

ORDINANCE NO. 5062

AN ORDINANCE AMENDING THE MCMINNVILLE CITY CODE, ADDING CHAPTER 2.30, SPECIFIC TO THE MCMINNVILLE ECONOMIC VITALITY LEADERSHIP COUNCIL.

RECITALS:

In 2018, the City of McMinnville initiated the development of an economic development strategic plan with a project advisory committee comprised of members of the City of McMinnville, McMinnville Downtown Association, the McMinnville Chamber of Commerce, McMinnville Economic Development Partnership, Chemeketa College, and many business leaders in the community; and

The intent from the beginning of the project was to develop a strategic plan that would be a guidance document for everyone in the City of McMinnville working on economic development issues; and

The plan identified three foundational goals and strategies that are meant to be broadly beneficial across multiple industry sectors.

1. Accelerate Growth in Living-Wage Jobs Across a Balanced Array of Industry Sectors.
2. Improve systems for Economic Mobility and Inclusion.
3. Maintain and Enhance our High Quality of Life.

The plan identified five target sector goals and strategies that are intended to pursue opportunities and improve outcomes within clusters or sectors of related industries. :

1. Sustain and Innovate within Traditional Industry and Advanced Manufacturing.
2. Foster Opportunity in Technology and Entrepreneurship
3. Be a Leader in Hospitality and Place-Based Tourism
4. Align and Cultivate Opportunities in Craft Beverages and Food Systems.
5. Proactively Assist Growth in Education, Medicine and Other Sciences.

The Plan's Project Advisory Committee discussed how to ensure that the Plan would be utilized and leveraged as effectively as possible for the community of McMinnville; and

The Plan's Project Advisory Committee voted to recommend that the City of McMinnville establish an Economic Vitality Leadership Council to oversee the implementation of the Plan; and

On March 12, 2019, the City of McMinnville adopted the MAC Town 2032 Economic Development Strategic Plan.

**NOW, THEREFORE, THE COMMON COUNCIL FOR THE CITY OF MCMINNVILLE ORDAINS
AS FOLLOWS:**

1. That Chapter 2.30 (Economic Vitality Leadership Council) is added to the McMinnville City Code as provided in Exhibit A to this Ordinance.
2. That this Ordinance shall take effect 30 days after its passage by the City Council.

Passed by the Council this 12th day of March, 2019, by the following votes:

Ayes: Drabkin, Garvin, Geary, Menke, Peralta, Stassens

Nays: _____


MAYOR

Attest:


CITY ATTORNEY

Approved as to form:


CITY RECORDER

EXHIBIT A



CITY

OF MCMINNVILLE
PLANNING DEPARTMENT
231 NE FIFTH STREET
MCMINNVILLE, OR 97128

503-434-7311
www.mcminnvilleoregon.gov

PROPOSED AMENDMENTS TO THE MCMINNVILLE MUNICIPAL CITY CODE

New proposed language is represented by underline font, deleted language is represented by ~~strikethrough font~~.

Sections:

<u>2.30.010</u>	<u>Purpose.</u>
<u>2.30.020</u>	<u>Responsibilities and Power.</u>
<u>2.30.030</u>	<u>Membership.</u>
<u>2.30.040</u>	<u>Officers.</u>
<u>2.30.050</u>	<u>Meeting/Quorum</u>
<u>2.30.060</u>	<u>Expenses / Reimbursements</u>
<u>2.30.070</u>	<u>Special Provisions</u>
<u>2.30.080</u>	<u>Staff Support</u>

Chapter 2.30

ECONOMIC VITALITY LEADERSHIP COUNCIL

2.30.010 Purpose. To serve in an advisory and guidance role to McMinnville economic development partners advancing the MAC Town 2032 Economic Development Strategic Plan. To focus on both high-impact, near-term strategies and objectives, and high-impact, long-term strategies and objectives that will:

- A. Identify McMinnville's unique opportunities and niche potential that will separate McMinnville from other communities and maintain the feeling of a vibrant small-town in close proximity to a fast-growing metropolitan area, and create a sustainable economy for generations to come.
- B. Position a unique quality of life to attract creative class and entrepreneurial talent to establish the next generation of local business development and investment in the community.

