

CITY OF McMinnville  
MINUTES OF THE MCMINNVILLE CITY COUNCIL WORK SESSION  
Strategic Plan Stakeholder Charrette  
Held at the Police Department Training Room  
McMinnville, Oregon

Tuesday, April 3, 2018 at 9:30 a.m.

Presiding: Kellie Menke, Council President

Recording Secretary: Melissa Grace, City Recorder

Councilors:	<u>Present</u>	<u>Excused Absence</u>
	Adam Garvin	Scott Hill, Mayor
	Sal Peralta	Remy Drabkin
	Wendy Stassens	Alan Ruden

City Staff: City Manager Jeff Towery, City Attorney David Koch, Finance Director Marcia Baragary, Planning Director Heather Richards, Information Systems Scott Burke, Fire Chief Rich Leipfert, Parks and Recreation Susan Muir, Public Works Superintendent David Renshaw, Children's Library Assistant Sam Geary, Permit Tech Sarah Sullivan, Senior Utility Worker Liz Filszar, Wastewater Service Senior Operator Tim Munro, Information Systems Analyst Megan Simmons, Sergeant Dwayne Willis, Library Assistant Rita Martinez-Salas, Circulation Supervisor Adam Carlson, and Youth/ Adult Sports Manager Steve Ganzer.

Community Participants:

Jody Christensen, John Dietz, Tom Tankersley, Ed Gormley, Miriam Vargas Corona, Zack Geary, Dave Haugeberg, Donna Montoya, Gioia Goodrum, Tim Hellie, Bradley James, Carl Peters, Jeff Knapp, Peter Hofsetter, Arturo Vargas, Roni Lucas, John McKeegan, Lucetta Elmer, Julia Cannell, Walt Gowell, Paul Davis, Katie Sours, and Danielle Hoffmann.

### AGENDA ITEM

1. CALL TO ORDER: Council President Menke called the meeting to order at 9:39 a.m. Councilor Peralta arrived at 10:08 a.m. creating a quorum of the Council.

2. WELCOME AND INTRODUCTIONS

Attendees introduced themselves.

3. SITUATIONAL ASSESSMENT

Consultant Brian Scott, BDS Planning, summarized the results of the focus groups meeting noting that there were five focus groups: City Staff, Young Leaders, Latino Professionals, Latino Families, and the McMinnville Business Leadership Council. He shared that the focus groups discussed vision, mission and values. He noted that all groups mentioned diversity, an involved community, and economic vitality. They all wanted to preserve McMinnville's character and a majority advocated resource

stewardship. He noted that all focus groups wanted partnerships and collaboration and all wanted equitable services and intentional growth. All groups mentioned inclusivity, and a majority mentioned “embracing change” while preserving “small town visibility” as well as “accountability” and “resource stewardship”.

Consultant Gabriel Silberblatt stated that a community survey was conducted with over 1,000 respondents. It was not completely representative or statistically valid; however, there was a good sense of general community perceptions.

- 36% stated they valued the small town identity.
- 29% valued the sense of community.
- 28% of respondents stated that their greatest fear for McMinnville is uncontrolled growth.
- 18% responded loss of identity was their greatest fear for McMinnville.
- 21% of City employees, but only 3% of citizens noted outgrowing infrastructure as a concern.
- Community members and employees were asked to describe McMinnville’s single greatest opportunity. The responses fell into five themes: business development and smart growth, infrastructure and city services, strategic planning, tourism, and a stronger identity.

Mr. Scott reviewed the intentions of vision statements. He shared a proposed vision for 2032: With a legacy of strong civic leadership, McMinnville is a diverse and thriving city growing with intention to preserve our small town feel while expanding opportunities for all. He noted that the City Council felt that it may be a good to include the word livability.

Mr. Scott asked for feedback. Some participants felt that the statement was too long. Others felt that it was not too short and perhaps there could be a motto or logo. Discussion ensued regarding making the vision statement more aspirational and descriptive.

Mr. Scott then explained mission statements. He reviewed the current mission statement of McMinnville and stated the proposed mission statement is: The City of McMinnville delivers high-quality and equitably-accessed services in collaboration with partners for a healthy, safe, and prosperous community. Mr. Scott discussed the Council’s initial feedback.

Mr. Scott asked for feedback from participants. Discussion ensued regarding whether the mission statement is for the city entity or for the entire community. Mr. Scott noted that the mission was specific to the government function. Mr. Gormley discussed the history of McMinnville explaining that the City’s role has been very specific: fire, police, water, and sewer. He asked if the role of the government has changed. Ms. Montoya felt that the equitably-accessed services is an important piece. Ms. Goodrum liked the term partners but asked who is included in the term partners. It was explained that the term includes all partners and was not limited to the usual partners. Ms. Christensen asked that the mission statement gives strength to the City’s ability to do what it needs to do. Ms. Vargas Corona suggested there to be an addition of continuously looking for feedback from community members.

Mr. Scott reviewed values statements. He reviewed the existing values. He then discussed the proposed values:

- Inclusivity. We are a compassionate and welcoming community for all.
- Stewardship. We are responsible caretakers of our shared public assets and resources.
- Courage. We are future-orientated, proactively embracing and planning for change that is true to our roots and good for our community.
- Accountability. We believe healthy civil discourse is fostered through responsive service and clear, accurate, useful information.

