



**City Council Meeting Agenda  
Tuesday, October 25, 2022  
6:00 p.m. – Work Session Meeting  
7:00 p.m. – City Council Regular Meeting**

**REVISED 10/21/2022**

*Welcome! The public is strongly encouraged to participate remotely but there is seating at Civic Hall for those who are not able to participate remotely. However, if you are not feeling well, please stay home and take care of yourself.*

*The public is strongly encouraged to relay concerns and comments to the Council in one of three ways:*

- *Email at any time up to **12 p.m. on Monday, October 24th** to [claudia.cisneros@mcminnvilleoregon.gov](mailto:claudia.cisneros@mcminnvilleoregon.gov)*
- *If appearing via telephone only please sign up prior by **12 p.m. on Monday, October 24th** by emailing the City Recorder at [claudia.cisneros@mcminnvilleoregon.gov](mailto:claudia.cisneros@mcminnvilleoregon.gov) as the chat function is not available when calling in zoom;*
- *Join the zoom meeting use the raise hand feature in zoom to request to speak, once your turn is up we will announce your name and unmute your mic. **You will need to provide your First and Last name, Address, and contact information (email or phone) to the City.***

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*You can live broadcast the City Council Meeting on cable channels Xfinity 11 and 331,  
Frontier 29 or webstream here:*

[www.mcm11.org/live](http://www.mcm11.org/live)

**CITY COUNCIL WORK SESSION & REGULAR MEETING:**

*You may join online via Zoom Meeting:*

<https://mcminnvilleoregon.zoom.us/j/84826471295?pwd=TWpYaktQUXpjWTZHQk1SNWJIU3pBZz09>

*Zoom ID: 848 2647 1295*

*Zoom Password: 622812*

*Or you can call in and listen via zoom: 1-253- 215- 8782*

*ID: 848 2647 1295*

**6:00 PM – WORK SESSION MEETING – VIA ZOOM AND SEATING AT CIVIC HALL**

1. CALL TO ORDER
2. COMMUNICATIONS & ENGAGEMENT UPDATE
3. ADJOURNMENT OF WORK SESSION

**7:00 PM – REGULAR COUNCIL MEETING – VIA ZOOM AND SEATING AT CIVIC HALL**

1. CALL TO ORDER & ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. PROCLAMATIONS
  - a. Extra Mile Day Proclamation

4. INVITATION TO COMMUNITY MEMBERS 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. The Mayor may limit comments to 3 minutes per person for a total of 30 minutes. The Mayor will read comments emailed to City Recorded and then any citizen participating via Zoom.*

5. ADVICE/ INFORMATION ITEMS

- a. Reports from Councilors on Committee & Board Assignments
- b. Department Head Reports

6. CONSENT AGENDA

- a. Consider request from Grounded Food Group LLC dba: Grounded Food Group for Ownership change - Commercial, OLCC Liquor License located at 455 NE Irvine St. (Added on 10.21.2022)
- b. Consider **Resolution No. 2022-65**: A Resolution appointing members to the Fox Ridge Road Area Plan project advisory committee. (Added on 10.21.2022)

7. ADJOURNMENT OF REGULAR MEETING



## STAFF REPORT

**DATE:** October 25, 2022  
**TO:** Jeff Towery, City Manager  
**FROM:** Noelle Amaya, Communications & Engagement Manager  
**SUBJECT:** Work Session – Communication & Engagement Update



### ENGAGEMENT & INCLUSION

Create a culture of acceptance and mutual respect that acknowledges differences and strives for equity



### CIVIC LEADERSHIP

Encourage a variety of leadership development opportunities to foster a culture of civic pride and involvement



### CITY GOVERNMENT CAPACITY

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

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### **Report In Brief:**

This 60-minute work session will update the City Council on the Communication & Engagement program over the past 18 months and provide an in depth look at the current resources and challenges that are facing this program.

### **Background & Discussion:**

Communications & Engagement objectives were embedded in MacTown 2032 as specific but separate connected priorities. My role with the City and primary focus over the past 18 months has been to evaluate, refine, and organize the City's approach for both programs. The attachments in the packet include two sets of documents: The Communication Goals & Strategy and the Public Engagement Charter & Equity Lens. The first is aimed at identifying McMinnville's internal and external audiences and their subsequent messages



# City of McMinnville

ADMINISTRATION

along with the activities or milestones that will help us achieve consistency throughout McMinnville’s approach to communication. The Public Engagement Charter and Equity lens is a tool that was approved and developed by McMinnville’s Diversity, Equity, and Inclusion Advisory Committee in conjunction with City staff to bring structure and DEI principles to the City’s engagement activities. The goal of this presentation, in tandem with the documents included in this packet, is to help the City fulfill its commitments as outlined in MacTown 2032, and to continuously improve its delivery of high-quality services while upholding the values of stewardship, equity, courage, and accountability.

## **Recommendation:**

No recommendation or action is needed at this time, this is strictly an informational session.

## **The Purpose of a Communications Strategy**

To help us achieve our overall organizational objectives, engage effectively with stakeholders, demonstrate the success of our work, and ensure that employees and residents understand what we do.

## **Current Reality**

McMinnville is the largest city in Yamhill County and provides municipal and emergency services to approximately 34,743 community members.

Approximately 10,100 community members travel into our city for employment.

### **Strengths & Achievements over the past 18 months:**

- Addition of a communications and engagement professional to the administration team
- Addition of weekly email blast that goes out to 1,600 community members with an open rate of 39%
- Consolidation of City social media platforms
- Adoption & implementation of a new city 'brand'
- Consistent approach to the City Employee Newsletter
- Focus on DEI & providing high quality translated materials
- Draft Public Engagement Charter & Equity Lens

## **What you can expect from my role**

- A focus on learning the message to communicate – Are we consistent, engaging, and in line with organizational goals?
- Lead each department's communication staff to train or advise on content or design, and assist in developing outreach strategies to build awareness on programs or services
- Design content and manage production of external communication materials and/or press releases.
- Manage the administration of the City's engagement software and work with each department to produce content.
- Interact with community partners to ensure our messaging is on target and reaching the widest possible audience.
- Stay up to date with current trends – big picture thinking to plan for and engage City audiences.
- Act as a partner to hired City contractors where public engagement is involved



Organizational Goals	Communication Objectives & Milestones	Tasks & Deliverables
<p>City Government Capacity: Strengthen the City's ability to prioritize and deliver municipal services with discipline and focus.</p>	<p>Grey – Taken directly from MacTown 2032 Blue &amp; Yellow – added by C&amp;E Manager</p> <p>Formal and structured internal and external communications/ Develop internal and external communication strategies</p> <p>(Milestone) Determine the best routes for external and internal information sharing</p> <p>(Milestone) Create 'internal communications team' to increase information sharing between departments</p> <p>(Milestone) Work with ERC to explore and identify barriers to employee participation.</p> <p>Communicate existing partnerships and initiatives</p> <p>(Milestone) Identify which current communications exist between our City partners and determine level of functionality.</p> <p>Encourage participation and information sharing in professional associations</p> <p>Identify and improve service delivery through process improvement, training, and technology upgrades</p> <p>(Milestone) Coordinate with IS to audit the website's utility for internal and external users to determine strengths and weaknesses</p>	<p>(IN) – Internal (EX) – External (S) – Staff Goal</p> <p>(IN) Create a "Master Calender" for communication needs which includes all major City projects, social media campaigns, and engagement events/opportunities</p> <p>(EX) Build on weekly email blast to highlight department news, City partnerships, and events</p> <p>(IN) Employee Newsletter sent out quarterly</p> <p>(EX) Work with City partners to explore messaging overlap or areas for shared opportunities.</p> <p>(S) Attend Chamber Greeters or MEDP and network to build relationships</p> <p>(IN) Create quarterly "Lunch &amp; Learn" sessions which will include website editing basics</p> <p>(IN) Create a guide for employees on writing and photography content for the public</p> <p>(S) Implement quarterly audit goal to ensure webpages are getting updated</p>



	(Milestone) Coordinate with IS to update webpages with City branding	
Civic Leadership: Encourage a variety of leadership development opportunities to foster a culture of civic pride and involvement	<p>Improve communication about pathways to leadership</p> <p>(Milestone) Identify the current pathways that exist and conduct "root cause analysis" for each.</p> <p>Use Knowledge of barriers to create opportunities</p> <p>(Milestone) Work with high-contact departments to conduct an "audience" analysis to identify which barriers are affecting their external communications</p> <p>Develop and deliver a communication plan with a consistent leadership message tailored for specific audiences</p> <p>(Milestone) Coordinate with City Councilors and Staff Leadership to promote areas that need high levels of public engagement.</p>	<p>(EX) Committee vacancies, internships, and other volunteer opportunities are communicated via at least three channels</p> <p>(EX) Work with department staff to plan for targeted messaging and develop methods for evaluation</p>
Community Safety & Resiliency: Proactively plan for and responsively maintain a safe and resilient community		(S) Attend emergency communications training.
Engagement & Inclusion: Create a culture of acceptance and mutual respect that acknowledges	<p>Describe and communicate diversity in McMinnville – Develop a strategy//plan</p> <p>(Milestone) Educate employees on process for translating materials</p> <p>Translation of documents and signs/interpretation during public engagement events</p>	<p>(EX) External communications (social media/program guides/website) are provided in dual language</p> <p>(EX) Provide captions in real time via public broadcasting or YouTube</p> <p>(EX) Post translated high-visibility documents on webpages</p>



<p>differences and strives for equity.</p>	<p>(Milestone) Identify high visibility priority documents and develop process for translation by department</p> <p>Evaluate software for inclusion</p> <p>(Milestone) Explore public engagement software options</p>	<p>(IN+EX) Provide public meetings in dual formats (in person and online).</p>
<p>Growth &amp; Development Character: Guide growth and development strategically, responsively, and responsibly to enhance our unique character</p>	<p>Develop and implement a Public Engagement Charter</p> <p>Social Media strategy to inform and engage</p> <p>(Milestone) Work with high-contact departments to tailor messaging based on their own sub-audiences</p> <p>Develop an educational program to gather and share innovative/creative ideas for growth and development</p>	<p>(IN+EX) Develop a Photo Bank for City Staff (of City events/staff) which builds on McMinnville's sense of place, employee, and community pride</p> <p>(EX) Expand on the use of videos to post on YouTube and/or other platforms</p> <p>(IN) Utilize master calendar for organization</p> <p>(EX) Create a bi-annual City Informational Sessions that include all City plans/projects, City Councilors, Partners, and leadership</p>



# Communication Strategy

**GOAL:**

To help us achieve our overall organizational objectives, engage effectively with stakeholders, demonstrate success of our work, and ensure that employees and residents understand what we do.

