



McMinnville Community Center
600 NE Evans Street
McMinnville, OR 97128

City Council Meeting Agenda
Tuesday, May 28, 2019
5:45 p.m – Work Session
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 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."

5:45 PM – WORK SESSION

1. Call to Order
2. People without homes
 - Donor advised fund through Oregon Community Foundation
 - Low Barrier Shelter Concept
 - Training Opportunity through Communication Across Barriers
3. Adjournment

7:00 PM – REGULAR COUNCIL MEETING

1. CALL TO ORDER
2. INVITATION 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: a matter in litigation, a quasi-judicial land use matter; or a matter scheduled for public hearing at some future date. **Comments will be limited to 3 minutes per person for a total of 30 minutes.** Please complete a request to speak card prior to the meeting. Speakers may not yield their time to others. **In order to encourage an environment of openness, courtesy and respect for differing points of view, please refrain from behavior that is disruptive to the meeting such as making loud noises, clapping, shouting, booing, or any other activity that disrupts the orderly conduct of the meeting. Abusive language will not be tolerated.***
3. PRESENTATIONS
 - a. Visit McMinnville Annual Budget
 - b. Classification and Compensation Analysis Update
3. CONSENT AGENDA
 - a. Consider the Minutes of the April 9, 2019 City Council Regular Meeting.
4. RESOLUTION
 - a. Consider **Resolution No. 2019-35**: A Resolution establishing revised sanitary sewer user fees; establishing a franchise fee for wastewater services; and repealing Resolutions 2018-12 and 2019-08.

5. ORDINANCE

- a. Consider first reading with possible second reading of **Ordinance No. 5064**: An Ordinance Relating to Camping within the City of McMinnville; amending MMC Chapter 8.36.

6. ADJOURNMENT



**City of McMinnville
Administration**
230 NE Second Street
McMinnville, OR 97128
(503) 435-5702
www.mcminnvilleoregon.gov

STAFF REPORT

DATE: May 28, 2019
TO: Mayor and City Councilors
FROM: Jeff Towery, City Manager
SUBJECT: Council Work Session – People without Homes

Background:

The expectation is for the Council to spend 20-30 minutes per item. The primary purpose of the session is for the Council to engage one another in discussion with a goal of reaching consensus on policy direction and next steps for each subject area.

Item 1) Donor advised fund through Oregon Community Foundation. Jenn Columbus, Philanthropic Advisor and Regional Director from the Oregon Community Foundation will make a presentation and be available to answer questions. The purpose will be to discuss how a donor advised fund could help our community address a wide variety of initiatives and projects related to people without homes. Supplemental materials will be provided prior to and perhaps at the Work Session.

Item 2) Low Barrier Shelter Concept. Staff will provide some introductory information about low barrier shelters and an approach that the City could use to evaluate such a project. In addition, the Affordable Housing Task Force has had some discussion about the issue and has voted to recommend to City Council to direct City staff to identify at least 9 safe overnight car camping sites on city property immediately as an alternative to a larger camp and low barrier shelter concept. They felt that by bringing more sites online with city property it could demonstrate the success of the program and provide the sites that the police need to start enforcing the camping ordinance. Councilor Drabkin and Council President Menke will be able to discuss the Task Force's recommendation more fully during the Work Session. Supplemental materials will be provided prior to and perhaps at the Work Session.

Item 3) Training Opportunity through Communication Across Barriers. The Opportunity Community (OC) model is a national movement designed to create the types of communities in which we all want to live. This can be achieved by increasing prosperity for the people living in the crisis of poverty. Dr. Donna M. Beegle combined her experience of living for 28 years in extreme migrant labor poverty, with 20 years of studying and working with communities to create a research-based model for assisting people to move out, and to stay out, of poverty. The City and other partners may want to bring Dr. Beegle to McMinnville to provide further training and assistance.

Attachments:

1. Communication Across Barriers Background



Connecting People

Communication
Across Barriers

The Communication Across Barriers “Opportunity Community Model”



The Opportunity Community (OC) model is a national movement designed to create the types of communities we all want to live in. This can be achieved by increasing prosperity for the people living in the crisis of poverty. Dr. Donna M. Beegle combined her experience of living for 28 years in extreme migrant labor poverty, with 20 years of studying and working with communities to create a research-based model for assisting people to move out – and to stay out – of poverty. At the core, the (OC) model addresses seven key issues that prevent us from reducing poverty:

1. **No clear definition of poverty.**
2. **Varying views of the causes of poverty.**
3. **Education about poverty and its impacts on people provided by the media which promote stereotypes.**
4. **Resolutions, actions, programs, funding allocations and policies are created without the voices of people from generational, working class, immigrant, and situational poverty.**
5. **Efforts to eradicate poverty are isolated and focused on (at best) assisting people to cope with current poverty conditions.**
6. **The “Deficit” model is the primary framework for addressing poverty.**
7. **Economic development is misaligned with the human capital available.**

The OC model employs a comprehensive approach that builds on the existing strengths of people in poverty, business, social service, education, healthcare, justice, faith-based organizations and community members to make a difference for their region. This model has similar components as the Collective Impact process, Tamarack’s Vibrant Communities Model, and the Circles Campaign for engaging diverse support from the

community. However, the OC model goes beyond building collaborations and partnerships. At its core, the OC model:

1. **Serves people from generational, working class, situational, and immigrant poverty.**
2. **Provides structure for a better-connected community network resulting in a more effective and efficient poverty-fighting system.**
3. **Provides community-wide education to increase awareness and understanding about the real causes of poverty – Educating people living in poverty (Neighbors) and volunteers (Navigators and Specialty Navigators) – then connecting Navigators and Neighbors in strong relationships.**
4. **Trains community professionals to serve as Specialty Navigators and support the efforts of Navigators who are working to access resources and opportunities for their neighbors.**
5. **Increases engagement of sectors of the community not previously involved in fighting poverty.**
6. **Builds capacity of helping professionals who serve people in poverty.**

How Can We Become An Opportunity Community?

Communication Across Barriers (CAB) provides structure and support for implementing and sustaining the OC model. The first step for a community is to gather community support. Broad-based, diverse involvement is key to OC success. Identify potential partners in your community (see “Who should be involved?” for examples). At this point, CAB assigns an Opportunity Coach to assist in building partnerships and in the implementation of the model. Your Opportunity Coach will help with problem solving advice, financial and grant-seeking assistance, regular phone and email coaching support, and help you identify one anchor organization to serve as champion and leader for the project. The Opportunity Coach will provide a step-by-step guide and assist with the implementation of the model.

Who is a Neighbor?

A Neighbor is a person living in poverty – people of all ages, races, families and backgrounds. The decision of who participates in the Opportunity Community is made by the community. Some communities allocate a certain number of slots for people who are homeless, people incarcerated, people who are working and in poverty, immigrant poverty, and people experiencing situational poverty. The OC model serves all context of poverty and specializes in serving people from generational poverty. The OC includes an education program for Neighbors that is designed to remove the shame that prevents people from moving forward; to rebuild the hope that stops people from grabbing opportunities; and to reduce the isolation of poverty by connecting Neighbors to Navigators and building community wide networks of support.



Who is a Navigator?



Anyone can be a Navigator. Navigators are community members who agree to become trained (through the OC model) to understand different experiences of poverty, to learn the structural causes of poverty, and to gain communication and relationship building skills. Navigators commit to sharing their contact information and to using their networks to assist their Neighbor to access resources and support for moving out and staying out of poverty.

Who are Specialty Navigators?

Specialty Navigators are members of the community who work in organizations that provide resources or opportunities (colleges, hospitals, housing, courts, etc.). Specialty Navigators agree to take and return calls from Navigators and to assist them in understanding how to navigate their system.



Who are Super Navigators?

Super Navigators are people who have experienced poverty, but have made strides to move out. Super Navigators offer support to Navigators who struggle to connect with their Neighbors in poverty.

Who should be involved?

Successful OCs engage local non-profits, business, government/social service agencies, faith-based organizations, statewide networks and volunteers. For example, consider the following groups in your area:

- **Business Leaders**
- **Department of Human Services**
- **Community Action Agencies**
- **United Way**
- **K-16 schools**
- **Employment or other workforce department**
- **Chamber of Commerce**
- **Non-profits**
- **Foundations**
- **Health organizations**
- **Justice organizations**

When should I start?

Once you gather your community partners, it typically takes 4-6 months of preparation for implementing the model and developing the tools for sustaining the model. This allows time for adequate planning, recruiting volunteers, training Navigators, registering Neighbors to attend the Opportunity Community Conference (education program), securing donations and sponsorships, and building awareness and support in your community for creating an Opportunity Community.

How much time and support are needed?

The project has a one-year cycle, designed to be ongoing as needed. The Opportunity Community Conference (the educational program) is designed to be annual with a class of Neighbors “graduating” at the end of the program. Graduates are invited to return and volunteer with the model or even become Navigators as they move out of poverty. Project costs for subsequent years are significantly reduced with CAB’s “train the trainer” program that prepares local trainers to train Navigators and recruit Specialty Navigators.

The Leadership Committee and other committees working on the OC will typically meet once a month for the duration of the planning period (4-6 months prior to Opportunity Conference), meeting more frequently as needed. All community partners are also asked to attend a Prosperity Summit session with Dr. Beegle at the beginning of the planning period.

Communities with the most success have designated an “anchor organization which hires or uses in-house staff to serve as a OC Coordinator (approx. 20 hours per week). The coordinator is key for model sustainability, Neighbor/Navigator support, ongoing training of Navigators, recruitment of Specialty Navigators, coordination, and building community awareness and support. Navigators spend about 8-12 hours per month working with their Neighbors (for a minimum of six months) plus a one-day poverty training session, and attendance at the Opportunity Conference where they are matched with their Neighbors.

How are results measured?

The OC model utilizes a variety of tools and methods to gather information about the results of a model. These include:

- **Neighbor Opportunity Community Conference pre- and post-evaluations - completed by Neighbors**
- **Navigator training evaluations**
- **Phone interviews and focus groups – conducted at 6-month intervals for two years by the OC Coordinator with the support of Navigators and volunteers**
- **Six month journals of Navigators**
- **Input of the Planning Team (and community partners)**

Below are the key measures that these methods track:

- Hope
- New businesses started
- Reduced isolation
- Housing
- Access to transportation
- Increased confidence
- Dental/medical/mental health care
- School attendance by Neighbors' children
- Employment
- Wages
- Education
- Literacy
- Work-provided benefits
- Government or other assistance needed (e.g., SNAP, TANF, emergency food assistance)
- Neighbors becoming leaders

Why should we become an Opportunity Community?

Results:

- Empowered Neighbors – low-income individuals and families with hope, tools, support and connections to get out and stay out of poverty. The ability to use new tools and ideas as well as better awareness of the resources that are already available. An understanding that they are cared about by their community.
- Trained Navigators and Specialty Navigators – increase in community members active and engaged in bettering their community.
- Strengthened social safety net – new resources, more people engaged in fighting poverty and enhanced use of existing resources.
- Better-connected community – across age, race, income and education levels.

For more information:

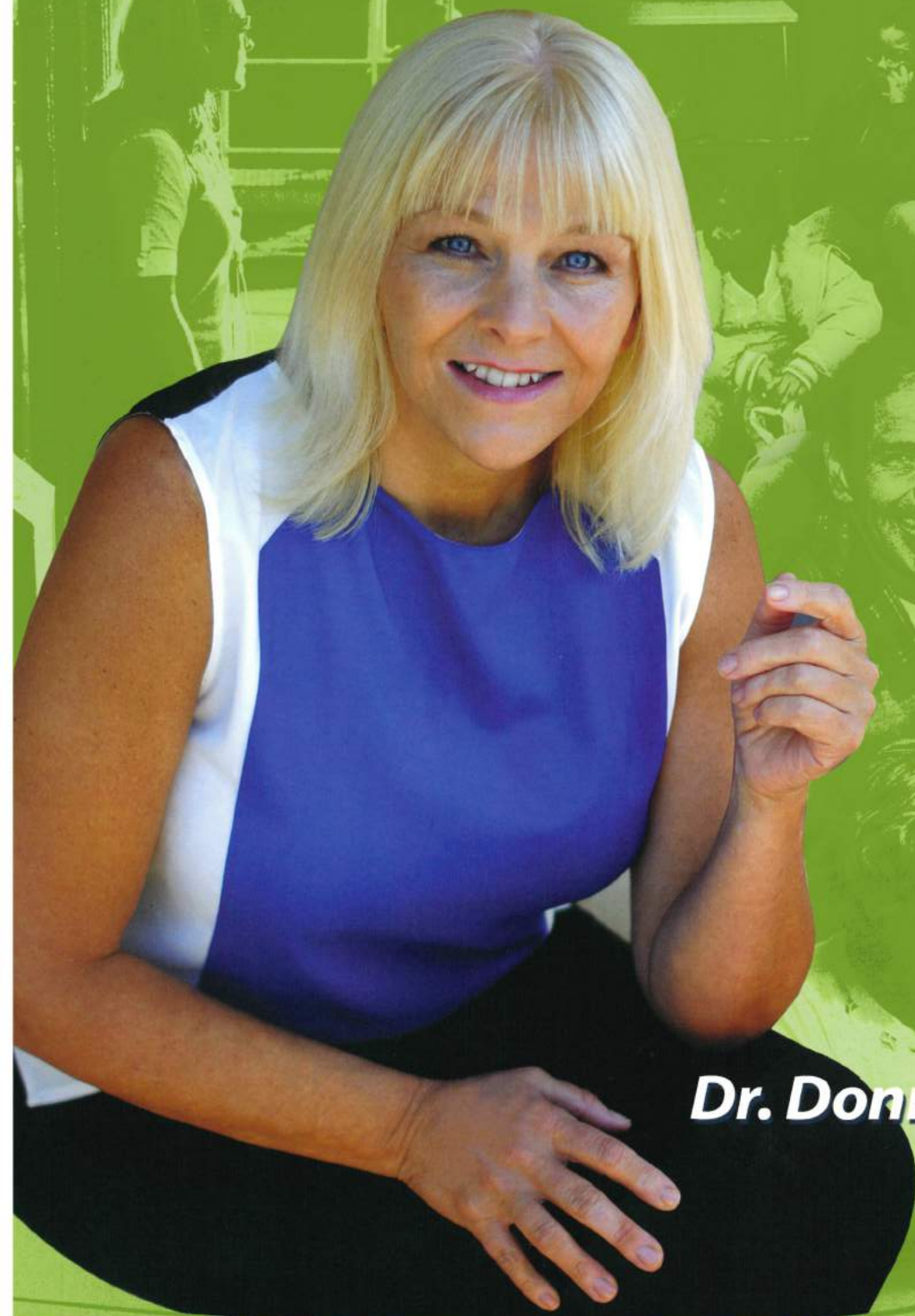
Visit us online: www.combarriers.com

Send us an e-mail: cforbes@combarriers.com

Call us: (503) 590-4599

Become an Opportunity Community-
*the kind of community everyone wants to live in! **Start Here.***

Poverty Expert • Life-changing Speaker • Recognized Author



Dr. Donna M. Beegle

Meet Dr. Beegle

Dr. Donna M. Beegle inspires and educates individuals, organizations, politicians and entire communities with proven models to better outcomes for people in poverty.

