbished Wildland Interface Engine by the Fire Department.

5. ADVICE / INFORMATION ITEMS

- a. Reports from Councilors on Committee and Board Assignments
- b. Department Head Reports

6. ADJOURNMENT





**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Henderson House Presentation

**From:** Melissa Grace, City Recorder / Legal  
Assistant

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**AGENDA ITEM:**

Presentation by Henderson House for commissioned artwork to City Council.

**BACKGROUND:**

Please refer to attachment.

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**Attachments**

Henderson House

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Henderson House Thank You to City of McMinnville

February 28, 2017

Presented by Beverly Knutz & Savenia Falquist

Henderson House would like to present a thank you gift to the City of McMinnville for donating our shelter facility to us in 2015. This kind gesture has opened up so many potential opportunities for our families in crisis. We look forward to working with local partners, like City of McMinnville, to provide the best domestic and sexual violence advocacy to our community.

Present commissioned artwork to Council.

Contact:

Savenia Falquist

[sfalquist@hendersonhouse.org](mailto:sfalquist@hendersonhouse.org)

503-472-0244

601 SE 1<sup>st</sup> Street

McMinnville, OR 97128



**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Presentation: McMinnville Downtown  
Association's Annual Financial  
Statements

**From:** Melissa Grace, City Recorder / Legal  
Assistant

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**AGENDA ITEM:**

Review of McMinnville Downtown Association's Annual Financial Statement.

**BACKGROUND:**

McMinnville Downtown Association's (MDA) Executive Director, Rebecca Quandt, will present a review of the MDA's annual financial statements.

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**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Presentation: Update on Visit  
McMinnville's Business Plan & Budget

**From:** Melissa Grace, City Recorder / Legal  
Assistant

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**AGENDA ITEM:**

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

**BACKGROUND:**

Visit McMinnville's Executive Director, Jeff Knapp, will provide an update on Visit McMinnville's business plan, budget, and visitor survey.

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**Attachments**

Presentation Slides

Visitor Survey

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— oregon —

*the heart of oregon wine country*

— visit —  
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## Board Members & Staff

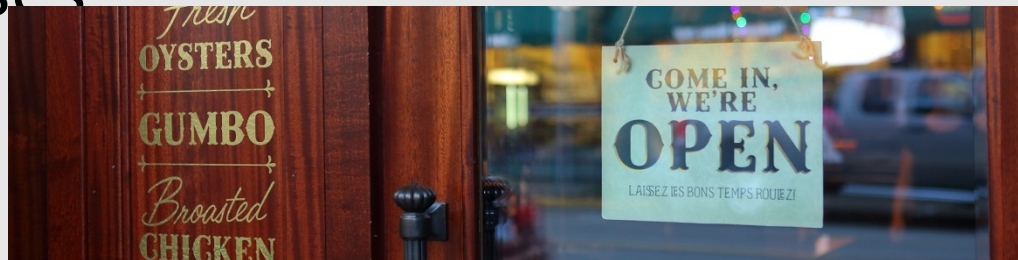
| Name                     | Affiliation                            |
|--------------------------|--|
| Erin Stephenson, Chair   | 3 <sup>rd</sup> Street Flats (lodging) |
| Maria Stuart, Vice Chair | R. Stuart & Co. (wine)                 |
| Ellen Brittan, Treasurer | Brittan Vineyards/Linfield (wine)      |
| Courtney Cunningham      | Citizen-at-large                       |
| Jennifer Feero           | Citizen-at-large                       |
| Ty Rollins               | Comfort Inn (lodging)                  |
| Cindy Lorenzen           | The Sage (dining)                      |
| Emily Howard             | Thistle (dining)                       |
| Kellie Menke             | City Council (non-voting)              |
| Candace Haines           | Interim City Manager (non-voting)      |
| Jeff Knapp               | Executive Director, Visit McMinnville  |
| Kitri McGuire            | Marketing Manager, Visit McMinnville   |



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## What is Visit McMinnville?

**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



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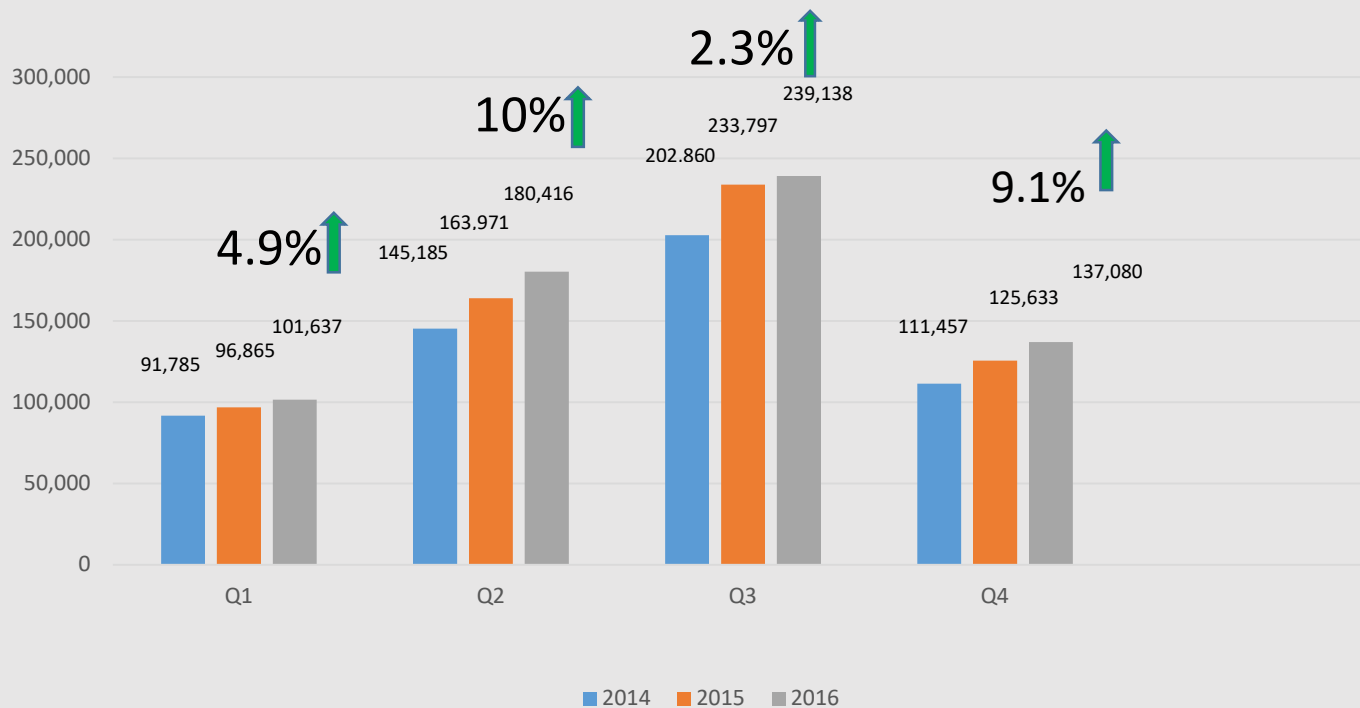
## How We Measure Success

- Transient Lodging Tax Collections (TLT)
- Citywide Lodging Occupancy
- Website Traffic to VisitMcMinnville.com
- Referral Traffic from VisitMcMinnville.com to Stakeholder Websites





# Transient Lodging Tax Collections



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# FY17 Budget Rollup

**Visit McMinnville Q4 2016 P & L**

Oct - Dec 16

Ordinary Income/Expense

Income

|                      |                    |
|----------------------|--------------------|
| Advertising Income   | \$2,000.00         |
| City Funding         |                    |
| City Funding - FY 16 | <u>\$94,233.99</u> |
| Total City Funding   | <u>\$94,233.99</u> |
| Total Income         | \$96,233.99        |

Expense

Overhead Expenses

|                           |                 |
|---------------------------|-----------------|
| Interest (Income) Expense | -\$0.76         |
| Non-Capital IT            | \$750.54        |
| Network & Telco           | \$1,396.07      |
| Depreciation              | \$751.80        |
| Professional Fees         | \$17,701.25     |
| Insurance                 | \$486.99        |
| Office Supplies           | \$793.49        |
| Building Lease            | \$2,700.00      |
| Equip Lease & Maint       | \$394.12        |
| Bank Fees                 |                 |
| Merchant Fees             | \$2.98          |
| Bank Fees - Other         | <u>\$404.72</u> |
| Total Bank Fees           | \$407.70        |
| Dues and Subscriptions    | <u>\$225.41</u> |
| Total Overhead Expenses   | \$25,606.61     |

Marketing Expenses

|                             |                    |
|-----------------------------|--------------------|
| Travel & Meals              | \$1,248.09         |
| Trade Shows                 | \$20.00            |
| Radio                       | \$1,498.00         |
| Production                  | \$4,459.96         |
| Print                       | \$8,412.15         |
| Photo                       | \$11,218.40        |
| Online Marketing            | \$80,381.07        |
| Collateral                  | \$12,146.63        |
| Postage                     | \$32.20            |
| Public Relations            | \$15,216.02        |
| Research                    | \$800.00           |
| Website Development & Maint | <u>\$15,618.98</u> |
| Total Marketing Expenses    | \$151,051.50       |

Personnel Expenses

|                            |                   |
|----------------------------|-------------------|
| Bonuses                    | \$1,500.00        |
| Overtime                   | \$0.00            |
| Employee Benefits          | \$1,224.50        |
| Payroll Taxes              | \$3,347.53        |
| Base Wages                 | \$39,041.00       |
| Personnel Expenses - Other | <u>\$2,678.40</u> |
| Total Personnel Expenses   | \$47,791.43       |
| Visitor Development Fund   | <u>\$540.00</u>   |

Total Expense

|                     |                             |
|---------------------|-----------------------------|
| Total Expense       | <u>\$224,989.54</u>         |
| Net Ordinary Income | <u>-\$128,755.55</u>        |
| Net Income          | <u><u>-\$128,755.55</u></u> |

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# FY17 Budget Rollup

**Visit McMinnville Q4 2016 Statement of Cash Flows**

Oct - Dec 16

**OPERATING ACTIVITIES**

Net Income -\$128,755.55

Adjustments to reconcile Net Income  
to net cash provided by operations:

Accrued Revenue \$68,750.48

Marketing Materials \$3,000.00

Prepaid Expenses \$75.41

Accounts Payable \$53,261.79

Credit Card - First Federal -\$12,361.15

Accrued Payroll -\$444.38

Net cash provided by Operating Activities -\$16,473.40

**INVESTING ACTIVITIES**

Accumulated Depreciation \$751.80

Net cash provided by Investing Activities \$751.80

Net cash increase for period -\$15,721.60

Cash at beginning of period \$93,615.71

Cash at end of period \$77,894.11



## Q4 Successes

- Visitor survey data collected & report delivered
- First year website views: 100,000+
  - Exceeded Travel Oregon's expectation for a new DMO site by 400%
- Social media on pace to exceed goals in FY17
- Created :30s Winter TV Ad (now running on Comcast & Xfinity)
  - Highly targeted audience based on recently completed visitor survey
- PR hits (earned media) pacing ahead of goals
  - 554,408 impressions (estimated coverage views + social shares)

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## **:30s Winter Ad**





## Current Projects

- Comcast Winter :30s Ad: TV & Streaming
- Solar Eclipse Promotion
- Website Database Revamp & Filtering Option Creation
- Wine Country Bridal Resources
- Cycling Resource Building for Summer Travelers
- McMinnville Community Wayfinding Committee
- VM Strategic Planning and Visioning (3 year plan)
- Budget and Marketing Plan for FY 18

# Thank you



[/VisitMcMinnvilleOR](#)



[@vmcminnville](#)



[@visitmcminnville](#)

[#visitmcminnville](#)

# McMinnville Visitor Survey Summer/Fall 2016 Final Results

**November 2016**

— visit —  
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Prepared for:

*Visit McMinnville*

Prepared by:

*RRC Associates, Inc.*

4770 Baseline Road, Suite 360

Boulder, CO 80303

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|  |           |
|--|-----------|
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## INTRODUCTION / METHODOLOGY

This report presents the final results of a visitor intercept survey conducted for Visit McMinnville by RRC Associates of Boulder, Colorado during the summer/fall of 2016. The summer/fall visitor intercept survey was conducted at a variety of locations throughout McMinnville and is based on 665 completed interviews with visitors to the area over the summer and fall. The summer/fall visitor research was the first of its kind conducted in McMinnville and will serve to provide a reliable baseline of data available for tracking of the visitor profile year after year. Survey results generated from the 2016 sample of respondents interviewed have a margin of error of approximately +/- 3.8 percentage points calculated for questions at 50% response<sup>1</sup>.

We direct the reader to a copy of the survey form, included in the Appendix A section of the report, as a reference to all questions addressed in the intercept survey this past summer/fall. Open-ended comments from the survey, including visitor comments and suggestions, are included in the Appendix B section. Tables showing detailed survey results for the visitor intercept survey by a number of different segmentations are provided in Appendix C.

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<sup>1</sup> For the total sample size of 665 respondents interviewed during the summer/fall of 2016, margin of error is +/- 3.8 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various market segments and from year to year, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

## EXECUTIVE SUMMARY

Key findings from the McMinnville Visitor Survey are summarized below:

- **Occupancy, ADR, and RevPAR Improving.** Lodging data generally indicate an upward trajectory in occupancy, ADR, and RevPAR over the last 12 to 18 months, with growth noted in almost every month. However, occupancy in some summer months this year was either unchanged from 2015 or off slightly. While occupancy numbers are very strong overall, some of the fluctuations may be a result of increases in ADR possibly putting pressure on occupancies somewhat. Or, tight occupancies in traditional commercial hotel/motel properties (essentially maxed-out in some key summer months) and increasing ADR's might possibly be pushing people to other shared accommodations options in the area, more staying outside of McMinnville in neighboring communities, and/or there could be an increasing number of day trips to the area (with some foregoing an overnight trip). Research in future years will attempt to further uncover and explain some of these bigger picture patterns and trends in visitor travel behaviors, although the overall general upward trends reflect increasingly strong visitation to the McMinnville area.
- **Key Markets.** Largest markets are Oregon (37%), Washington (14%), and California (13%). Canada (4%), Texas (3%), Colorado, Florida, Arizona, Illinois, and Australia (each about 2 percent) are also strong.
- **Strong International Visits.** McMinnville has a strong international presence at 8%, led by Canada and Australia, as noted.
- **Day vs. Overnight Visits.** McMinnville skews slightly more day visitors than overnight (58% vs. 39%). Seasonal residents/second homeowners account for 2%.
- **Demographics: Older, Affluent Profile.** The profile generally skews older and relatively affluent with half having incomes over \$100,000 (50%) and nearly 20% incomes over \$200,000 (average income is approximately \$143,000). Average age is 55. Average travel party size is 2.5 people, with most traveling with their spouse/partner (53%) or families/children (30%).
- **First-Time vs. Repeat Visitors.** McMinnville is characterized by a relatively high level of first-time visitors (42%), while 58% are repeat customers. As the destination grows and matures and becomes more well-known, we would expect the number of repeat visitors to increase in future years.
- **Length of Stay and Accommodations.** Average length of stay among overnight visitors is 3.4 nights, with more than half staying in a hotel/motel (53%), 21% with family/friends in the area, 13% RV or tent camping, and 8% B&B. Average rate paid was \$127 per night, with three-quarters of accommodations located in the McMinnville area.
- **Main Purpose of Visit.** Leisure and sightseeing was the top purpose for visiting by far (38%), followed by visiting friends/relatives/social reasons (17%) and winery tourism (13%).