Audience	Strategy	Key Message	Channel(s)	Timeline or Frequency	Owners & Key Partnerships
Employees	Create consistent and transparent communication materials to keep employees engaged and confident in their understanding of City led projects, priorities, and changes to their work environment.	<p>“This is what we’re hearing, this is what’s working on, and this is what we’re doing about it.”</p> <p>“The services we provide makes the City a better place to live and work for everyone.”</p>	Employee newsletter, push to email, YouTube videos, Weekly email	<p>Quarterly (newsletter).</p> <p>Weekly (email blast)</p>	<p>Noelle Amaya, Communication &amp; Engagement Manager</p> <p>Employee Resource Committee</p> <p>Executive Team</p>
Employees	Create opportunities for regular feedback, encourage training & development, and promote career growth opportunities.	“Your experience as an employee is important to leadership.”	HR office hours, On-site Department check-ins, push to email	Collect feedback from ERC (monthly meetings). Annual survey.	<p>Human Resources Manager</p> <p>Noelle Amaya, Communication &amp; Engagement Manager</p>

Senior Leadership	Make communication needs a talking point in every 1:1. Discuss needs in leadership meetings to eliminate ambiguity and build consensus.	"Let's work together to communicate with employees and the public about key issues or milestones."	1:1's  Executive Team Meetings	Weekly	Jeff Towery, City Manager  Executive Team
Volunteers, Committee Members, City Council	Encourage civic leadership by telling the story of how civic duty contributions make their way into delivering City Services.	"Your leadership is important to the community."	Social Media, YouTube, Weekly email blast, News stories/articles	As big decisions are made (City Council), Committee appointments become available, etc...	Noelle Amaya, Communication & Engagement Manager  Claudia Cisneros, City Recorder  Committee Staff Liaisons
Business Community	Promote how the business community and local government work together to support businesses through retention, expansion, and attraction.	"Partnership is the foundation of McMinnville's strong economy."	Chamber of Commerce 'greeters', Partner's newsletters and/or social media	Every Friday morning	Noelle Amaya, Communication & Engagement Manager  Stable Table  MEVLC (Mac Economic Vitality Leadership Council)
Civic Partners	Uncover the hidden ties to community through local events and non-profit services. Tell the story behind larger regional opportunities tied to	"We all play an important and vital role that contributes to the strength of our community. We are better together."	Shared publications (ie: Peachjar)  LAC/Unidos Meetings	**not yet determined	McMinnville School District Chemeketa Community College, Linfield University, Juliette's House, Unidos/LAC, Willamette Valley Medical Center, Virginia Garcia Memorial Health Center,

	state or federal grants that support the community.				Lutheran Community Services, YCAP, Yamhill County, Local church community
Community Members (English Speaking)	Provide consistent messaging that keeps residents informed on safety, services, changes to policy, their environment, or how their needs were considered in major decisions.	<p>“Find important information here (what we’re doing and why we’re doing it).”</p> <p>“Here is how you can get involved.”</p> <p>“We want your feedback.”</p>	Mailers, Social Media, News Register, Website	<p>Weekly via email blast.</p> <p>Parks &amp; Recreation Guide</p> <p>As project needs arise.</p>	<p>Noelle Amaya, Communication &amp; Engagement Manager</p> <p>Project Managers</p>
Community Members (Spanish Speaking)	<p>Same as above with the addition of information provided in Spanish.</p> <p>Form relationships with Spanish-speaking community leaders with a focus on word-of-mouth informational channels.</p>	<p>“This is <b>your</b> community – you have a voice in McMinnville.”</p> <p>“Find important information here.”</p> <p>“Better decisions come from a diverse &amp; informed community.”</p>	<p>Mailers, Social Media, News Register, Website, CitizenLab, Text</p> <p>In-person attendance / visit community gathering places’</p>	<p>Weekly via email blast.</p> <p>Parks &amp; Recreation Guide (Quarterly)</p> <p>As project needs arise.</p>	<p>Noelle Amaya, Communication &amp; Engagement Manager</p> <p>Project Managers</p> <p>Virginia Garcia, Lutheran Community Services, Unidos, St. James</p> <p>DEIAC</p>

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**What we'd like to keep an eye on:**

- Aiming for a 10% growth rate on City Email sign-ups (over the next 12 months).
  - Begin looking at the top "Awareness metrics" for social media (Brand Awareness, Audience Growth Rate, Post Reach).
  - Engagement metrics provided by CitizenLab.
  - Employee attrition rates. (*Effective internal communication establishes a good relationship with the employer, creates faith with company leadership, and increases employee morale and pride working there. Also, it keeps employees in the know and creates a connection between employees and senior leadership, which increases employee retention.*)
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# Public Engagement Charter & Equity Lens

## Introduction

### Introduction

The purpose of this document is to create consistency across all City departments in how McMinnville considers equity in its decision-making and public engagement. The Public Engagement Charter and Equity lens is a critical tool for the City to fulfill its commitments in MacTown 2032, and to continuously improve its delivery of high-quality services while upholding the values of stewardship, equity, courage, and accountability.

### Public Engagement & Equity: Two sides of the same coin

This document combines two important tools for the City of McMinnville to meet its strategic commitments: a Public Engagement Charter and an Equity Lens.

- A Public Engagement Charter explains how the City conducts public participation, defined by the International Association for Public Participation (IAP2, a national organization that promotes best practices) as “any process that invites input from the public and uses that input to help make decisions.”
- An Equity Lens is typically a set of questions for decision-makers to consider, drawing specific attention to potential impacts on historically-excluded or vulnerable communities. [See Appendix 1 for more on the case for equity in McMinnville.](#)

### Expectations: What we’d like to see

As City staff develop a project (defined as any policy or program that has direct impact on the public, including issuing Requests for Proposals), they should aim to include the following in writing:

1. A public-facing purpose or objective statement about the project.
2. Identification of relevant stakeholders.
3. A public engagement plan, developed in collaboration with the Engagement Manager.
4. Answers to the equity lens questions, ideally in consultation with the Diversity, Equity, & Inclusion Advisory Committee.
5. A follow-up plan for how to incorporate the findings to #2-4 above into project execution. [See Appendix 2 for an example. Detail on each step follows.](#)

### **1. A public-facing purpose or objective statement about the project.**

Projects should begin with purpose and objective statements, such as

“The purpose of this project is...,” or “

This project will result in...”

*Example: “The McMinnville Programming Advisory Committee (MacPAC), was assembled to assist the City of McMinnville in examining the Recreation/Aquatic Center, Senior Center, and public library space programs and enrichment services of the community.*

### **2. Identification of relevant stakeholders.**

Identify those impacted by the project, along with their viewpoints and interests. Examples include:

- Local business leaders
- Community organizations, neighborhood associations, and civic organizations
- Communities with unifying geographic, racial, ethnic, language, religious, or other characteristics
- At-risk populations, including those where demographic, geographic, or economic characteristics impede or prevent access to City information or events

### **3. A public engagement plan, developed in collaboration with the Engagement Manager.**

Effective public engagement should include a variety of tools, selected as appropriate for where the project’s engagement goal sits on the IAP2 spectrum, from “inform” to “empower” (see Appendix 4 for the IAP2 spectrum and information about best practices for public engagement). This step should be seen not just as a singular step to execute a singular project, but as an ongoing opportunity to strengthen community relationships. Best practices include:

- Attending community, neighborhood, or committee meetings of groups which have vested interest or who will be impacted by your project
- Conduct specific outreach to community leaders through face-to-face conversations, being mindful to budget time during project initiation to make connections.
- Conducting specific outreach to community leaders
- Inviting community members to assist in measuring communication tools for effectiveness.

- Utilizing a variety of media, including websites, social media, email, direct mail, and phone calls and texts.

**4. Answers to the equity lens questions, ideally in consultation with the City Diversity, Equity, & Inclusion Advisory Committee (DEIAC). (See Appendix 3 for an explanation of the DEIAC's role.)**

- A. Who are the racial/ethnic and underserved groups affected? What is the potential impact of the policy/program on these groups?
- B. Does the policy/program ignore or worsen existing disparities or produce other unintended consequences? Does it narrow or widen the opportunity gap?
- C. How does the policy/program advance opportunities for historically underserved communities?
- D. What are the barriers to more equitable outcomes? (e.g. mandated, political, emotional, financial, programmatic or managerial)
- E. How have you intentionally involved members of communities who will be affected? How do you validate your answers to Questions A-D?
- F. How will you modify or enhance your strategies to ensure each community member and communities' individual and cultural needs are met?
- G. How are you collecting data on race, ethnicity, and native language?

**5. A follow-up plan for how to incorporate the findings to #2-4 above into project execution.**

The purpose of a public engagement plan and equity lens is not simply to answer a series of questions and tick a set of boxes, but to develop tangible action items that hold the City accountable for its commitments. This section should include specific checkpoints and evaluation measures to demonstrate that the public engagement plan is implemented and impactful.

## **Appendix 1: McMinnville's Equity Lens: The Case for Equity**

To examine equity requires an intentional look into the systemic policies and practices that, even if having the appearance of fairness, may in effect serve to marginalize some members of the community or perpetuate existing disparities. McMinnville strives to acknowledge its changing demographics by recognizing the fullness that diversity adds to our communities. Working toward equity requires an understanding of historical contexts and placing an active investment in changing social structures. Over time, this work recognizes that all people, regardless of race or cultural heritage, gender identification, income, or other protected status, have the same opportunities and support from local government to realize their full potential.

### **Purpose of Equitable Public Engagement**

Equitable public engagement means that the City of McMinnville commits to setting intentional policies and investing in systemic change. An equitable system for public involvement creates clear accountability and supports structures that are effective in reaching all sections of our community and correcting those that are not.

Creating a culture of equity in the City of McMinnville includes strengthening civic engagement, resource allocation, public communication, data collection and analysis, hiring practices, purchasing and procurement. The overarching result is a community in which everyone feels welcome to engage with local government, knows how to provide their input and sees its value to the whole, and feels optimistic about the shared ownership and future of McMinnville.