Born into a migrant labor family and married at 15, Dr. Beegle is the only member of her family who has not been incarcerated. By age 24, she earned her GED and then, within 10 years, received her doctorate in Educational Leadership. She is an authentic voice from poverty, who speaks, writes and trains across the nation to break the iron cage of poverty for others through services provided by her company, Communications Across Barriers (CAB). For more than 27 years, she has traveled throughout hundreds of cities in 47 states and four countries to assist professionals with proven strategies for breaking poverty barriers. State agencies, politicians and other organizations have partnered with her to implement community-wide approaches to improving outcomes for citizens in poverty.

Dr. Beegle's inspiring story of moving from 28 years of homelessness to achieving a doctorate and her groundbreaking work assisting people to move out of poverty have been featured in newspapers and television around the nation, including CNN and PBS. Dr. Beegle has received numerous awards (e.g., the National Speaker of the Year for the New Mexico Bar Foundation and the Oregon Ethics in Business award), and recently Portland State University's School of Social Work Building was named in her honor.

Services Available

With her unique insider's perspective as well as her passion and insights into "what works," Dr. Beegle provides top notch learning opportunities for individuals, organizations and communities that want to make a real difference with moving people out of poverty.

Keynotes and Workshops

Dynamic! Fascinating! Eye-opening! – a few words used to describe Dr. Beegle's keynote speeches and workshop trainings. She wins over even the hardest to reach audiences. She tailors every speech and training to the specific audience to ensure the greatest impact for breaking poverty barriers. Dr. Beegle targets her message to empower professionals to make a difference.

Most requested topics include:

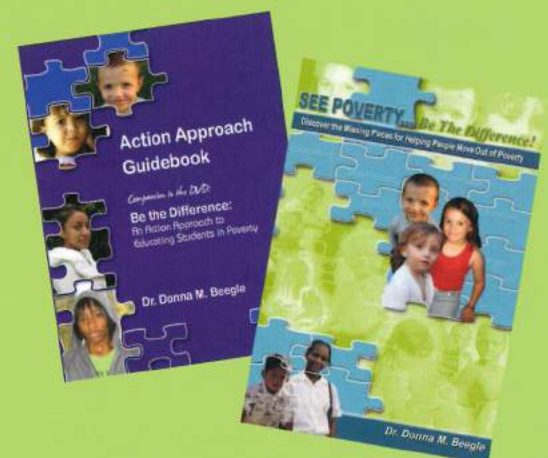
- Understanding Different Life Experiences of Poverty
- Communicating More Effectively Across Poverty Barriers
- Educating Youth and Adults in Poverty
- Motivation Strategies
- Mentoring/Navigating People in Poverty
- Moving Beyond Coping with Poverty
- Organizational Poverty Competency
- Action Planning

Program Length: Keynotes are 30-90 minutes; workshops begin at one hour and can be ongoing.

Ideal Audience: Professionals in justice, education, health, social service, faith-based groups, philanthropic foundations, frontline staff and organizations that want to see better outcomes for children and adults who struggle with poverty.

Exceptional Resources

Dr. Beegle's unique poverty lens, combined with her research on best practices, is captured in her books, **SEE POVERTY... Be The Difference** and an **Action Approach Guidebook** to educating students who live in the crisis of poverty. Dr. Beegle has also written journal articles and publications that provide practical tools for making a difference. She offers a FREE newsletter with tools and best practices for making a difference. Sign up for CAB's newsletter or purchase Dr. Beegle's books on our website, www.combarriers.com.



Books are available online

Poverty Institutes

Launched in 2006 in Portland, Oregon, the Poverty Institutes have gone on the road to communities around the country. The Poverty Institute is an intensive two-day training that shatters stereotypes, reduces misunderstandings and judgments, and provides proven, best practices for what works to help people break through poverty barriers. Dr. Beegle teaches in a highly interactive, hands-on style using simulations, role-plays, modeling and dialogue. Poverty Institutes are frequently described as “life changing.”



Ideal Audience: Professionals in all fields.

Coaching Institutes

This exciting train-the-trainer opportunity prepares professionals to become certified in-house “Poverty Coaches.” The two-day Coaching Institute involves participants in serving as on-site experts for educating colleagues by providing leadership for eliminating barriers and developing system wide approaches for improving outcomes for families and individuals.



Ideal Audience: Professionals in all fields who have completed the Poverty Institute or Poverty 101.

Poverty Coaches are also trained to conduct Poverty Competency Assessments and assist their organizations in developing and implementing customized action plans with measurable results. Coaches receive a comprehensive toolkit, including PowerPoint templates, guidebooks, activities, sample handouts, and resources for breaking barriers and an Action Approach Training Kit. Poverty Coaches are certified for two years and graduates are required to gain new skills and materials at the CAB re-certification trainings.

Opportunity Community

The Opportunity Community Model™ is based on more than two decades of research, test programs and studies. Dr. Beegle has developed a ground breaking poverty reduction model that builds individual and community capacities for addressing the complexities of poverty. The model kicks off with a Prosperity Summit designed to develop a poverty-informed community to build capacity and provide a collective approach to breaking poverty barriers. The Navigator/Neighbor program development is introduced and the Opportunity Community Conference for Neighbors in poverty follows. The Opportunity Community Model™ also conducts a Youth Opportunity Community Model for 6th to 12th grade students who currently live in poverty.



Ideal Audience: Communities looking for an effective approach to fighting poverty and people in poverty who feel shame and hopelessness.

Customized Programs

CAB also offers Poverty Competency Assessments, Action Planning and private consultations. These include a sequential program and systemic approach to improving outcomes for people in poverty. Custom systemic approaches for organizations, communities, and statewide efforts vary according to your needs and outcome objectives.

Donna Has a Reputation for Excellence



*"My rational side was **awed** by your command of economic facts and social science dynamics; my political and emotional side was **moved** by your compelling personal narrative and human examples. I have never seen done what you did; never seen anyone be so persuasive, genuine, credible and effective on the subject of poverty. Your message needs to be heard across this nation in forums of activists, business chiefs, non-profits, journalists, public officials and community leaders."*

~ **Henry Cisneros, former Secretary of U.S. Department of Housing**

*"Thank you Atlanta Women's Foundation, Junior League, Jewish Federation and United Way for bringing such an **impactful** speaker to Atlanta. I can't think of another program that has had such a profound impact on me personally and on our organization as a whole. Thank you."*

~ **Donna Buchanan, COO, United Way of Atlanta**

*"Dr. Beegle has a special way of **shining a light** on an unfortunately large segment of society that tends to live in the shadows. For those who have not experienced real poverty, the dilemma is often not a lack of concern, but an inability to connect to the issues most important to those facing hardship. Dr. Beegle knows how to illuminate those issues in an amazingly practical, humane and productive manner. Her work is focused on issues that are key to **transforming society's view** of those in poverty, which is perhaps the essential first step in eliminating poverty all together."*

~ **Rich Brown, SVP, Corporate Social Responsibility, Bank of America**

*"Dr. Beegle is a great educator because she is an **exceptional communicator** as she redefines stereotypes about poverty, the people living in poverty and the opportunity the middle class has to help erase the shame of poverty and the guilt of affluence. My personal education was grossly lacking until I learned from Dr. Beegle."*

~ **Jeremy Billete, Teacher**

*"Dr. Beegle is a very **special individual** who happens to be a person who has not only grown up in generational poverty, but also has the unique gift to be able to "communicate across barriers" very effectively whether one-on-one or with an audience of thousands. I highly recommend any individual, group, organization or public agency interested in learning about poverty by a woman with a **clear and passionate voice** engage Dr. Beegle. They will not be disappointed."*

~ **Jay C. Bloom, President/CEO, Bloom Anew**

Dr. Beegle and CAB Gold Star Speakers are available for personalized speaking engagements.



Lynda Coates



Elia Moreno



Anette Carlisle

For further information on availability and booking arrangements, contact:

Agent and Partnership Manager, Ed Wilgus, Ph.D.

503.428.2639 or ed@combarriers.com

www.combarriers.com



www.facebook.com/donna.m.beegle



twitter.com/donnabeegle



**Visit
McMinnville**

**STRATEGIC PLAN & BUDGET
FISCAL YEAR 2020**

Table of Contents

Visit McMinnville Mission Statement	page 1
Board Members and Staff	page 2
Fiscal Year 2019 In Review	page 3
Visit McMinnville: Roles & Responsibilities	page 4
Research: Tourism as an Economic Driver	page 5
Fiscal Year 2020: Goals and Objectives	page 6-7
Fiscal Year 2020: Budget	page 8-9



Purpose & Mission Statement

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.

Visit McMinnville's mission is to enhance the economic vitality of our community by promoting McMinnville as a year-round visitor, convention, and event destination by maximizing collaborative partnerships, efficiently activating transient lodging tax revenue into effective sales and marketing programs, and cultivating a world class visitor experience.

Board of Directors & Staff

Erin Stephenson

Board Chair
Atticus Hotel &
3rd Street Flats

Maria Stuart

Board Vice Chair
R. Stuart & Co. Winery

Ellen Brittan

Board Treasurer
Brittan Vineyards

Cindy Lorenzen

Board Member
Sage Restaurant

Ty Rollins

Board Member
Comfort Inn & Suites

Emily Howard

Board Member
Thistle Restaurant

Dani Chisholm

Board Member
McMenamins
Hotel Oregon

Courtney Cunningham

Board Member-At-Large
Glint Creative

Jen Feero

Board Member-At-Large
Willamette West Realtors

Kellie Menke

Board Member
(non-voting)
City Councilor

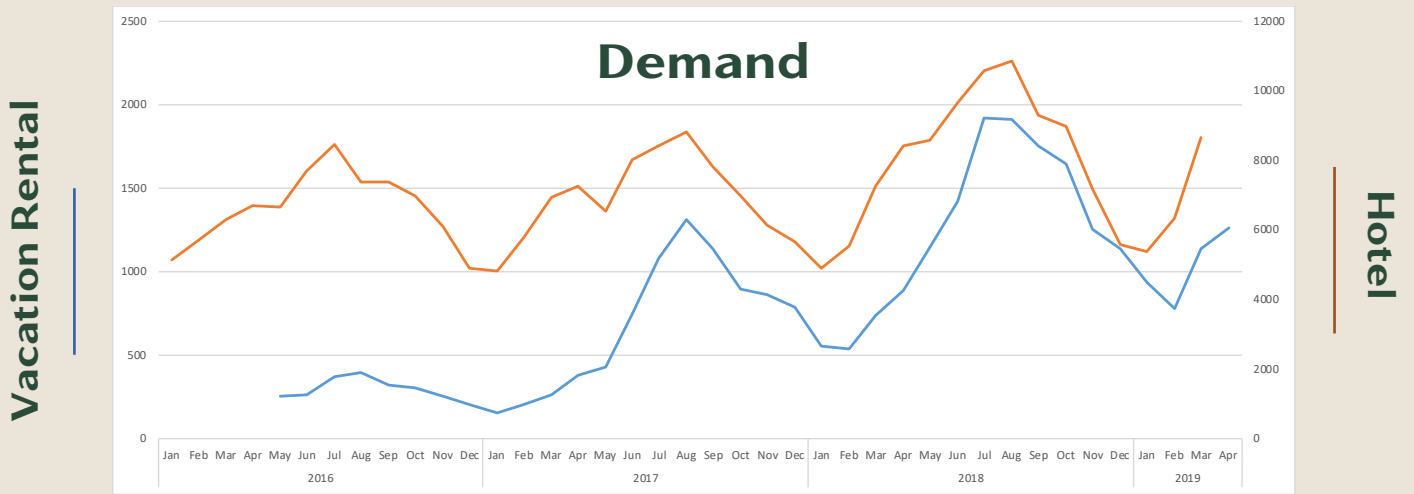
Jeff Towery

Board Member
(non-voting)
City Manager

Jeff Knapp
Executive Director

Kitri McGuire
Marketing Manager

Fiscal Year 2019: In Review



Vacation Rental Demand Increase: **+69.1% YOY**

Hotel Demand Increase: **+19.3% YOY**

Transient Lodging Tax Increase: **+39% YOY**

Unique Website Sessions (thru 4/19): **106,223 (+16.1% YOY)**

Media Impressions (thru 4/19): **4,603,430 (+33.0% YOY)**

Hosted Media Guests (thru 4/19): **30 (+11.1% YOY)**

Earned Media Outlet Examples:

Jetsetter, Newsweek, Willamette Week, Daily Mail, Money Magazine, Men's Journal, MSN, Food & Wine, Travel Channel, Wine Enthusiast, Fodor's Travel, Conde Nast Traveler, Eater.com, Portland Monthly, Seattle Met, Chicago Tribune, Bloomberg, Forbes, Oregon Home, KPTV, KGW, Washington Post, Sunset



Visit McMinnville received Travel Oregon's

**2018 Overall Oregon
Tourism Marketing Award**

Roles & Responsibilities

Visit McMinnville's Primary Pillars



**Economic
Development**



**Communications
& Promotions**



**Destination
Development**

	Travel Oregon	Willamette Valley Visitors Association	Visit McMinnville	Tourism Stakeholder Businesses
Awareness				
Consideration				
Planning				
Purchase				

Cooperation

separate and friendly

Bureau of Land Management
Willamette Valley Cyclists
Major City & Regional Events

Coordination

sharing and aligned

McMinnville American
Viticulture Area
Willamette Valley Wineries Assoc.
Oregon Wine Board
Linfield College
Yamhill Co. Cultural Coalition

Collaboration

working together actively

City of McMinnville
Chamber of Commerce
McMinnville Downtown Assoc.
McMinnville Economic
Development Partnership
Willamette Valley Visitors Assoc.
Yamhill Co. Tourism Partnership
Travel Oregon

Tourism as an Economic Driver



Tourism Spending

\$119.6 million
in Yamhill Co. (2018)
+7.3% YOY
+49.5% since 2010

Oregon Travel Impacts, Dean Runyan, 2018



Tourism Employment

1,800+ jobs
in Yamhill Co. (2018)
+8.3% YOY
+50% since 2010

Oregon Travel Impacts, Dean Runyan, 2018



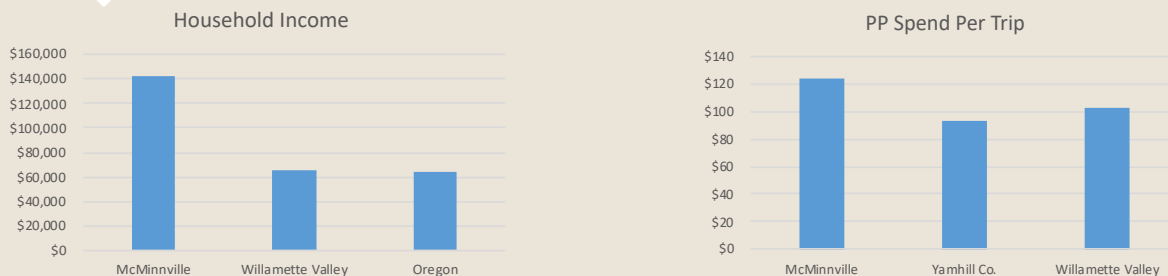
Tax Receipts

\$295,882
City of McMinnville (2018)
+29.3% YOY
+41.7% since 2015

City of McMinnville Records, 2015-2018



McMinnville Consumers v. Regional Consumers



Oregon Travel Impacts, Dean Runyan, 2016
Willamette Valley Overnight Travel Study, Longwoods International, 2016
McMinnville Visitor Survey, 2016



Impact of Wine-Related Tourism

The impact of wine-related tourism more than doubled between 2013-2016, contributing \$787 million in revenues to the Oregon economy and supporting 7,625 jobs at \$215 million in wages.

The Economic Impact of the Wine and Wine Grape Industries on the Oregon Economy, Full Glass Research, Feb 2018

Fiscal Year 2020 Objectives

Economic Development

- Increase annual transient lodging tax revenue by 5%.
- Seek out, synthesize, and share data with community leaders and stakeholders showing the overall economic impact of tourism on job creation, taxes, and visitor spending.
- Collaborate with McMinnville Downtown Association (MDA), McMinnville Economic Development Partnership (MEDP), the City of McMinnville, and the McMinnville Chamber of Commerce.

Destination Development

- Identify and lead opportunities to further develop McMinnville as a diverse tourism destination through partnerships with higher education, arts and culture, and outdoor recreation.
- Identify projects and initiatives in which Visit McMinnville can be leaders, supporters, and/or advocates alongside regional tourism partners such as the Willamette Valley Visitors Association and municipal DMOs, as well as with wine industry organizations such as the Willamette Valley Wineries Association, the Oregon Wine Board, and AVAs.
- Improve tourism promotion and connectivity at our airport.
- Provide community leadership in networking and leveraging resources for the elevation of hospitality and service for front line tourism stakeholder businesses.

Group Sales

- Continue to develop and execute strategic plan to target group sales opportunities for McMinnville by activating additional revenue from increased TLT.



Destination Marketing

- Execute strategy to attain 150,000 unique website sessions, a projected 15% increase over expected FY19 unique on visitmcminnville.com.
- Implement creative campaign as advertising targeting Portland and Seattle Metro areas.
- Activate data to support effective targeting for a diverse advertising mix, improving low/shoulder season overnight visits and destination brand awareness.
- Engage social media channels to drive visits to visitmcminnville.com.
- Secure regional and national non-paid media coverage resulting in 3 million impressions.
- Optimize visitmcminnville.com by working toward seamless mapping and itinerary planning.
- Enhance investments in visitmcminnville.com and Google advertising to increase organic search traffic by 25% to 115,000 unique sessions (77% of total sessions) through maximizing search engine optimization (SEO) and marketing (SEM).
- Distribute quarterly consumer e-newsletters and increase engagement from recipients.
- Develop increased utilization and ownership of Google places.

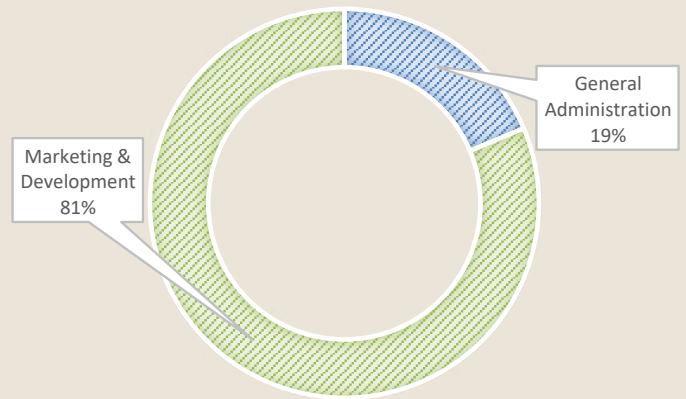
Fiscal Year 2020 Budget

Revenue

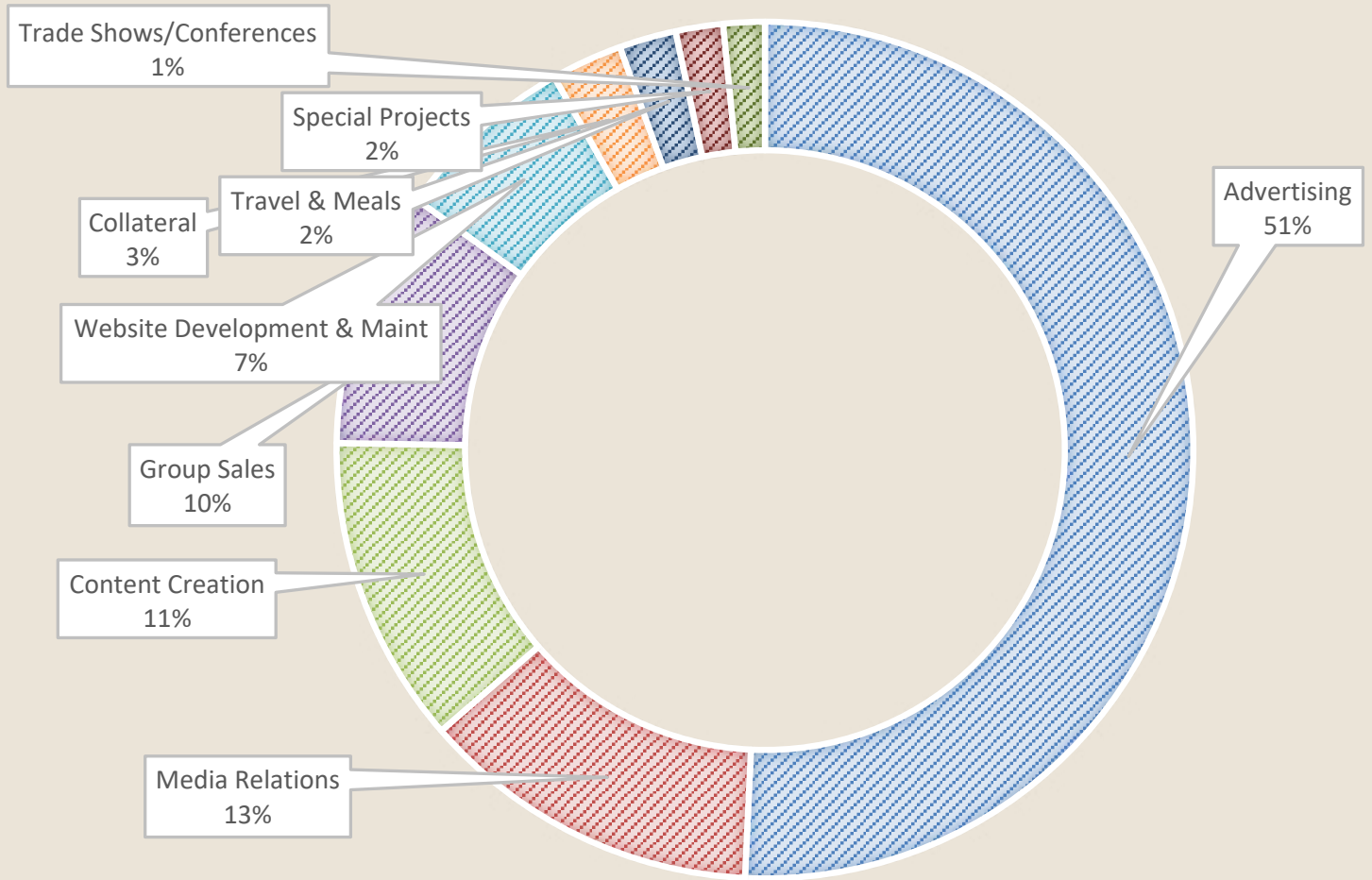
Total Estimated Income from Transient Lodging Tax:	\$1,256,349
Estimated Income for City of McMinnville (31%):	\$389,468
Estimated Income for Visit McMinnville (69%):	\$866,881

Budget

General Administration:	\$158,059
Marketing & Development:	\$685,088
<i>Total Budgeted Expenses:</i>	\$843,148



Marketing & Development Expenses



Visit McMinnville

visitmcminnville.com





City of McMinnville
Human Resources
230 NE Second Street
McMinnville, OR 97128
(503) 435-7405
www.mcminnvilleoregon.gov

STAFF REPORT

DATE: May 28, 2019
TO: Mayor and City Councilors
FROM: Kylie Bayer-Fertterer, Human Resources Manager
SUBJECT: Classification and Compensation Analysis Update
STRATEGIC PRIORITY & GOAL:



CITY GOVERNMENT CAPACITY

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

OBJECTIVE/S: Invest in the City's workforce

Background:

The City of McMinnville will begin its first comprehensive classification and compensation study before the end of June 2019. Classification plans organize work into formal job categories. The City's current classification plan has not been objectively analyzed to ensure that each position is classified appropriately and placed on the salary schedule in an objective manner. Working with a consultant, the City will analyze each position and use a consistent methodology to determine how a position should be categorized. The City will also ensure each position is accurately classified according to the Fair Labor Standards Act as exempt or non-exempt as well as having a safety sensitive nature.

Once the classification plan is finalized, the HR Manager will evaluate current employee salaries to determine if salary adjustments are required per the Oregon Equal Pay Act. Concurrently, the consultant will conduct a salary survey with external organizations to evaluate whether the City's compensation structure appropriately compensates for each position.

There will be two opportunities where salary adjustments may occur: 1) if employees performing work of comparable character are not being comparably compensated and 2) if the City's salary and wages are significantly lower than comparable positions as found in the salary survey.

The consultant will recommend a number of implementation options for the City to consider.

Impacts of the recommendations have the potential to affect both departmental and the City's overall budget. The Council will be approached for direction prior to implementing any salary adjustments that warrant reallocation of budget funds.