- **Attractions Visited.** Top attractions or locations visited include Downtown McMinnville (65%), Evergreen Aviation & Space Museum (54%), restaurants and tasting rooms (47%), wineries (40%), Portland (35%), and the Pacific Coast (30%)
- **Activity Participation.** Activities most frequently participated in include dining out (70%), visiting museums (49%), shopping (42%), visiting wineries/vineyards (42%), and going for a scenic drive (34%). Other activities include arts/cultural activities (13%), the farmers market (12%), hiking or trail running (12%), road or mountain biking, camping, a family event, and music/nightlife (each 6%).
- **Visitor Expenditures.** Trip average for the entire travel party is estimated at \$331. Expenditures per person for the trip average \$154. Expenditures per person per day average \$99.
- **Experiential Ratings Strong.** Satisfaction ratings of various aspects of the McMinnville experience were very strong, averaging from a high of 4.6 on a 5-point scale for “overall quality of experience” to a low of 3.8 for “variety and quality of lodging choices.”
- **Modest Net Promoter Score (NPS).** Likelihood to recommend McMinnville or McMinnville’s net promoter score (NPS) is 50%. A relatively large number of scores of 7 and 8 (rather than 9’s and 10’s) contribute to this score. Again, we would expect to see NPS improve over time as the destination grows and matures, continues to improve in all aspects (including infrastructure improvements, expanded lodging options, focus on customer service, etc.), and the destination broadens its overall product appeal and reach.
- **Likelihood to Return Mixed.** Similarly, respondents are fairly evenly split with respect to intentions of returning to McMinnville in the next twelve months—42% say they will “probably” or “definitely” return while 39% say it is “unlikely” or they definitely will not return. An additional 19% are “on the fence” or give it a 50/50 chance of returning.
- **Suggestions for Improvement.** Many respondents took the opportunity to express their positive impressions of McMinnville, particularly regarding the downtown area and the Evergreen Aviation & Space Museum. Common suggestions include the need for additional signage and maps to more easily find your way around town, more restaurant and lodging variety and options, and increased advertising of the town itself, its special events, and everything it has to offer.

## DEMOGRAPHIC PROFILE & GEOGRAPHIC ORIGIN

### Visitor Type (Day vs. Overnight Visits)

Over half of visitors this summer/fall were day visitors (58 percent). Overnight visitors staying in the McMinnville area accounted for an additional 39 percent of respondents surveyed, while seasonal residents/second homeowners accounted for the remaining 2 percent.

### Demographic Profile

Specific demographic results from the visitor intercept survey include the following observations:

- Gender. Respondents were almost equally split between female (49 percent) and male (51 percent) this summer/fall.
- Age. Visitors generally skew older, with 60 percent of respondents age 55 or older with an average age of 55.0. An additional 13 percent were under 35, 9 percent age 35 to 44, and 17 percent age 45 to 54. Visitors coming from within Oregon were slightly younger on average than out-of-state visitors (53.8 years old vs. 55.4 years old).
- Annual Household Income. The average annual household income of summer and fall visitors to McMinnville was roughly \$143,000, indicative of a relatively affluent visitor base. Half of respondent households earn \$100,000 or more annually, with 19 percent earning \$200,000 or more. Eight percent reported incomes of less than \$50,000 annually, and approximately one-third (34 percent) earn between \$50,000 and \$100,000 each year. Perhaps unsurprisingly, overnight visitors (average household income \$157,000) were generally more affluent than day visitors (\$134,000).

### Main Purpose of Visit to McMinnville

Respondents were asked to indicate the main purpose of their visit to the McMinnville area this summer/fall. Leisure and sightseeing was the top purpose by far, cited by 38 percent of respondents. Visiting friends/relatives/social reasons (17 percent) and winery tourism (13 percent) were also relatively popular trip purposes. Only marginal shares indicated that they were in McMinnville for arts/culture (3 percent), a special event (3 percent), outdoor recreation, business/professional reasons, combined business/pleasure (each 2 percent), or relocation (1 percent). “Other” reasons mentioned (20 percent) were primarily in reference to the Evergreen Air and Space Museum. Overnight visitors had a greater likelihood of visiting friends/relatives (25 percent) compared to day visitors (11 percent). Similarly, visiting friends/relatives was a more popular trip purpose among repeat summer visitors (22 percent) than first-time summer visitors (11 percent).

## Visitor Mix (Oregon vs. Out-of-State)

Sixty-three percent of visitors this summer/fall were from outside of Oregon. Conversely, 37 percent of visitors reside within the state. In-state residents are the most frequent visitors of McMinnville, with Washington and California being the leading states of origin among out-of-state visitors. Together, these three states comprised almost two-thirds (63 percent) of the visitor base this summer/fall. Over half of repeat summer visitors were from Oregon (55 percent), compared to only 12 percent of first-time summer visitors (88 percent of first-time visitors are from out-of-state).

## Key Geographic Markets

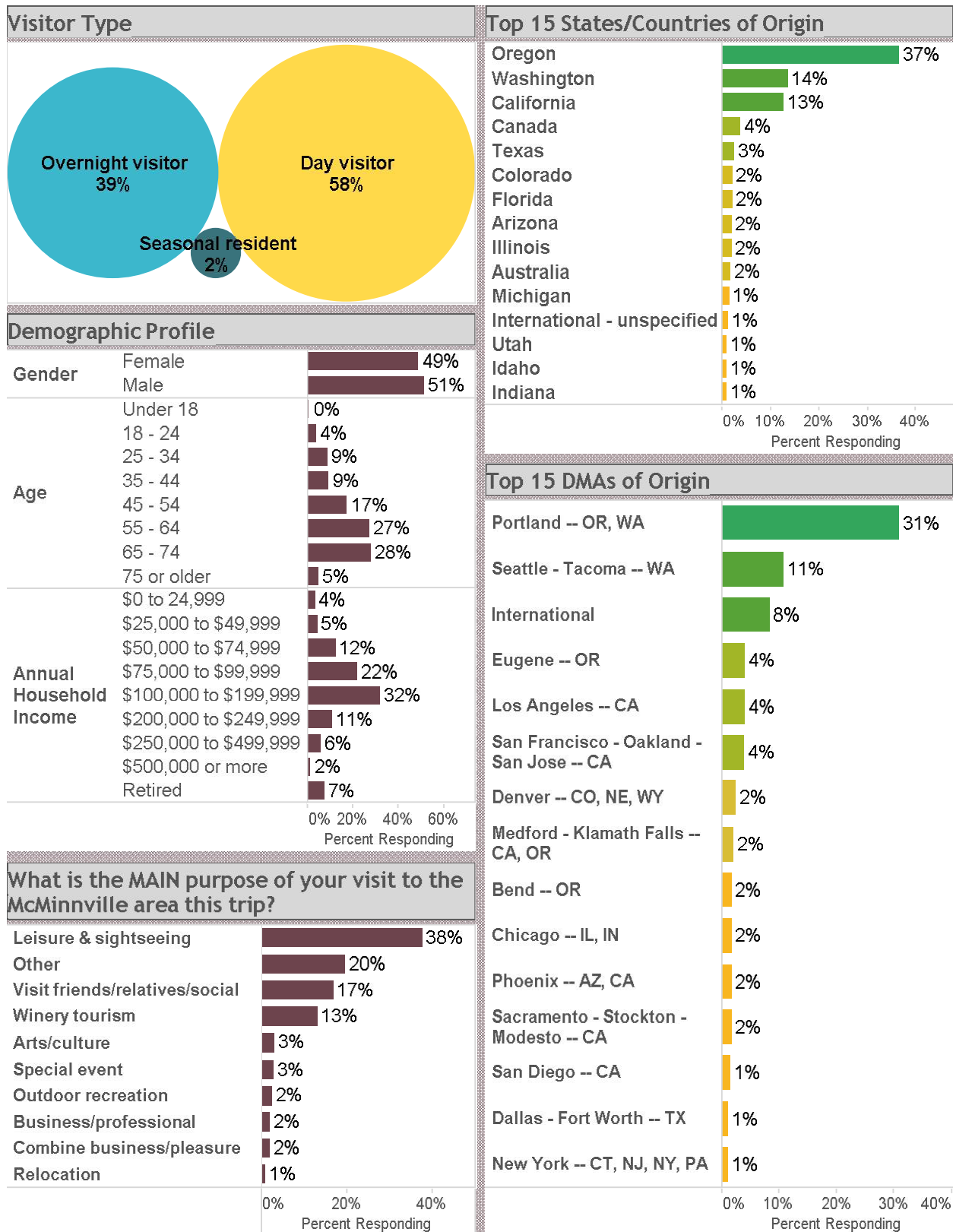
The most frequently identified markets within Oregon include the Portland Designated Market Area (DMA) (31 percent of visitors), followed by the Eugene DMA (4 percent), the Medford-Klamath Falls DMA, and the Bend DMA (each 2 percent).

As noted, Washington and California were the largest out-of-state markets for McMinnville this summer/fall, representing 14 percent and 13 percent of visits respectively, indicative of strong western regional representation among McMinnville visitors. The second tier of states and countries of origin for McMinnville area visitors include Canada (4 percent), Texas (3 percent), Colorado, Florida, Arizona, Illinois, and Australia (each about 2 percent).

Outside of Oregon, Seattle-Tacoma accounts for the largest proportion of visitors by DMA (11 percent of total visits), followed by Los Angeles (4 percent), San Francisco-Oakland-San Jose (4 percent), Denver, Chicago, Phoenix, and Sacramento-Stockton-Modesto (each 2 percent).

International visitors accounted for approximately 8 percent of visitors to McMinnville this summer/fall, with the strongest representation from Canada and Australia, as noted.

**Figure 1**  
**Visitor Type, Demographic Profile, Geographic Origin, and Main Purpose of Visit**



## LODGING DATA / OCCUPANCY

### Lodging Occupancy

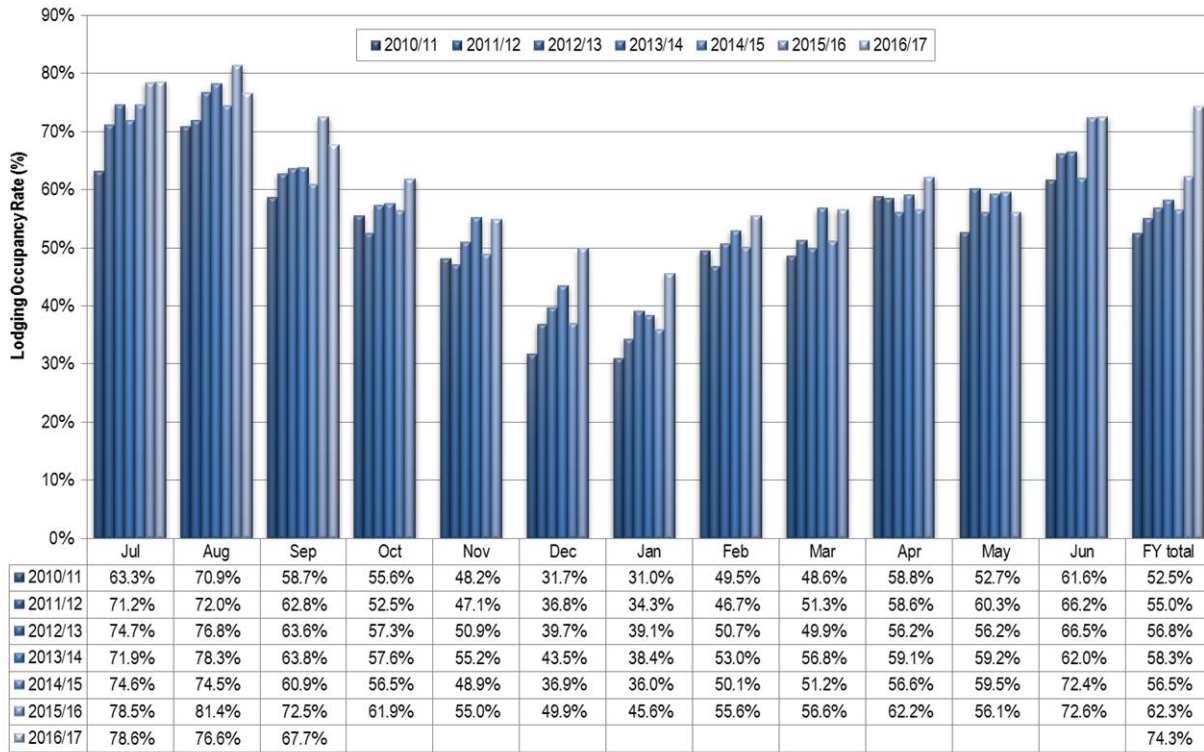
The lodging data through summer/fall 2016 generally indicate an upward trajectory in occupancy over the last 12 to 18 months, with growth noted in almost every month. However, some variability occurred this past summer. Summer 2016 months were either unchanged from 2015 (including June and July) or were off slightly from 2015 (including May, August, and September).

- August, typically the strongest month historically, was surpassed by July this year (76.6% occupancy in August vs. 78.6% in July). July at 78.6%, while similar to July 2015 (78.5%), made it the strongest July on record, while August fell from its record high of 81.4% in 2015. September was at 67.7% occupancy as compared to 72.5% in 2015. Altogether, summer occupancy during the core summer months June through September 2016 averaged 73.8% vs. 76.2% in 2015. October 2016 data was not yet available at the time of this report, but October 2015 was the strongest October on record at 61.9% occupancy.
- Also note the particularly strong growth apparent during the winter months (December 2015 at 50% occupancy vs. 30-40% historically). November, January, February, March, and April have also shown consistent growth.
- Average occupancy for the full fiscal year July 2015 through June 2016 averaged 62.3% as compared to 56.5% for FY1415, representing the strongest fiscal year on record.

Despite some fluctuations in the data and overnight travel patterns, the general upward trend overall reflects increasingly strong visitation to the McMinnville area.



