

CITY OF McMINNVILLE  
MINUTES OF CITY COUNCIL WORK SESSION  
Held at the Kent L. Taylor Civic Hall on Gormley Plaza  
McMinnville, Oregon

Tuesday, October 9, 2018 at 6:00 p.m.

Presiding: Scott Hill, Mayor

Recording Secretary: Melissa Grace

Councilors:	<u>Present</u>	<u>Excused Absence</u>
	Adam Garvin	Remy Drabkin
	Sal Peralta	Kellie Menke, Council President
	Alan Ruden	
	Wendy Stassens	

Also present were Human Resources Manager Kylie Bayer-Fertterer, Information Systems Director Scott Burke, City Attorney David Koch, Fire Chief Rich Leipfert, Parks and Recreation Director Susan Muir, City Manager Jeff Towery, Planning Director Heather Richards, Police Captain Tim Symons, and members of the News Media – Dave Adams, KLYC Radio, and Jerry Eichten, McMinnville Community Media.

1. CALL TO ORDER: Mayor Hill called the meeting to order at 6:05 p.m. and welcomed all in attendance.
2. PRESENTATION OF DRAFT STRATEGIC PLAN

Brian Scott, BDS Planning presented the draft Strategic Plan.

He provided a summary of the Strategic Planning process. Mr. Scott shared the vision, mission, values and strategic priorities.

**Vision**

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.

**Mission**

The City of McMinnville delivers high-quality services in collaboration with partners for a prosperous, safe, and livable community.

## **Values**

**Stewardship.** We are responsible caretakers of our shared public assets and resources. We do this to preserve the strong sense of community pride which is a McMinnville trademark.

**Equity.** We are a compassionate and welcoming community for all – different points of view will be respected. Because not all members of our community are equally able to access our services or participate in public process, we commit ourselves to lowering these barriers.

**Courage.** We are future-oriented, proactively embracing and planning for change that is good for our community and consistent with our values.

**Accountability.** We believe healthy civil discourse is fostered through responsive services and clear, accurate useful information.

## **Strategic Priorities**

**City Government Capacity.** A proactive organization with a clear and shared understanding of the City's core line of business, with direct investment in its people, organizational infrastructure, and partnerships.

**Civic Leadership.** Embrace a variety of leadership development opportunities to foster a culture of civic pride and involvement.

**Community Safety and Resiliency.** Proactively plan for and responsively maintain a safe and resilient community.

**Economic Prosperity.** Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.

**Engagement and Inclusion.** Create a culture of acceptance and mutual respect that acknowledges differences and strives for equity.

**Growth and Development Character.** Guide growth and development strategically, responsively and responsibly to enhance our unique character.

**Housing Opportunities (across the income spectrum).** Create diverse housing opportunities that support great neighborhoods.

Goals and objectives were reviewed.

**Goal: Strengthen the City's ability to prioritize and deliver municipal services with discipline and focus.**

Objectives:

1. Develop and foster local and regional partnerships.

2. Gain efficiencies from technology and equipment investments.
3. Identify and focus on the City's core services.
4. Invest in the City's workforce.

**Goal: Encourage a variety of leadership development opportunities to foster a culture of civic pride and involvement.**

Objectives:

1. Attract and develop future leaders.
2. Increase awareness of civic affairs and leadership opportunities.
3. Recognize and raise up leadership in all forms, resulting in more self-identification as leaders.

**Goal: Proactively plan for and responsively maintain a safe and resilient community.**

Objectives:

1. Build a community culture of safety (consider safety best practices).
2. Develop community resiliency targets for critical infrastructure.
3. Lead and plan for emergency preparedness.
4. Provide exceptional police, fire, emergency medical services (EMS, utility services and public works and facilities).

**Goal: Create a culture of acceptance and mutual respect that acknowledges differences and strives for equity.**

Objectives:

1. Actively protect people from discrimination and harassment.
2. Celebrate diversity of McMinnville.
3. Cultivate cultural competency and fluency throughout the community.
4. Grow City's labor force and Boards and Commissions to reflect our diverse community.
5. Improve access by identifying and removing barriers to participation.