## Appendix 2: Equity Lens Template Example

### Purpose / Objective Statement:

*This project will increase awareness of the availability of Parks & Recreations free or low-touch financial assistance programming.*

<b>Audience</b>	<b>Demographic or Psychographic Characteristics</b>	<b>Preferred Media Channels</b>	<b>Other opportunities</b>	<b>Current behaviors</b>	<b>Knowledge, Attitudes &amp; Perceptions</b>	<b>Barriers to participation</b>
<i>Example: Families currently not participating in McMinnville parks &amp; recreation programming</i>	<i>Low-income Age 18 to 35 Primary education Spanish speaking</i>	<i>Mobile phone/text message, radio, parks &amp; recreation guide</i>	<i>Church Groups After school care programs</i>	<i>Low participation.  Talks to peers about family needs but does not reach out for services or scholarship information.</i>	<i>Wants to participate but does not know how.  Believes the community programs are only for people with money  Does not understand the benefit</i>	<i>Transportation Income/Cost of program  Bad experience or does not feel welcome  Language Activities aren't nearby</i>

### Level of the IAP2 Spectrum that you're working within (circle one):

Inform      Consult      Involve      Collaborate      Empower

**Answers to Equity Lens Questions:**

- A. Who are the racial/ethnic and underserved groups affected? What is the potential impact of the policy/program on these groups? *Community members currently living in low-income housing.*
- B. Does the policy/program ignore or worsen existing disparities or produce other unintended consequences? Does it narrow or widen the opportunity gap? *Bringing fee programming narrows the opportunity gap so that any family can participate without having to self-identify as needing financial assistance.*
- C. How does the policy/program advance opportunities for historically underserved communities? *Enrichment activities are proven to increase mental health and the sense of connection to community.*
- D. What are the barriers to more equitable outcomes? (e.g. mandated, political, emotional, financial, programmatic or managerial) *Families may feel embarrassed to apply for financial support. If we continue to require families to apply for assistance it could mean that the family won't apply at all since they would have to take the time to come to the Community Center and fill out the paperwork.*
- E. How have you intentionally involved members of communities who will be affected? How do you validate your answers to Questions A-D? *Yes, we have conducted 5 interviews with low-income families and met with stakeholders at the school district to help us align our process to the needs of the community.*
- F. How will you modify or enhance your strategies to ensure each community member and communities' individual and cultural needs are met? *We will provide culturally diverse activities and remove the need for transportation by creating programs within neighborhoods or local parks where we see low participation.*
- G. How are you collecting data on race, ethnicity, and native language? *Program instructors are bi-lingual and check in personally with participants.*

**How I plan to incorporate the findings into my project:** *We will use what information we learn over the course of the project to identify ways to provide free or low-touch financial assistance to those in our community who need it. We will present our analysis to City Council at this DATE.*

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### **Appendix 3: McMinnville's Diversity, Equity, & Inclusion Advisory Committee**

Appointed by the City Council, this seven-member advisory committee is responsible for making policy recommendations to the City Council. In alignment with the City's strategic plan, MacTown 2032, this committee also advises City staff on culturally responsive service delivery, programming, and communication strategies.

#### **Responsibilities of the Diversity Equity & Inclusion Advisory Committee (DEIAC)**

- Serve as an advisory body to the Council for matters concerning City diversity, equity, and inclusion policies and general City policies through a diversity, equity, and inclusion lens.
- Evaluate City policies and make recommendations to the Council regarding public engagement strategies to ensure all interested persons have an avenue to participate in the Council's decision-making process.
- Supervise the implementation of the Goals and Objectives in the 2019 MacTown 2032 Strategic Plan related to diversity, equity, and inclusion and advise the Council on implementation of other Goals and Objectives in the 2019 MacTown 2032 Strategic Plan through a diversity, equity, and inclusion lens.
- Perform such other duties relating to issues of racism, sexism, or ableism as the McMinnville city council or city manager may request.
- Have the authority to coordinate its activities with other city, county, state or federal agencies.

#### **How this advisory body supports the City's public engagement policy**

- Establishes a common understanding of the City's commitment to community engagement across all departments, partnerships, and to McMinnville's community members.
- Sets a clear standard for the public engagement process that all members of our City Departments may reference.
- Helps identifies actions that directly reflect our core values of Stewardship, Equity, Courage, and Accountability
- Works with staff to fine tune tools and techniques that McMinnville uses to communicate with the public.
- Encourages relationship building activities and the community's capacity to engage with the City.

Exhibit 2

- Works with City staff to ensure long term planning decisions consider the needs of community members and are incorporated into the vision for future residents.

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## **Appendix 4: Best Practices for Inclusive Engagement**


The City of McMinnville is committed to following the International Association for Public Participation (IAP2) as the recognized standard for public engagement practices. IAP2 defines public participation as, “any process that invites input from the public and uses that input to help make decisions.”

IAP2’s core values include:

- The public should have a say in decisions about actions that could affect their lives
- Public participation includes the promise that the public’s contribution will influence the decision
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers
- Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision
- Public participation seeks input from participants in designing how they participate
- Public participation provides participants with the information they need to participate in a meaningful way

# IAP2 Spectrum of Public Participation

IAP2’s Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public’s role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 					
	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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IAP2's Spectrum of Involvement and core values should be used assist the City of McMinnville in identifying the purpose and working level of engagement. A well-defined objective for each phase of the project is imperative to selecting the appropriate engagement tools and activities.

There is no single form of engagement that will meet the needs of all. As technology or circumstances change, adjustments should be made to ensure the City is providing community members with a variety of opportunities and two-way channels of engagement.

Based on the desired outcome and identified key audiences, the public engagement plan should apply the appropriate tools and techniques to achieve said outcomes, describe how follow-up with audiences and participants will occur, and identify how communication should be carried out at each step. Following the approval of a scope and budget, a plan should be created to include the following:

### **Identifying Public Engagement Tools**

Choose methods or tools that reflect the diversity and needs of the community. Multiple tools can and should be considered. Public Participation Plans should be living documents, adaptable, and chosen based on specific project needs.

Examples of tools and techniques McMinnville may use to engage the public:

- Web Pages
  - The City of McMinnville Website should be used as the main source for project information (including technical reports and background materials), information should be kept up to date throughout the project with print copies available upon request in both English and Spanish.
- Print & Electronic Communications
  - Provided via postcard, mailer, doorhangers, etc., all project collateral should be provided in duality on the webpage and available in public open house meetings.
  - Graphics should be easy to understand and in plain language.
  - All print materials should be provided in English and Spanish.
- Social media
  - Posts should be used to inspire two-way engagement with the public. Inform, educate, and solicit general feedback or comment from the public.



- Posts may use simple ‘story-telling’ techniques – action verbs ‘*we’re doing this right now*’, creating suspense ‘*what will come...*’ give context ‘*why is this important to you?* Show, don’t tell, ‘*use sensory details and create a mental picture*’
- Open Houses, public meetings, and informational sessions
  - In-person and virtual opportunities should be provided
  - Public meetings should occur in various locations around the City, preferably in neighborhoods with typically low-visibility

### **Public Meetings & City Sponsored Events**

Public meetings and City Sponsored Events are opportunities for our leaders, project managers, and subject matter experts to interact with McMinnville community members and build community confidence. The City of McMinnville should strive towards broadening our reach with the public through structured communications and city sponsored events. This section should describe what the public should expect in terms of notification, agendas, public comment, access, and types of messaging to be used.

### **Choosing convenient times, locations, and matters of accessibility**

McMinnville’s public meetings, including meetings of the McMinnville City Council, open houses and other non-rotating meetings, are conducted at Kent Taylor Civic Hall located at 200 E. Second Street. These meetings are also available to attend virtually.

- The City should strive to hold project specific meetings in various neighborhood locations as applicable.
- City facilities are accessible to persons with disabilities and/or to people who rely on public transportation. We are committed to providing services or accommodations upon request to persons with disabilities.
- The City should strive to provide a friendly atmosphere with activities for children when appropriate, travel vouchers, and interpretation services.
- The City should post recorded digital content on the City’s webpage in a timely manner for viewing at a later time.

### **Access to McMinnville City Council**

McMinnville City Council meets at 7 p.m. every second and fourth Tuesday of the month or beginning at 5 pm when work sessions are required. McMinnville City Council work sessions and meetings are held virtually at Kent Taylor Civic Hall unless otherwise noted. City Council meetings are broadcast live through our YouTube channel and are repeated on McMinnville Community Media – McMinnville’s public access channel. Videos are accessible via the City’s YouTube Channel located at (insert YouTube IRL here).

### **Pre-Engagement Notification Process & Agendas**

Public notifications may be sent out based on a pre-determined list of contacts depending on the project. Other public notices are posted in the local newspaper and across all of the city’s communication channels (social media, newsletter, email, and public access television).

Pre-consultation with special interest groups or business organizations should be arranged to reach those that are typically harder to engage or for where higher engagement within those groups would benefit the larger community.

Agendas with supporting materials are posted on the City of McMinnville website and mailed or sent electronically to councilors, advisory committee members in advance of all regularly scheduled meetings. Meeting packets contain agenda items and materials, a summary of the last meeting when required, and a date and time of the next meeting. If the public has difficulty accessing meeting materials electronically, printed versions are available upon request.

All public meetings, their materials, and instructions for how to join virtually, or provide public comment are posted to the City’s online calendar found on the City’s website at [www.mcminnvilleoregon.gov](http://www.mcminnvilleoregon.gov).

### **Testimony and public comment at meetings and public hearings**

There are many ways to provide comments, recommendations and testimony to the McMinnville City Council and advisory committees. Public input is carefully considered to inform policy decisions for the City and becomes part of the permanent record. Every council meeting includes an opportunity for public comment.

During a formal public comment opportunity, people may submit comments by mail or email, and orally or in writing at a public meeting. In some cases, there may be a deadline to submit written testimony on a particular subject. Depending on program and project requirements, formal public testimony may be heard by decision-makers prior to and/or at the time of final adoption. To verify testimony deadlines or delivery

instructions people may email or call City Hall at 503-434-7402 or email the City Recorder, Claudia Cisneros at [Claudia.Cisneros@mcminnvilleoregon.gov](mailto:Claudia.Cisneros@mcminnvilleoregon.gov)

### **Equal Access to Information**

Our commitment is to remove barriers to participation by using easy to understand materials such as:

- Using maps, photo enhancements, posters, charts, graphs, illustrations, presentations, handouts, and videos
- Using clear writing and plain language when explaining or displaying concepts
- Opportunities to speak with subject matter experts to advise or provide clarity when necessary

### **Concluding the process**

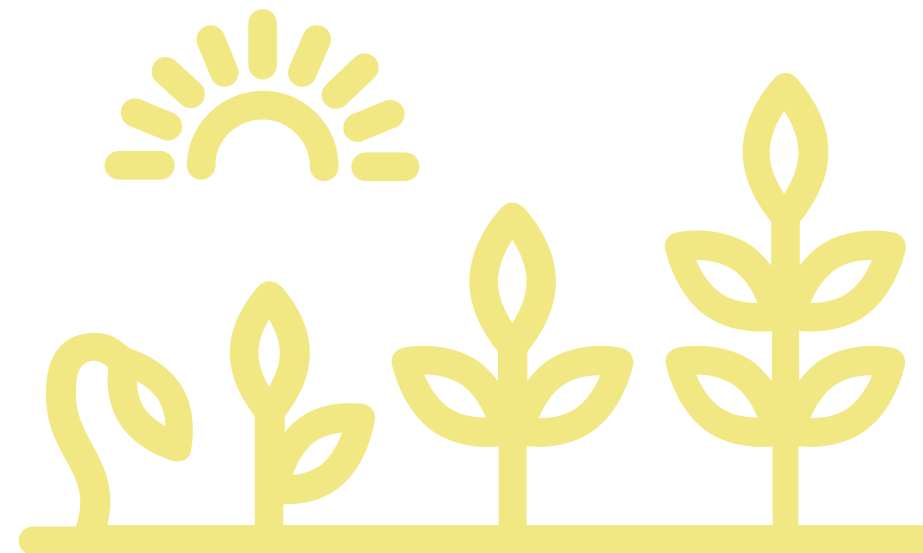
Publish a report that summarizes engagement outcomes at key points.