The project includes five phases and will last approximately eight months from start to finish.

- Phase 1: Project Administration: Initial planning meeting and employee presentation
- Phase 2: Classification Study: Employee interviews and position description questionnaires for each position
- Phase 3: Job Evaluation Study: Application of classification methodology to each position to create updated classification plan
- Phase 4: Compensation Study: Salary survey and analysis for either public sector positions or public and private sector positions. Using public and private sector position data will increase the project cost by \$5,000
- Phase 5: Final Report: Appeals process, final report, and presentation

Fiscal Impact:

The entire project will cost between \$70,000 and \$80,000 including the cost of appeals (\$350 per appeal.) The City is refining the scope of the project and may approach the Council in the future with a resolution for approving a contract with the consultant.

Recommended Action:

The City Council is asked to review and discuss the material and ask questions as appropriate and to provide consensus direction on the matter of the use of private sector data. The City staff recommends using public sector data for the compensation study phase of the project as the data is readily available to the consultant, total compensation (salary and benefits) are easily comparable between public sector positions, and the project will be more cost effective.

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

Tuesday, April 9, 2019 at 7:00 p.m.

Presiding: Scott Hill, Mayor

Recording Secretary: Melissa Bisset

Councilors: Present Excused Absence
Remy Drabkin
Adam Garvin
Zack Geary
Kellie Menke, Council President
Sal Peralta
Wendy Stassens

Also present were City Manager Jeff Towery, Community Development Director Mike Bisset, Deputy City Attorney Natalee Levine, Finance Director Marcia Baragary, Fire Chief Rich Leipfert, Information Systems Director Scott Burke, Police Sergeant Dwayne Willis, Human Resources Manager Kylie Bayer-Fertterer, Library Director Jenny Berg, Parks and Recreation Director Susan Muir, Manager Janet Adams, Planning Director Heather Richards, Senior Planner Chuck Darnell, Senior Planner Tom Schauer, and members of the News Media – Dave Adams, KLYC Radio, Tom Henderson, *News Register* and Jerry Eichten, McMinnville Community Media.

1. CALL TO ORDER: Mayor Hill called the meeting to order at 7:01 p.m. and welcomed all in attendance.

2. PLEDGE

Councilor Drabkin led the Pledge of Allegiance.

3. ADVICE/ INFORMATION ITEMS

3.a. Reports from Councilors on Committee & Board Assignments

Councilor Drabkin reported on the Housing for Homeless Subcommittee. She explained that they focused on micro populations of the homeless community. One of those was unaccompanied youth and there were approximately 98 under the age of 18 in McMinnville and over 230 between Kindergarten to 8th grade. The recent work had been to bring a

drop in center to the City where children could find shelter and engage in after school activities. The main roadblock to bringing it to McMinnville was finding a suitable location. It would include case management, mental health, helping children get GEDs, and job training. The program would be operated through Yamhill Community Action Partnership (YCAP). There was also a Safe Families Program and a Safe Shelter Program that were focused on minors who currently did not have housing. The YCAP program was currently accepting applications for safe shelter homes. It was focused on children around 11 for short term stays with case management through YCAP. There was one home in McMinnville providing this type of shelter.

Another work group had been focused on vehicular homeless. The Council passed Ordinance 5057 which limited and expanded a safe overnight parking program. There was case management through Champion Team. There were 6-10 unofficial sites within the City for people to park vehicles on private property. There was one approved City site where they were waiting for a family match and a total of 6 sites in development with the faith based community and government partners. Champion Team had a waiting list of families with children who were wanting to participate in the overnight parking program.

There was another group focused on domestic violence, which was the second leading cause of being homeless in McMinnville. The work group had been focused on using county tax foreclosures to partner with Henderson House to provide interim housing. There was one domestic violence shelter in the City which had three beds. The roadblocks to the work were how they could legally transfer the properties to a non-profit such as Henderson House. These properties would be used for domestic violence shelters in the short term, and after a certain amount of time would return to the County tax roll and again be income earning properties for the County.

There was a work group working with the Gospel Rescue Mission. The Mission was the City's only homeless shelter and they were expanding to transitional housing. They had individuals coming in to receive job training and help in getting sober, but these people were having a hard time finding housing. The Mission was trying to acquire more property to set up transitional housing.

The Committee also heard a report on Housing Solutions which was a new County-wide group set up by Commissioner Kulla that was trying to pull in all of the right partners to take a more proactive approach and stop some redundancy that was happening.

There was also a conversation about trying to create a lead for housing solutions that would be a paid position for someone that understood all of the resources available. YCAP was currently leading a group of shelter providers to try to get people into housing more quickly. There was a Synergy Summit held by the Housing Authority of Yamhill County. One result of the summit was some of the smaller nonprofits had been made aware of housing opportunities that they weren't currently aware of. For example, Henderson House was given 25 fast track housing vouchers and was able to move victims of domestic violence from emergency housing to housing.

Councilor Drabkin then reported on the activities of the McMinnville Affordable Housing Task Force. Their last meeting was held on March 27th. The first order of business was to review the action plan. In review of the action plan, it was noted that items that had been accomplished were memorializing System Development Charges (SDC) discounts for affordable housing projects, reviewing recently adopted inclusionary zoning laws, offering an expedited permit process to builders who were offering affordable housing, researching and revising cottage codes, and preparing language adopted by the Council to expand opportunities for affordable housing. The ongoing projects included surveying the City for property opportunities, evaluating the impact of a density bonus for developers, working on a buildable lands inventory and housing needs assessment, beginning a housing needs strategy, and looking at neighborhood stabilization which correlated with the work that was being done from moving Code Enforcement from the Police Department to the Planning Department. In addition the Task Force had been meeting with the development community to evaluate a Construction Excise Tax. They were also evaluating the possibility of a floating zone which would provide interim housing in an area that would not normally be zoned for housing. They were keeping their eyes on things happening at the State level, especially HB 2997 which was written by the McMinnville Planning Department staff, HB 2001 which would help create equity and inclusion in the neighborhoods, HB 2055 which was a workforce housing accelerator program, HB 2056 which was a housing development grant program, SB 595, SB 10 which related to density requirements, and HB 3349 which would do away with mortgage interest deductions on second homes and make those funds available for affordable housing.

Councilor Geary announced Arbor Day Saturday and there would be an event at McMinnville High School from 9-11 a.m.

Councilor Stassens stated that the second meeting was held on the Third Street Improvement Project to discuss goals.

Councilor Garvin stated there would be a YCOM meeting on Thursday. HB 2449 which was a 911 tax bill was still moving forward. It would increase the phone bills from \$0.75 to \$1.50 per line. The Airport Commission was still refurbishing the fuel tank. The first Kids on the Block Advisory Committee meeting was the following day at 3:30 p.m.

Councilor Peralta stated that HB 2997 was intended to bring more affordable housing projects into cities like McMinnville. It passed out of committee on a 7-1 vote and he expected it to pass in the House. He thanked Planning Director Richards and her staff for their work. SB 595 was moving forward. This bill would allow local governments to reallocate a portion of the Transient Lodging Tax to address housing affordability and homelessness. It was not a tax increase, but a reallocation. He asked that the Council weigh in on that issue during the meeting. He had been in contact with other jurisdictions about addressing homelessness particularly in regard to enforcement in light of the 9th Circuit decision. The City was not alone in what was happening. In 2018 Oregon had the second largest population of unsheltered homeless in the country and rural Oregon had the second largest homeless population of any rural region in the country. That problem had grown in the last year. He had a productive conversation with the Mayor of Corvallis about their code which differentiated between sleeping and camping and placing time and place restrictions on camping. He had asked staff to look into strengthening McMinnville's enforcement against long term camping. He asked staff for an update.

City Manager Towery stated that Police Chief Scales met with the Police Chief of Corvallis about how that ordinance was working in Corvallis. The City Attorney was also reviewing the information that had been gathered.

Council President Menke stated that Visit McMinnville was meeting tomorrow to discuss the Strategic Plan. She would be attending the State legislature meeting where the Mayor would be testifying for the Parkway Committee.

Mayor Hill would be with the Parkway Committee tomorrow in Salem visiting Senators and Representatives and testifying to the Joint Committee on Transportation. The intent was to seek more funding to finish the Bypass.

4. PROCLAMATION

4.a. Child Abuse Prevention Month

Mayor Hill read a proclamation declaring April 2019 as Child Abuse Prevention Month and presented it to Russell Mark, president/CEO of Juliette's House.

5. INVITATION TO CITIZENS FOR PUBLIC COMMENT: Mayor Hill invited the public to comment.

Michael Yates, McMinnville resident, stated that he had lived in McMinnville for several years and had been trying to be a decent member of the community. He was in transition and not allowed to stay at the homeless shelter and had been incarcerated due to desperation. He was not allowed to receive the medical treatment that he needed and there were times he went to jail just to get a safe place to stay out of the weather. The IRS told him his tax returns were supposed to be at the Mission, but he was arrested several weeks ago for protesting. It was ruining his name but he was trying to move forward with his life. He didn't know who to believe, the IRS or the Mission. If he was to move back east he would have a place to live, but he needed the funds. He was given no choice about the address he had to use. He could not become a statistic in the system. He didn't want anyone to look bad, but it was affecting him and his family.

Jacob Miller, McMinnville resident, discussed discrimination based on economic status. He urged the Council to count the costs of further ordinances designed to be arbitrarily enforced and applied discriminately towards the most vulnerable people. He felt that there wouldn't be a trash issue if more effort was put into helping. They could not have a dumpster put on Marsh Lane. He felt the ordinances were designed to oppress rather than alleviate the issue and should not be passed. If sanitation and safety were the issues, trash cans and toilets needed to be provided. Passing these ordinances cut down the relationship between the groups that were affected. There needed to be less hate and scare tactics and more love and charity. They had already seen the manipulation of the rules to keep people moving along but not anything to solve the problems.

Howie Harkema, McMinnville resident, had been involved in the homeless issue for 12 years. He and Mark Davis provided comments about the homeless influx about five years ago and the crisis was here now. The 2008 annual homeless count found 364 in the County, and in 2018 there were 1,386. The largest homeless population was living in McMinnville. He understood the issues with the homeless camping downtown and sympathized with businesses. The amount of trash piling up every day and lack of restrooms for those that needed them forced homeless to use alleyways, parking lots, and behind buildings because they had no alternative. This in turn affected businesses, tourism, and the community at large. The people living in these spaces did not have anywhere else beyond the Mission for a shelter except for the emergency winter shelter. He stated that these human beings lived a lifestyle different from us. They could not afford to be anywhere else. Some were survivalists, some had drug or alcohol addiction, and some had mental health issues and other personal

problems that kept them where they were without social intervention. They must continue to seek answers and uncomfortable solutions. This problem was probably not going to go away any time soon. There were solutions as the City has looked at in Eugene and Springfield, but he felt the City needed to look at Salt Lake City, New Jersey, and others that found important solutions like Housing First and Rapid Rehousing.

Valerie Miller, McMinnville resident, congratulated the Council on the work they were doing regarding housing solutions. She stated that the biggest thing they needed in the community was related to garbage. She paid full price for their garbage, but they needed help as it was hard for them to hold the burden. They were trying to do their best to be a safe place for people to come and talk. She stated that her home was her RV and that she did not consider herself homeless. The community needed to be open and have dialogue with each other and stop pointing fingers and taking pictures and using social media as a platform for hate. They needed to come together to find a grass roots solution. Some people needed outreach and someone that could go out and ask what was needed. It was nice to have a place where they could go get help, but sometimes it was nice to have someone come to them to find out how they could help. They needed to have relationships and work together with love and compassion. They needed to find humanitarian ways to fix a problem and not criminalize.

Keith Page, McMinnville resident, said for every dollar that was spent on drug and alcohol treatment they saved \$7 on the back end for police, fire, and emergency services. He was from San Diego, but loved it in McMinnville and planned to stay for the rest of his life. San Diego had the fourth largest population of homeless in the country and they had to come up with solutions. He was not homeless anymore, but it was brutal out there with people being beaten, raped, and things stolen. He took a video of an incident on 4th and Adams on Thursday that he was going to send to the ACLU and Koin TV. San Diego had some good solutions with the Lucky Duck Foundation and Alpha Project and it could be done. They needed to get talking about it and get busy. He stated there was a rogue security guard with a gun who was rousting people without any provocation or authority and booted a friend of his from behind a business who had given him permission to be there and forced him to leave. He asked where was he supposed to go? There were communities that were doing things. Homelessness was a symptom of drug addiction, alcoholism, and mental health issues that had been ignored for decades.

Greg Bogh, McMinnville resident, stated that there was a new payment schedule for fees in the Planning Department. The change went from \$0 to \$1,875. He became furious when he found out that the fee only applied to his business, which was a cannabis business in town. He found out that the decision was made by the Council. It was based on how much time it took

to process these applications. He was concerned with the way the data was read. He understood that some things took quite a bit of time in the beginning and a lot of learning, but now the forms were required every year. Once it had been done one time, how could \$1,875 be charged for a signature and review of a LUX form. He would like to see the data on how a new application could take \$2,000 of the Planning Department's time for a signature stating this was an appropriate use for the zone. He thought it was discrimination and unfair. A second look would be appreciated. In his business a \$1,875 fee could not be written off.