**Goal: Guide growth and development strategically, responsively and responsibly to enhance our unique character.**

Objectives:

1. Define the unique character through a community process that articulates our core principles.
2. Educate and build support for innovative and creative solutions.
3. Strategically plan for short and long-term growth and development that will create enduring value for the community.

**Goal: Create diverse housing opportunities that support great neighborhoods.**

Objectives:

1. Collaborate to improve the financial feasibility of diverse housing

- development opportunities.
2. Conduct thorough and timely planning and forecasting to ensure that regulatory frameworks and land supply align with market-driven housing needs.
  3. Promote diverse housing types.

**Goal: Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative 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.
4. Sustain and innovate within traditional industry and advanced manufacturing.
5. Foster opportunity in technology and entrepreneurship.
6. Be a leader in hospitality and place-based tourism.
7. Align and cultivate opportunities in craft beverages and food systems.
8. Proactively assist growth in education, medicine and other sciences.

Mayor Hill asked about the success measures. He asked if they will be focused on short-term, long-term or a mixture. The priorities might be implemented over a shorter term basis. City Manager Towery explained that the potential success measures are from the National Citizen Survey that was taken in 2011 and 2016. He stated that the measures will be both short-term and long-term. The success measures provide baseline data and allows the City to look at trend lines and trajectory. Mr. Scott added that success measures should be enduring over time. Discussion ensued regarding developing a trend line.

Councilor Stassens asked if there would be any benefit in having a variety of scorecards. Mr. Scott stated that at the Strategic Plan level there should be a small number of measures and it shouldn't be measured too often as there are anomalies when it is done too frequently. There is a place for measuring facts and how people feel and there should be more discussion about the measures.

Councilor Peralta stated that on the engagement and inclusion priority, the main emphasis is on cultural inclusion and he would like to see more emphasis on traditional sectors that the City may want to engage such as business sector and the charitable community. He felt that the plan should go beyond a focus on cultural fluency. Councilor Peralta suggested that the City could use a reengagement of business leaders, and reigniting of the City's charitable spark. Councilor Peralta also suggested highlighting fire safety, homelessness, housing affordability and tourism in the developing and fostering partnerships section. He also suggested adding in a section in Economic Development on recycling and solid waste disposal.

Discussion ensued regarding core services and how they may change in the future. Mayor Hill noted that there needs to be the ability to be agile and understand that some of the limitations today may not exist in the future. He acknowledged that today the City may be limited in revenue; however the Plan is longer term. It was noted that the Charter is a foundation.

Councilor Stassens asked about the goal for guide growth and development responsibly and responsively and suggested adding an objective of protection of natural resources.

Councilor Garvin noted that there are eight objectives in Economic Prosperity and that most of the goals have five or less objectives.

Planning Director Richards clarified that not all of the objectives are owned by the City; City partners own some. She explained that the City has actions that are specific to three of the objectives.

Mayor Hill stated that the Council has gone through an annual goal setting process in the past. He asked how the City will go through the process in the future. Mr. Scott stated that having a Strategic Plan means looking at long-term strategy. He explains that the Strategic Plan creates a context for annual discussions. At the annual session the Council can look at the Strategic Plan, reality of the progress and unforeseen events and then look at what in the upcoming year needs extra investment. Feedback and the adjustments should be moved forward in a public way, for example the Citizen survey. Mr. Scott stated that the questions in the survey should be consistent.

City Manager Towery stated that the first year will likely be different that subsequent years since it is the first year of the Strategic Plan. He shared that the first meeting will take place early in the next calendar year. Mr. Towery stated that every two or three years, Council should revisit the priorities.

Discussion ensued regarding the vision statement and the importance of acknowledging the legacy of strong civic leadership in the vision statement. Councilor Peralta suggested breaking the vision statement into a couple of declarative sentences.