- Summarize notification process, engagement methods used, conduct an analysis and report of any emerging themes
- Provide an engagement process questionnaire at all engagement events and make the questionnaire available online
- Provide an explanation of how feedback gathered informed the planning process and outcomes in the planning process.
- Integrate City planning projects with ongoing City communication goals to maintain continuity of contact with key milestones, individuals, and/or organizations.
- When applicable, evaluate the process with participant feedback. Gather feedback on the engagement process that measures how well the engagement goals were upheld. Use feedback to improve future processes.



# Communication & Engagement

City Council Work Session 10.25



**"The single biggest problem with communication is the illusion that it has taken place."**

GEORGE BERNARD SHAW

# The path we've been on.

## 1. Addition of a Communications & Engagement professional to the administrative team

Yes, I'm referencing myself. Good job!

## 2. Adoption & Implementaton of a new City Brand!

12 month project in collaboration with Visit McMinnville.

## 3. Strategy & Planning

Focus on MacTown 2032 goals and creating space for action planning.

## 4. Consistent approach to our Employee Newsletter + Internal communications.

Master Comms calendar, photo bank for City photos, engaging with employees to earn their trust (so I can tell our story).

## 5. Consolidation of Social Media + addition of a weekly email blast

We're following metrics and working towards a focused message.

1,600 subscribers with a steady 39% open rate. (National Average is 21%)

# What you can expect from my role.

**Lead City staff on training, design, or develop outreach materials**



**Stay up to date with current trends**



**Ensure public engagement practices are equitable**



**Interact with community partners to ensure messaging is on target**



**A focus on learning the message to communicate**

# Projects to be aware of.

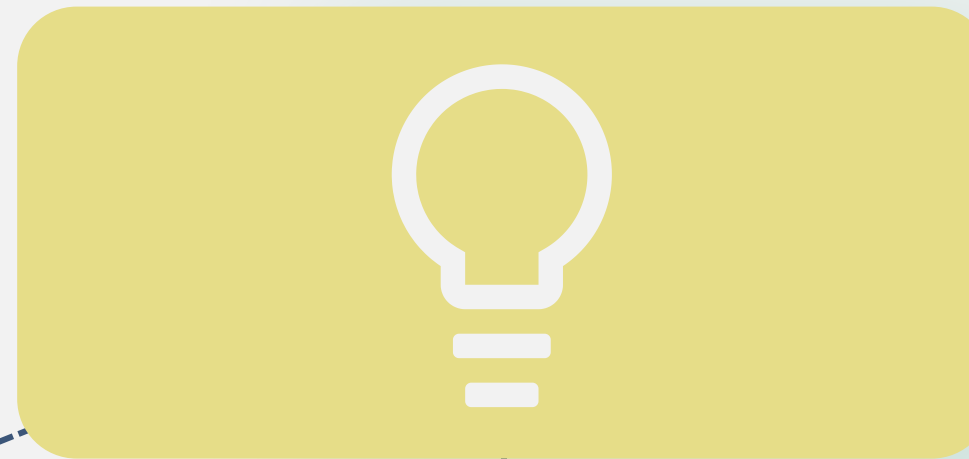
## Website Refresh

Refreshing colors,  
fonts, logos.  
+Modern and friendly  
look and feel.



## ARPA

Working closely with our  
Grant Admin. to facilitate  
the public engagement  
piece.



## CitizenLab

Live on November 1st.  
Push to text capability,  
translation into Spanish and  
Russian.



## Public Engagement Charter + Equity Lens

Standardizing the approach:  
building community NOT bureaucracy

## City Services Charge

City webpage is up.  
Next up: City wide mailer  
+ Bill stuffer



# SORC ANALYSIS

Strengths, Opportunities, Resources, Challenges

## You created space.

Each department has put staff resources towards improving communication. We've got internal teams focused on staying abreast of current trends.



## We've built a great following.

Awareness of our platforms and programs continue to grow.

## Versatile Programming

DEI is at the focal point for many of us, and we're regularly making steps towards improvement.

## Prioritize low-barrier ways to participate.

Library & Parks/Rec are champions at this work.

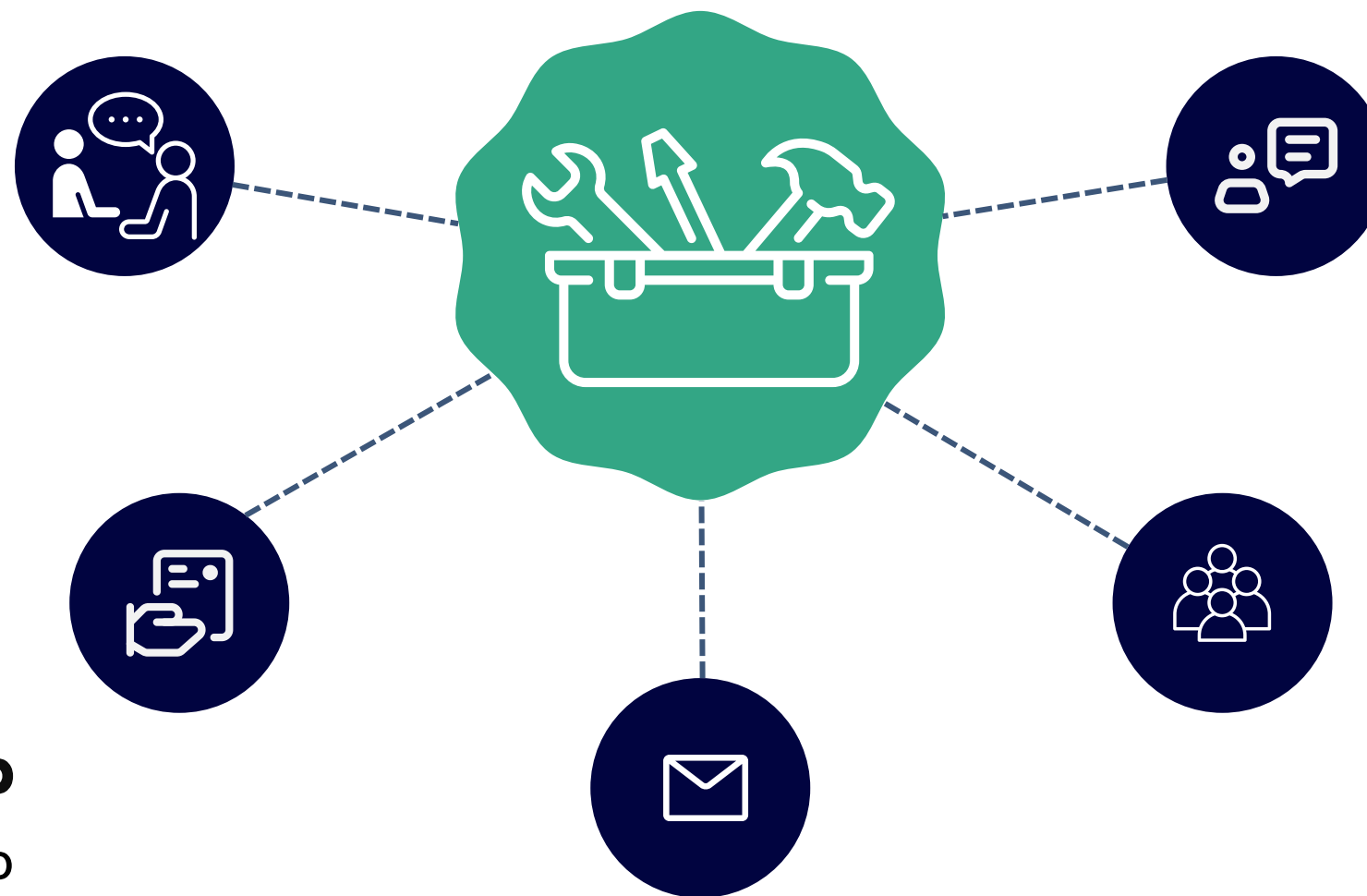
## Provide consistent funding.

All of our programs could use consistent funding sources that prioritize engagement.



# Resources

the tools in our toolbox



## Partnerships & Committees

Make yourself available within your partnerships, messaging with purpose on purpose.

## Webpage + CitizenLab

Easy to access, easy to navigate.

## Media + Snail Mail

Mail has made a comeback. Let's leverage that.

## Social Networking

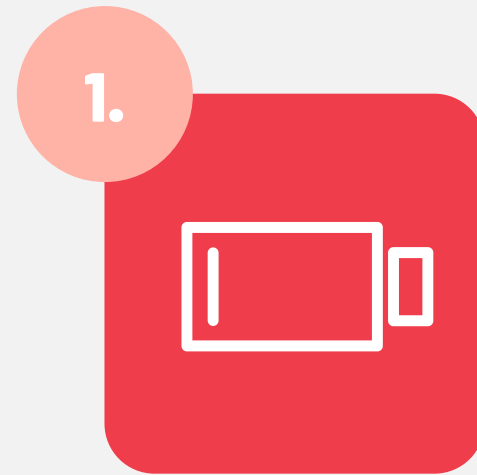
72-82% Females  
24-44 Age  
47-52% from McMinnville  
+Reels/videos  
300% growth in past 36 months.

## Community Spaces

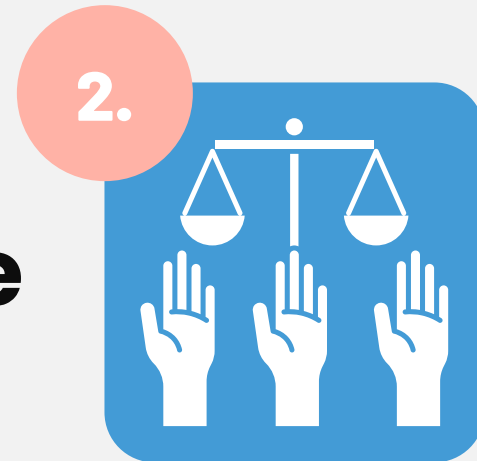
Focus on spaces or events where community members gather. Bring the messaging to them.