John Ashton, McMinnville resident, stated that he was a business owner who employed six people on Miller Street, one of which was homeless living in his car when he was employed but now had a place to stay. Mr. Ashton lived on Riverside Drive and drove by the homeless every day. His heart went out to them but they were destroying the area. There were hard things that needed to be said and done. He had had conversations with them and helped people fix cars, took them gas, and had given rides. He asked where the increase of people was coming from. The prices in McMinnville were expensive, and costs so much more than some of the outlying communities. Some homeless did not want housing; they just wanted a place to park their vehicles. Most ended up on Marsh Lane and Dustin Court. He felt giving them a dumpster was not a long term solution. He stated the City needed to find a place for them to park, however parking all in one area might be problematic as the police would be there quite often and there was a lot of drug use, domestic violence, and crime. He did not want to scatter them, but they needed to make it less comfortable for them to want to come to McMinnville.

Stacy Mayhew, McMinnville resident, had been in Yamhill County for 25 years. When a person fell on a certain side of this issue they were looked at as not being compassionate which was not true. She thought the reason they were having this problem was because they lived in a community that was compassionate. She was raised to be serving and volunteered for many years with Meals on Wheels. She had taken pizzas, clothing, blankets, and information to the homeless. They had to want to be helped and many did not want to be helped. She read the mission statement of the City Council. There should be a quality of life for everyone, but she did not think the homeless had a good quality of life and to continue in that was not helping them. She did not feel safe walking past the situation on 4th Street or going to pay her bill at McMinnville Water and Light. She believed that Council was trying to do what they were elected to do, but it was not working. She would like to find a solution to the problem. There were solutions that Salt Lake City, Houston, and San Antonio were doing. She gave the Council reading material on the programs these cities had that were helping to end homelessness.

Eric Wolff, McMinnville resident, noted he was a long time resident of McMinnville. He stated they were not discriminating against people because they were homeless. He felt it was an issue of public safety for all people whether they were homeless or not. With the conditions as they were, the homeless were not in safe places nor was the community safe based on the conditions they were currently dealing with. The situation was perpetuating itself and was getting worse. By not changing these conditions, the City and the people were accepting the conditions and at some point there would be a catastrophic event. What would happen to the City as far as accountability to tolerate and not change these conditions? He stated businesses, property values, and tourism were affected. Individuals who were taking steps to clean and protect their property and provide a safe place for themselves were affected by the community that came onto their property and was a cost that they had to deal with. They were looking for equity and equity for all, for people who were homeless and for people who were tax payers. He felt continuously paying more nonsensical fees did not help with building affordable housing and they were now talking about more taxes. He added equity should be delivered consistently throughout the board and when they did not provide consistency at all levels, people were more unwilling to adhere to the rules and regulations.

Gioia Goodrum, president/CEO of the McMinnville area Chamber of Commerce, expressed concern with the growing homeless and transient issue in the community, especially in the Industrial Park. She had spoken with several businesses that were being impacted by the encampment at Dustin Court and Marsh Lane. The Council also received photos and a letter from First Federal expressing their concerns about transients camping on 4th. Businesses had experienced unlawful trespassing, theft, and damage to their property. Owners had installed fencing and cameras at significant cost to thwart further theft and unlawful trespass. Drivers on Marsh Lane had been threatened, spit upon, and cursed at while trying to get to McMinnville Water and Light to pay their bills. The cab company would no longer pick up riders in the area for fear of being robbed or assaulted due to an incident on March 23. There were pictures on Facebook of trash piling up on Dustin Court and 4th Street was strewn with tents and trash blocking the sidewalk behind First Federal. She asked: If any business or citizen began dumping trash on city property, what would be the outcome? Did the residents and businesses of this community have the right to dump trash on their own property or another's private property? Why was the behavior of a group of individuals in our community violating City Code acceptable? There were standards of behavior that all were expected to follow. Why were those camping on our streets and sidewalks not held to those same standards? She stated the City could not criminalize an individual for sleeping or resting on public property. She did not think that included littering and defacing public areas. She asked if this was the town they wanted to be in. She was on a committee that helped draft the City's

Strategic Plan. Homelessness, transients, and drug addiction were the community's biggest issues and should be the City's top priority. She was sensitive to the plight of the homeless in the community, but they also wanted to ensure that businesses could manage their enterprises and keep our economy strong. She expected the City to enforce the rules and apply them across the board. They wanted to know what the City was going to do to alleviate the concerns businesses had regarding trash, health, and safety issues.

Scott Thorkildson, McMinnville resident stated that last time he came to Council he issued the Dustin Court challenge where he asked Council to drive down the street to see what he was talking about. People had been camping there for months and were not expecting to move. If people did not want to sleep in a homeless shelter, the place to squat was not on the boulevards that were private property. It was the sprawl of the RVs and people living on the boulevards that he questioned why they were allowing it. He felt the City needed to acknowledge that people would squat in McMinnville. He stated because the City was doing nothing, it was sending out the signal that McMinnville was welcoming the situation. He stated they needed a place on the edges of the City for people to squat and it should not be the Industrial Park.

David Antinucci, McMinnville resident, was aware that it was a complex problem and people were working on it. He wanted to know that it was being addressed. There were different groups of homeless, and he didn't think that they should enable people to live this way with City funds. He was happy to help the people that needed it with a hand up, but did not think they should pay for a hand out. He questioned whether the money was going to the right people or if they were being taken advantage of. He didn't want to enable and have other cities think McMinnville was the place to send people. He was amazed that there were so many homeless as the economy had improved. He stated something was not working and he would like to see the right problems addressed.

Kate Miller, McMinnville Resident, stated that she had three experiences with the homeless. Once they had damaged her gazebo, and she asked the police to help but there were no witnesses. Another time she was sitting with her 9 year old daughter outside her food truck and there was a homeless person that walked passed and tried to punch her. She called the dispatcher who asked if he had a weapon and she had said no, but that he was going to punch her. Dispatch said there was nothing they could do. They kept coming and harassing her with rude words when they approached her and asked for a free meal and she did not give it to them. She worked for a living and paid taxes and tried to be a good citizen. She had been harassed so many times she felt unsafe. She did not mean that all of the homeless were bad, but when they came around her food cart she

looked for her knife to protect herself. She was a citizen and wanted to feel safe in this town.

Mayor Hill called a recess at 8:20 p.m.

The meeting resumed at 8:30 p.m.

6. Department Head Reports

Planning Director Richards announced tomorrow there was a public open house at Chemeketa College from 4:30 to 6:30 p.m. on the Three Mile Lane area plan.

City Manager Towery stated that City Attorney Koch was out because his first grandchild was born. Regarding SB 595, there was a fair amount of work already done by the Affordable Housing Task Force on this issue and if Council wanted to go on record supporting the legislative concepts, they could do so by motion.

Councilor Geary MOVED to direct staff to write a letter of support for SB 595; SECONDED by Council President Menke. Motion PASSED unanimously.

7. CONSENT AGENDA

- a. Consider the minutes of the Joint Meeting of the City Council and the Buildable Lands Inventory, Housing Needs Analysis and Housing Strategy Project Advisory Committee and Regular Meeting of the City Council on January 16th, 2019, minutes of the February 12th City Council Work Session and Regular Meeting, minutes of the February 26th, 2019 City Council Work Session and Regular Meeting and minutes of the March 26th Work Session and Regular Meeting.
- b. Consider request from DHF Holdings, Inc. for a OLCC license - Winery 2nd location, located at 829 NE 5th Street #700.

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

8. ORDINANCES

- 8.a. **Ordinance No. 5066:** An Ordinance amending the Comprehensive Plan, specific to Chapter IX (Urbanization) And Chapter X (Citizen Involvement and Plan Amendment), to incorporate Great Neighborhood Principles into the City's Land Use Planning Program.

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

Deputy City Attorney Levine read by title only Ordinance No. 5066 amending the Comprehensive Plan, specific to Chapter IX (Urbanization) And Chapter X (Citizen Involvement and Plan Amendment), to incorporate Great Neighborhood Principles into the City's Land Use Planning Program.

Senior Planner Darnell presented the staff report. This was a land use application for legislative amendments to the Comprehensive Plan to incorporate the Great Neighborhood Principles. A legislative hearing was held at the Planning Commission in March and they recommended approval. This was a project completed by the Planning Department to decide what elements made a great neighborhood in McMinnville. The purpose was to develop Great Neighborhood Principles that identified specific elements to be included in any neighborhood in McMinnville. These principles would guide future development to ensure that all places and neighborhoods were livable, healthy, social, safe, and vibrant for all residents of McMinnville.

Senior Planner Darnell reviewed the project timeline and the public outreach methods that were used. The project began in September 2018 and the Project Advisory Committee met monthly. There was a public open house, school outreach and service club presentations, and an online survey and weekly social media posts. The Project Advisory Committee reviewed and recommended the Comprehensive Plan text amendments to incorporate the principles into the City's Comprehensive Plan on January 15, 2019. On February 21, 2019 The Planning Commission reviewed the PAC's recommendations and supported the concept and advised staff to schedule a public hearing. On March 21, 2019, the proposed Comprehensive Plan text amendments were reviewed by the Planning Commission during a public hearing and the Commission recommended the City Council approve them.

The proposed Comprehensive Plan text amendments were recommended to be added to the Urbanization Chapter (Chapter IX) under a new section titled, "Great Neighborhood Principles." The principles would be included as policies. Some proposals were also proposed to support and assist in the implementation of the principles.

He summarized the policies to be added to the Comprehensive Plan. Policy 187.10 stated the principles would guide the land use patterns, design, and development of the places that citizens lived, worked, and played. They would ensure that all developed places included characteristics and elements that created a livable, egalitarian, healthy, social, inclusive, safe, and vibrant neighborhood. Policy 187.20 said the principles would encompass a wide range of characteristics and elements, but those characteristics would not function independently. It would support today's technology and infrastructure and could accommodate future technology

and infrastructure. Policy 187.30 stated the principles would be applied in all areas of the city equitably. Policy 187.40 stated the principles would guide long range planning efforts to master plans, small area plans, and annexation requests and would also guide applicable current land use and development applications. Policy 187.50 identified each principle and was followed by more specific direction on how to achieve each individual principle.

Mr. Darnell reviewed the 13 Great Neighborhood Principles which were:

1. National Feature Preservation
2. Scenic Views
3. Parks and Open Spaces
4. Pedestrian Friendly
5. Bike Friendly
6. Connected Streets
7. Accessibility
8. Human Scale Design
9. Mix of Activities
10. Urban-Rural Interface
11. Housing for Diverse Incomes and Generations
12. Housing Variety
13. Unique and Integrated Design Elements

Mr. Darnell summarized the ten Great Neighborhood Principle Proposals.

40.00 The City shall complete an inventory of the applicable natural resources listed in Goal 5 of the Oregon Statewide Planning Goals and Guidelines. The resources to be included in the inventory include, but are not limited to, riparian corridors, wetlands, wildlife habitat, open space, and scenic views. The City shall coordinate with the Department of Land Conservation and Development to determine which Goal 5 resources to include in the inventory.

41.00 The City shall complete an inventory of landmark trees that are of significance or value to the City's environment or history.

42.00 The City shall develop specific park and open space requirements for different types of neighborhoods and developments, such as multiple family residential uses or single family residential subdivisions. The park and open space requirements for individual developments shall be based on the size or scale of the proposed development and on the number of dwelling units within the proposed development and shall incorporate both active and passive parks, open spaces, and opportunities to connect with nature.

43.00 The City shall complete a Bicycle Plan to guide the planning, implementation, and growth of a city-wide bicycle network throughout McMinnville. The Bicycle Plan may be adopted as an appendix to the Transportation System Plan and may identify projects that can be implemented or planned to create a city-wide bicycle network.

44.00 The City shall complete a Pedestrian Plan to guide the planning, implementation, and growth of a city-wide pedestrian network throughout McMinnville. The Pedestrian Plan may be adopted as an appendix to the Transportation System Plan and may identify projects that can be implemented or planned to create a city-wide pedestrian network.

45.00 The City shall develop site and design requirements for commercial and industrial uses.

Mayor Hill asked if the City currently had a requirement for the development of a site.

Senior Planner Darnell said no, there were some design and development standards for certain areas of town but this would be for all commercial and industrial uses. There would also be site and design requirements for different housing types to be compatible with the existing built environment.

46.00 The City shall develop development codes that allow for a variety of housing types and forms, and shall develop site and design requirements for those housing types and forms.

47.00 The City shall evaluate the impact of future technology on neighborhood design and develop development codes that support today's technology and infrastructure but can accommodate future technology and infrastructure as well, including but not limited to data infrastructure, artificial intelligence, ride-share, and autonomous vehicles.

48.00 The City shall develop design and development standards and processes that allow for the discreet and coordinated incorporation of existing and future infrastructure into neighborhoods.

Senior Planner Darnell stated that no public testimony was received. The public hearing notice was published in the News Register on March 12, and the DLCN Notice was provided on February 6. The Engineering Department responded with "no comments." McMinnville Water and Light provided suggested amendments to the Great Neighborhood Principles language. The scale and scope of the proposed amendments from McMinnville Water and Light were found to be more detailed than other policy-level Great Neighborhood Principles. The proposed amendments

were not vetted by the Project Advisory Committee during the public process. The Planning Commission recommended some potential additions to the policies and a new proposal in response to McMinnville Water and Light's comments. Staff recommended approval of the Comprehensive Plan text amendments as presented in Ordinance No. 5066.