- C. Lead McMinnville's agricultural and manufacturing traditional economy towards a successful and sustainable 21st century economy.
- D. Utilize McMinnville's history of collaboration towards achieving big things.
- E. Identify what is an attractive business climate for McMinnville's targeted potential and what McMinnville still needs to do to create that climate.
- F. Leverage the growing tourism industry towards new business development and investment. "If you like to play here, why not work and live here too."
- G. Focus the efforts of all individual economic development partners so that they are successful in their own unique roles but working collaboratively and collectively towards advancing a coherent and cohesive overall economic vision.
- H. Invest limited resources in strategic initiatives that create family wage jobs that are multi-generational and reinforce the small town charm of McMinnville.

2.30.020 Responsibilities and Power.

- A. Serve as an advisory committee on implementing McMinnville's economic development strategic plan.
- B. Support economic development efforts in the city of McMinnville.
- C. Have the authority to coordinate economic development activities with other city, county, state or federal agencies.

2.30.030 Membership

- A. **Number of Members.** The MAC Town 2032 Economic Vitality Leadership Council shall be comprised of 15 members. .
- B. **Representation.** Membership shall be comprised of two members each from the City of McMinnville, McMinnville Chamber of Commerce, McMinnville Economic Development Partnership, Visit McMinnville, and McMinnville Downtown Association, one member from McMinnville Water and Light, one member from the McMinnville School District, and three members at-large representing the McMinnville business community. Each member should be part of the overall team of the representative stakeholder.
- C. **Appointments.** Appointments will be made by each respective agency for those members representing that agency with guidance from the The MAC Town 2032 Economic Vitality Leadership Council. The three members at-large will be appointed by the McMinnville City Council with the recommendation of the MAC Town 2032 Economic Vitality Leadership Council.
- D. **Terms.** All terms are for three years commencing with January of each year. All members may serve two consecutive three-year terms. Members who

have served two full terms may be reappointed to the MAC Town 2032 Economic Vitality Leadership Council after a three-year hiatus from the council. For the initial appointments, five members will be appointed to a one year term, five members to a two-year term, and five members to a three year term. The initial one and two year terms will not count towards the term limits.

- E. **Removal.** A council member may be removed by the majority vote of the MAC Town 2032 Economic Vitality Leadership Council if the council finds misconduct, nonperformance of duties or three successive unexcused absences from regular meetings by the member, the member shall be removed.
- F. **Ex-Officio Members.** One ex-officio youth (21 years of age and under) may be appointed by the McMinnville City Council, to serve a three year term. The ex-officio youth shall not be a voting member.

2.30.040 Officers

- A. **Chairperson / Vice-Chairperson.** At its first meeting of each year, the MAC Town 2032 Economic Vitality Leadership Council shall elect from its membership a chairperson and vice-chairperson. The chairperson or vice-chairperson, acting as chairperson, shall have the right to make or correct motions and vote on all matters before the council. A majority of the council may replace its chairperson or vice-chairperson with another member at any time during the calendar year.
- B. **Annual Report to City Council.** The Chairperson of the council shall make an annual report to the McMinnville City Council outlining accomplishments for the past year and work plan for the following year or more often as the Chairperson deems appropriate, or at the request of the McMinnville City Council.

2.30.050 Meeting/Quorum

- A. **Meeting Schedule.** The Council shall meet as required to accomplish their responsibilities.
- B. **Meeting Conduct.** The Rules of Parliamentary Law and Practice as in Roberts Rules of Order Revised Edition shall govern each committee meeting.
- C. **Open to the Public.** All meetings shall be open to the public.
- D. **Quorum.** A majority of the members of the council shall constitute a quorum. Quorum will be based on the number of people officially appointed to the council at the time and should not include vacancies.

2.30.060 Expenses / Reimbursements. Council members shall receive no compensation.

2.30.070 Special Provisions.

- A. The MAC Town 2032 Economic Vitality Leadership Council shall operate

within the laws and guidelines of the federal government, the state government, Yamhill County and the City of McMinnville.

- B. The Council may appoint an ad-hoc committee to address issues that are under the purview of the existing council.

2.30.080 Staff Support. Staffing shall be provided by the City of McMinnville, McMinnville Chamber of Commerce, McMinnville Economic Development Partnership, Visit McMinnville and McMinnville Downtown Association. The City of McMinnville shall provide lead staff support for the administration of the council.