# Challenges

**1. Low engagement from Latinx community**



**2. Ideas on equity vs. justice**



**3. Sense of safety and place**



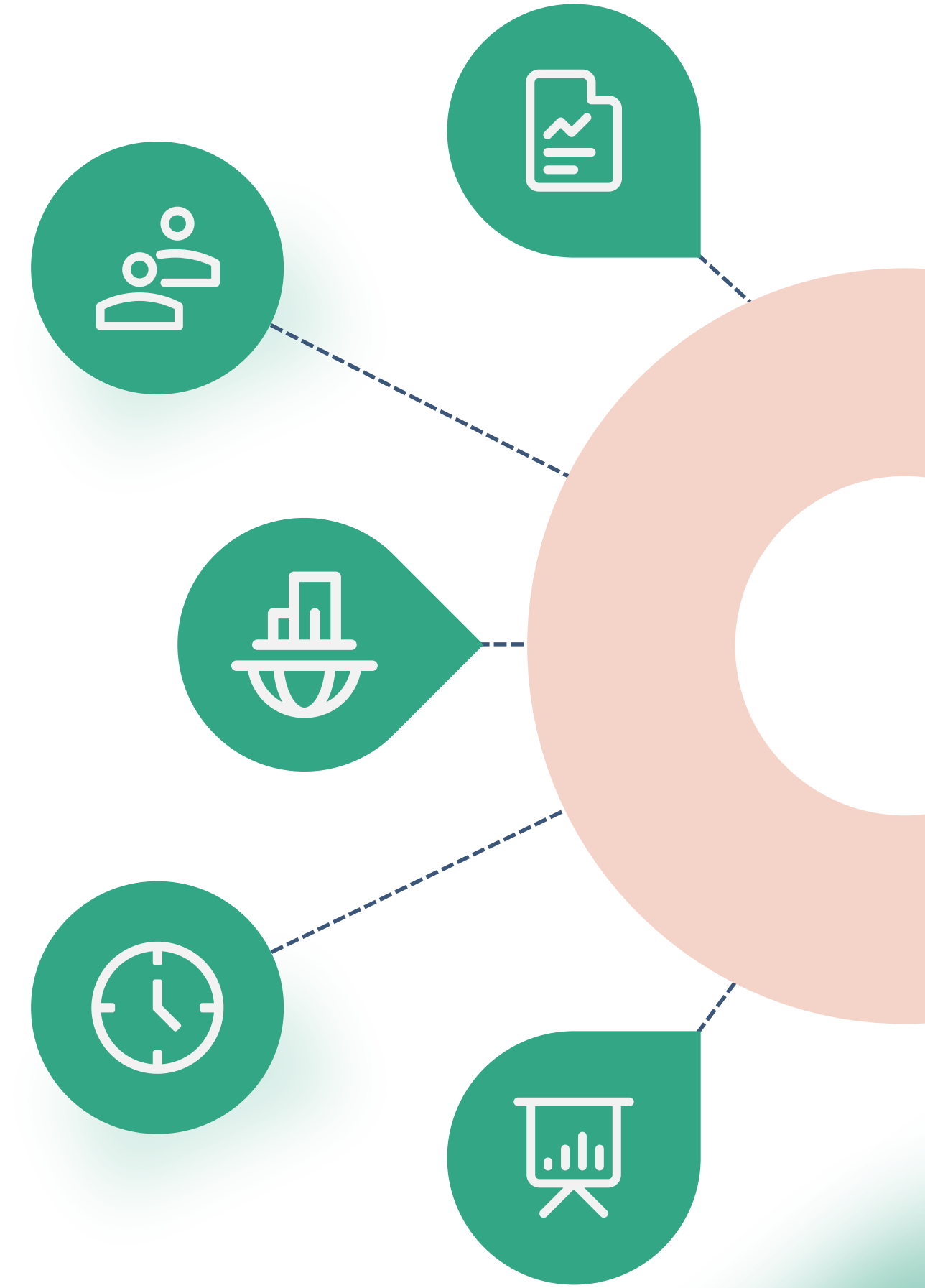
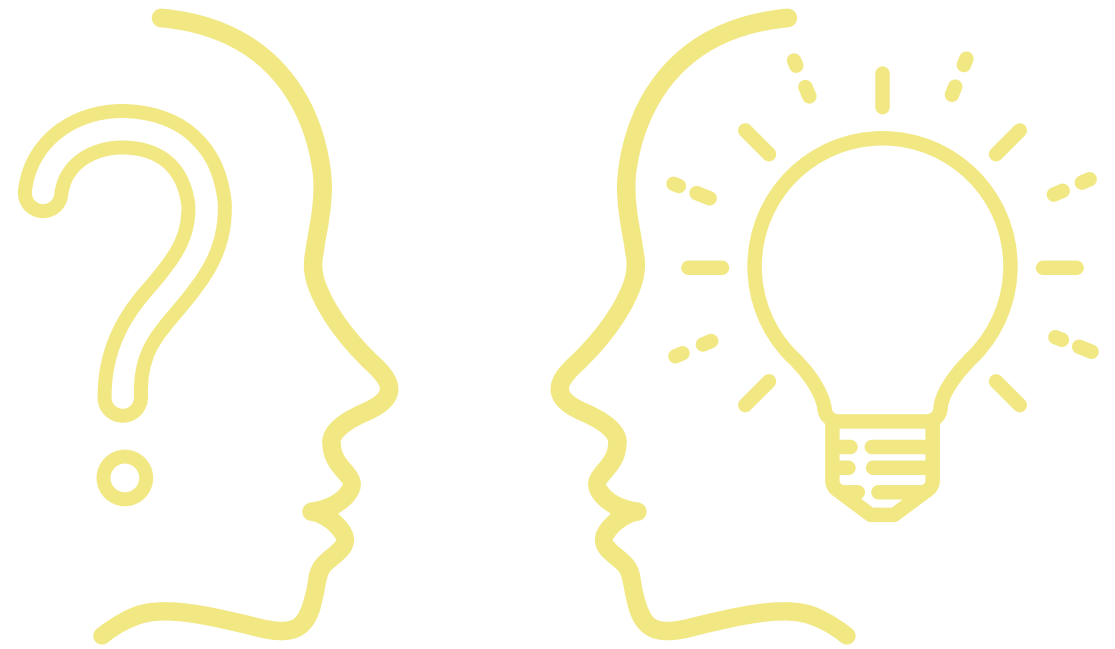
**4. Technical resources**



**5. Staff resources**



# Questions?





## PROCLAMATION

**Whereas**, McMinnville, Oregon is a community which acknowledges that a special vibrancy exists within the entire community when its individual citizens collectively “go the extra mile” in personal effort, volunteerism, and service; and

**Whereas**, McMinnville, Oregon is a community which encourages its citizens to maximize their personal contribution to the community by giving of themselves wholeheartedly and with total effort, commitment, and conviction to their individual ambitions, family, friends, and community; and

**Whereas**, McMinnville, Oregon is a community which chooses to shine a light on and celebrate individuals and organizations within its community who “go the extra mile” in order to make a difference and lift up fellow members of their community; and

**Whereas**, McMinnville, Oregon acknowledges the mission of Extra Mile America to create 550 Extra Mile cities in America and is proud to support “Extra Mile Day” on November 1, 2022.

**Now, therefore**, I, Remy Drabkin, Interim Mayor of the City of McMinnville, Oregon, do hereby proclaim November 1, 2022 as

## EXTRA MILE DAY

**And** I urge each individual in the community to take time on this day to not only “go the extra mile” in their own life, but to also acknowledge all those who are inspirational in their efforts and commitment to make their organizations, families, community, country, or world a better place.

**In Witness Whereof**, I have hereunto set my hand and caused the official Seal of the City of McMinnville to be affixed this 25<sup>th</sup> day of October, 2022.

---

Remy Drabkin, Interim Mayor

**From:** [Mark Davis](#)  
**To:** [Claudia Cisneros](#)  
**Subject:** Comment for the City Council  
**Date:** Tuesday, October 11, 2022 9:35:20 PM

---

**This message originated outside of the City of McMinnville.**

---

Claudia,

Please pass the following comment on to the City Council.

Mayor Drabkin and Members of the City Council:

It continues to amaze me that as stewards of the financial well-being of the City you continue to make important financial decisions without receiving regular financial statements showing you how the City is doing. I'm not aware of any sizable organization, private or public, whose decision-makers operate without the benefit of knowing what the results of operations have been.

Your sister governmental agency, McMinnville Water and Light, produces monthly financial statements. Quarterly financial statements (the staple of corporate America) shouldn't be beyond the wherewithal of the City of McMinnville.

The lack of hard financial data allows the sort of discussion we heard at the meeting this evening (October 11) regarding the city services fee, driven more by ideology than impact on the budget. Is there a half million dollar hole in the budget now? Who knows? Certainly not you or the public listening to you discuss this issue.

If there is a hole in the budget, there were six possible solutions to fixing the hole but no numbers given to show how much or how little any of these solutions might provide. All that will happen in another 3 months when there is even less time to pivot if there is a large deficit.

The presentation seemed to suggest that the extensive vacancies due to the tight job market was resulting in budgetary savings already, which makes sense. Given that a quarter of the fiscal year has passed, if you were able to look at the financial statement and see where total payroll expense sits in relation to the budget, you would have a good idea how large this savings is and have a discussion about how likely it is to continue.

This comment is not intended as a criticism of management staff. They are doing what you ask them to do. And from a financial perspective they appear to be doing that quite well given that they typically bring department year-end results under budget.

That does not mean, however, that your faith in their abilities absolves you of the responsibility to understand the current financial operations and position of the City of McMinnville. And I don't see how you can do that without receiving regular financial statements.

Mark Davis

**From:** [Claudia Cisneros](#)  
**To:** [Claudia Cisneros](#)  
**Subject:** Any Door Place  
**Date:** Tuesday, October 25, 2022 5:48:05 PM  
**Attachments:** [AnyDoor Place - McMinnville Design.Materials 10.18.22.pdf](#)  
[image001.png](#)

---

Good Evening Interim Mayor Drabkin and Council (by blind copy),

Councilor Menke wanted me to share the attached design that was presented at the YCAP Board meeting today. Please do not share the attachment.

Thank you,  
Claudia

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**Website:** <http://www.mcminnvilleoregon.gov> | [Recorder Page](#) |

PUBLIC RECORDS LAW DISCLOSURE: Messages to and from this e-mail address are public records of the City of McMinnville and may be subject to public disclosure. This e-mail is subject to the State Retention Schedule.