Councilor Stassens asked how the principles would be integrated into the processes for new development.

Senior Planner Darnell said if approved, they would become policies in the Comprehensive Plan and would be applicable when making a land use decision. They would need to be addressed in a land use application through findings. Applicants would be providing an argument on how they would be achieving the principles in their proposal.

Council President Menke stated that this provided a road map to make the community livable even if they did add density.

Senior Planner Darnell stated that was the intent for doing this process now as they were going through the buildable lands inventory and housing needs analysis. They wanted to have community buy in on how the growth might occur.

Councilor Peralta asked if there were any current requirements for adding trees.

Senior Planner Darnell stated that there was an entire chapter in the Zoning Code on trees. The City required street trees for new residential developments. There were also landscaping requirements in place for incorporation of trees and shrubs in developments.

Councilor Peralta asked if there would be an appropriate place to include climate change strategies, one of which was planting more trees.

Planning Director Richards said part of the Landscape Review Committee's work plan was looking at this issue and being more proactive rather than reactive for landscaping. It had been from an aesthetic viewpoint, but with Associate Planner Fleckenstein they were working on getting them to the next level.

Councilor Geary **MOVED** to pass Ordinance No. 5066 to a second reading; **SECONDED** by Councilor Peralta. Motion **PASSED** unanimously.

Deputy City Attorney Levine read by title only for a second time Ordinance No. 5066.

Council President Menke MOVED to approve Ordinance No. 5066 amending the Comprehensive Plan, specific to Chapter IX (Urbanization) And Chapter X (Citizen Involvement and Plan Amendment), to incorporate Great Neighborhood Principles into the City's Land Use Planning Program; SECONDED by Councilor Peralta. PASSED by a unanimous roll-call vote.

7.b.

Ordinance No. 5067: An Ordinance amending Chapter 3.18 of the McMinnville City Code to add sections providing supplemental standards for Small Wireless Facilities Within The Public Right-Of-Way And Declaring An Emergency.

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

Deputy City Attorney Levine read by title only Ordinance No. 5067 amending Chapter 3.18 of the McMinnville City Code to add sections providing supplemental standards for Small Wireless Facilities Within The Public Right-Of-Way And Declaring An Emergency.

Senior Planner Schauer presented the staff report. This would amend Chapter 3.18 of the City Code (Telecommunications Infrastructure) to add a section providing supplemental standards for small wireless facilities within the public rights-of-way. The declaration of an emergency would make the ordinance effective upon passage. He explained the definition of small wireless facility which was: mounted on structures greater than or equal to 50 feet including the antenna, no more than 10% taller than other adjacent structures, and did not extend existing structures to less than 50 feet or 10%. The maximum antenna size was 3 cubic feet and the maximum size of other equipment enclosures was 28 cubic feet. He provided images that compared macro and micro installations. These facilities would be on streetlight poles and he showed what the antennas and equipment boxes might look like if they were installed on a pole. There were poles that were designed to incorporate the antennas where all the wiring could be hidden behind the enclosures and incorporated internally and the equipment cabinet was incorporated into the base of the pole so there was not a free standing cabinet.

The FCC had a declaratory ruling regarding small wireless facilities in the right-of-way. The major topics were standards, procedures and timelines, and fees. By April 15, cities may only enforce aesthetic, undergrounding, and spacing standards that are:

- Reasonable
- No more burdensome than those applied to other types of infrastructure deployments
- Objective and published in advance

The City must allow batch applications as part of one submittal. “All authorizations” needed for deployment of small wireless facilities were subject to the timelines for processing. The “Shot Clock” timelines from complete application submittal were 60 days for co-location and 90 days for new poles. A “Tolling Period” to determine completeness had to be done within 10 days, and there was a stop/restart shot clock if the application was incomplete.

He then reviewed the fees. The Presumptive Fees were:
Initial non-recurring fee: \$500 for up to 5 applications and an additional \$100 for each application above the 5 applications.
Annual recurring fee: \$270 per facility
“Make ready” cost recovery: Recovery of specific costs

There was authorization for higher fees if they were a reasonable approximation of costs, the costs themselves were reasonable, and they were non-discriminatory.

Senior Planner Schauer reviewed the principles and approach:

- Avoid installations in the most visually and aesthetically sensitive pedestrian-oriented areas.
- Require co-location on existing or replacement poles to match existing with unobtrusive antennas and internal equipment cabinets and cabling
- Avoid installations on pole types that would undesirably alter the desired aesthetic effect.
- When authorized by the pole owner, allow installations on wood utility poles with unobtrusive antennas, equipment and cabling screened behind enclosures, and cabling routed to the ground in conduit.
- Separate external above-ground equipment enclosures are generally prohibited except for authorized antenna installations on wood utility poles.
- Allowed as last resort and not in pedestrian-oriented areas (unless FCC conflict, then stealth).
- If allowed elsewhere: behind sidewalk.
- Over time, review potential for new standards and specifications in general and for special districts that may incorporate unobtrusive “smart pole” designs to address emerging technologies for small wireless facilities and other “smart city” technologies and applications.

Senior Planner Schauer then displayed examples of unacceptable and acceptable installations. Staff recommended approval of the ordinance as proposed. The standards would be adopted and in effect prior to April 15.

Mayor Hill thanked the Planning Department for their work noting that it was a tight turn-around for the new regulations.

Discussion ensued regarding the heights and standards for the small wireless facilities.

Planning Director Richards explained how this was different from the wireless facilities chapter in the zoning ordinance. The 40 foot height limit was for poles on private property. They were waiting for this to come from the FCC in regard to public rights-of-way. Technology in the public rights-of-way on poles needed to be approved by the City and McMinnville Water and Light and needed to be in a stealth position. They would continue to review it to make sure there were not any inconsistencies between that chapter and this new language in Chapter 3 of the code.

Mayor Hill noted that this was a controversial approach in having the FCC regulating these facilities. This was a national debate and there was a pending bill in Congress that would back away from this, but it was not getting much traction.

Councilor Garvin asked if there was concern from any of the telecommunication service providers.

Senior Planner Schauer stated that there were no concerns on this ordinance. McMinnville Water and Light had been part of the process.

Mayor Hill said in Oregon they had a cooperative agreement with the telecommunication companies and were opposed to a lot of the things that were happening nationally.

There was discussion regarding safety concerns and addressing structural issues by making sure poles were designed to carry the equipment.

Councilor Garvin MOVED to pass Ordinance No. 5067 to a second reading; SECONDED by Councilor Peralta. Motion PASSED unanimously.

Deputy City Attorney Levine read by title only for a second time Ordinance No. 5067.

Council President Menke MOVED to approve Ordinance No. 5067 amending Chapter 3.18 of the McMinnville City Code to add sections providing supplemental standards for Small Wireless Facilities Within The Public Right-Of-Way And Declaring An Emergency; SECONDED by Councilor Peralta. PASSED by a unanimous roll-call vote.

8.

RESOLUTIONS

- 8.a. Resolution No. **2019-24**: A Resolution amending the fee schedule to adopt fees for small wireless facilities within the public right-of-way.

Senior Planner Schauer stated that the proposed fee schedule was consistent with the FCC presumptive fees and annual recurring fees. It would also authorize the “make ready” cost recovery should there be expenses incurred that could be billed for individual deployments. At this time staff was not proposing the higher fees yet as they did not know what the actual costs would be. It would be revisited at a later time.

Councilor Stassens MOVED to adopt Resolution No. 2019-24; amending the fee schedule to adopt fees for small wireless facilities within the public right-of-way; SECONDED by Councilor Garvin. Motion PASSED unanimously.

- 8.b. Resolution No. **2019-21**: A Resolution awarding the Professional Services Agreement for Ambulance and Motor Vehicle Accident Billing Services.

Fire Chief Leipfert explained that they had been evaluating opportunities to improve ambulance billing and services for quite some time. Many organizations who were using in-house billing services had transitioned to contracts for services. As staff was evaluating the primary core services to be consistent with the Strategic Plan, they thought ambulance billing was not a core service. There were opportunities to improve service to citizens. It was not for lack of effort by current employees, but corporations had much more staffing available to do double redundant back up billing, secondary billing, customer service, Q/A, and compliance officers. During the reference checks, they found at least 10 organizations in Oregon who were working with the proposed company. He had conducted a site visit as well to make sure it would meet the standards of McMinnville. They received three quotes, and one was non-responsive because it was ambulance billing only. Systems Design was the lowest responsible bidder. The cost method would be a per bill fee of \$22 per bill. They had \$113,000 based on previous call volume for the year before as an estimate for the contract. The cost was less than the cost of running the ambulance billing service in-house. Their collection rates were at 91 percent return and we were currently in the high 80s.

Councilor Peralta asked if this would result in layoffs. Fire Chief Leipfert said it would reduce Finance staffing by two employees.

Councilor Garvin asked if there was any capacity in the Finance Department to repurpose those employees.

Finance Director Baragary replied there was not. Human Resources was providing resources to the employees that would be laid off.

Fire Chief Leipfert said the tentative departure for these employees would be the end of June to give them time to look for other opportunities and to give the City time to make the transition, catch up on Accounts Receivable that was outdated, and prepare for the GEMT billing.

Councilor Peralta asked what the cost savings was on an annual basis. Fire Chief Leipfert said it cost \$169,000 currently, and the contract was for \$113,000. There would also be potential revenue from the collection returns.

Councilor Drabkin MOVED to adopt Resolution No. 2019-21; awarding the Professional Services Agreement for Ambulance and Motor Vehicle Accident Billing Services; SECONDED by Councilor Garvin. Motion PASSED 5-1 with Councilor Peralta opposed.

8.c. Resolution No. 2019-22: A Resolution awarding the contract for the Tertiary Clarifiers and ATAD 3 Coatings Project, Project 2019-2.

Community Development Director Bisset said this was awarding the contract for the coatings for the tertiary clarifiers and ATAD 3 to Extreme Coatings, Inc. in the amount of \$355,242.00.

Councilor Stassens asked what the difference was between the high bids. Community Development Director Bisset did not know why some of the bids were so high. It did sometimes happen.

Councilor Geary MOVED to adopt Resolution No. 2019-22; awarding the contract for the Tertiary Clarifiers and ATAD 3 Coatings Project, Project 2019-2; SECONDED by Councilor Stassens. Motion PASSED unanimously.

8.d. Resolution No. 2019-23: A Resolution adopting a supplemental budget for fiscal year 2018-2019 and making supplemental appropriations (related to the General Fund Parks and Recreation Department and donation to KOB Program for sustainability assessment).

Finance Director Baragary explained that KOB, Inc. was a non-profit board that donated sufficient funds to pay for the sustainability assessment of the KOB program. Oregon Ask was the organization that provided the assessment. The donation was \$40,000. The supplemental budget increased the donation revenue by \$40,000 and increased the appropriation for professional services in the Park and Recreation Department KOB program budget.

Councilor Peralta MOVED to adopt Resolution No. 2019-23; adopting a supplemental budget for fiscal year 2018-2019 and making supplemental

appropriations (related to the General Fund Parks and Recreation Department and donation to KOB Program for sustainability assessment); SECONDED by Councilor Stassens. Motion PASSED unanimously.

- 8.e. Resolution No. 2019-25: A Resolution awarding the contract for the purchase of a 2019 backhoe.

Community Development Director Bisset stated there were funds in the budget to replace the 20 year old front line backhoe. It would be moved to a back-up role which would replace a 35 year old back-up backhoe. Quotes were received by three vendors. The low bidder was Pape Machinery in the amount of \$97,625.41.

There was discussion regarding the new regulations for diesel vehicles.

Councilor Garvin MOVED to adopt Resolution No. 2019-25; awarding the contract for the purchase of a 2019 backhoe; SECONDED by Councilor Drabkin. Motion PASSED unanimously.

9. ADJOURNMENT: Mayor Hill adjourned the Regular City Council Meeting at 9:45 p.m.

Melissa Bisset, City Recorder



**City of McMinnville
Administration**
230 NE Second Street
McMinnville, OR 97128
(503) 435-5702
www.mcminnvilleoregon.gov

STAFF REPORT

DATE: May 28, 2019
TO: Mayor and City Councilors
FROM: Jeff Towery, City Manager
SUBJECT:
STRATEGIC PRIORITY & GOAL:



CITY GOVERNMENT CAPACITY

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

OBJECTIVE/S: Identify and focus on the City's core services

Report in Brief:

This action is the consideration of a resolution establishing revised sewer user fees to cover the costs of planned capital improvements and operating costs and to fund a franchise fee on wastewater services.

Background & Discussion:

In 2015, the City of McMinnville completed a sanitary sewer rate analysis and equity review. The findings of that work indicated that revenues from user fees need to increase 2.8 percent per fiscal year through the planning period (through FY26) to cover the costs of planned capital improvements and operating costs. Actual rate increases will vary between customer classes, based on individual water consumption patterns or waste load on the City's wastewater system.

In the May 14 Work Session the Council discussed a variety of projects and initiatives related to people without homes and specifically directed staff to prepare an action necessary to establish a franchise fee on wastewater services to address those initiatives. The Council unanimously adopted two motions.