**Figure 2**  
**McMinnville Lodging Occupancy Rates: July 2010 – September 2016**  
 (Source: Smith Travel Research)

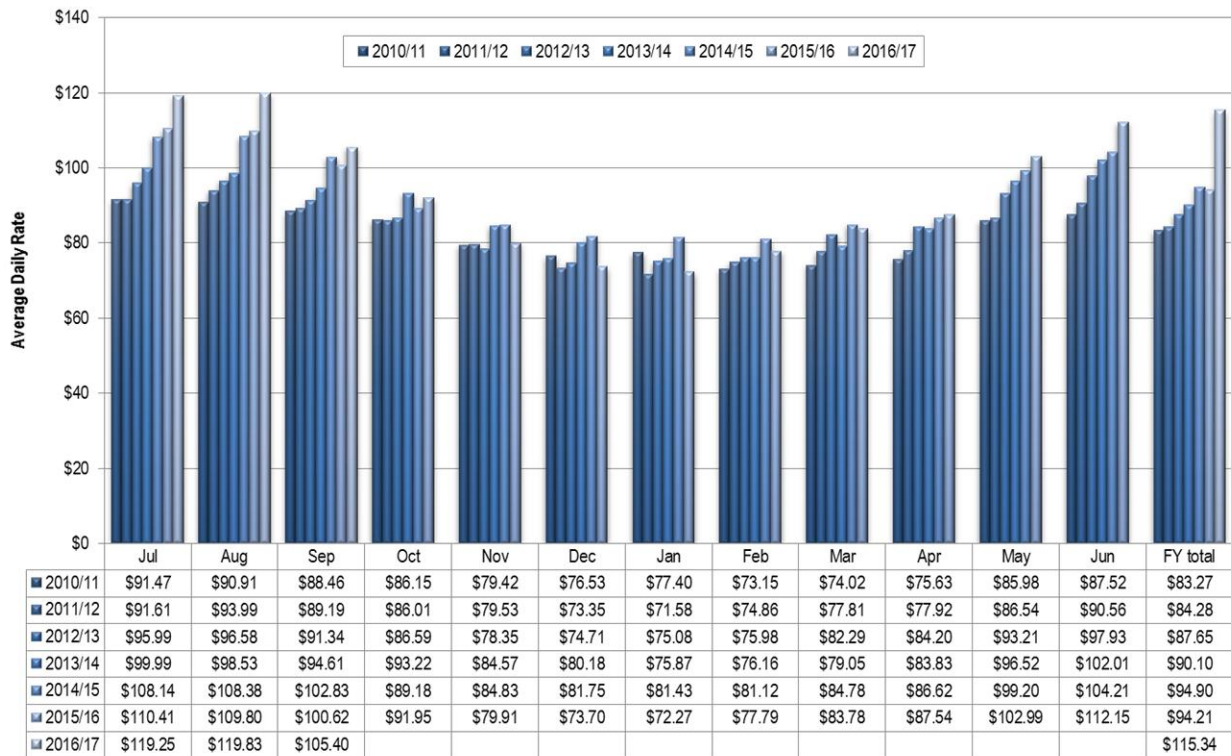


### Average Daily Rate (ADR) and Revenue per Available Room (RevPAR)

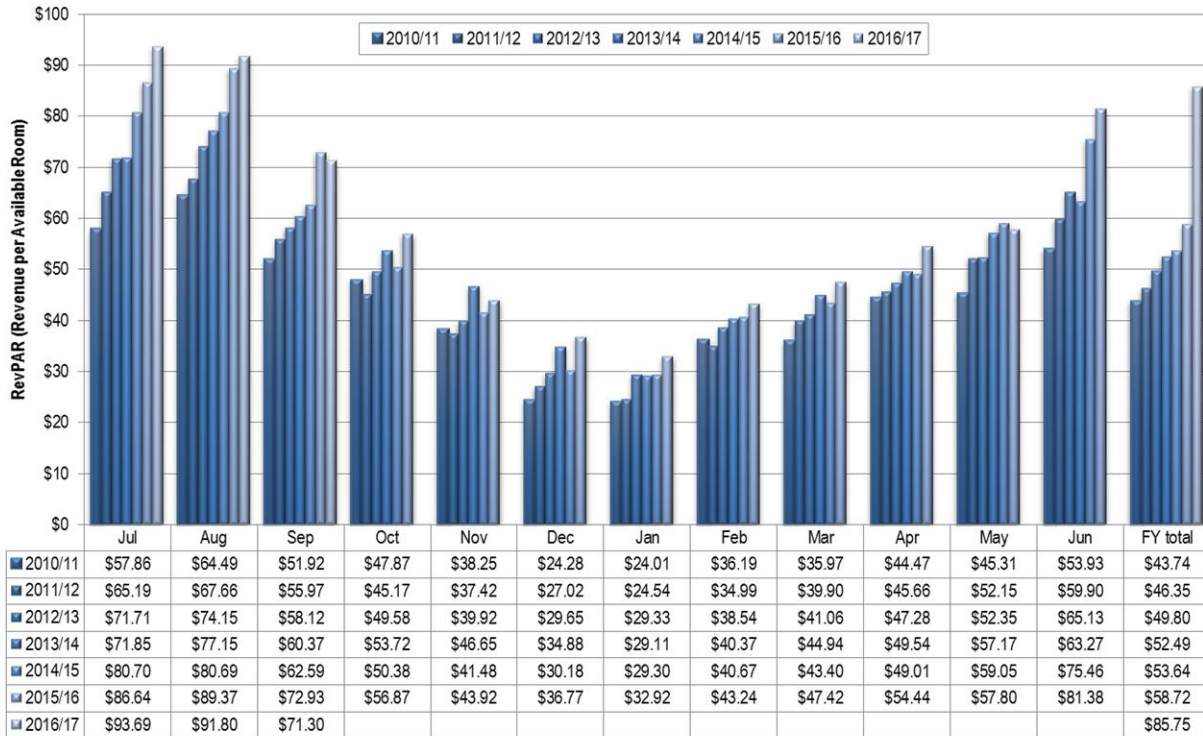
The figures below depict average daily rate (ADR) and revenue per available room (RevPAR) for 2010-2016 by month in McMinnville. ADR was up in most months in 2016 with RevPAR tracking higher as well, indicating that hotel revenues remain stronger compared to historical. Although occupancy numbers are still very strong overall, some of the fluctuations noted in occupancy may be a result of increases in ADR possibly putting pressure on occupancies somewhat (with occupancy off in May, August, and September).

Or, tight occupancies in traditional commercial hotel/motel properties (essentially maxed-out in some key summer months) and increasing ADR's might possibly be pushing people to other shared accommodations options in the area, more staying outside of McMinnville in neighboring communities (Dundee, Newberg, Sherwood, etc.), and/or there could be an increasing number of day trips to the area (with some foregoing an overnight trip). Research in future years will attempt to further uncover and explain some of these bigger picture patterns and trends in visitor travel behaviors.

**Figure 3**  
**McMinnville Lodging – Average Daily Rates (ADR): July 2010 – September 2016**  
 (Source: Smith Travel Research)



**Figure 4**  
**McMinnville Lodging - Revenue per Available Room (RevPAR): July 2010 – September 2016**  
 (Source: Smith Travel Research)



## TRIP CHARACTERISTICS / TRAVEL PLANNING

### Other Destinations Considered for this Trip

More than one-third of respondents (39 percent) indicated that they considered other destinations for their trip, while the remaining 61 percent reported that McMinnville was the only area they considered. First-time summer visitors were particularly likely to have considered other destinations (50 percent) compared to repeat visitors (32 percent); similarly, out-of-state visitors more frequently considered other locations (50 percent) than did Oregon residents (21 percent—79 percent only considered McMinnville).

Visitors who indicated that they had considered another destination were asked a follow-up question to identify the other potential locations. An analysis of these comments is presented in Figure 5 to follow. Figure 5 includes a word cloud, where the size of the word directly correlates to the number of times it is mentioned, as well as a graphical summary of the number of mentions of each location. The top alternative destination was, by far, Portland (mentioned 61 times in the comments). The coast/Oregon Coast/west coast (32 mentions), Lincoln City (15 mentions), Salem (15 mentions), Seattle (13 mentions), and Newberg (12 mentions) were also popular alternatives to McMinnville, indicating that other destinations considered were largely in Oregon.

### Proportion of First-Time vs. Repeat Visitors to McMinnville

Nearly three out of five respondents (58 percent) have been to McMinnville before in the summer, while the other 42 percent were making their first summer visit (ever). Approximately 39 percent of visitors have made between one and four summer visits to McMinnville previously, while 13 percent are more frequent visitors, having made between five and twenty previous summer visits. Seven percent have made 21 or more previous summer visits.

### Summer-Winter Crossover Visitation

Summer-winter crossover visitation to McMinnville is fairly strong, with almost half of respondents (46 percent) indicating that they have previously visited McMinnville during the winter. In-state visitors are particularly likely to have previously visited McMinnville during the winter (81 percent). Based on these results, McMinnville has been relatively successful at summer-winter crossover visitation and should continue to support such year-round visitation and “sampling” of the opposite season.

## Travel Party Composition

The average travel party size of respondents overall this summer/fall was 2.5 people. Fifteen percent of visitors were traveling alone, just over half with one other person (55 percent), and 29 percent in a group of three or more.

Respondents most frequently indicated that they were traveling with their spouse/partner (53 percent), family/children (30 percent), or with friends (16 percent).

## What information sources did you use to plan your trip to McMinnville?

Respondents were asked what information sources were most effective in planning their visit to McMinnville. Word of mouth/talked to friends or family topped the list (44 percent), followed the experience of a prior visit (27 percent), websites (14 percent), and the Visit McMinnville website specifically (12 percent). The most frequently mentioned websites used other than Visit McMinnville were the Evergreen Aviation & Space Museum website, Google, and Trip Advisor. Other sources of information used by more modest shares of respondents include a travel book (7 percent), brochures (3 percent), social networking sites, a smart phone app, a newspaper or magazine article (each 2 percent), or a travel agent (1 percent).

## How did you hear about McMinnville?

Respondents were asked to identify the sources through which they had heard about McMinnville. Two in five mentioned a recommendation from friends or family (40 percent), indicating the strength of non-traditional “advertising.” An additional one-third (35 percent) cited a previous visit to McMinnville. Other less common sources include other websites (10 percent), the Visit McMinnville website (4 percent), an article in a magazine or newspaper (4 percent), Trip Advisor (2 percent), Facebook (2 percent), and several other less frequently mentioned sources.

A follow-up question asked respondents if they remembered any messages or slogans from the information sources that were particularly effective. Five percent recalled some specific message (see full list of responses in the open-ended comments). The most frequently mentioned ads or messages were the references to wine and McMinnville as wine country as well as Turkey Rama. Exposure to advertising was slightly higher among repeat summer visitors (6 percent) than first-timers (3 percent).

**Figure 5**  
**Trip Characteristics**

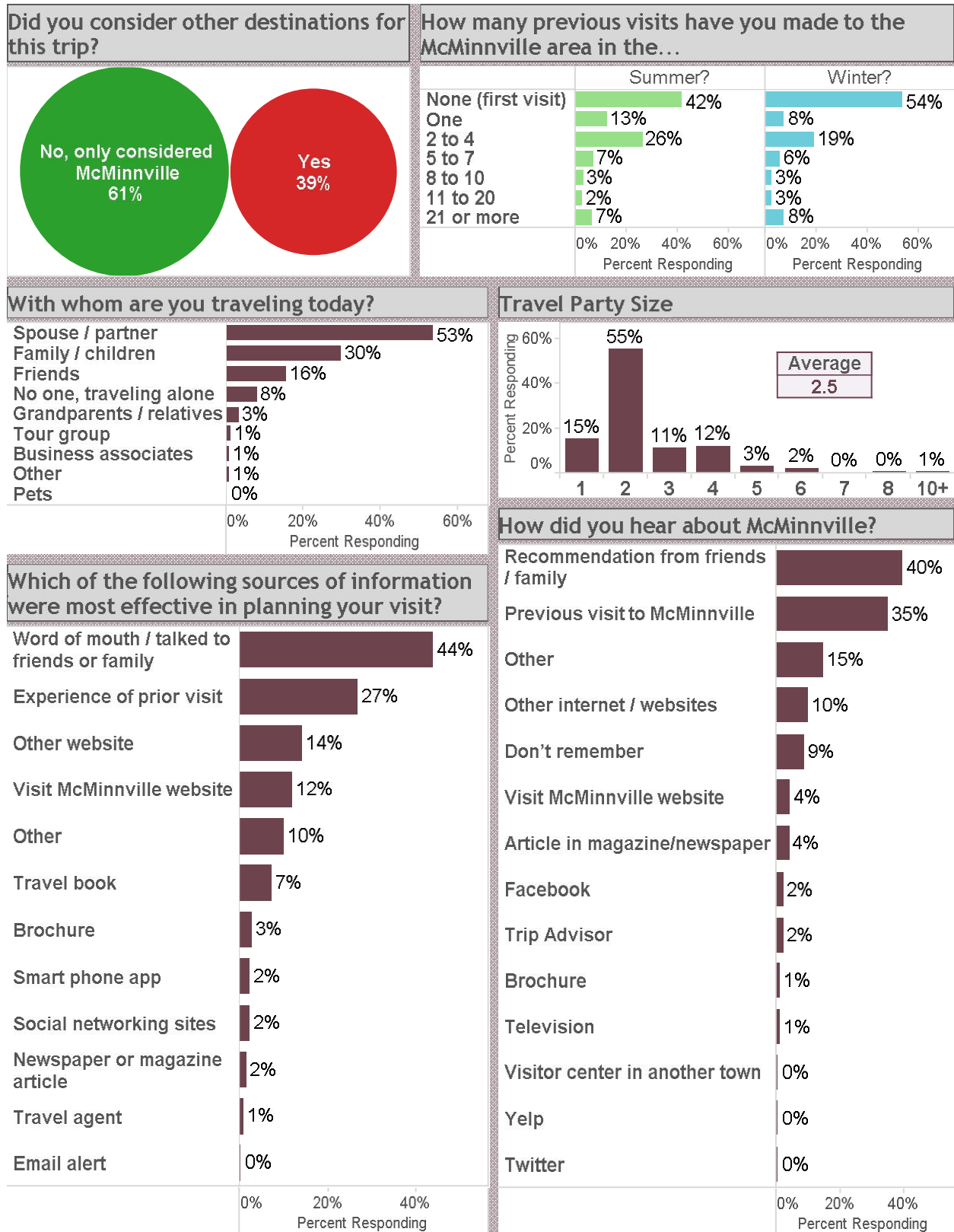


Figure 6  
Other Destinations Considered for this Trip



| Number of Mentions in Comments |    |
|--------------------------------|----|
| Portland                       | 61 |
| The coast                      | 32 |
| Lincoln City                   | 15 |
| Salem                          | 15 |
| Seattle                        | 13 |
| Newberg                        | 12 |



## LENGTH OF STAY AND ACCOMMODATIONS

### Length of Stay (overnight and seasonal visitors only)

Among those staying overnight in McMinnville, the average number of nights stayed this summer/fall was 3.4 nights. Twenty-one percent stayed one night, 44 percent two nights, 24 percent three to five nights, and 11 percent 6 or more nights. Out-of-state visitors typically had longer stays, with an average of 3.7 nights, compared to an average length of stay of 2.5 nights among Oregon residents.