Mr. Gormley felt that there should be certain expectations on how the government should function. He also felt that it should be a mirror of the community. Mr. Renshaw felt that the current values are easy to implement. He felt that the proposed community values are less descriptive and more difficult to implement for staff members. Council President Menke stated that she really liked the proposed community values. Ms. Vargas Corona felt that equality should be changed to equity. It was suggested that perhaps “true to our roots” should be removed as there are some parts of our roots that we may not want to remain true to.

#### 4. DISCUSSION ON STRATEGIC PRIORITIES

The following draft strategic priorities were discussed:

- Growth and Development Character.
- Housing Opportunities.
- Economic Prosperity.
- City Government Capacity.
- Community Safety.
- Engagement and Inclusion.
- Civic Leadership.

Councilor Peralta stated that a top priority for him was recreational priority. Planning Director Richards shared that there are priorities that would cross-pollinate. Discussion ensued regarding regional involvement and that it would fit well in the economic prosperity priority. Mr. Gormley stated that it is important to personally engage the community especially while growing.

Mr. Scott stated that all participants should choose two strategic priorities they would like to discuss further in groups.

All groups addressed the following for the strategic priorities listed above:

1. What are the elements of this strategic priority for McMinnville?
2. Which elements should the City own, influences, monitor?
3. Agree on a list of 3-5 most critical elements as a group to report out.

Each group reported out on the topic they worked on. The summaries of the group work included:

##### **Growth and Development Character**

- Intentional Community Planning.
- Utility.
- Livability.
- Downtown.

- Land Supply.
- Maintain Better-than-average recreation space.
- Short/ Long-range planning/ goals.
- Livability is a mirror that reflects values (distinguishing).
- Communication Infrastructure.
  - Fiber optics, WIFI, physical.
  - Be mindful of unintended consequences.
- Create different types of workforce systems.
- Recruiting, diversifying workforce.
- Internal/ External Communication Opportunity

### **Housing Opportunities**

- Expanding the diversity of housing.
- Incentives for housing.
- Focus on the long term solutions.
- Partnerships with other organization.
- Land Use – Urban growth.
- Farm home program – smaller, starter home.
  - Condos, downtown, planning community.
  - Housing Diversity.
- Just right growth.
- Regulations to protect housing stock.
- Getting workforce to live here.

### **Economic Prosperity**

- Diverse Strong Business.
- Infrastructure.
- Community Planning and Development.
- Regional Partnerships.
  - Strategic Agreements, intentional communication.
- Affordability/ Livability.
- Regional Partnerships.
- Workforce Housing.
- Urban Growth Boundary.
- 20/80 Rule. Identify what the City can do most effectively.
- Workforce and Education.
- Livability/ Infrastructure.
  - Urban Renewal District.
- Facilitate appropriate business development.
- Housing/ Land use.

### **City Government Capacity**

- Funding/ Cash.
- People.
- Facilities.
- Public Education/ Engagement.
- Return on Investment.
- Know core services.
- Partnerships.
- Education and Communication.
- Staffing.

### **Community Safety**

- Resilience/ Readiness/ Planning.
- Asset maintenance/ condition.
- Educating the public accurately.
  - Legislative constraints.
- Taking advantage of partnerships to improve community safety.

### **Engagement/ Inclusion**

- Underrepresentation of Latino Community.
- Build bridges of communication.
- Build capacity to provide venues for minorities to tap into benefits/ services.
- Challenge the business community to be more inclusive.
- Build emotional intelligence and cultural competency.
- Include Youth, Lower Economic Status, Retirees, Disability, LGBTQ+ Community, Latino, Millennials.
- Intentional Servant Leadership.
  - Communication.
  - Cultural Competency.
  - Language.
  - Emotional IQ.
- Engagement: Conscientious effort to place City leaders at regional/ state initiatives.

### **Civic Leadership**

- Explain the benefit.
- Short-term and long-term vision and engagement opportunities.
  - Consider a person's needs to allow participation.
  - Low barrier to participation.
- Equitable leadership.
- Mechanism for training leaders.
  - Candidate training/ academy.
  - Mentorship.
  - Connection to youth leadership.
- Inventory of existing training opportunities.

Discussion ensued regarding finding a solution to regional leadership.

It was noted that it will be critical to engage the community in the various topics particularly growth and development character.

Council President Menke stated that leadership should look for leaders all the way down to student age.

Councilor Stassens noted the limitations that the City could own. She mentioned that there were great ideas; however many of the items the City does not own. Discussion ensued regarding the cross-pollination of the strategic priorities.

Mr. Scott stated that the vision, mission, and values will go before Council to be adopted. He stated that Work Groups will be formed and will be developing goals and measurable objectives. The Work Groups will meet over the next several months.

City Manager Towery thanked the participants for attending the meeting.

Council President Menke thanked the participants and noted she learned a great deal. She added that their time and ideas are greatly appreciated.

5. ADJOURNMENT: Council President Menke adjourned the meeting at 1:55 p.m.

s/s Melissa Grace  
Melissa Grace, City Recorder