- The franchise fee would provide stimulus money to assist with supportive projects and services for people without homes. In addition we have near-term symptoms related to negative conduct that need to be mitigated.
- While the City has been enjoying a wide variety of initiatives, none of those efforts have been informed by available revenue streams and would like to look at a number of revenue streams and charge the Staff of the City to contemplate and come back to Council in June. There are City staff members and volunteer committees able and willing to identify options and recommendations that could leverage funds make a significant impact on the situation in

McMinnville. At the pleasure of the Council, some alternatives could be presented for consideration (at least in concept form) when the FY19-20 budget is brought to the Council for adoption in June.

Attachments:

1. Resolution
2. Franchise Fee Information

Fiscal Impact:

This resolution will generate approximately \$780,000 in revenue (\$500,000 to the General Fund for the Franchise Fee and \$280,000 to the utility for planned capital improvements and operating costs).

Recommendation:

Staff recommends that the City Council adopt the attached resolution establishing revised sanitary sewer user fees; establishing a franchise fee for wastewater services; and repealing Resolutions 2018-12 and 2019-08.

RESOLUTION NO. 2019-35

A Resolution establishing revised sanitary sewer user fees; establishing a franchise fee for wastewater services; and repealing Resolutions 2018-12 and 2019-08.

RECITALS:

The current sanitary sewer user fees were set by Council Resolution 2018-12 (sewer user fee rates were increased 2.8 percent on July 1, 2018).

At their January 22, 2019 meeting, the City Council approved Resolution 2019-08 increasing sewer user fee rates by 2.8 percent, effective July 1, 2019. That rate increase was consistent with the updated wastewater financial plan approved by the City Council in 2017.

At their May 14, 2019 meeting, the City Council directed staff to develop and implement wastewater franchise fee, effective July 1, 2019, equal to 5.0 percent of the annual revenue generated by sanitary sewer user fees. Therefore, this resolution increases the sewer user fees approved by Resolution 2019-08 by an additional 5.0 percent, and the resulting total rate increase effective July 1, 2019 will be 7.8 percent.

Resolution 2018-12 and Resolution 2019-08 are repealed by this resolution. Future rates will be adjusted by City Council action, and the City will continue to complete biennial reviews of the actual revenues and expenses to verify that needs are being met.

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

SANITARY SEWER FEE SCHEDULE

Sewer User Fees.

A. Customer Service Charge. Water meters serving individual single-family living units, multiple single-family living units, and individual commercial or industrial customers shall be charged the Customer Service Charge for each unit that has access to water. Multi-family, duplex, and manufactured home parks comprised of individual single-family units or mixed use structures (such as residential and commercial) shall be charged on the basis of the total number of single-family living units and/or individual commercial units that receive water service from one meter as permitted by the City. The Customer Service Charge shall be:

1. Residential - \$22.38 per living unit
2. Commercial/Industrial - \$22.38 per account

B. Volume Charge. Residential customers are charged a volume charge based on actual water consumption in the winter months of December, January, February and March billing periods. The remaining eight months, the volume charge is based on the lesser of actual consumption or the average of the winter months' water use.

Commercial and Industrial customers are generally billed a volume charge on actual water use throughout the year. Some commercial customers that do not use water in their commercial enterprise, and that do not have an isolated water service for irrigation uses, can be billed the volume charge based on the lesser of actual consumption or the average of the winter month's water use.

New residential customers without a winter average billing history will be assigned a 500 cubic feet winter average volume. New commercial and industrial customers who are eligible and do not have a winter average billing history will be assigned a winter average volume consistent with the service location's historical winter average volume.

Residential service locations that are vacant during the winter months or have zero water consumption shall be assigned a 500 cubic feet winter average volume.

When a service location experiences a water leak that does not flow into the sanitary sewer system, customers may be eligible for an adjustment based upon the customer's water consumption patterns prior to, and/or after, the leak is repaired.

1. Residential - \$6.07 per hundred cubic feet of water
2. Non-monitored Commercial/Industrial - \$7.51 per hundred cubic feet of water
3. Monitored Commercial/Industrial classifications:
 - Low strength – \$6.24 per hundred cubic feet of water
 - Medium strength – \$7.52 per hundred cubic feet of water
 - High strength – \$9.70 per hundred cubic feet of water
 - Very high strength – \$11.42 per hundred cubic feet of water
 - Super high strength - \$14.43 per hundred cubic feet of water

C. Flat-rate Customers. Residential Customers that are connected to the sanitary sewer system, but are not on a metered water system, shall pay for sanitary sewer service on a fixed monthly rate per living unit or account at the following rate:

1. Residential - \$64.86 per living unit

E. Residential Septic Waste. Residential waste from septic tanks is hauled by commercial service providers and is discharged at the Water Reclamation Facility.

Residential Septic Waste - \$0.14 per gallon.

F. Franchise Fee. A franchise fee in the amount of five-percent (5%) is assessed on all wastewater revenues generated from the user fees set forth in this resolution, which shall be transferred to the General Fund for appropriation by the City Council.

EFFECTIVE DATE

The effective date of this Resolution shall be July 1, 2019, at which time Resolution 2018-12 and 2019-08 shall be repealed.

Adopted by the Common Council of the City of McMinnville at a regular meeting held the 28th day of May 2019 by the following votes:

Ayes: _____

Nays: _____

Approved this 28th day of May 2019.

MAYOR

Approved as to form:

CITY ATTORNEY

From: Jeff Towery
To: [City Council](#)
Cc: [EXECUTIVE TEAM](#)
Subject: Wastewater Franchise Fee - Possible Discussion
Date: Tuesday, April 23, 2019 11:46:00 AM
Attachments: [LOC McMinnville Report \(Revised\).pdf](#)
[Franchise Fees City Owned Utilities_042319.docx](#)

Good Morning,

I have had conversations with a several of you in the last two weeks about potential revenue streams that could support a wide variety of efforts related to people without homes, specifically the possibility of establishing a franchise fee on the City's wastewater utility. That revenue idea has been discussed before the Council on at least two occasions in the last year; first, briefly during the FY18-19 budget process and second, during the presentation of the revenue report from the League of Oregon Cities (LOC) last fall. As a reminder, the LOC report is attached for your review. In addition, there is a list of municipal franchise fees on city owned utilities. The cities with an asterisk are from a spreadsheet Paul Aljets (LOC) provided in September 2018, likely from the League's 2017 survey. The data for the other cities was gathered by me and Marcia.

Here are some Questions (provided by Kellie) and Answers (from me, in consultation with Mike, Marcia and David) for some added background.

Q: If the City did a wastewater franchise fee how would those funds have to be used? In other words how much discretion would we have in using them for mitigating the homeless situation?

A: Franchise fees are a discretionary revenue and for most cities (including all that I have worked for) budgeted in the General Fund. The franchise fees we currently collect from utilities (including the *in lieu of* payment we get from Water & Light) are General Fund revenues. They certainly can be and sometimes are dedicated to specific programs or projects.

Q: Would the city council just be able to vote this in?

A: Yes, via an ordinance, much like amending the franchise with Recology last year which among other things, increased the franchise fee.

Q: How much money would a 5% franchise fee raise for the City per year initially?

A: In FY19-20, sewer user charges will generate just over \$10,000,000 so each percentage of a franchise fee will raise roughly \$100,000.

Q: From your perspective what would be the downside, if any, of using this idea to raise revenue for the City?

A: Our current rate model does not contemplate a franchise fee so if the Council wants to establish one and maintain the other assumptions in our rate model (i.e. gathering necessary funds to pay for capital improvements), a corresponding user charge increase would be necessary to generate the revenue. We do plan to update the rate model later this year.

I hope this information is useful. Let me know if you have any questions. Thank you.

From: Mike Bisset
Sent: Tuesday, April 30, 2019 1:04 PM
To: Scott Hill <Scott.Hill@mcminnvilleoregon.gov>; Kellie Menke <Kellie.Menke@mcminnvilleoregon.gov>
Cc: Jeff Towery <Jeff.Towery@mcminnvilleoregon.gov>
Subject: RE: Wastewater franchise questions....

Hi Scott / Kellie – Here is the list of the highest sewer users in the system:

- Brookdale Senior Living
- Heather Glen Apartments
- Lafayette Place Apartments
- Linfield College
- Meggitt Oregon
- Organic Valley
- Redwood Commons Apartments
- Tall Oaks Estates
- Tice Park Apartments
- Willamette Valley Medical Center
- Wintercrest Apartments
- Yamhill County Maintenance

This is an alphabetized list of the highest users, and the annual bills for these users ranges from \$40,000 to nearly \$485,000.

Additionally, we have several monitored industrial users including (also alphabetized):

- Airgas/Air Liquide
- Betty Lou's
- Dundee Fruit
- Jackson Family Wine
- Mission Foods

The annual bills for these users ranges from approximately \$9,000 to \$20,000.

Let me know if you have any questions, or need anything else....mb

From: Mike Bisset
Sent: Tuesday, April 30, 2019 8:29 AM
To: Scott Hill <Scott.Hill@mcminnvilleoregon.gov>; Kellie Menke <Kellie.Menke@mcminnvilleoregon.gov>
Cc: Jeff Towery <Jeff.Towery@mcminnvilleoregon.gov>
Subject: Wastewater franchise questions....

Hi Kellie – Just a quick note that I am working on gathering the sewer user information you requested. MWL is sending me some of the info, and the rest will come from Wastewater Services. I hope to have that list of sewer users to you in the next day or so.

Municipality: Utility	Rate (%)	Revenue (\$\$)
*Albany: Wastewater	5.00%	\$560,000
*Albany: Water	5.00%	\$518,000
*Beaverton: Wastewater	5.00%	
*Beaverton: Water	5.00%	
*Beaverton: Stormwater	5.00%	
*Canby: Wastewater	7.00%	\$260,000
*Grants Pass: Wastewater	5.00%	\$282,000
*Grants Pass: Water	5.00%	\$305,000
*Jefferson: Wastewater	5.00%	
*Jefferson: Water	5.00%	
Keizer: Wastewater	5.00%	
Keizer: Water	5.00%	
Keizer: Stormwater	5.00%	
La Grande: Wastewater	7.00%	
La Grande: Water	7.00%	
Lake Oswego: none		
Lebanon: Wastewater	5.00%	
Lebanon: Water	5.00%	
Lebanon: Stormwater	5.00%	
Lincoln City: none		
Monmouth: Wastewater	4.50%	
Monmouth: Water	4.50%	
Monmouth: Electric	4.50%	
Monmouth: Wastewater (PILOT)	12.00%	
Monmouth: Water (PILOT)	12.00%	
Monmouth: Electric (PILOT)	7.00%	
Newberg: Wastewater	7.00%	\$300,000
Newberg: Water	7.00%	
Newberg: Stormwater	7.00%	
*Oregon City: Other	6.00%	\$240,000
*Oregon City: Wastewater	6.00%	\$260,000
*Oregon City: Water	6.00%	\$145,000
Pendleton: Wastewater	7.00%	
Pendleton: Water	7.00%	
*Redmond: Stormwater	5.00%	\$69,000
*Redmond: Wastewater	5.00%	\$216,000
*Redmond: Water	5.00%	\$253,000
*Roseburg: Stormwater	5.00%	

*Roseburg: Water	5.00%	
*Sherwood: Stormwater	5.00%	\$86,000
*Sherwood: Wastewater	5.00%	\$30,000
*Sherwood: Water	5.00%	\$242,000
*Tangent: Wastewater	7.50%	
Tualatin: none		
West Linn: none		
Woodburn: Wastewater	5.00%	
Woodburn: Water	5.00%	
Possible McMinnville: Wastewater	5.00%	\$500,000



City of McMinnville
Police Department
121 SW Adams Street
McMinnville, OR 97128
(503) 434-7307

www.mcminnvilleoregon.gov

STAFF REPORT

DATE: May 20, 2019
TO: Jeff Towery, City Manager
McMinnville City Council
FROM: Matt Scales, Chief of Police
SUBJECT: Camping on public property and on the public right of way City Ordinance

Report in Brief:

This report contains a recommendation to adopt updated code language as it relates to McMinnville Municipal Code MMC 8.36. The updated language amends ordinance 5057 (passed in August 2018) and regulates Camping on Public Property and Camping in the Public Right of Way.

Background:

On May 14th the City Council conducted a work session surrounding the topic of homelessness. One of the topics discussed was the impact of homeless camping in public and on the public right of way. During the course of the work session, city council heard from the City Manager, numerous department heads, as well as the City Attorney. Public right of way camping has been a problem impacting our citizens, public safety, public works, public health, private non-profits, private businesses and city held entities such as McMinnville Water and Light.

I would refer you back to my staff report submitted May 14th for further details surrounding the current legal hurdles impacting our inability to enforce MMC 8.36 as it relates to prohibited camping in McMinnville. In addition, I'd refer you back to the direct impacts (both financial and calls for service) to the police department which strives to provide a community that is safe while protecting the city's livability.

At the conclusion of the work session, City Council directed staff to return to the next city council meeting with an ordinance which updated McMinnville Municipal Code that was modeled after the City of Vancouver Washington. In addition, they requested the MMC be updated to possibly protect locations within the city at all times.

Staff has completed an ordinance amending MMC 8.36 taking into consideration the situations/conditions which our city currently faces.

Discussion:

As referenced above, the updated MMC 8.36 mirrors that of Vancouver, Washington. Allowing camping on the public right of way during the hours of 9:30 p.m. and 6:30 a.m. Between the hours of 6:30 a.m. and 9:30 p.m. no public right of way camping (to include vehicles) will be allowed. In addition, the storage of property to include "camp facilities" (other than vehicles) will not be allowed

under MMC. In essence you may camp on the public ROW during allowed times and in approved areas, however after that time you must remove your property from public property or the public right of way (see ordinance for complete language).