### Location, Price & Type of Accommodations (overnight and seasonal visitors only)

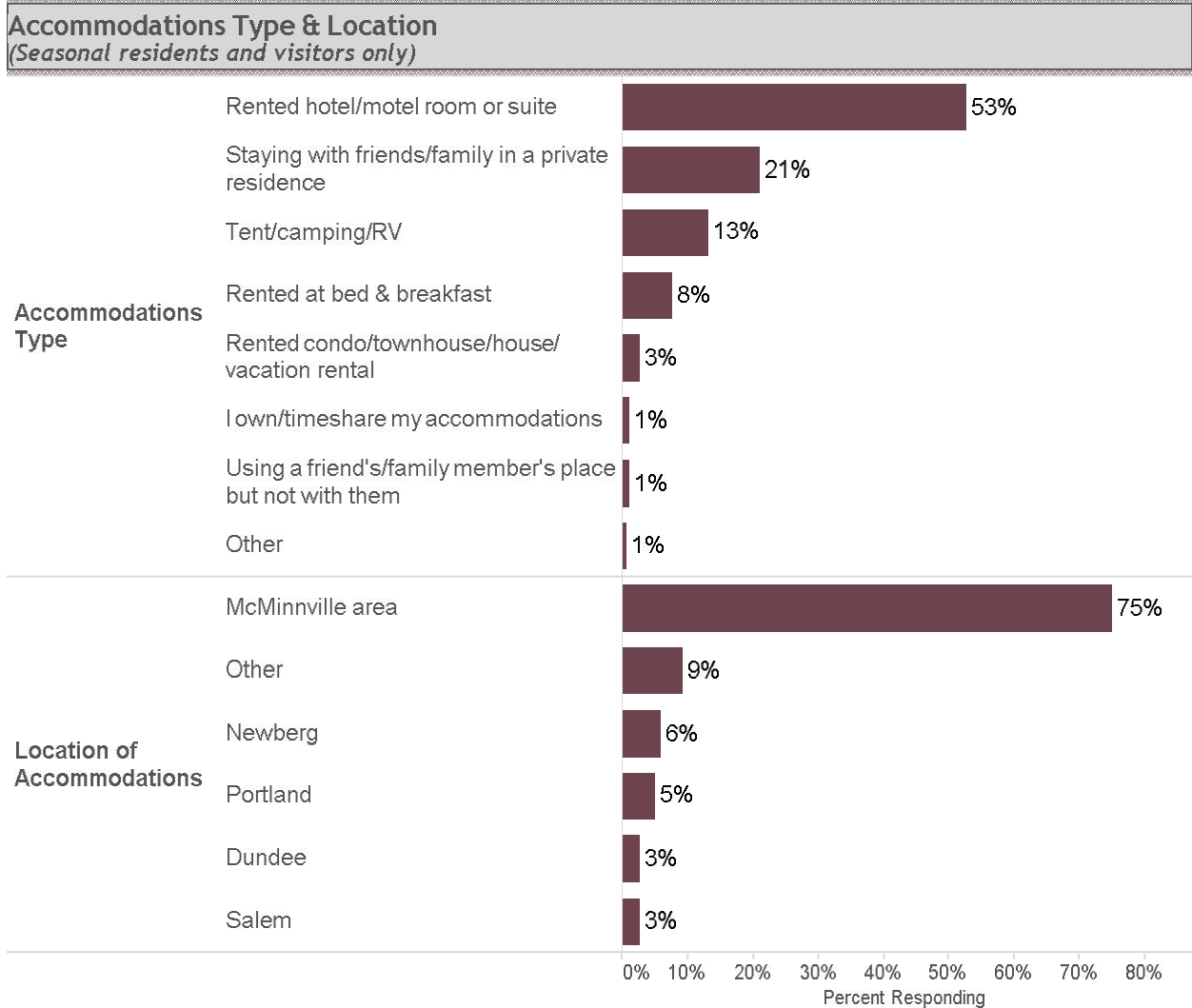
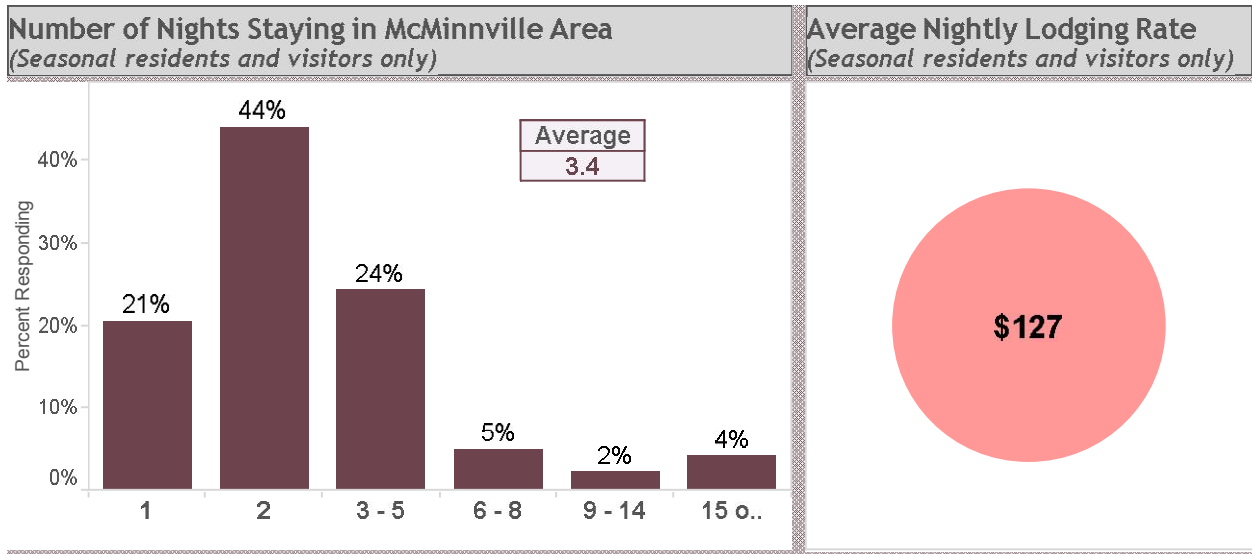
Based on the survey data, those renting a hotel/motel room or suite accounted more than half of overnight visitors this summer/fall (53 percent), while those staying with friends or family in the area represented an additional one-fifth of overnight visitors (21 percent). Tent/RV camping was used by 13 percent of overnight visitors, followed by renting at a bed and breakfast (8 percent) and renting a condo/townhouse/house (3 percent). Repeat summer visitors more frequently stayed with friends or family (29 percent vs. 13 percent first time visitors), while first-timers were more likely to tent/RV camp (18 percent vs. 9 percent repeat visitors) or rent at a bed and breakfast (13 percent vs. 4 percent).

Visitors were asked what the nightly rate of their accommodations was. The average rate was \$127, with 28 percent spending less than \$100 a night, 60 percent paying between \$100 and \$200, and 13 percent spending \$200 or more.

Overnight visitors were asked where their lodging accommodations were located. Three-quarters (75 percent) indicated that they stayed in the McMinnville area. Other locations mentioned include Newberg (6 percent), Portland (5 percent), Dundee, and Salem (each 3 percent).



**Figure 7  
Accommodations**



## ATTRACTIONS VISITED AND ACTIVITY PARTICIPATION

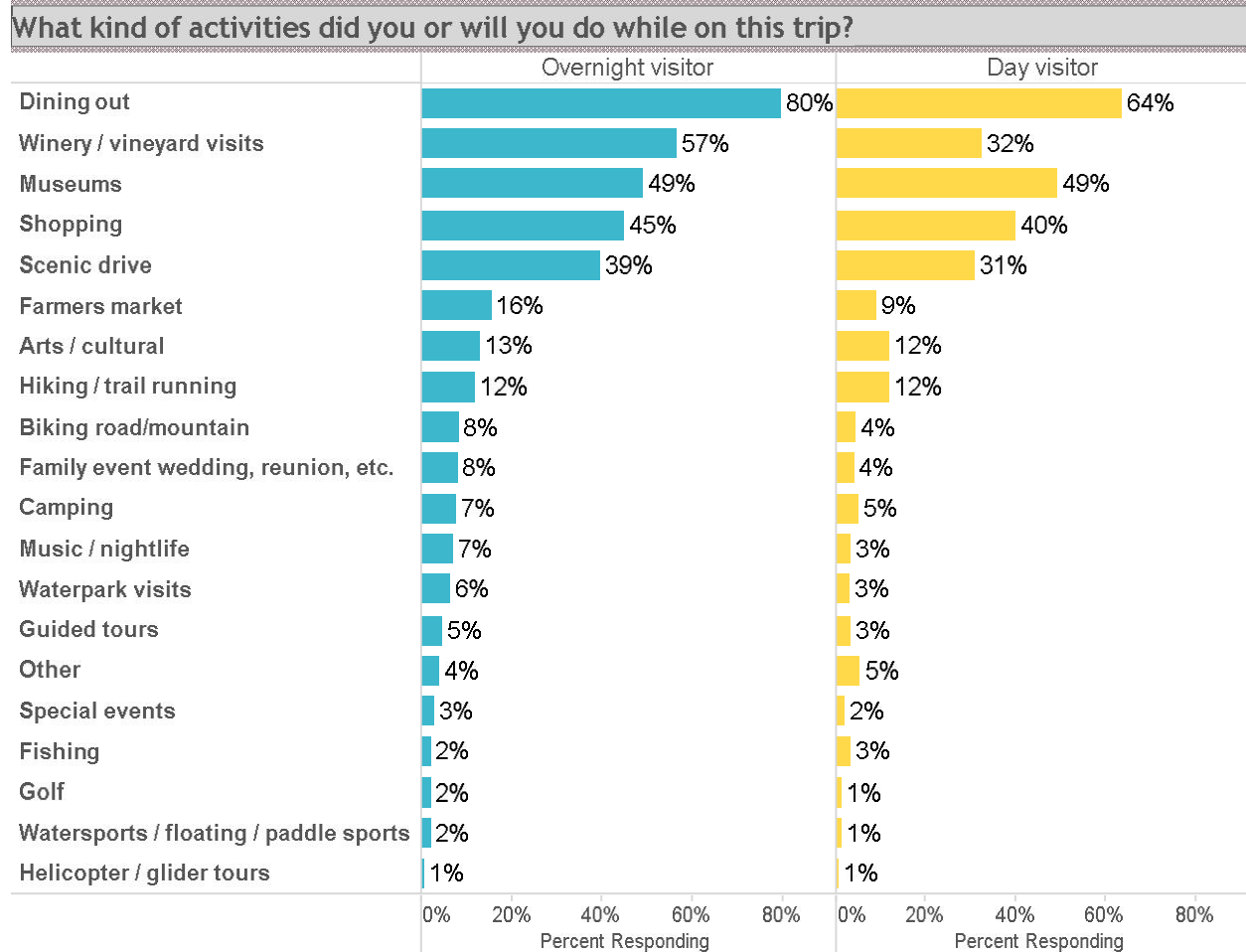
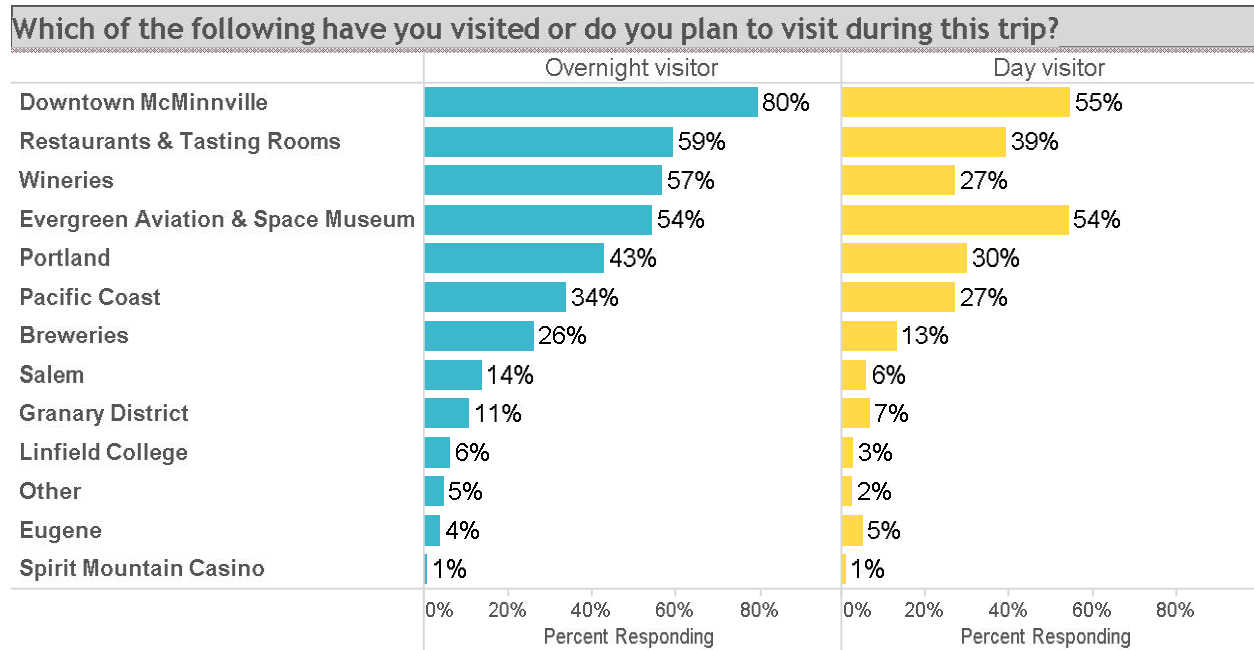
### Attraction Visitation

Respondents were also asked to indicate which attractions or locations they had visited or planned to visit during their summer/fall visit to McMinnville. Downtown McMinnville (65 percent visited) attracted the greatest proportion of visitors. Other popular attractions included the Evergreen Aviation & Space Museum (54 percent), restaurants and tasting rooms (47 percent), wineries (40 percent), Portland (35 percent), and the Pacific Coast (30 percent). Eugene (5 percent), Linfield College (4 percent), and the Spirit Mountain Casino (1 percent) attracted a relatively smaller share of respondents. In general, overnight visitors had a much greater likelihood of visiting all of the listed attractions with the exception of the Evergreen Aviation & Space Museum, which appears to have a strong appeal to overnight and day visitors alike. Out of state visitors also visited a larger number of attractions on average (about 3.9 attractions on average vs. 2.7 for day visitors).

