

CITY OF MCMINNVILLE
MINUTES OF THE DINNER MEETING of the McMinnville City Council
Held at the Kent L. Taylor Civic Hall on Gormley Plaza
McMinnville, Oregon
June 9, 2015 at 6:00 p.m.

Presiding: Rick Olson, Mayor

Recording: Rose A. Lorenzen, Recording Secretary

Councilors:	<u>Present</u>	<u>Excused Absence</u>
	Remy Drabkin	Kellie Menke
	Scott Hill	Larry Yoder
	Kevin Jeffries	Alan Ruden

Also present were City Manager Martha Meeker, City Attorney Candace A. Haines, Finance Director Marcia Baragary, Transient Lodging Tax Committee Chair Erin Stephenson, Destination Marketing Organization Consultant Doug LaPlaca, and a member of the news media, Don Iler of the *News Register*.

DINNER

CALL TO ORDER: Mayor Olson called the Dinner Meeting to order at 6:30 p.m. and welcomed all in attendance. He advised that Councilor Ruden had been excused from the evening's meetings.

BRIEF AGENDA OVERVIEW AND PUBLIC HEARING: Mayor Olson advised that in addition to the Proposed 2015 - 2016 Budget and the Proposed Uses of State Revenue Sharing Public Hearings, Transient Lodging Tax (TLT) Committee Chair Erin Stephenson and Consultant Doug LaPlaca would present an update on the transient lodging tax destination marketing organization (DMO). In addition, there would be a short Urban Renewal Agency meeting and Public Hearing immediately following the regular City Council meeting.

TRANSIENT LODGING TAX DESTINATION MARKETING ORGANIZATION UPDATE: TLT Committee Chair Stephenson reported that it has been a tremendous help to the TLT Committee to have Consultant LaPlaca assisting them with the plan to move to a DMO. She applauded the Committee's passion and steadfastness in moving forward on this project.

Mayor Olson added that in addition to hearing Ms. Stephenson's and Mr. LaPlaca's update, the Council would take action on appointing members to the initial Board of Directors of Visit McMinnville and approve a contract with a financial management organization for Visit McMinnville.

TRANSPORTATION SYSTEM DEVELOPMENT CHARGES: City Manager Meeker stated that there would be a resolution before the Council at its regular meeting regarding the Transportation System Development Charges (TSDC). She reminded them of the public hearing at the May 26, 2015 City Council meeting and that

the Council had directed staff to bring back a resolution putting the new TSDCs into effect.

ADJOURNMENT: Mayor Olson adjourned the Dinner Meeting at 6:42 p.m.

Rose A. Lorenzen, Recording Secretary

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

Tuesday, June 9, 2015 at 7:00 p.m.

Presiding: Rick Olson, Mayor

Recording: Rose A. Lorenzen, Recording Secretary

Councilors:	<u>Present</u>	<u>Excused Absence</u>	
	Remy Drabkin	Kellie Menke	Alan Ruden
	Scott Hill	Larry Yoder	
	Kevin Jeffries		

Also present were City Manager Martha Meeker, City Attorney Candace A. Haines, Planning Director Doug Montgomery, Finance Director Marcia Baragary, Community Development Director Mike Bisset, and members of the news media, Don Iler of the *News Register* and Dave Adams of KLYC Radio.

AGENDA ITEM

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

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

INVITATION TO CITIZENS FOR PUBLIC COMMENT: Mayor Olson asked for comments from the audience regarding items not on the evening's agenda.

Armand Morin, spoke to the Council regarding the need for additional parking near the new KAOS building. He also suggested that there be more taxis to ferry people to and from the area. He suggested that a new, two-story parking garage would also be beneficial.

CONSIDER MINUTES: Councilor Hill MOVED to approve the minutes of the May 12, 2015 Dinner and Regular meetings and the May 13, 2015 Budget Committee meeting as submitted; SECONDED by Councilor Menke. Motion PASSED unanimously.

1

PUBLIC HEARING

1 a

7:00 P.M. PUBLIC HEARING - Regarding the Proposed 2015 - 2016 Budget as Approved by the Budget Committee: Mayor Olson opened the Public Hearing at 7:09 p.m. and requested a staff report.

STAFF REPORT: Finance Director Baragary stated that the Public Hearing was being held in according to Oregon State Statute. There has been one change to the Proposed Budget as approved by the Budget Committee. The modification was within the community contributions line item which was amended to reflect a total of \$30,000.

PUBLIC TESTIMONY: Mayor Olson asked for public testimony.

Steve Rupp, 14921 Hidden Hills Road, spoke to the Council about the activities surrounding the McMinnville Downtown Association Committee for Public Art activities (MDACPA). He stated that he and the other Committee members were very appreciative that the City had restored the line item associated with public art to its original 2008 levels. He noted that earlier in the day, the Committee traveled to the coast to look at artist Lyman Whitaker's wind sculptures. Three of the wind sculptures were purchased and will be installed when a suitable location is found.

A brief question and answer period ensued. Mr. Rupp advised that the City of McMinnville insures the pieces of art. It was noted that the artwork creates additional levels of livability for McMinnville.

CLOSE PUBLIC HEARING: Mayor Olson closed the Public Hearing at 7:23 p.m. and asked for discussion around the table. Councilor Jeffries asked for a breakdown of the community contributions. Mayor Olson responded that the contributions included \$21,000 to Your Community Mediators, \$5,000 with matching funds to go to Zero Waste, and \$4,000 to Homeward Bound Pets.