Discussion remains with respect to the outright prohibition of camping in the Urban Renewal Area as well as residential areas. Staff has prepared MMC to prohibit camping in these areas to protect against the creation of blighted conditions and protect significant investments that have been made to areas targeted for improvement.

Attachments:

- “EXHIBIT A” proposed Ordinance and updated MMC
- “EXHIBIT B” Map of the Urban Renewal Area adopted by Ordinance No. 4972 and amended by Resolution NO. 2014-01

Recommendation:

After discussion, staff recommends City Council adopt the proposed ordinance amendment which updates MMC 8.36. The amended code prohibits camping in designated areas within the city outright, and allows it during certain times.

ORDINANCE NO. 50~~6457~~

An Ordinance Relating to Camping within the City of McMinnville; ~~amending~~establishing MMC Chapter 8.36.

RECITALS:

The City of McMinnville desires ~~to create a camping program~~ to allow individuals and families that are temporarily experiencing the effects of homelessness to camp in relatively safe and sanitary locations while they are actively seeking access to stable and affordable housing.

The City desires to update the current code related to camping in the City to allow for legal camping during reasonable time periods, while protecting sensitive areas of the City that are disproportionately impacted by the negative effects of such activity.

The City desires to discourage camping in areas where such activities create unsafe and unsanitary living conditions, which can threaten the general health, welfare and safety of the both the campers and the larger community.

The City encourages the active participation of all concerned persons, organizations, businesses and public agencies to work in partnership with the City and the homeless community to address the short- and long-term impacts of homelessness in the community.

~~The City finds that an emergency exists, and that immediate implementation of this Ordinance is necessary to protect the public health, welfare and safety.~~

Now, therefore, THE COMMON COUNCIL FOR THE CITY OF McMINNVILLE ORDAINS AS FOLLOWS:

1. The provisions set forth in the attached Exhibit A, which are incorporated by this reference, are hereby adopted.
2. This ordinance will take effect ~~immediately~~ within 30 days ~~upon~~ after its passage by the Council.

Passed by the Council on _____, 2019, by the following votes:

Ayes: _____

Nays: _____

Approved on _____, 2019.

MAYOR

Approved as to form:

Attest:

CITY ATTORNEY

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

Below is new proposed language to be added to the McMinnville City Code.

Chapter 8.36

CAMPING

8.36.010. Definitions. For the purpose of this chapter, the following definitions will apply:

- ~~A. "To Camp" or "camping" means the act of setting up or remaining at a campsite.~~
- A. "Camp" or "Camping" means to pitch, erect, create, use, or occupy camp facilities for the purposes of habitation, as evidenced by the use of camp paraphernalia.
- B.
- ~~B. "Campsite" means any place where one or more persons have established temporary sleeping accommodations by use of camp facilities and/or camp paraphernalia. of bedding, sleeping bag or other material used for bedding purposes. A campsite may also incorporate other elements such as: a stove, fireplace or other means of generating warmth or cooking food; a tent, lean to, shack, or other structure capable of providing shelter; a motor vehicle used for sleeping or storage of personal property.~~
- C. "Camp facilities" include, but are not limited to, tents, huts, temporary shelters, or vehicles.
- D. "Camp paraphernalia" includes, but is not limited to, tarpaulins, cots, beds, sleeping bags, blankets, mattresses, hammocks, or non-city designated cooking facilities and similar equipment.
- C.E. "City Property" means any real property or structures owned, leased or managed by the City, including public rights-of-way.
- ~~D.F.~~ "Designated Temporary Campsite" means a Campsite that is authorized by MMC, 8.36.020-8.36.040.
- ~~E.G.~~ "Family" means two or more persons related by blood, marriage, adoption, legal guardianship, or other duly-authorized custodial relationship, or not more than two unrelated adults.
- ~~F.H.~~ "Solid Waste" means any garbage, trash, debris, yard waste, food waste, or other discarded materials.
- ~~G.I.~~ "Solid Waste Disposal Services" means contracted solid waste collection service for a campsite with the City's exclusive franchisee for the collection of Solid Waste.
- ~~H.J.~~ "Motor Vehicle" has the meaning set forth in MMC 10.04.030, and for the purposes of this Ordinance, includes Recreational Vehicles.

J.K. "Parking Lot" means a developed location that is designated for parking motor vehicles, whether developed with asphalt, concrete, gravel, or other material.

J.L. "Prohibited Campsite" means any campsite:

- a) Described in the MMC, 8.36.020-8.36.040; or,
- b) Not authorized under the McMinnville City Code.

M. "Recreational Vehicle" has the meaning set forth in the MMC, 10.04.030.

N. "Store" or "storage" means to put aside or accumulate for use when needed, to put for safekeeping, to place or leave in a location.

O. "Street" means any highway, lane, road, street, right of way, alley, and every way or place in the City of McMinnville that is publically owned or maintained for public vehicular travel.

P. "Park areas" has the meaning set forth in MMC 12.36.020 (A) (3).

K.Q. "Urban Renewal Area" has the meaning set forth in the McMinnville Urban Renewal Plan adopted by Ordinance No. 4972 and amended by Resolution No. 2014-01.

8.36.020. Temporary Camping Program.

A. With authorization of the property owner of the property:

1. Up to 3 total motor vehicles or tents, in any combination, may be used for camping in any parking lot on the following types of property:
 - a) Real property developed and owned by a religious institution, place of worship, or public agency, regardless of the zoning designation of the property;
 - b) Real property developed with one or more buildings occupied and used by any organization or business primarily for non-profit, commercial or industrial purposes;
 - c) Vacant or unoccupied commercial or industrial real property, after the property owner has registered the temporary camping location with the city. The City may require the site to be part of a supervised program operated by the City or its agent.
2. Up to one family may use a residential zoned property developed with an occupied residential dwelling, with further authorization from any tenants of the property, for camping by either:
 - a) Using a tent to camp in the back yard of the residence, or
 - b) Using a single motor vehicle parked in the driveway of the dwelling.

B. A property owner who authorizes any person to camp on a property pursuant to 8.36.020(A) of the MMC must:

1. Provide or make available sanitary facilities;
2. Provide garbage disposal services so that there is no accumulation of solid waste on the site;
3. Provide a storage area for campers to store any personal items so the items are not visible from any public street;
4. Require a tent or camping shelter in a residential backyard to be not less than five feet away from any property line; and
5. Not require or accept the payment of any monetary charge nor performance of any valuable service in exchange for providing the authorization to camp on the property; provided however, that nothing in this code section will prohibit the property owner from requiring campers to perform services necessary to maintain safe, sanitary, and habitable conditions at the campsite.

C. A property owner who permits overnight sleeping pursuant to 8.36.020(A), may revoke that permission at any time and for any reason.

D. Notwithstanding any other provision of this code chapter, the city manager or their designee may:

1. Revoke the right of any person to authorize camping on property described in 8.36.020(A), upon finding that any activity occurring on that property by the campers is

- incompatible with the uses of adjacent properties or constitutes a nuisance or other threat to the public welfare; or
2. Revoke permission for a person or family to sleep overnight on city-owned property, upon finding that the person or family member has violated any applicable law, ordinance, rule, guideline or agreement, or that any activity occurring on that property by a camper is incompatible with the use of the property or adjacent properties.
- E. Any person whose authorization to camp on property has been revoked pursuant to 8.36.020(B) and 8.36.020(C) must vacate and remove all belongings from the property within 4 hours of receiving such notice.
 - F. All persons participating in the Temporary Camping Program described in this code section do so at their own risk, and nothing in this code creates or establishes any duty or liability for the City or its officers, employees or agents, with respect to any loss related to bodily injury (including death) or property damage (including destruction).

8.36.030. Prohibited Camping

~~A. Except as allowed under MMC 8.36.020, or by any other provisions of the McMinnville Municipal Code, no person shall camp in or upon any City property.~~

A. Except as expressly authorized by the McMinnville Municipal Code, it is unlawful at all times for any persons to establish or occupy a campsite on the following City property:

1. All Park areas;
2. All public property located within the boundaries of the McMinnville Urban Renewal Area;
3. All publically owned or maintained parking lots; and
4. All public property located within an area zoned for Residential Use under MMC Chapter 17.

B. Except as expressly authorized by the McMinnville Municipal Code, it shall be unlawful for any person to camp or maintain a campsite on any City property during the hours of 6:30 a.m. to 9:30 p.m.

C. Except as expressly authorized by the McMinnville Municipal Code, it shall be unlawful for any person to store personal property, including camp facilities and camp paraphernalia, on any City property during the hours of 6:30 a.m. to 9:30 p.m.

~~B-D.~~ Notwithstanding the provisions of 8.36.020this Chapter, the City Manager or designee may temporarily authorize camping or storage of personal property on City ~~p~~Property by written order that specifies the period of time and location:

- 1.a. In the event of emergency circumstances;
- 2.b. In conjunction with a special event permit; or
- c. Upon finding it to be in the public interest and consistent with council goals and policies.

E. The city manager may adopt administrative rules to implement any of the provisions of this ~~3-~~ Chapter.

8.36.040. Penalties and Enforcement

A. Violation of any provisions in Section 8.36.020 is a Class C violation pursuant to ORS 153.012. Each day that a violation occurs will be considered a separate offense.

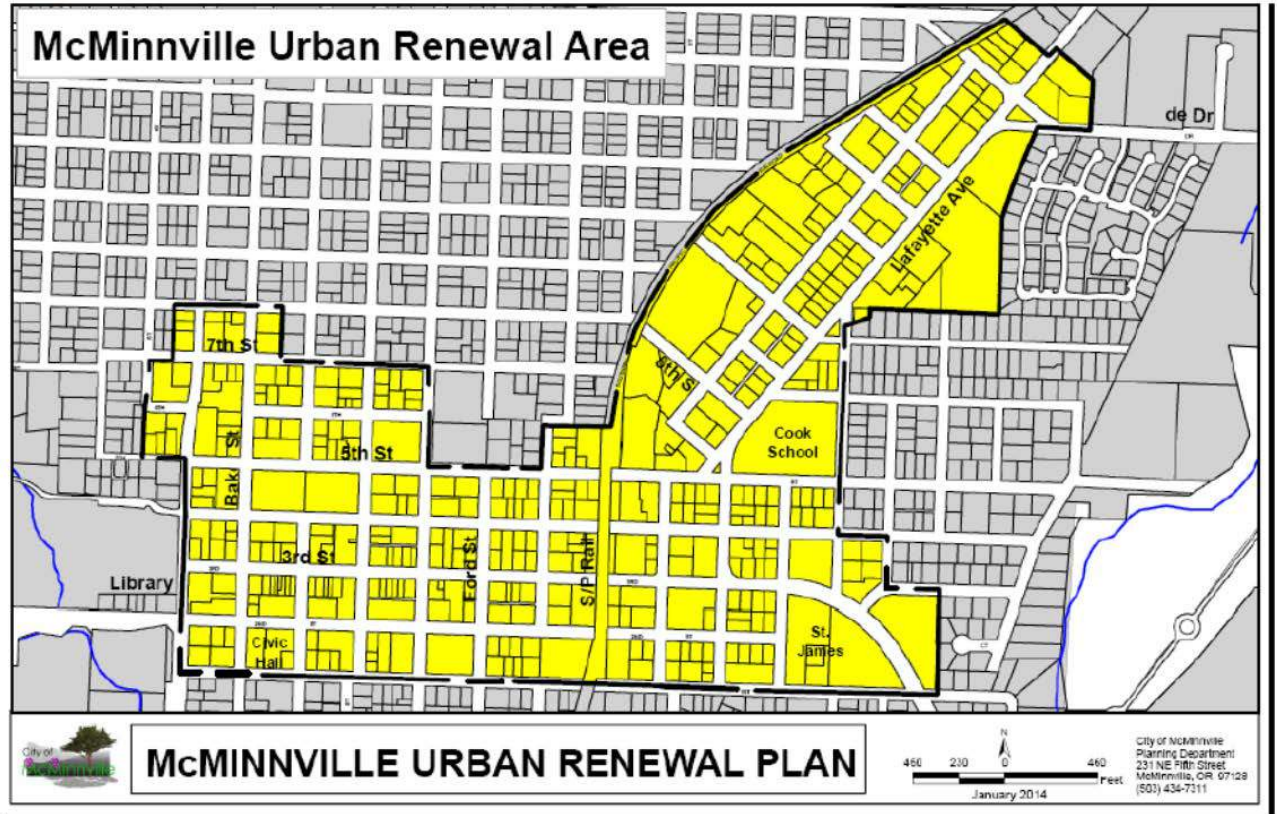
~~A-B.~~ Violations of any provisions in Section 8.36.030 is a Class C misdemeanor or pursuant to ORS 161.555 (1)(d).

~~B-C.~~ In addition to any other penalties that may be imposed, any campsite used for overnight sleeping in a manner not authorized by this section or other provisions of this code shall constitute a public nuisance and may be abated as such.

~~C. The city manager or city manager designee planning department may adopt administrative rules to implement this section.~~

“EXHIBIT B”

Figure 1 - McMinnville Urban Renewal Plan Area Boundary



Report Accompanying McMinnville Urban Renewal Plan