### Activity Participation

When asked in what activities they participated during their trip to McMinnville, respondents most frequently mentioned dining out (70 percent). Forty-nine percent visited museums, 42 percent shopped, 42 percent visited wineries/vineyards, and 34 percent went for a scenic drive. Other activities include arts/cultural activities (13 percent), the farmers market (12 percent), hiking or trail running (12 percent), road or mountain biking, camping, a family event, and music/nightlife (each 6 percent). Out of state visitors were comparatively more likely to visit wineries/vineyards, take a scenic drive, shop, or go to the farmers market.

**Figure 8**  
**Attraction Visitation and Activity Participation**



## EXPENDITURES

### Average Per Capita Daily Expenditures

The overall daily mean (average) per capita expenditure is estimated at \$99 per person per day, with higher average expenditures reported by overnight visitors (\$124) than by day visitors (\$82).

### Average Expenditures Per Person Per Trip

For the total trip, visitors estimated they would spend a total of approximately \$154 per person. Out-of-state travel parties spent more money on average (\$179) than in-state travel parties (\$109), and overnight guests spent more than day visitors (\$258 vs. \$82).

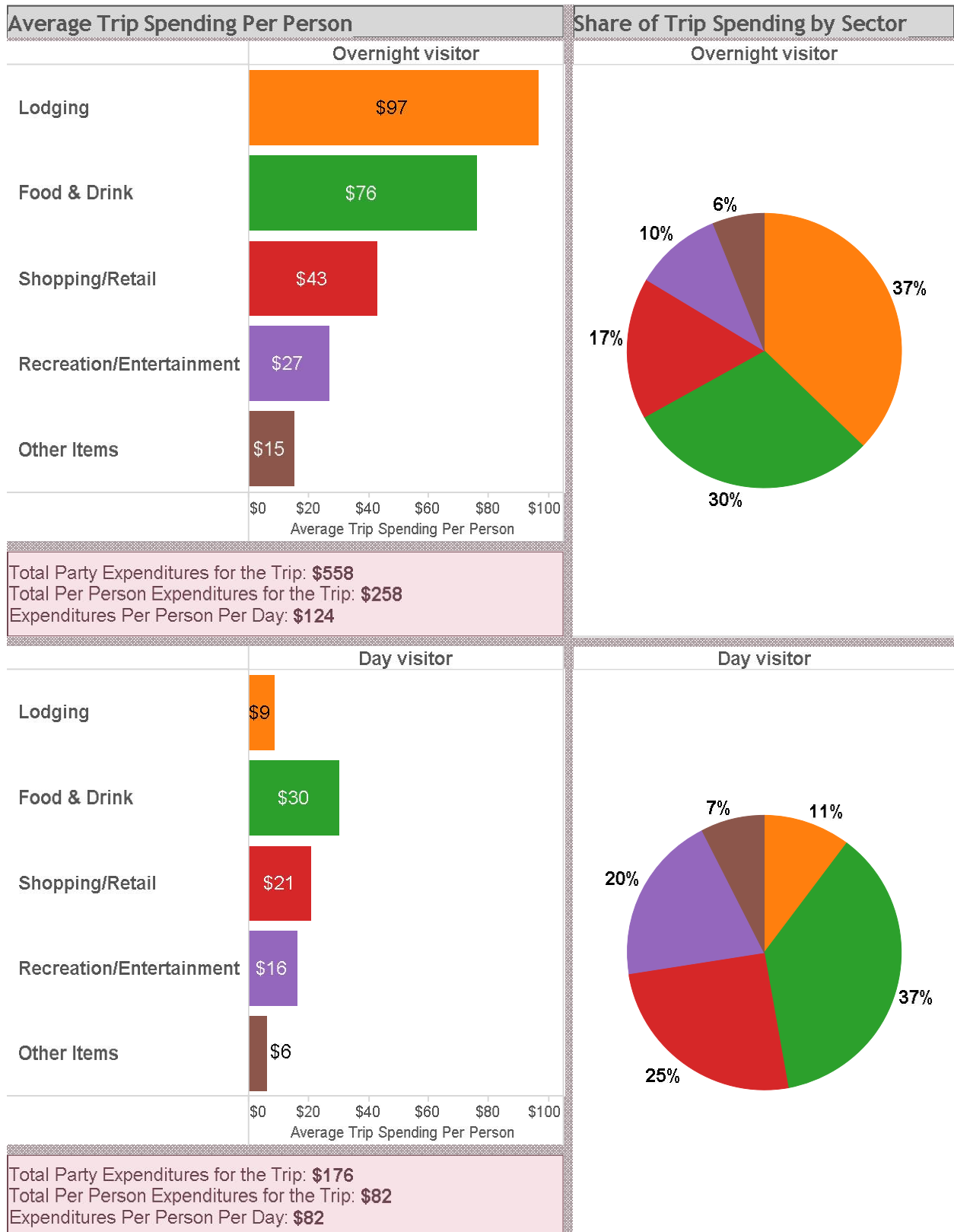
For the trip, food and drink expenditures accounted for about 32 percent of the total amount spent per person for the trip (average \$49). Lodging accounted for about 29 percent of total per person per trip spending (\$44). Shopping accounted for 19 percent of spending (\$30), followed by recreation/entertainment/activities at 14 percent (\$21) and other items at 6 percent (\$10).

### Average Expenditures Total Travel Party Per Trip

For the total trip, visitors estimated they would spend a total of approximately \$331 for their total immediate travel party. Out-of-state travel parties spent more money on average (\$385) than in-state travel parties (\$221), while overnight travel parties spent \$558 for the trip compared to \$176 for day visit travel parties.

For the trip, food and drink expenditures accounted for about 32 percent of the total amount spent (average \$106). Lodging accounted for about 28 percent of total spending (\$92). Shopping accounted for 19 percent of spending (\$64), followed by recreation/entertainment/activities at 14 percent (\$47) and other items at 6 percent (\$21).

**Figure 9  
Expenditures**



## EXPERIENTIAL RATINGS AND NET PROMOTER SCORE (NPS)

### Experiential Ratings of McMinnville

Respondents were asked to rate a variety of aspects of their trip experience this summer/fall on a scale from 1 to 5, where 1 means “poor” and 5 means “excellent.” All items received very strong ratings, most notably the overall quality of the experience, with 95 percent of respondents providing a 4 or 5 rating and a 4.6 average rating. Variety and quality of restaurant choices (average rating 4.4), variety and quality of activities/things to do (4.3), and information/maps/directions (4.0) were also rated very high. Variety and quality of lodging choices was rated lowest with an average of 3.8 (and 35 percent scores of 3 or lower); however, the generally exceptional scores provided for all of the listed factors indicate a highly satisfactory experience overall in McMinnville.

### Likelihood to Return

When asked how likely they are to return to McMinnville in the next twelve months, respondents were fairly evenly split. Forty-two percent of visitors indicated that they are “100% - definitely” or “75% - probably” likely to return to McMinnville in the next year, while 39 percent indicated that they are “0% - not at all” or “25% - unlikely” to return to McMinnville in that timeframe. An additional 19 percent said they will “50% - maybe” return. Despite a strong trip experience as evidenced by solid experiential ratings, visitors are split on whether or not they will return to McMinnville in the near future.

In-state visitors were particularly likely to indicate that they plan on returning (66 percent “probably” or “definitely”) when compared to out of state visitors (29 percent); similarly, repeat visitors said they intend to return much more frequently (57 percent) than first-time visitors did (20 percent).



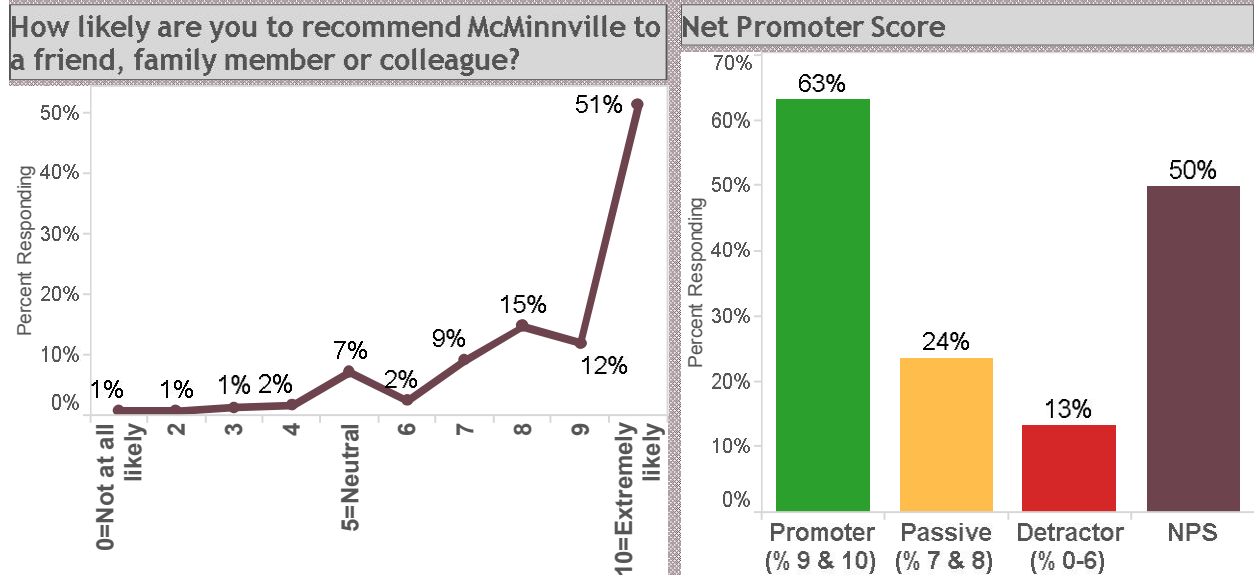
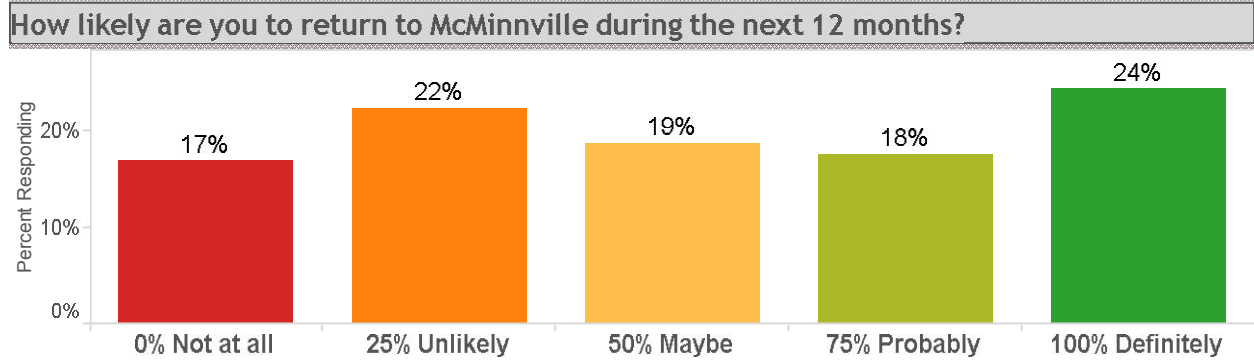
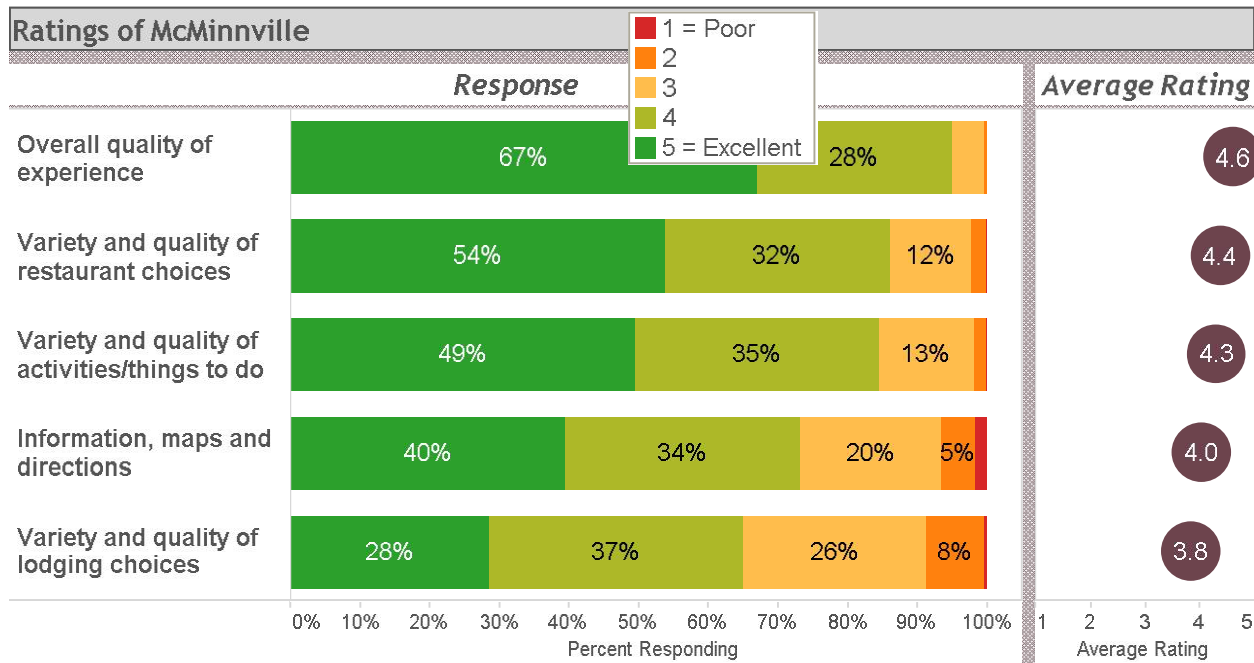
## Net Promoter Score (NPS) / Likelihood to Recommend

RRC has been asking the following question at resorts and destinations nationally for many years in the effort to better measure destination success and customer satisfaction: “How likely would you be to recommend this destination (McMinnville) to a friend, family member, or colleague?” The answer scale to this question is based on an 11-point scale where 0=not at all likely, 5=neutral, and 10=extremely likely. The results are intended to quantify word of mouth and measure how well a resort or destination is regarded among its customer base; this question is asked in many other industries and is considered an important benchmark of a company’s performance and potential future growth.