Mayor Olson thanked Finance Director Baragary and her staff for once again putting together an excellent budget. The proposed budget leaves the City in a very healthy financial situation. He asked Ms. Baragary to bring a resolution adopting the 2015 - 2016 Budget to the June 23, 2015 City Council meeting.

1 b

7:00 P.M. PUBLIC HEARING - Regarding the Proposed Uses of State Revenue Sharing for Fiscal Year 2015 - 2016 as Approved by the Budget Committee: Mayor Olson opened the Public Hearing at 7:26 p.m. and requested a staff report.

STAFF REPORT: Finance Director Baragary once again cited Oregon State Statutes as the reason for the Public Hearing. She stated that it is necessary to hold the public hearings regarding how the City intends to spend the approximately \$320,000 from State Revenue Sharing.

CLOSE PUBLIC HEARING: No public testimony was heard. Mayor Olson closed the public hearing at 7:28 p.m.

2

OLD BUSINESS

2 A

UPDATE ON THE TRANSIENT LODGING TAX DESTINATION MARKETING ORGANIZATION: Mayor Olson welcomed TLT Chair Erin Stephenson. Ms. Stephenson thanked the City Council for its continued support of the TLT program and its transition into a new Destination Marketing Organization (DMO). She updated the Council on the Committee's recent activities, including the strategic planning sessions which were led by Consultant Doug LaPlaca. Mr. LaPlaca led the team through a very realistic timeline through the end of the 2015 calendar year. He also initiated the process for input for the name of the organization. After consultation and discussion, the team settled on "Visit McMinnville." They also purchased the visitmcminnville URL and they also have a Twitter handle. In addition, a web page has been created.

Ms. Stephenson relayed the following names of individuals who have been recommended for the founding Board of Directors: Ty Rollins, Maria Stuart, Ellen Brittan, Emily Howard, Carmen Peirano, Cindy Lorenzen, Cassie Sollars, Courtney Cunningham, and Erin Stephenson.

Councilor Hill stated that the group has given this a full purpose with a structure that will last for years.

Responding to an inquiry from Councilor Drabkin, Ms. Stephenson advised that the hiring of the Executive Director will be done by the Visit McMinnville Board of Directors. She explained that Visit McMinnville is a separate 501(c)(9) organization. The City Council will annually review and approve the business plan.

Mr. LaPlaca expressed his pleasure in working with the team and advised that he was pleased to see how quickly they have worked through the process. He noted that they were making sure they are addressing all of the elements necessary to produce a world-class organization. He commended the community's leadership and the local tourism industry.

In closing, Mayor Olson thanked Mr. LaPlaca for all of his work with the fledgling organization.

3

RESOLUTIONS

- 3 a APPOINTING MEMBERS TO THE INITIAL BOARD OF DIRECTORS OF VISIT McMinnville: City Manager Meeker stated her appreciation to the Advisory Board for their continued interest in being on the new Visit McMinnville Board of Directors.
- Councilor Menke MOVED to adopt Resolution No. 2015 - 22 appointing members to the initial Board of Directors of Visit McMinnville; SECONDED by Councilor Yoder. Motion PASSED unanimously.
- 3 b APPROVING A CONTRACT WITH A FINANCIAL MANAGEMENT ORGANIZATION FOR VISIT McMinnville: City Manager Meeker stated that a Request for Proposals (RFP) had been issued for a financial management organization for the new Visit McMinnville organization. One proposal was received - from Greenstone Financial Reporting. Greenstone met all the performance standards and staff recommends approval of the contract.
- City Attorney Haines added that because the DMO Visit McMinnville will not be officially formed until July 1, the City will enter into the contract with Greenstone Financial Reporting. Effective July 1, 2015, the contract will transfer to Visit McMinnville.
- Councilor Hill MOVED to adopt Resolution No. 2015-23 approving a contract with a financial management organization for Visit McMinnville; SECONDED by Councilor Menke. Motion PASSED unanimously.
- 3 c ESTABLISHING REVISED TRANSPORTATION SYSTEM DEVELOPMENT CHARGES; AND REPEALING RESOLUTION NO. 2014-20: Community Development Director Bisset referred to the resolution located in the City Council's informational packet. He noted that the resolution reflects the Council's direction at the end of the May 26, 2015 Public Hearing.
- A brief discussion ensued regarding the low income housing reduced rate. City Manager Meeker advised that staff's intent is to finish the homelessness sessions, then bring the topic back to the City Council in a work session setting to discuss "what the City can do." Community Development Director Bisset added that the reduced SDC rate is currently being uniformly applied to the organizations that have the same business model as Habitat for Humanity.
- Councilor Menke MOVED to adopt Resolution No. 2015-24 establishing revised transportation system development charges; and repealing Resolution No. 2014-20; SECONDED by Councilor Jeffries. Motion PASSED unanimously.
- 3 d` RELATED TO THE CITY OF McMinnville PUBLIC ART STANDARDS, PROCEDURES, AND GUIDELINES: City Attorney Haines advised that current guidelines require public art to be located in the downtown area unless the City Council requests others. The proposed resolution requests that the MDACPA seek out

locations outside of the Historic Downtown area in which to site pieces of the City's public art collection such as the gateway areas into the City.

Councilor Hill MOVED to adopt Resolution No. 2015-25 related to the City of McMinnville Public Art Standards, Procedures, and Guidelines; SECONDED by Councilor Drabkin. Motion PASSED unanimously.

4 ADVICE / INFORMATION ITEMS

4 a and b COUNCIL AND DEPARTMENT REPORTS: Each Councilor and Department Head present gave a brief report.

5 ADJOURNMENT: Mayor Olson adjourned the meeting at 8:03 p.m.

Rose A. Lorenzen, Recording Secretary