# MCMINNVILLE NAVIGATION CENTER - ANYDOOR PLACE

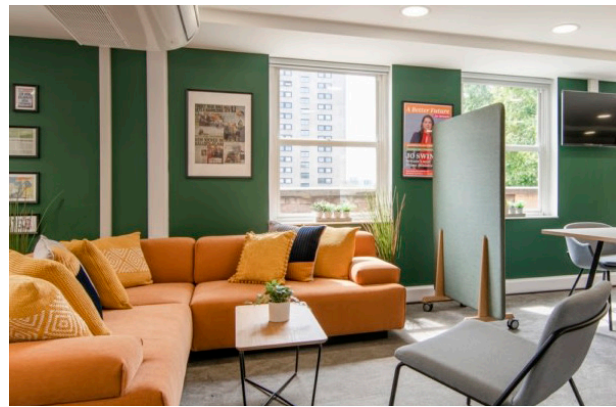
FFA ARCHITECTURE & INTERIORS

OCTOBER 18, 2022 - DESIGN & MATERIALS PRESENTATION

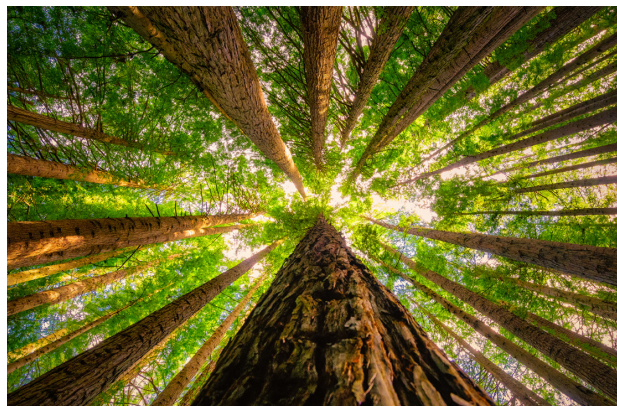
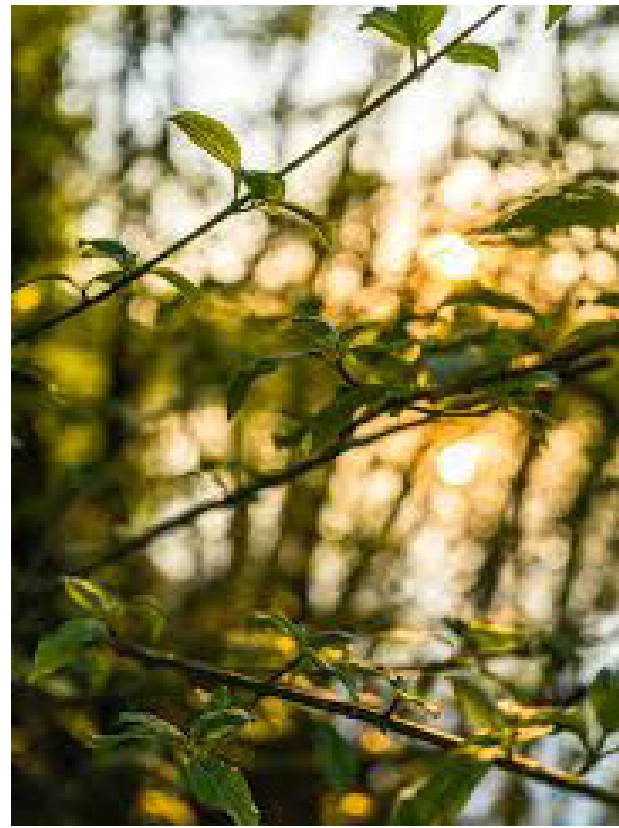
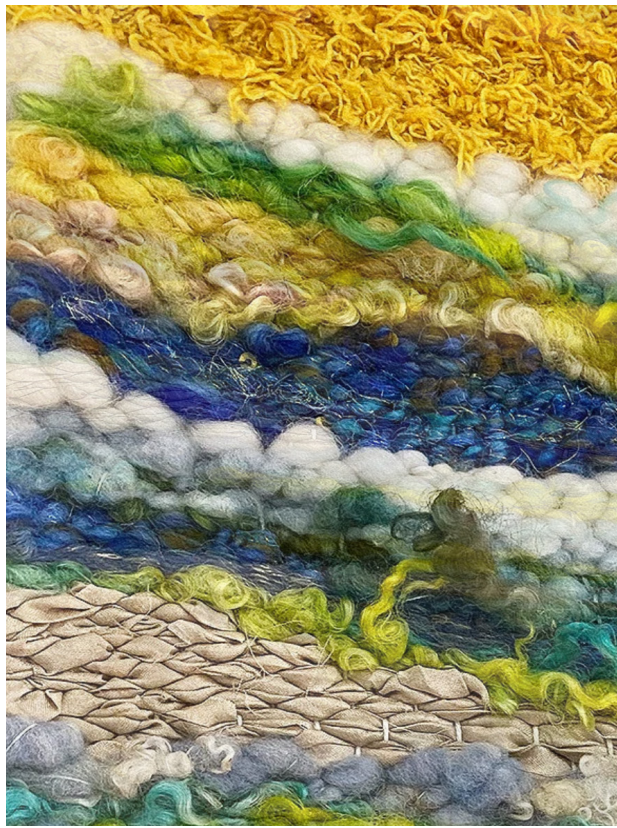