Respondents who give rating scores of 9 or 10 (63 percent in McMinnville this summer/fall) tend to be “promoters” of the destination being rated—they speak highly of it when asked—the destination’s most loyal and strongest “promoters.” Respondents who give scores of 7 or 8 (24 percent) tend to be more impartial or passively satisfied, not necessarily a strong promoter but neither a detractor as well. These guests probably wouldn’t say anything bad about the destination, but they aren’t raving fans either. Respondents who give ratings of 6 or below (13 percent) are “detractors”—if asked, likely to be less than enthusiastic or are more likely to not have good things to say about the destination. As such, McMinnville’s “net promoter score” (percentage of promoters minus percentage of detractors) is 50 percent this summer/fall.

Oregon residents provided a better NPS (62 percent) than out of state visitors (46 percent). Repeat summer/fall visitors also gave a higher NPS of 59 percent than their first-timer counterparts (39 percent).

**Figure 10**  
**Experiential Ratings and Net Promoter Score**



## SUGGESTIONS / OPEN ENDED COMMENTS

The survey gave respondents the opportunity to provide any additional comments about their experience in McMinnville. Over 200 comments were received. Many respondents took the opportunity to express their positive impressions of McMinnville, particularly regarding the downtown area and the Evergreen Aviation & Space Museum. The most common suggestions that visitors had include the need for additional signage and maps to more easily find your way around town, more restaurant and lodging variety and options, and increased advertising of the town itself and its special events. A sampling of the comments is provided below.

### Example Comments

- *Alternate routes for traffic would be nice.*
- *Better signs/directions to museum needed.*
- *Cute downtown area!*
- *Downtown needs a kiosk map.*
- *Farmers market good.*
- *Great museum and water park... perfect for my family.*
- *Great small town!*
- *Increase signage.*
- *Keep doing what you're doing!*
- *Like the free parking.*
- *Love it but horrid traffic getting here.*
- *Love visiting, will continue to come back.*
- *More bed and breakfasts.*
- *More food chains.*
- *More lodging.*
- *More maps of things to do, driving tour of area. Publish daily/weekly activities during the summer days. List live music events at bars, street, restaurants. List free things to do.*
- *More things to do.*
- *Nice and clean.*
- *None.*
- *Not at this time. Everyone friendly and helpful. Cheers.*
- *Promote what is available as we weren't aware until we came here.*
- *Shops should stay open later.*
- *The Crescent Cafe and olive oil store are wonderful.*
- *Very nice place to visit.*
- *Would be nice to shut down streets for peds.*



**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Resolution No. 2017-15

**From:** Melissa Grace, City Recorder / Legal  
Assistant

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**AGENDA ITEM:**

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

**BACKGROUND:**

Mr. Jeff Towery was appointed as City Manager on February 14, 2017. The attached Resolution is considered a "housekeeping" item that allows Mr. Towery to become an "Authorized Officer" under the terms of the KeyBank Business/ Public Entity Depository Certificate. In addition, Mr. Towery will be authorized to open and close bank accounts as well as designate authorized Transaction Signers for accounts opened with the bank.

**RECOMMENDATION:**

Approve Resolution No. 2017-15; approving the KeyBank Business/ Public Entity Depository Certificate Resolution and authorizing its signing by the Finance Director.

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**Attachments**

Depository Certificate  
Resolution No. 2017-15

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## Business/Public Entity Depository Certificate

**Company Name:** City of McMinnville

**State of Organization:** Oregon

**Principal Address of Business:** 230 NE 2nd Street  
McMinnville, OR 97128

**For purposes of this Certificate, "Company" shall refer to any of the entities or organizations listed below. "Officer" shall mean any officer or other duly-authorized representative.**

**SOLE PROPRIETORSHIP:** The undersigned hereby certifies that he/she is the sole owner of the above-named business with its principal place of business at the above address, which is a trade name used by the Company for the conduct of this business, and further certifies that the Company is an unincorporated form of business, and in consideration of the acceptance of the Company's depository accounts by the Bank, the undersigned hereby agrees to and adopts the resolutions below.

**PARTNERSHIP:** The undersigned hereby certifies that each of them is a duly authorized general partner of the above-referenced partnership, whether general or limited with its principal place of business at the above address; and in consideration of the acceptance of the Company's depository accounts by Bank, the Company hereby agrees to and adopts the resolutions below.

**LIMITED LIABILITY COMPANY:** The undersigned hereby certifies to that each is a member / manager of the above-named limited liability company , which is duly organized, validly existing and in good standing under the laws of the state of its organization, with its principal place of business at the above address, and further certifies that each of them is either (a) a member and the management of the Company is reserved to its members, or (b) a manager and the management of the Company is reserved to its managers, and in consideration of the acceptance of the Company's depository accounts by Bank, the Company hereby agrees to and adopts the resolutions below.

**CORPORATION:** The undersigned hereby certifies to Bank that she/he is the secretary of the above named corporation, including nonprofit corporations , which is duly organized, validly existing and in good standing under the laws of the state of its incorporation, with its principal place of business at the above address, and further certifies that the following is a true copy of the resolutions in full force and effect which were duly adopted at a meeting of the Board of Directors/Trustees of the Company, duly held pursuant to notice and at which a quorum was present and acting throughout, or by unanimous written action/consent of all members of the Board of Directors/Trustees, in accordance with applicable state laws; and said proceedings and the Resolution adopted thereby are in conformity with and do not in any respect contravene the provisions of applicable statutes, the Articles of Incorporation, Corporate Charter, Code of Regulations, or Bylaws of the Company.

**PUBLIC ENTITY:** The undersigned hereby certifies that he/she is the secretary or other authorized officer of the board of trustees (or such other governing body as is authorized to designate depositories and to transact or delegate the authority to transact the banking business of the Public Entity) of the Public Entity, which is duly organized, validly existing and in good standing under the laws of the applicable governmental unit, political subdivision or instrumentality, with its principal place of business at the above address, and the undersigned further certifies that the following is a full and true copy of resolutions duly adopted at a meeting of the board of trustees or other governing body of the Public Entity in accord with and pursuant to the charter and organizational documents of the Public Entity and such resolution is now in full force and effect, and said proceedings and the Resolution adopted thereby are in conformity with and do not in any respect contravene the provisions of applicable statutes, regulations, administrative code or other document governing or in effect for the Public Entity.

**TRUST:** The undersigned hereby certifies that he/she is a duly appointed and authorized trustee of the above-referenced trust, or, in the case of corporate trustees, the duly authorized representative of that trustee, and that the appointment is current and in force, and further certifies that the trust instrument and applicable law authorize him/her to enter into this Certificate and other contractual obligations. In the event that there is more than one trustee, the undersigned certifies that he/she has the authority to act independently on behalf of the trust. The undersigned hereby affirms the provisions of the resolution below.

**UNINCORPORATED ASSOCIATION:** The undersigned hereby certifies that he/she is the secretary of the above-named unincorporated association or organization, , and that the following is a full and true copy of resolutions duly adopted at a meeting of the membership, executive committee, directors, or trustees, the governing body of the Company, duly held pursuant to notice and at which a quorum was present and acting throughout, and the same are now in full force; and further certifies that the referenced governing body is the duly authorized body to adopt these resolutions and that these resolutions and the powers granted therein conform to the organizational documents of the Company now in force and effect, and that the Bank may conclusively assume that persons so certified to be signatories of the Company shall continue as such until receipt by the Bank of written notice to the contrary.

**RESOLVED:**

1. That Bank is designated a depository of this Company, and that any one of the following officers of the Company ("Authorized Officers") are authorized to open and close accounts ("Accounts") and to designate authorized Transaction Signers (defined below) for Accounts opened with the Bank:

| Authorized Officer Name | Authorized Officer Title | Authorized Officer Legal Signature |
|-------------------------|--------------------------|------------------------------------|
| Marcia T. Baragary      | Finance Director         |                                    |
| Jeffrey Towery          | City Manager             |                                    |
|                         |                          |                                    |
|                         |                          |                                    |
|                         |                          |                                    |
|                         |                          |                                    |
|                         |                          |                                    |

*If this entity has additional Designated Officers enter Officer's information on page 4 and check here:*

2. That funds deposited with Bank may be withdrawn by checks, drafts, or other orders issued in the name of the Company, signed by any one or more officers, members, managers, or partners of the Company or by any one or more persons, whether or not an officer, member, manager, or partner of the Company, identified on signature cards delivered to the Bank from time to time ("Transaction Signers") by any one of the Authorized Officers of the Company; that Bank may accept the instructions of any Transaction Signer for the transaction of all business in connection with said funds; and that the Bank may conclusively assume that each Transaction Signer shall continue as such until receipt by the Bank of written notice to the contrary, such notice to be given to each office of the Bank in which any account of this Company may be maintained.

3. That Bank is authorized to rely upon and to accept as genuine and authorized the facsimile signature of any Transaction Signer or such signatures that resemble facsimile signatures on any check, draft or other order, without any duty to determine the genuineness of the such facsimile signature or whether it was authorized by the Company.

4. That Bank is hereby authorized to honor, receive, and pay all such instruments when signed in accordance with this Resolution, without inquiry as to the circumstances of their issue or the disposition of their proceeds, whether drawn to the individual order of or tendered in payment of individual obligations of any Transaction Signer or of any other officer, employee or agent of Company, or otherwise.

5. That all checks, drafts, or other orders for the payment of money belonging to Company may be endorsed in blank, or otherwise, on behalf of Company, by a written or stamped endorsement, and Bank is authorized to honor and pay such instruments and also to receive the same for the individual credit of or in payment of the individual obligation of any Transaction Signer, or any other officer, employee or agent of Company, or any other holder, without inquiry as to the circumstances of endorsement or the disposition of the proceeds, and Company hereby guarantees to Bank the payment of all such instruments so received by Bank as well as those instruments deposited on behalf of Company for collection or credit without its endorsement appearing thereon; and that Bank may pay to any Transaction Signer or any other officer, employee or agent of Company the proceeds, in cash or otherwise, of any instrument referred to herein, signed or endorsed in the manner above indicated, whether the same be drawn on Bank, on another bank, or otherwise, and whether payable or endorsed to Company, bearer, Bank or otherwise.

6. That all present and future rules and regulations of Bank governing Accounts are hereby assented to and shall be binding upon Company; that any statements, unpaid items, canceled vouchers or checks may be delivered to Company by mailing the same to the last known address of the Company as shown by the records of the Bank or by delivering the same to any Transaction Signer, or any other officer, manager, member, partner, employee or agent of Company, and any and all such deliveries by Bank shall constitute good and valid deliveries to Company.

7. That any Transaction Signer is authorized and empowered to apply to Bank for the use of its night depository facilities, including automated teller machines, and in connection with such use to execute and deliver to Bank such agreements containing such terms and provisions as Bank may require, and in the event any such agreement contemplates that bags of Company found by Bank in any of its night depository receptacles are to be received and receipted for by Company, then any Transaction Signer is authorized and empowered to receive and receipt for any such bags and to (i) designate any person or persons who shall each be authorized to receive and receipt for any such bags; (ii) in writing revoke the authority of any persons so designated; and (iii) certify the name of each such designated person to Bank together with a specimen signature of such person.

8. That any Authorized Officer and Transaction Signer or other officer or employee designated by any one of the Authorized Officers in writing is also authorized to make any withdrawal or disbursement of funds from the Accounts initiated by means other than written payment orders, checks, drafts or other physical instruments, including without limitation the withdrawal or disbursement of funds by wire, computer, automated clearing house, or other electronic means.

9. That Authorized Officers can execute and deliver, or authorize other officers or employees of the Company in writing to execute and deliver, agreements for cash management or other treasury services and bind the Company thereto.

10. That all controversies and questions regarding this Certificate shall be governed by and construed under the laws of the State of Ohio (without regard for conflict of law rules) and applicable federal law.



11. That this Certificate shall remain in full force and effect until written notice of amendment or rescission shall have been received by Bank, and that receipt of notice shall not affect action taken by the Bank prior to such receipt. That all previous authorizations for the signing and honoring of items are hereby ratified and continued in full force and effect. The Company agrees to indemnify and hold the Bank harmless from any and all claims, suits, judgments, losses, costs and expenses (including reasonable attorneys' fees) that Bank may incur as a result of the Bank continuing to act in pursuance of this Agreement.

**IN WITNESS WHEREOF, Company has signed below by a duly authorized officer.**

Signature: \_\_\_\_\_  
                  Authorizing Officer

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Accepted and Identified/Verified by an authorized representative of Bank:**

Signature: \_\_\_\_\_  
                  Bank Representative

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Notarization required if document is not signed in the presence of a Bank employee.**

\*State of                                    )  
  ) ss.  
County of                                    )

The foregoing instrument was acknowledged before me \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_ by \_\_\_\_\_  
this, authorized signer.

\_\_\_\_\_  
Notary Public  
My commission expires: \_\_\_\_\_



RESOLUTION NO. 2017-15

A Resolution approving the KeyBank Business/Public Entity Depository Certificate Resolution and authorizing its signing by the Finance Director.

RECITALS:

On February 14, 2017, Mr. Jeffrey R. Towery was appointed as City Manager by the McMinnville City Council. The City intends Mr. Towery to become an "Authorized Officer" under the terms of the KeyBank Business/Public Entity Depository Certificate. He will be authorized to open and close bank accounts and to designate authorized Transaction Signers for accounts opened with the bank.

City Finance Director Marcia T. Baragary is currently an "Authorized Officer" and, as such, is authorized to execute the Certificate.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF McMINNVILLE, as follows:

This resolution shall take effect immediately upon passage and shall continue in full force and effect until revoked or replaced.

1. The KeyBank Business/Public Entity Depository Certificate is approved.
2. City Finance Director Marcia T. Baragary is authorized to sign the Certificate.
3. This Resolution will take effect immediately upon passage and shall continue in full force and effect until revoked or replaced.

Adopted by the Common Council of the City of McMinnville at a regular meeting held the 28<sup>th</sup> day of February, 2017 by the following votes:

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved this 28th day of February, 2017.

\_\_\_\_\_  
MAYOR

Approved as to form:

  
\_\_\_\_\_  
CITY ATTORNEY



**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Planning Commission Interviews

**From:** Heather Richards, Planning Director

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**AGENDA ITEM:**

Interviews for two vacancies on the Planning Commission.

**BACKGROUND:**

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. There are two types of membership on the Commission: 1) Ward Representatives (two from each ward); and 2) At-Large Community Members (three in total). Ward Representatives must be a resident of the City of McMinnville and live in the ward they represent. At-Large members must be a resident of the City of McMinnville or reside within the McMinnville Urban Growth Boundary. All members serve for four year terms.

Per the McMinnville City Code, Section 2.32.020, the common council shall strive to appoint members who represent a 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 functioning of this body.