Mayor Hill thanked Mr. Scott, the City Manager and Department Heads for their work and their collaborative approach.

3. ADJOURNMENT: Mayor Hill adjourned the Work Session of the City Council at 7:03 p.m.

s/s Melissa Grace  
Melissa Grace, City Recorder

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MINUTES OF REGULAR MEETING  
of the McMinnville City Council  
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Recording Secretary: Melissa Grace

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	Adam Garvin	Remy Drabkin
	Sal Peralta	Kellie Menke, Council President
	Alan Ruden	
	Wendy Stassens	

Also present were Finance Director Marcia Baragary, Human Resources Manager Kylie Bayer-Fertterer, Information Systems Director Scott Burke, City Attorney David Koch, Fire Chief Rich Leipfert, Parks and Recreation Director Susan Muir, Planning Director Heather Richards, Police Captain Tim Symons, City Manager Jeff Towery, and members of the News Media – Dave Adams, KLYC Radio, and Jerry Eichten, McMinnville Community Media.

AGENDA ITEM

1. CALL TO ORDER: Mayor Hill called the meeting to order at 7:06 p.m. and welcomed all in attendance.
2. PLEDGE  
  
Councilor Ruden led the Pledge of Allegiance.
3. INVITATION TO CITIZENS FOR PUBLIC COMMENT: Mayor Hill invited the public to comment.  
  
There were no public comments.
4. CONSENT AGENDA
  - a. Consider approval of the minutes from the July 24, 2018 City Council Work Session and Regular Meeting, August 14, 2018 City Council Meeting, and August 22, 2018 Work Session.
  - b. Consider request from Pinot Productions Wine Company dba. J Douglas Wines (435 NE Irvine) for a OLCC Winery License.

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

5.

## ORDINANCE

- a. First Reading with Possible Second Reading of **Ordinance No. 5059**:  
An Ordinance Amending Title 5 Business Taxes and Licenses and Regulations; adding Chapter 5.40 - Care Facility Specialty Business Licenses.

No Councilor present requested that the Ordinance be read in full.

City Attorney Koch read by title only Ordinance No. 5059 amending Title 5 Business Taxes And Licenses And Regulations; Adding Chapter 5.40 - Care Facility Specialty Business Licenses.

Fire Chief Leipfert stated that they have been in discussion with Council on some of the challenges that they are being faced with by the Care Facility industry and the call volume and the work loads that these types of facilities create. He stated that the Ordinance is designed to help compensate for the increased and above the norm workloads that the Care Facility facilities create. There is a per bed rate fee included in the Ordinance and it is specifically designed to help assist the City fund some of the challenges being faced by the ambulance service, since they basically use one 24 hour/ 7 day a week ambulance out of the system. The second portion of the Ordinance speaks to an additional care license fee. He noted that Care Facilities are licensed and expected to provide certain services by the Department of Health and Human Services. He stated that there are many times the City medics are called out to provide those services. Chief Leipfert stated that the fee will be charge the Care Facility and not the patient for a medical assist call when they are using City services for something they are licensed to provide. He noted that there are two fee components: the specialty business license fee of \$200 per resident bed for the Care Facility and a \$1,500 service fee that would be assessed to Care Facilities for EMS calls that are deemed non-emergency or for assistance in matters that fall with the Care Facility's expected standards of care. Four years ago, the Fire Department was involved in a series of calls with other Fire Departments, Care Facilities and DHS, and as a result DHS came out with a memo stating that the Fire Services was tasked with educating Care Facilities on what their requirements were by license and explaining that they were not to be using the Fire Service to provide those services. The Fire Department has routinely had conversations with the Care Facilities to try and address the issues with little to no success. The intent of the \$1,500 fee is not to create a revenue but to reduce down the call volume in the unnecessary medic assist calls. Chief Leipfert shared that over the last six months, he and Chief Mount have gone out to the Care Facility Facilities to discuss with managers the proposals. A majority of the managers they met with recognized that they used the system more than any other as a matter or norm and practice. Chief Leipfert stated there has been public outreach to the partners.