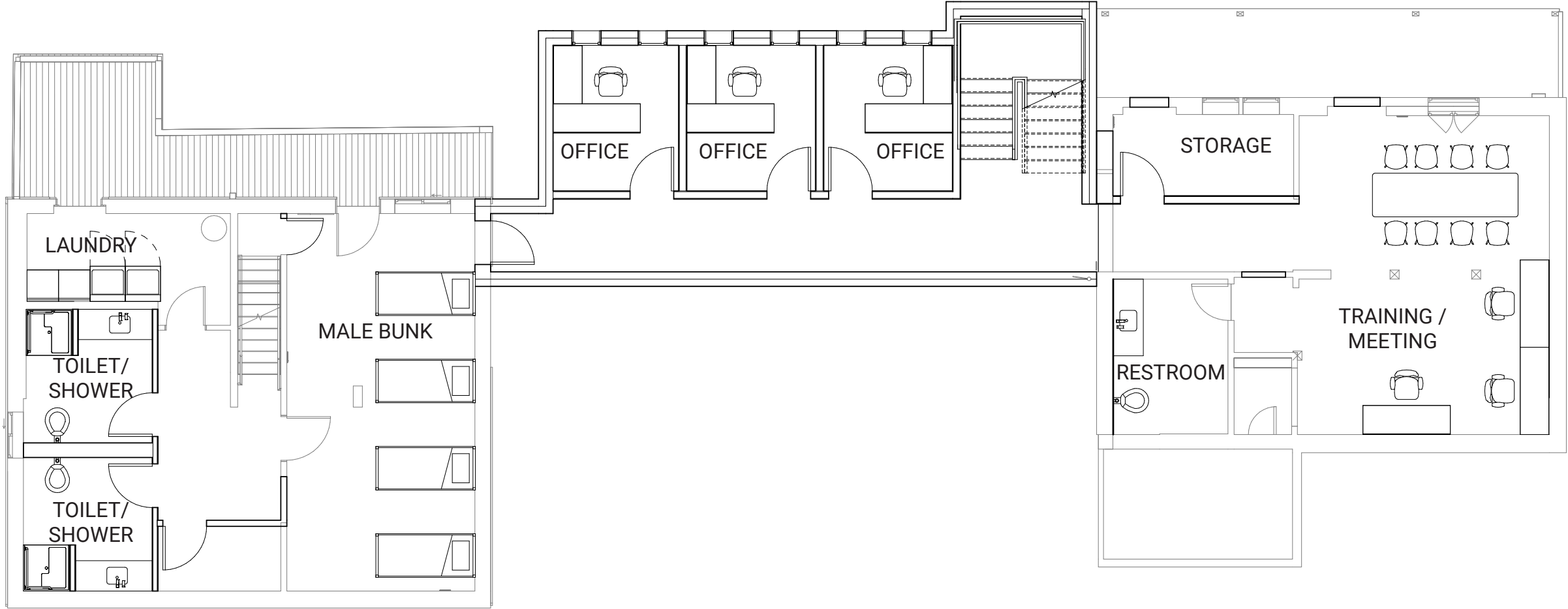
# VISION SUMMARY



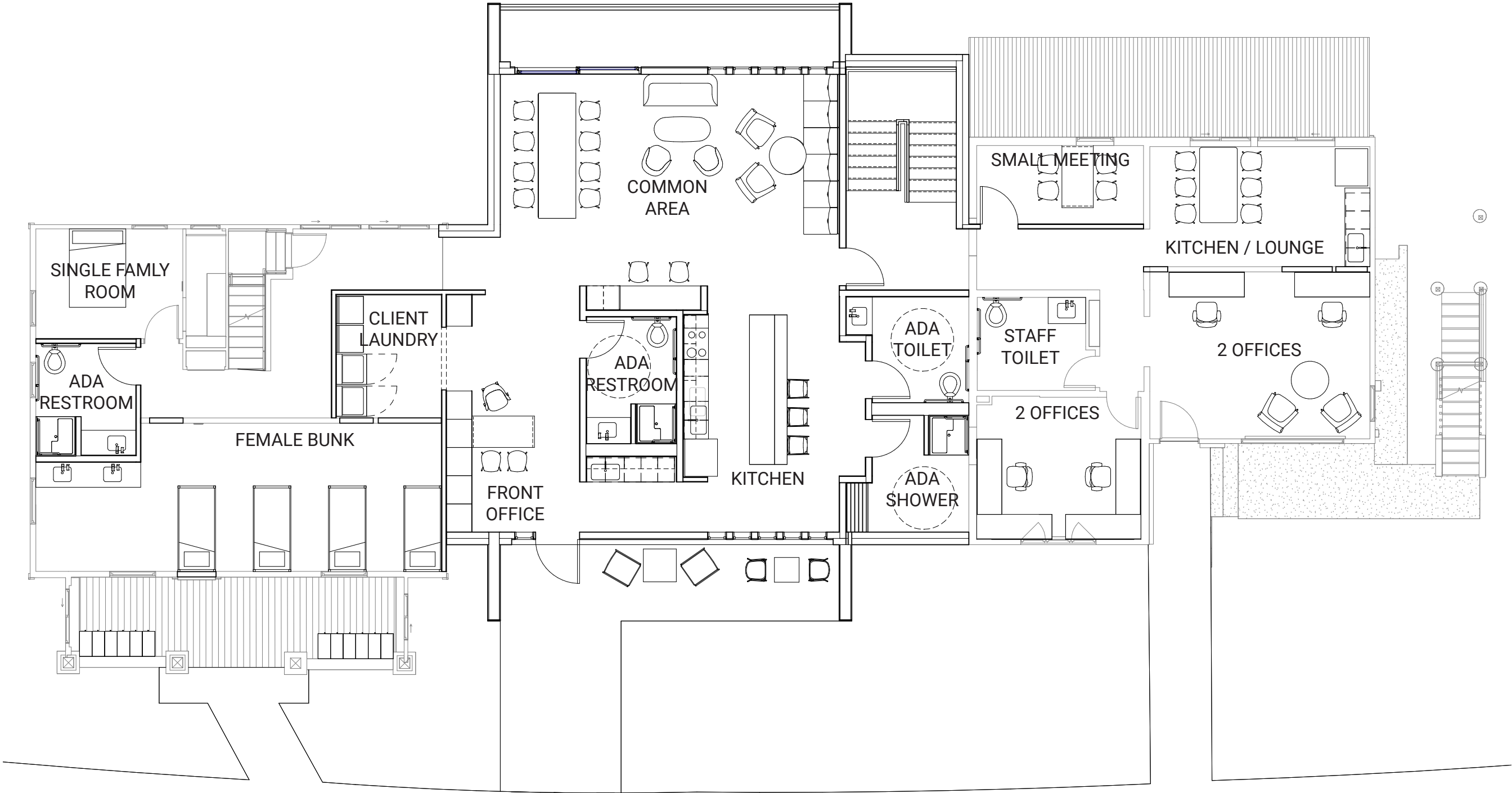
# INTERIOR INSPIRATION IMAGERY



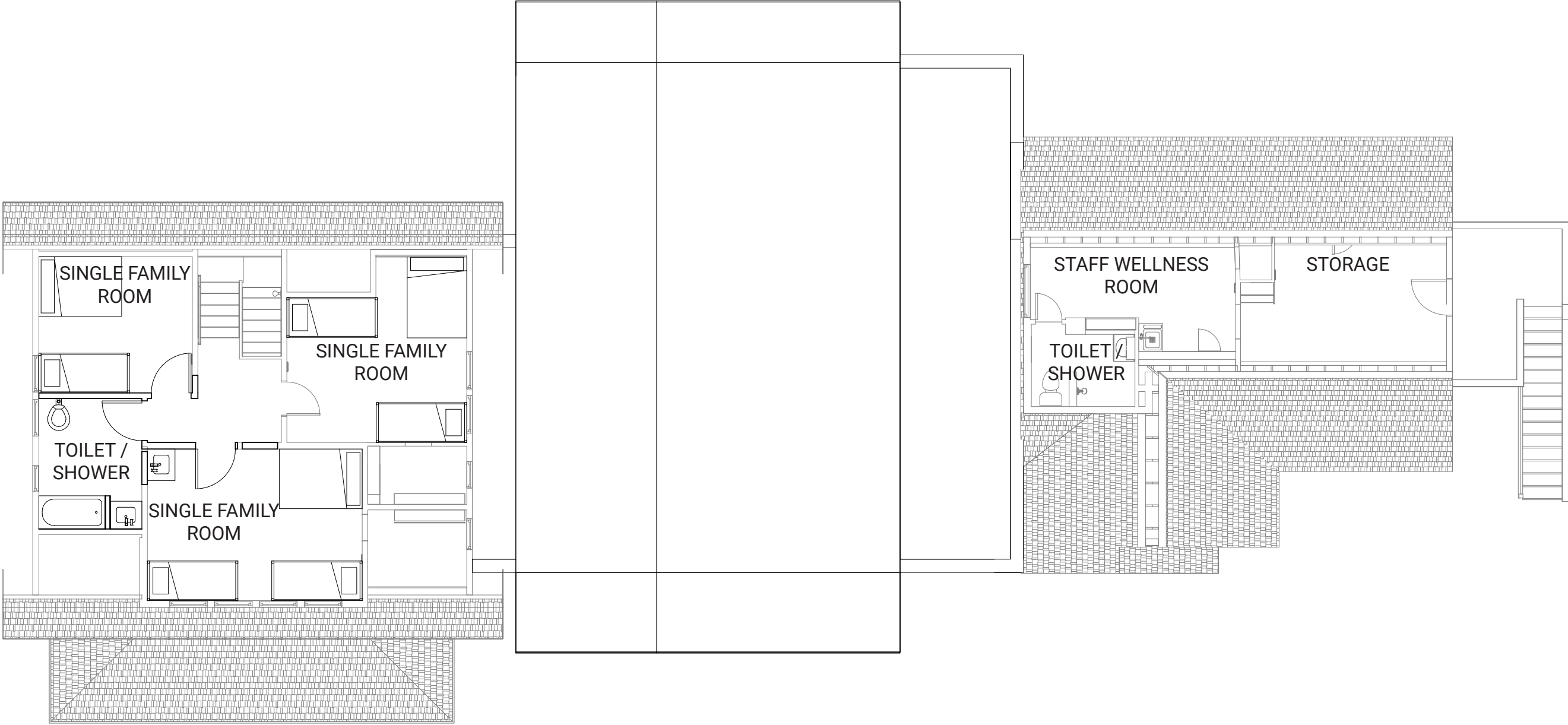
# LOWER LEVEL



# FIRST FLOOR



# SECOND FLOOR



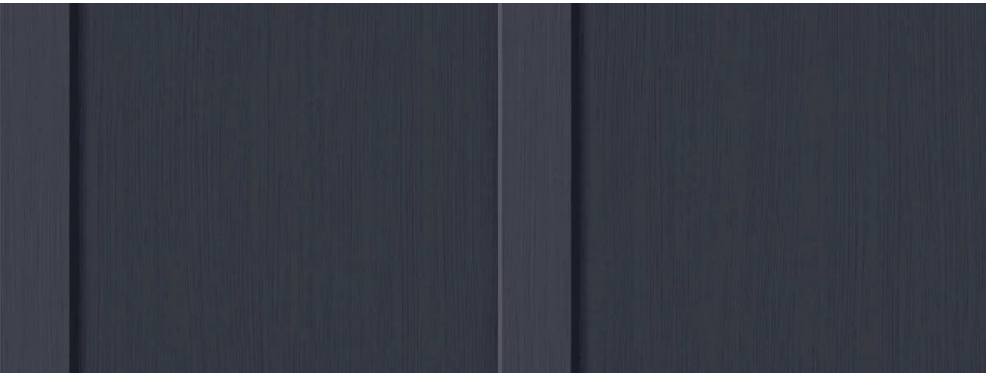
# EXTERIOR



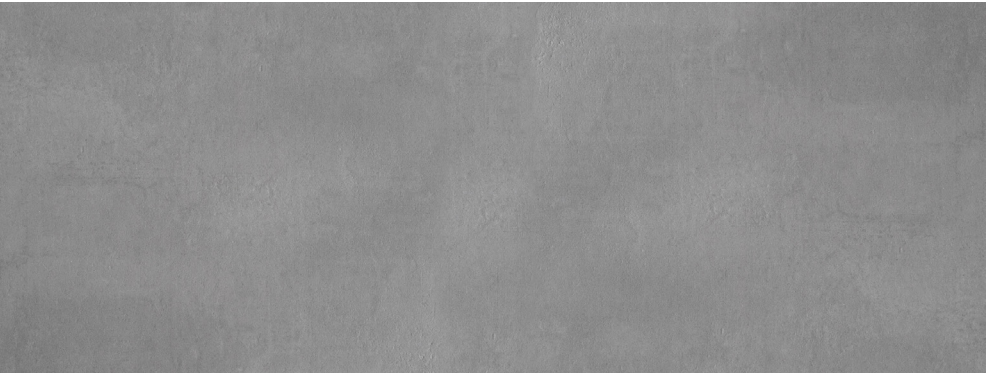
CEDAR SIDING



GLASS



BOARD AND BATTEN

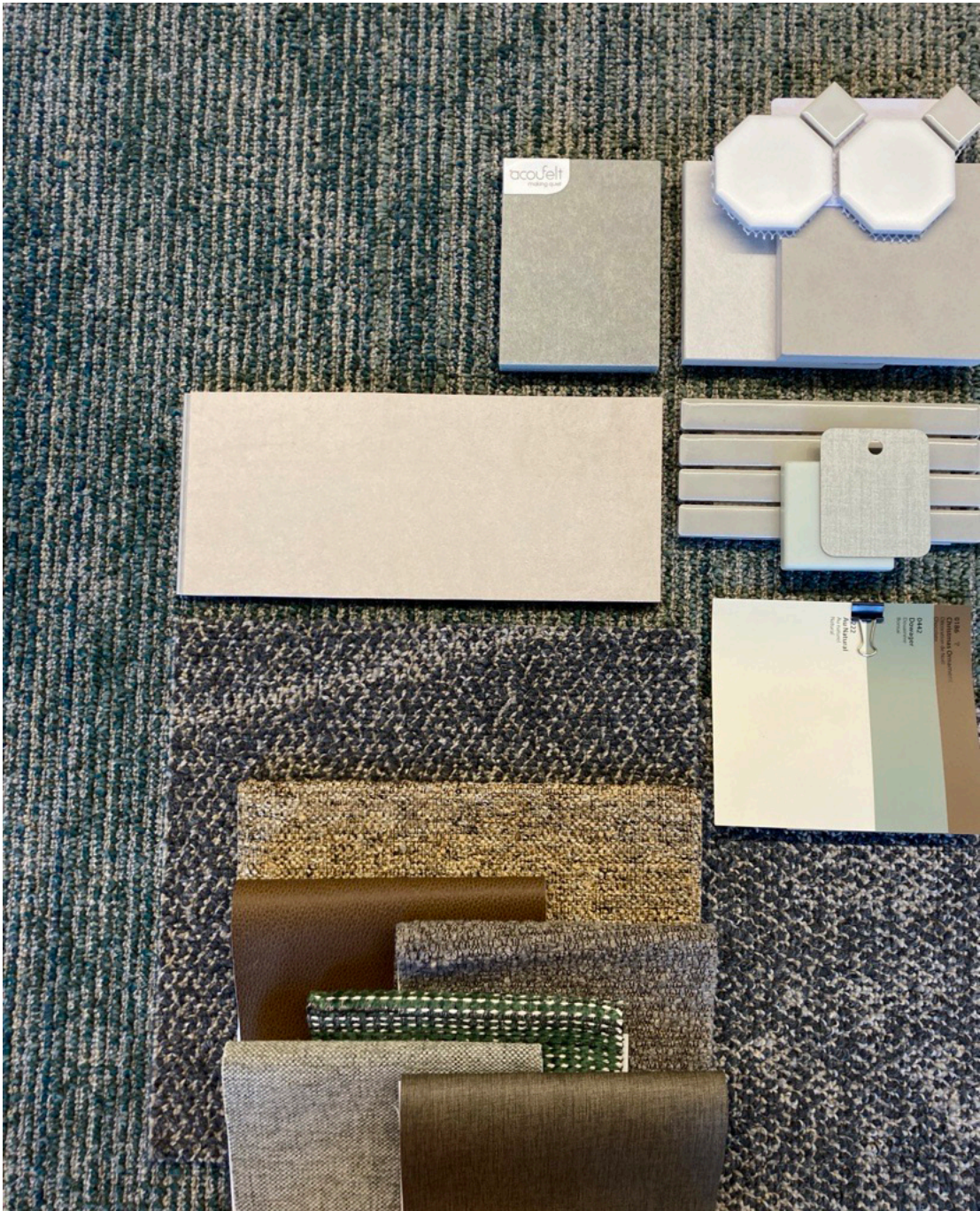


CONCRETE

# EXTERIOR



# MATERIAL PALETTES OPTIONS



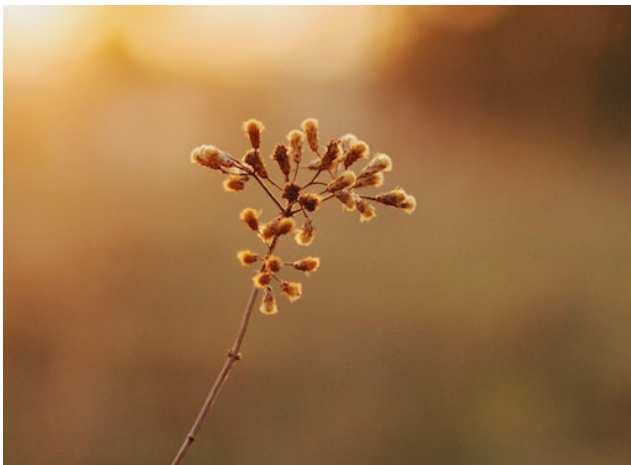
GREEN PALETTE



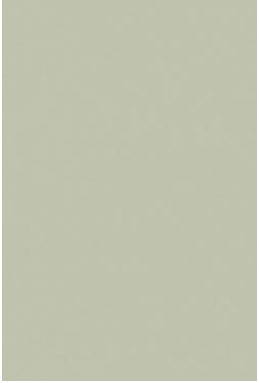
BLUE PALETTE



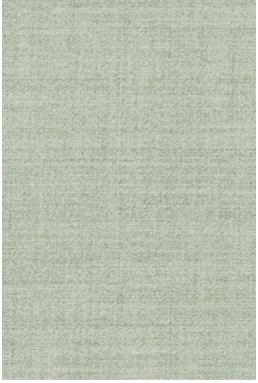
# FRONT OFFICE



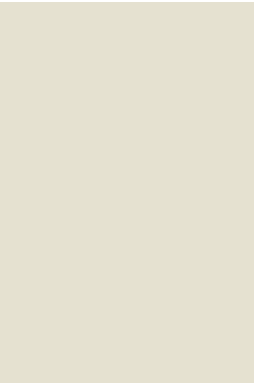
FLOORING



CASEWORK



BACKSPLASH



PAINT



ACOUSTIC

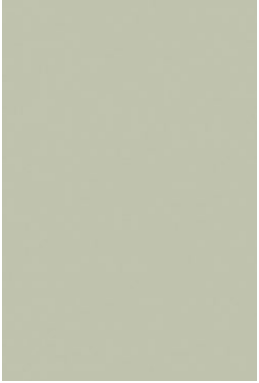
# FRONT OFFICE



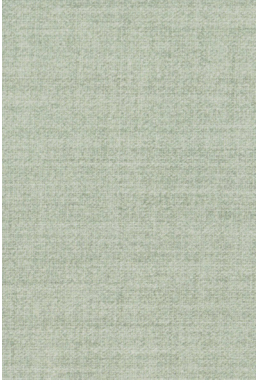
# COMMON AREA AND KITCHEN



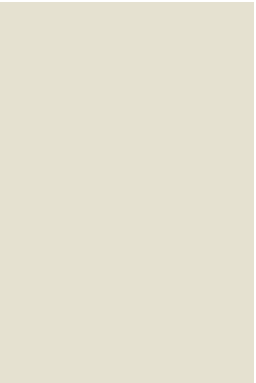
FLOORING



CASEWORK



BACKSPLASH



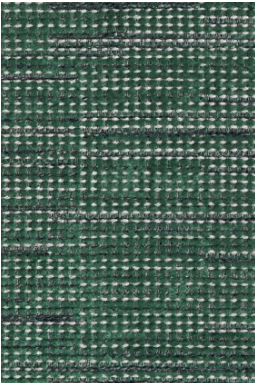
PAINT



ACOUSTIC



FABRIC



CARPET

# COMMON AREA AND KITCHEN



# NEXT STEPS



My comments are restricted to Section 1 of the Communications and Engagement draft.

My initial observation was that it uses a very limited definition of communication that restricts the meaning to the transmission of information. This definition focuses on one-way communication. In this context the strategies make sense, since their focus is primarily on identifying audiences, consistency of messaging, branding, management of the message, ensuring the message is on target, and increasing on-line and social media use.

However, a broader definition of communication includes a two-way interchange of thoughts, opinions, or information. If this definition is used, the document falls woefully short.

Using the broader definition would change both the purpose and focus of the policy and expand the goals. At least two important goals should be added.

One, accessibility to information by the citizens.

Two, improved mechanisms for the open exchange of information.

In addition to clearly defining what you mean by communication, I suggest the following inclusions to the proposed strategies:

\*Require written minutes that report the activities and decisions of the city council, commissions and boards in a timely manner and make them available on-line and at city offices.

---

\* Include clear, written policies about record keeping, meeting protocols, and practices like non-disclosure agreements and development agreements that may inhibit access to information.

\*Provide pagination and a summary index when documents exceed 50 pages.

\*Provide public summaries of proposed projects before surveys or policy decisions are “blasted out.”

\* Hire and retain local technical staff, such as a full-time city engineer. Consultants have no obligation to talk to citizens and can claim their information is proprietary. Adding this layer impedes access to information and discussion.

In my opinion, managed messaging is a very limited definition of what constitutes communication. Informed civic communication and engagement are predicated on clear policies, timely access to written and/or in-person information, and the opportunity to exchange information, ideas and opinions in a public setting.

Margaret Cross  
1102 SW Russ Lane  
McMinnville, OR. 97128  
October 25, 2022

## Liquor License Recommendation

---

BUSINESS NAME / INDIVIDUAL: Grounded Food Group LLC dba: Grounded Food Group  