Currently there are two positions open on the commission for which the City of McMinnville is soliciting applications: 1) Ward Representative from Ward 2; and 2) At-Large Community member. The individual appointed to the **Ward 2** position must reside in the area generally north of West Second Street, and west of Adams Street. **At-Large** applicants must be a resident of the City of McMinnville or reside within the McMinnville Urban Growth Boundary.

The vacancies were advertised in the News Register on Friday, December 23, 2016 and January 6, 2017, as well as on the City of McMinnville website.

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.

Each candidate received the following five questions in advance of their interviews with the instructions that they had approximately five minutes to answer the questions.

1. What are those qualities that you value most about the McMinnville community?
2. McMinnville prides itself in being a mid-sized Oregon city with a small town feel. What 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?

**FISCAL IMPACT:**

There is no anticipated fiscal impact with this action.

**RECOMMENDATION:**

Staff recommends that the City Council interview each candidate and determine who will best serve the community in this role on the Planning Commission.

---

**Attachments**

At Large and Ward 2 Planning Commission Applications

---



**APPLICATION FOR SERVICE ON BOARD OR COMMISSION** COMMUNITY DEVELOPMENT CENTER

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Brad Bassitt  
Address: [REDACTED]  
McMinnville, OR 97128  
Email: [REDACTED]

Phone: [REDACTED]  
Home: N/A  
Cell: [REDACTED]  
Business: [REDACTED]

Board or commission for which you are an applicant:

|   |   |
|---|---|
| <input type="checkbox"/> City Council                 | <input type="checkbox"/> Historic Landmark Committee    |
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Landscape Review Committee     |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> McMinnville Urban Renewal      |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> Advisory Committee (MURAC)     |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

**\*\*Ward in which you reside (if applicable):** At Large

How many years have you lived in McMinnville? 7 years

Educational and occupational background: I have been in construction since 2005 and home building since 2007. I started my own construction company based in McMinnville in 2013. I hold an HVAC license as part of my education and I graduated from High School in 2000.

Why are you interested in serving? I would love to be part of team making such important decisions for the future of McMinnville. I feel my background would help me to be an asset to the planning commission. I love McMinnville and I look forward to the coming growth and success.

Date 1/6/17 Signed [Signature]

Please return to City Hall, 230 NE Second Street, McMinnville, OR 97128





**APPLICATION FOR SERVICE ON BOARD OR COMMISSION**

Planning Department

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Erin A. Butler  
 Address: [REDACTED]  
McMinnville OR 97128  
 Email: [REDACTED]

Phone (Home) [REDACTED]  
 Phone (cell) [REDACTED]  
 Phone (work) [REDACTED]

Board or commission for which you are an applicant::

- |   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

Ward in which you reside (if applicable): 1

How many years have you lived in McMinnville? 1 year 2 months

Educational and occupational background: B.A. from Wake Forest University in Winston-Salem NC. in English Lit and Studio Art. Masters in English Education from the University of Georgia. 6<sup>th</sup> grade teacher for 4 years in Charlotte, NC. 11<sup>th</sup>/12<sup>th</sup> grade teacher at a charter school in Portland, OR. for 4 years. Founding teacher. Work in the wine industry since 2012, current employee of Remy Wines.

Why are you interested in serving? I've been wanting to get involved with my community for a while, but wasn't sure the best way. I was on the Board of Friends of the Library in PDX, but not drawn to the one in MAC. (schedule). Remy Drabkin has inspired me to serve my community, and she told me about this vacancy. Post Donald Trump election, I want to do my part where I live. I love McMinnville and I want to help it thrive.

Date 11.10.2016

Signed [Signature]

Please return to City Hall, 230 NE Second Street, McMinnville, OR 97128

**Sarah Sullivan**

---

**From:** Erin Butler [REDACTED]  
**Sent:** Friday, January 20, 2017 10:27 AM  
**To:** Sarah Sullivan  
**Subject:** At Large Planning position

Hello Sarah,

Thank you for your call today reminding me of the deadline. I respectfully ask that the board use my previous application from the Ward 1 position for the At Large position.

Kind regards,

Erin A. Butler  
[REDACTED]

RECEIVED  
JAN 20 2017



**APPLICATION FOR SERVICE ON BOARD OR COMMISSION**

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Charles Andrew Hillestad  
Address: [Redacted]  
McMinnville, OR 97128  
Email: [Redacted]  
Phone (Home) [Redacted]  
Phone (cell) \_\_\_\_\_  
Phone (work) [Redacted]

Board or commission for which you are an applicant::

- |   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

Ward in which you reside (if applicable): 1 (At Large)

How many years have you lived in McMinnville? 5+

Educational and occupational background: See the attached resume  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why are you interested in serving? Currently serving as an At Large Commissioner on the Planning Commission  
See the attached resume for the reasons for initially applying and the reasons for seeking to continue serving  
in the At Large position  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date January 15, 2017 Signed Charles A. Hillestad

**Please return to City Hall, 230 NE Second Street, McMinnville, OR 97128**



# ADDENDUM TO APPLICATION FOR CONTINUED SERVICE ON THE PLANNING COMMISSION

## Educational and Occupational Background

### I. *Education*

- A. Ashland High School 1963
- B. University of Oregon 1967 - Political Science B.S. degree (and a minor in history)
- C. US Army Noncommissioned Officer Candidate School 1969 - SSG (E-6 rank)
- D. University of Michigan Law School 1972 - Juris Doctor degree

### II. *Occupations*

- A. First Job 1959 - Stockboy at People's Market in Ashland Oregon
- B. First Lawyer Job 1972 - Clerk for Justice Hodges at the Colorado Supreme Court
- C. First Law Firm 1973 - Associate and later Partner at Rovira, DeMuth & Eiberger
- D. First Solo Practice 1994 - Law firm of Charles Hillestad in Cannon Beach
- E. Moved the Legal Practice to McMinnville 2011
- F. Sold the Legal Practice and retired as a licensed Lawyer 2016 (still doing consulting)

Since 1973, my legal work specialized almost exclusively in Property Law (which includes almost everything involving real estate, personal property, general business, and trusts/wills) I have also invested in real estate including development of lodgings (including 3 nationally recognized multiple award winning Colorado inns)  
Currently, I own 5 local long term rental properties.

### III. *Avocations*

- A. Photography (numerous honors earned and the images are often donated to non-profits)
- B. Writing (hundreds of published articles and an occasional book)
- C. Outdoors (biking, hiking, rafting, conservation groups)

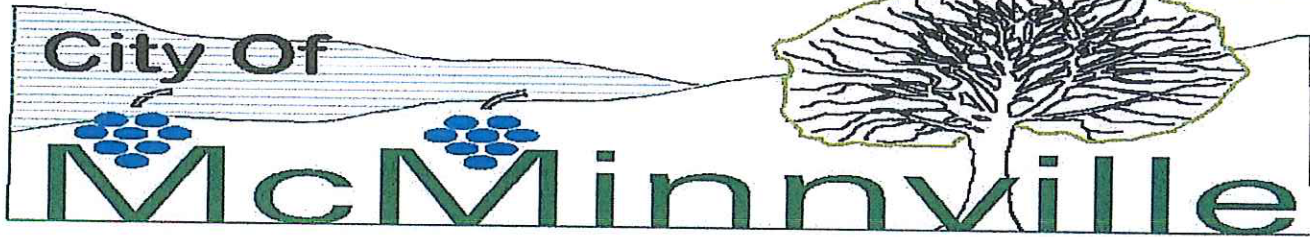
## Reasons for Serving

### I. *Generally*

- A. I have felt a lifelong commitment to being very actively involved in community service wherever I am calling home at the time
- B. There have been too many organizations over the years to detail here, but they have most often involved historical and environment preservation, tourism attractions, chambers of commerce, neighborhood and civic organizations and charities of various sort

### II. *Principal civic involvement* currently (in addition to the McMinnville Planning Commission)

- A. President of the Yamhill County Historical Society
- B. Member of the Leadership McMinnville Advisory Committee of the Chamber
- C. Member of the Economic Development Committee of the Downtown Association
- D. Member of the Yamhill Valley Camera Club (donating free event photos to the City, Chamber, Downtown Association, Short Film Festival, Soroptimists, Gallery Theater, Ballet and Tap School and to other civic and community entities)
- E. Former member of the Marketing Committee of the Downtown Association and still closely following the new Visit McMinnville organization marketing efforts



**APPLICATION FOR SERVICE ON BOARD OR COMMISSION**

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Kyle Lake  
 Address: [REDACTED]  
McMinnville OR 97128  
 Email: [REDACTED]

Phone (Home) -  
 Phone (cell) [REDACTED]  
 Phone (work) -

Board or commission for which you are an applicant::

- |   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

Ward in which you reside (if applicable): 1

How many years have you lived in McMinnville? 21

Educational and occupational background:  
McMinnville High School graduate 2003  
Brigham Young University Idaho - Business Admin w/ Marketing Emphasis 2010  
Business to Business sales 2 years, Pharmaceutical Sales 4 years

Why are you interested in serving?

- ① Being involved in my local city government to have a voice in the ongoing growth of a town like McMinnville.
- ② A great learning opportunity for me to continue my goals of diversifying my interest and being a well rounded individual
- ③ Serve my local community

## Sarah Sullivan

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**From:** Kyle Lake [REDACTED]  
**Sent:** Friday, January 20, 2017 10:33 AM  
**To:** Sarah Sullivan  
**Subject:** Planning commission

Hello,

Please accept my previously submitted application for ward one on the planning commission for the current at large position vacancy.

Kyle Lake





**APPLICATION FOR SERVICE ON BOARD OR COMMISSION**

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Aaron Williams  
Address: [REDACTED]  
Email: [REDACTED]

Phone (Home) \_\_\_\_\_  
Phone (cell) [REDACTED]  
Phone (work) \_\_\_\_\_

Board or commission for which you are an applicant::

- |   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

Ward in which you reside (if applicable): 1

How many years have you lived in McMinnville? 7

Educational and occupational background: Linfield College 2012 Graduate, focuses in Business and Philosophy.  
I previously worked for several local wineries, and currently work for Linfield College as Wine Studies Program Coordinator.

Why are you interested in serving? First and foremost I would like to volunteer my time to the city of McMinnville. Additionally, I believe that addressing land use issues, zoning ordinances and economic development would serve to advance my understanding of the inter-workings and development of our city. Serving on the planning commission would provide personal and professional growth. Also, I would bring a unique perspective to the team; I have been a student of Linfield, a wine industry professional and now an employee of the college in a position directly connected with our community.

Date 3/2/16

Signed *Aaron Williams*

**Please return to City Hall, 230 NE Second Street, McMinnville, OR 97128**

## Sarah Sullivan

---

**From:** Aaron Williams [REDACTED]  
**Sent:** Friday, January 20, 2017 10:08 AM  
**To:** Sarah Sullivan  
**Subject:** At-large Planning Commission Position

Hi Sarah,

Please use my previous application for the at-large vacancy position.

Thank you,

Aaron



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JAN 13 2017

**APPLICATION FOR SERVICE ON BOARD OR COMMISSION**

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Janelle Carey  
Address: [Redacted]  
McMinnville, OR 97128  
Email: [Redacted]

Phone (Home) [Redacted]  
Phone (cell) [Redacted]  
Phone (work) [Redacted]

Board or commission for which you are an applicant::

|   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

**Ward in which you reside (if applicable):** 2

How many years have you lived in McMinnville? 18  
Educational and occupational background: I have a Master of Arts degree in Speech-Language Pathology. I have worked for McMinnville School District for the past 18 years as an elementary and secondary level Speech-Language Pathologist serving students at Cook Elementary, Duniway Middle School, and Sue Buel Elementary.

Why are you interested in serving? As a now long time resident of this city, I have observed great growth and changes both to infrastructure and population. I would like to participate in planning for achievable and sustainable livability for all age groups and backgrounds. I believe this can be achieved while maintaining and enriching our economic and cultural vitality.

Date January 12, 2017

Signed Janelle Carey



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JAN 20 2017



APPLICATION FOR SERVICE ON BOARD OR COMMISSION

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Susan Dirks  
Address: [REDACTED]  
McMinnville, OR 97128  
Email: [REDACTED]

Phone (Home) na  
Phone (cell) [REDACTED]  
Phone (work) \_\_\_\_\_

Board or commission for which you are an applicant::

- Advisory Board
- Airport Commission
- Board of Appeals
- Budget Committee
- Citizens' Advisory Committee
- Historic Landmark Committee
- Landscape Review Committee
- McMinnville Urban Area Management Commission (MUAMC)
- Planning Commission

Ward in which you reside (if applicable): 2

How many years have you lived in McMinnville? 8 months

Educational and occupational background: BA, Liberal Arts & Education, University of Texas, Austin. Coursework completed for Masters in Public Affairs, University of Texas, Austin. 35 years as academic administrator at UT Austin, 7 years as administrator of non-profit film archive, 2 years volunteer service on Renewable Energy & Conservation Commission, City of Austin

Why are you interested in serving? I recently retired to McMinnville, Austin. Having lived in Austin, Tx (& been marginally involved in city politics) during its phenomenal growth over several decades, I am eager to see McMinnville grow in an orderly & thoughtful manner, while maintaining the community's aesthetic & encouraging affordable housing. I would be honored to serve my new hometown in this way.

Date Jan 20, 2017

Signed Susan Dirks

Please return to City Hall, 230 NE Second Street, McMinnville, OR 97128





RECEIVED  
JAN 09 2017

APPLICATION FOR SERVICE ON BOARD OR COMMISSION

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: ROGER LIZUT  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_

Phone (Home) \_\_\_\_\_  
Phone (cell) \_\_\_\_\_  
Phone (work) \_\_\_\_\_

Board or commission for which you are an applicant::

|   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

Ward in which you reside (if applicable): 2

How many years have you lived in McMinnville? 1+  
Educational and occupational background: BS PHYSICS NM STATE UNIV  
MS OPERATIONS RESEARCH SOUTHERN METHODIST UNIV  
MS SYSTEMS MANAGEMENT UNIV SOUTHERN CAL  
REGISTERED PROFESSIONAL INDUSTRIAL ENGINEER  
SEE ATTACHED FOR OCCUPATIONAL BACKGROUND

Why are you interested in serving? SEE ATTACHED PAGE

Date 1/9/17 Signed Roger Lizut

Roger Lizut  
McMinnville Planning Commission Application

**My Interest in Serving**

- My 35 years of professional employment involved system life cycle management, ranging from developing performance requirements to assessing existing systems' capability to meet those requirements. I performed that type of work in both the public and private business sectors.
- Upon retirement, I discovered that specific training and experience could be applied in many ways to community development issues. There are very similar functional aspects to land use actions and industrial hardware/software development.
- The review and analysis of land use applications with respect to Code by the Planning Department provides guidance for Planning Commission deliberations. That is analogous to the “Requirements Analysis” of life cycle management. Planning Commission deliberations are analogous to the “Design Review” life cycle phase. City Council review, and, where required, LUBA hearings serve as the “Validation” phase.
- Those analogies serve as both my interest and qualifications for participating in land use activities.