City Attorney Koch directed Council to the memo and recitals in the Ordinance for key findings. City Attorney Koch clarified that the fees are not a tax and noted that this will likely reduce the call volume.

Fire Chief Leipfert clarified that the fee is charged to the provider, not the patients.

Councilor Ruden stated that there will be more responsibility on the provider to determine the needs of their patients so that a medical assist doesn't need to happen. Councilor Ruden mentioned that the hospital is trying to provide more doctors to service the patients in the Care Facilities. Fire Chief Leipfert acknowledged that the Hospital CEO is working on a program and it may help reduce call volume.

Discussion ensued regarding where the revenues from the Business licenses are reflected in the Budget.

Councilor Stassens asked about the misuse fee and the business license fee.

Fire Chief Leipfert explained that the \$200 specialty business license fee is to support the costs to the City for providing adequate levels of oversight and ensuring that the operation and maintenance of the Care Facilities meet the City's building code, fire code, and public safety requirements.

City Attorney Koch explained that the way that the Ordinance is written is that the revenues from the business licenses fee would go into the General Fund to support the building code, fire code, and emergency operations and the service fee for medic assists would go into the Ambulance Fund to support that operation.

Discussion ensued regarding violations and recovery of fees.

Councilor Stassens MOVED to pass Ordinance No. 5059 to a second reading; SECONDED by Councilor Garvin. Motion PASSED unanimously.

City Attorney Koch read by title only for a second time Ordinance No. 5059.

Councilor Peralta MOVED to approve Ordinance No. 5059; An Ordinance Amending Title 5 Business Taxes and Licenses and Regulations; adding Chapter 5.40 - Care Facility Specialty Business Licenses; SECONDED by Councilor Ruden. Ordinance No. 5059 PASSED by a unanimous roll-call vote.

6.a.

Resolution No. 2018-54: A Resolution providing for a combined fee schedule that allows the Fire Department to recover costs for fire and EMS services allowed within City Ordinance and the International Fire Code as adopted by the State of Oregon.



Fire Chief Leipfert explained that there were multiple schedules for the fees and the proposed Resolution will combine all of the fee schedules for fire and EMS services as well as the newly approved fees.

City Attorney Koch noted that Ordinance 5059 authorized the adoption of fees and that the Resolution is the vehicle by which the fee amounts are set. One additional fee that hadn't been discussed: the initial application fee of \$500. He stated that this was a one-time fee for reviewing a new application.

Councilor Garvin MOVED to adopt Resolution No. 2018-54; providing for a combined fee schedule that allows the Fire Department to recover costs for fire and EMS services allowed within City Ordinance and the International Fire Code as adopted by the State of Oregon; SECONDED by Councilor Peralta. Motion PASSED unanimously.

- 6.b. Resolution No. 2018-55: A Resolution appointing three more members to the McMinnville Affordable Housing Task Force.

Planning Director Richards explained that there are currently three vacancies on the Affordable Housing Task Force. The appointments in Resolution No. 2018-55 will be filling vacancies and one new position that was created in September. The Affordable Housing Task Force recommends Meredith Nelson, of Willamette Valley Medical Center, representing the business community, Howard Aster, Aster Construction, a long-term builder in the community, and Mark Davis, Citizen at-large who has great institutional knowledge to fill the current vacancies.

Councilor Garvin stated that he was very happy with the applicants.

Planning Director Richards noted that it should be added to the record that Councilor Drabkin recused herself from one of the decision-making processes because she was very familiar with one of the applicants from the business community.

Councilor Ruden MOVED to adopt Resolution No. 2018-55; appointing three more members to the McMinnville Affordable Housing Task Force; SECONDED by Councilor Peralta. Motion PASSED unanimously.

7. **ADVICE/ INFORMATION ITEMS**

a. Reports from Councilors on Committee & Boards Assignments

Councilor Garvin stated that YCOM will be having a meeting in a couple of days.

Councilor Peralta shared that the Mid-Willamette Valley Council of Governments has a meeting coming up.

Councilor Ruden noted that the Affordable Housing Task Force has a big meeting coming up.

Planning Director Richards shared that there will be an Affordable Housing Task Force meeting on October 24<sup>th</sup> at 10 a.m. She stated that there has been discussion about bringing a local affordable housing construction excise tax online. It was enabled by state legislation and the Task Force has been discussing the possibility for the last year. She stated that they would like to have a discussion with the Development Community and talk about solutions.

Councilor Stassens shared that there was recently a McMinnville Urban Renewal Committee Meeting. She stated that they have discussed the 3<sup>rd</sup> Street project and next steps and they filled a vacant position.

Mayor Hill stated that he had an opportunity to attend a League of Oregon (LOC) Cities regional meeting going over the priorities for the 2019 Legislative Session. They are preparing for the January 24<sup>th</sup> City Day at the State Capital. The next LOC regional meeting will be October 30<sup>th</sup>.

b. Department Head Reports

Captain Symons shared that there are four police officers at training. There was a joint training with Patton Middle School on active shooter training and Councilor Stassens participated.

Fire Chief Leipfert shared that he is headed to Amity to meet with the Board about the contract and what the negotiations will look like and when the Board meetings can be set up for the movement of the Amity Fire District Contract. He will be attending the Lafayette City Council meeting to make a presentation on collaboration and build on their bond initiative. In the next six months Chief Mount will be retiring. They are currently working internally on a recruitment strategy. Fire Chief Leipfert shared that Sunday morning is the Pancake Feed at the Fire Department.

Human Resources Manager Kylie Bayer-Fertterer stated that she has been building relationships with Staff, Department Heads, and community members and establishing her credibility as an HR Professional with the City. She noted that one of her first wins was making the City application a fillable PDF. Ms. Bayer-Fertterer noted that in the short term, the Employee Handbook will be updated and rolled out. She shared that she will be completing a classification and compensation analysis. Oregon's Equal Pay Act will be addressed and the City will be triaging and remedying any internal inequities. She has been meeting with employees and Department Heads, one of the common themes is that people are hungry for training and so she will be establishing a training program that will include mandatory trainings, policy training and developing a leadership and supervisory component of the training program. She will also be focusing in on equity and inclusion and recruiting techniques to ensure that the City's workforce reflects the

community. There will consolidation of the existing HR functions, upcoming contract negotiations, investment in an applicant tracking system, succession planning and forecasting vacancies, and continuation of relationship management.

Planning Director Richards shared that tomorrow night there will be the second Project Advisory Committee meetings for the Great Neighborhood Principles discussion. They will be spending the next four months asking “What makes a great neighborhood in McMinnville?” and what is needed in the development code to ensure that everyone has the opportunity to live in a great neighborhood. Public engagement encouraged and they want as many people participating in the dialogue as possible.

Information Systems Director Burke stated that the project with Yamhill Communications is on track to be turned on November 12<sup>th</sup>.

City Manager Towery stated that the annual employee Health Fair will be on Thursday and invited Council to attend. Engaging Local Government Leaders (ELGL) is a professional association that represents a broad range of public sector employees and there is a pop-up conference in Portland that he will be attending the conference Friday. Mr. Towery shared that the long time Legislative Director of the League of Oregon Cities is retiring at the end of the year and that he has been invited to serve on an interview panel to find a replacement.

Mr. Towery stated that he and Doris will be holding a Holiday Event on Sunday December 9<sup>th</sup> and invited the Council and Executive Team.

8. ADJOURNMENT: Mayor Hill adjourned the Regular City Council Meeting at 7:54 p.m.

s/s Melissa Grace  
Melissa Grace, City Recorder