**Relevant Experience**

City of Corvallis OR

- Planning Commissioner – 5 years
- Planning Commission representative to the Buildable Land Inventory/Urbanization Report Project
- Planning Commission representative to the Housing Development Task Force
- Planning Commission representative to the Transportation System Plan Project
- Planning Commission representative to the Housing and Community Development Advisory Board

City of Walla Walla WA

- Planning Commissioner – 3 years
- Planning Commission representative to the Sustainability Plan Project, served as Chairman

City of Port Townsend WA

- Planning Commissioner – 4 years, served as Chairman in the final year

**Conflict of Interest Issues**

- As a Planning Commissioner at the 3 cities cited above, I was required to annually report the sources of income for myself as well as my wife. In all cases for those 12 years, as well as the present, the response is the same. My sources are: Sandia National Lab, Albuquerque NM, Department of Defense (USAF), Social Security. My wife's sources are: New Mexico Board of Education and Social Security
- The only real property we own, jointly or individually, is our residence at 510 NW 9<sup>th</sup> St, McMinnville





APPLICATION FOR SERVICE ON BOARD OR COMMISSION

Thank you for your interest in serving your community. The information on this form will help the Mayor and City Council learn about the background of persons interested in serving on a particular board or commission.

Name: Jack Morgan  
Address: [REDACTED]  
McMinnville, Oregon  
Email: [REDACTED]

Phone (Home) [REDACTED]  
Phone (cell) [REDACTED]  
Phone (work) \_\_\_\_\_

Board or commission for which you are an applicant::

|   |   |
|---|---|
| <input type="checkbox"/> Advisory Board               | <input type="checkbox"/> Historic Landmark Committee                          |
| <input type="checkbox"/> Airport Commission           | <input type="checkbox"/> Landscape Review Committee                           |
| <input type="checkbox"/> Board of Appeals             | <input type="checkbox"/> McMinnville Urban Area Management Commission (MUAMC) |
| <input type="checkbox"/> Budget Committee             | <input checked="" type="checkbox"/> Planning Commission                       |
| <input type="checkbox"/> Citizens' Advisory Committee |   |

Ward in which you reside (if applicable): \_\_\_\_\_

How many years have you lived in McMinnville? 54  
Educational and occupational background: Studied architecture at the University of Oregon, 1966-70. I have been a structural engineer and building inspector for the past 47 years. Currently, I am overseeing the construction and placement of FEMA emergency housing for Louisiana.  
Why are you interested in serving? I am currently a member of the planning commission and have been for the past 12 years. These have been years of personal satisfaction knowing I have been a small part of the organized and thoughtful development of our community. I bring to the planning commission these years of experience and knowledge of the processes that allow for careful development of our city.

Date Jan. 14, 2017 Signed Jack P. Morgan

**Please return to City Hall, 230 NE Second Street, McMinnville, OR 97128**



**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Resolution No. 2017-16

**From:** Melissa Grace, City Recorder / Legal Assistant

---

**AGENDA ITEM:**

**Resolution No 2017-16:** A Resolution appointing \_\_\_\_\_ and \_\_\_\_\_ to the Planning Commission.

**BACKGROUND:**

**RECOMMENDATION:**

Approve Resolution No. 2017-16; appointing \_\_\_\_\_ as Ward 2 Representative and \_\_\_\_\_ as the At-Large Representative for the Planning Commission.

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**Attachments**

Resolution No. 2017-16

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RESOLUTION NO. 2017-16

A Resolution appointing \_\_\_\_\_ and \_\_\_\_\_ as representatives of the Planning Commission.

RECITALS:

The City of McMinnville has several Boards, Committees, Commissions, and Task Forces made up of volunteers; and

The City Council is responsible for making appointments and re-appointments; and

The Planning Commission is comprised of nine members who are appointed by the McMinnville City Council and serve for four terms; and

There are currently two vacancies on the Planning Commission that need to be filled; and

One vacancy is an at-large position and the other is for Ward 2;

All candidates for the at-large position may reside anywhere within the City and candidates for the Ward 2 position must live in Ward 2; and

The City advertised the vacancies, solicited applications, and held interviews on February 28, 2017.

NOW THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF McMINNVILLE, OREGON as follows:

1. The City Council appoints the following volunteers to represent Ward 2 on the Planning Commission and the at-large position.

**PLANNING COMMISSION**

(4-year term)

\_\_\_\_\_ **Ward 2**

\_\_\_\_\_ **At-Large**

2. This Resolution and this appointment will take effect immediately.

Adopted by the Common Council of the City of McMinnville at a regular meeting held the 28<sup>th</sup> day of February, 2017 by the following votes:

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved this 28<sup>th</sup> day of February, 2017.

\_\_\_\_\_  
MAYOR

Approved as to form:

  
\_\_\_\_\_  
CITY ATTORNEY



**City Council- Regular**

**Meeting Date:** 02/28/2017

**Subject:** Resolution No. 2017-17

**From:** Melissa Grace, City Recorder / Legal  
Assistant

---

**AGENDA ITEM:**

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

**BACKGROUND:**

Please see attached Memo.

**RECOMMENDATION:**

Approve Resolution No. 2017-17; awarding the purchase of one (1) Use/ Refurbished Wildland Interface Engine by the Fire Department.

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**Attachments**

Memo

Agreement

Resolution No. 2017-17

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# McMinnville Fire Department

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## M E M O R A N D U M

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**DATE:** February 16, 2017

**TO:** Jeff Towery, City Manager

**FROM:** Rich Leipfert, Fire Chief

**Subject:** Fire Engine Purchase

### **Background:**

The City Council entered into an Intergovernmental Agreement (IGA) with the McMinnville Rural Fire Protection District on October 25, 2016. This IGA allowed for the transfer of \$140,000 from the McMinnville Rural Fire Protection District to the City for the purchase of a used refurbished rural fire apparatus. The apparatus previously designated for that purpose had been surplus due to mechanical failure.

The Fire Department established an equipment purchasing committee according to our policies. This committee also included the Chairman of the McMinnville Rural Fire Protection District. The parameters for fire engine evaluation were as follows.

Budget: Maximum \$140,000

Vehicle operating requirements:

- 1000 GPM Pump minimum
- 4 person cab
- 4X4 Chassis
- Pump and Roll capabilities
- 1000 gallon water tank



The committee researched used apparatus from four different vendors including:

Brindlee Mountain Fire Apparatus  
Palmetto Fire Apparatus  
Fenton Fire Equipment  
Adirondack Fire Equipment

After reviewing seven apparatus from these four vendors the committee decided to recommend the 1997 Boise Mobile Equipment/International 4X4 Wildland Interface apparatus stock # 08812 from Brindlee Mountain Fire Apparatus.

The department flew a member back to Alabama to inspect the vehicle and determine any deficiencies that might be of concern. The price of \$115,000 includes all of the repairs and additions listed out in the attached sales agreement.

Recommendation:

The City Council award the contract for the purchase of one 1997 Boise Mobile Equipment/International 4X4 Wildland Interface apparatus stock # 08812 from Brindlee Mountain Fire Apparatus.

# BRINDLEE MOUNTAIN

F I R E A P P A R A T U S , L L C

15410 Highway 231, Union Grove, AL 35175

Phone: 866-285-9305 / Fax: 256-498-0924

[www.firetruckmall.com](http://www.firetruckmall.com)

## Sales Agreement

Brindlee Mountain Fire Apparatus (Seller) hereby agrees to sell one 1997 Boise Mobile Equipment / International 4x4 Wildland Interface (Apparatus Stock # 08812) to the McMinnville Fire Department (Buyer) for the sum of \$115,000 (One Hundred Fifteen Thousand dollars and no cents).

Apparatus VIN: 1HTSEAAR9VH438637

Purchaser Info: McMinnville Fire Department, 175 NE First Street, McMinnville, OR 97128

### Terms and Conditions of Sale:

The Seller shall conduct an annual pump service test.

The Seller shall repair the left rear SCBA seat that is loose.

The Seller shall replace the rusted screws in the Driver's floor. Also inspect for possible leak in this area. and repair as needed.

The Seller shall repair the door open light that is inoperable.

The Seller shall repair the Driver's side step light that is inoperable.

The Seller shall install a Federal Q2b siren brake switch in the center console area by the throttle control. Also install a 2nd foot pedal to operate sir horn and / or Federal Q2b siren on the Officer's side.

The Seller shall verify that the electric generator behind the middle seat is functional. Wire to all scene lights. If there is not enough output to run all scene lights, convert lights to LED as needed.

The Seller shall verify that the Auto Eject is in proper working condition.

The Seller shall install an air shore line next to the electric auto eject.

The Seller shall add a block heater for both motors. Run both block heaters to a pigtail in the same area as air hose and auto eject.

The Seller shall complete spot rust repair treatment as needed to the undercarriage.

The Seller shall replace the oil dipstick grommet that is worn out and

The Seller shall replace the tire rod end links that are noted as being worn out and needs to be replaced. Conduct a front end alignment.

The Seller shall repair the transmission leak.

The Seller shall move the wheel chock storage on the Officer's side to the Driver's side next to the one in place now.

The Seller shall replace the straight stream monitor tip with adjustable nozzle per specs so functions appropriately.

The Seller shall repair, or replace as needed, the air / water pressure gauge that is not functioning properly.

The Seller shall repair all drains that are not functioning properly - stiff or stuck.

The Seller shall repair, or replace if needed, the foam control switch cover that is worn out.

The Seller shall repair the master drain that is leaking.

The Seller shall verify that the primer is in proper working condition. Buyer noted the primer was out of primer fluid (sierra coolant). Inspect for leaks and repair as needed.

The Seller shall replace the foam controller.

The Seller shall complete a CAFS system service.

The Seller shall verify that all DOT, emergency, and compartment lighting is in proper working condition. All compartment lighting noted as not working.

The Seller shall verify that all latches, struts, and other compartment door features are in proper working condition. Replace cables for rear compartment door.

The Seller shall verify that the door ajar system is in proper working condition.

The Seller shall service the gas generator.

The Seller shall replace cab door seals.

The Seller shall install a 1 1/2" jump line / trash line to the left front of bumper. The Seller shall replace the bumper with a larger / deeper style. Cut wells in top of bumper and place trays for hose as large as possible. Ensure that the winch remains operational with rollers as needed. Install 2 100w or equivalent driving lights with switch to front driver's area.

The Seller shall supply the winch controller.

The Seller shall move the 2 1/2" discharge from the top of the hose bed to the rear (tailboard) and have it approximately 8" from the L wall. Need to have a 2.5 male NHT so a 2.5 / 1.5 gated wye can be attached along with hose lines to it.

The Seller shall place 2 additional dividers in the hose bed that run from the rear to approximately 1' from the front of the hose bed. 1st Divider approximately 4' L side, 2nd approximately 2.5" from 1, 3rd another 2.5" over.

The Seller shall complete a full service of fluids and filters. Service to include: differentials, transmission, transfer case, coolants, pump and pump motors.

The Seller shall replace all belts on engine and pump motors.

The Seller shall replace any original coolant hoses.

The Seller shall inspect all tires and replace if older than 7 years. Replace with Toyo 506Z or Falcon CI 627 for drivers. Use Toyo 5032 for steer tires. Balance tires.

The Seller shall move the exhaust stack to Officer's side of vehicle. If needed, can be underneath and exit out by the rear dual on Officer's side.

The Seller shall add an automatic Jake / exhaust brake, if possible.

The Seller shall conduct a DOT inspection. The Seller shall be responsible for any needed repairs needed for a successful inspection. The Seller shall provide documentation of any repairs needed for this.

The Seller shall remove the center seat and add an EMS cabinet.

The Seller shall verify that the hydraulic ladder rack is in proper working condition, and has the proper level of hydraulic fluid.

The Seller shall add a full complement of ground ladders, hard suction, and all caps. Replace any broken cap chains. The Seller shall provide 2 10' sections of lightweight rigid suction lines to fit intake. The Seller shall provide 2 10' sections of lightweight rigid 2.5" suction lines. The Seller shall provide the following ladders: 24' 2 fly extension ladder, 14' roofer with hooks, 10' folding attic ladder. Verify that all ladders are aluminum and have had recent ladder testing.

Apparatus will have a one (1) year warranty beginning with date of shipment. Warranty will cover any single component repair due to catastrophic failure in which the cost exceeds \$3,000.00 (Three Thousand Dollars and no cents) unless repairs are due to operator error, equipment misuse, or substandard maintenance. Apparatus must be maintained to manufacturer's recommended standards or warranty is voided. Total warranty costs paid by Seller to Buyer in the one (1) year warranty period shall not exceed \$12,000.00 (Twelve Thousand dollars and no cents). Apparatus components are engine, transmission, pump, electrical system, axles, and body structure.

The Buyer shall be responsible for lettering and delivery of apparatus. The Buyer shall make payment in full to Seller prior to delivery. Seller will provide title free of lien to Buyer following receipt of payment.

  
Chris Crutchfield  
Brindlee Mountain Fire Apparatus

Authorized Representative  
McMinnville Fire Department

2/16/17



RESOLUTION NO. 2017-17

A Resolution awarding the purchase of one (1) Used/Refurbished Wildland Interface Engine by the Fire Department.

RECITALS:

Currently, the Fire Department is seeking to replace a 1980 rural engine using funds authorized by City Council for this purchase.

On October 25<sup>th</sup>, 2016, the City Council approved Resolution 2016-78 approving a funding agreement with the McMinnville Rural Fire Protection District for the purchase of a rural fire protection engine.

Following a complete committee review of 7 viable options it was determined that Brindlee Mountain Fire Apparatus offered the apparatus that met the most requirements developed by the committee.

Based on review of the submitted proposal documents and the subsequent evaluations, it is staff's recommendation that Brindlee Mountain Fire Apparatus be awarded the contract for one (1) 1997 Boise Mobile Equipment/International 4X4 Wildland Interface (Stock # 08812) in the amount of \$115,000.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF McMINNVILLE, OREGON, as follows:

1. That entry into a contract between the City of McMinnville and Brindlee Mountain Fire Apparatus, for purchase of one (1) 1997 Boise Mobile Equipment/International 4X4 Wildland Interface (Stock # 08812) \$115,000 is hereby approved.
2. The City Manager is hereby authorized and directed to execute a contract in substantially the form shown in the attachment.
3. That this Resolution shall take effect and be in full force and effect from and after February 28th, 2017.

Adopted by the Common Council of the City of McMinnville at a regular meeting held the 28<sup>th</sup> day of February, 2017 by the following votes:

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved this 28<sup>th</sup> day of February, 2017.

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MAYOR

Approved as to Form:

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CITY ATTORNEY