BUSINESS LOCATION ADDRESS: 455 NE Irvine St  
LIQUOR LICENSE TYPE: Ownership change - Commercial

Is the business at this location currently licensed by OLCC

Yes  No

If yes, what is the name of the existing business:

Humble Spirit LLC

Hours of operation: Sunday – Saturday 10am to 12am  
Entertainment: N/A  
Hours of Music: N/A  
Seating Count: 68 total: 24 outdoor, 38 restaurant and 6 bar

EXEMPTIONS:  
(list any exemptions)

---

Tritech Records Management System Check: Yes  No   
Criminal Records Check: Yes  No   
Recommended Action: Approve  Disapprove



Chief of Police / Designee

City Manager / Designee



# LIQUOR LICENSE APPLICATION

Page 1 of 3

Check the appropriate license request option:

[New Outlet](#) |  [Change of Ownership](#) |  [Greater Privilege](#) |  [Lesser Privilege](#)

Select the license type you are applying for.

More information about all license types is available [online](#).

## Full On-Premises

- Commercial
- Caterer
- Public Passenger Carrier
- Other Public Location
- For Profit Private Club
- Nonprofit Private Club

## Winery

- Primary location
- Additional locations:  2nd  3rd  4th  5th

## Brewery

- Primary location
- Additional locations:  2nd  3rd

## Brewery-Public House

- Primary location
- Additional locations:  2nd  3rd

## Grower Sales Privilege

- Primary location
- Additional locations:  2nd  3rd

## Distillery

- Primary location
- Additional tasting locations:  2nd  3rd  4th  5th  6th

## Limited On-Premises

## Off Premises

## Warehouse

## Wholesale Malt Beverage and Wine

## INTERNAL USE ONLY

Application received: 07/13/2022

Minimum documents acquired: 07/13/2022

## LOCAL GOVERNING BODY USE ONLY

City/County name:

Date application received: 10/18/2022

Optional: Date Stamp

- Recommend this license be granted
- Recommend this license be denied

Printed Name

Date

## Return this form to:

Investigator name: L Tompkins

Email: [lysatompkins@oregon.gov](mailto:lysatompkins@oregon.gov)



# STAFF REPORT

**DATE:** October 25, 2022  
**TO:** Mayor and City Councilors  
**FROM:** Heather Richards, Community Development Director  
**SUBJECT:** Resolution No. 2022-65, Appointing the Fox Ridge Road Area Plan Project Advisory Committee members.

## STRATEGIC PRIORITY & GOAL:



### **GROWTH & DEVELOPMENT CHARACTER**

Guide growth & development strategically, responsively & responsibly to enhance our unique character.

**OBJECTIVE/S:** Strategically plan for short and long-term growth and development that will create enduring value for the community

## **Report in Brief:**

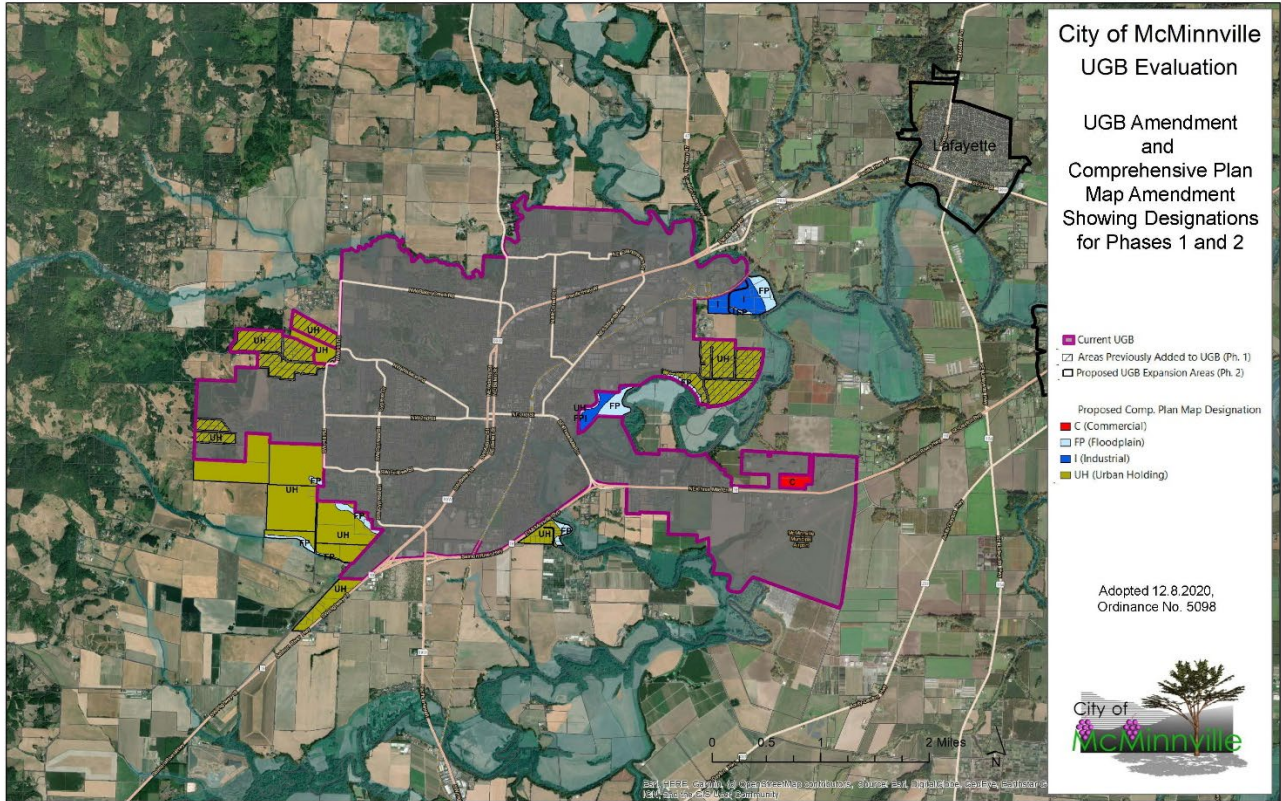
This is the consideration of Resolution No. 2022-65, appointing the Fox Ridge Road Area Plan Project Advisory Committee members.

## **Background:**

Recently the City of McMinnville amended its urban growth boundary (UGB) by adopting the McMinnville Growth Management and Urbanization Plan (MGMUP, [MGMUP 2003 UGB Remand Project | McMinnville Oregon](#)) (Ordinance No. 5098, December 8, 2020). The MGMUP amended McMinnville’s UGB by 924 gross buildable acres. Most of this acreage was placed into an Urban Holding (UH) comprehensive plan designation. Please see map below and Map 1 of Appendix B).

All land within a UH comprehensive plan designation needs to undergo an area planning process prior to annexation into the city limits, rezoning and development. Area planning can be initiated by the City or by private property owners.

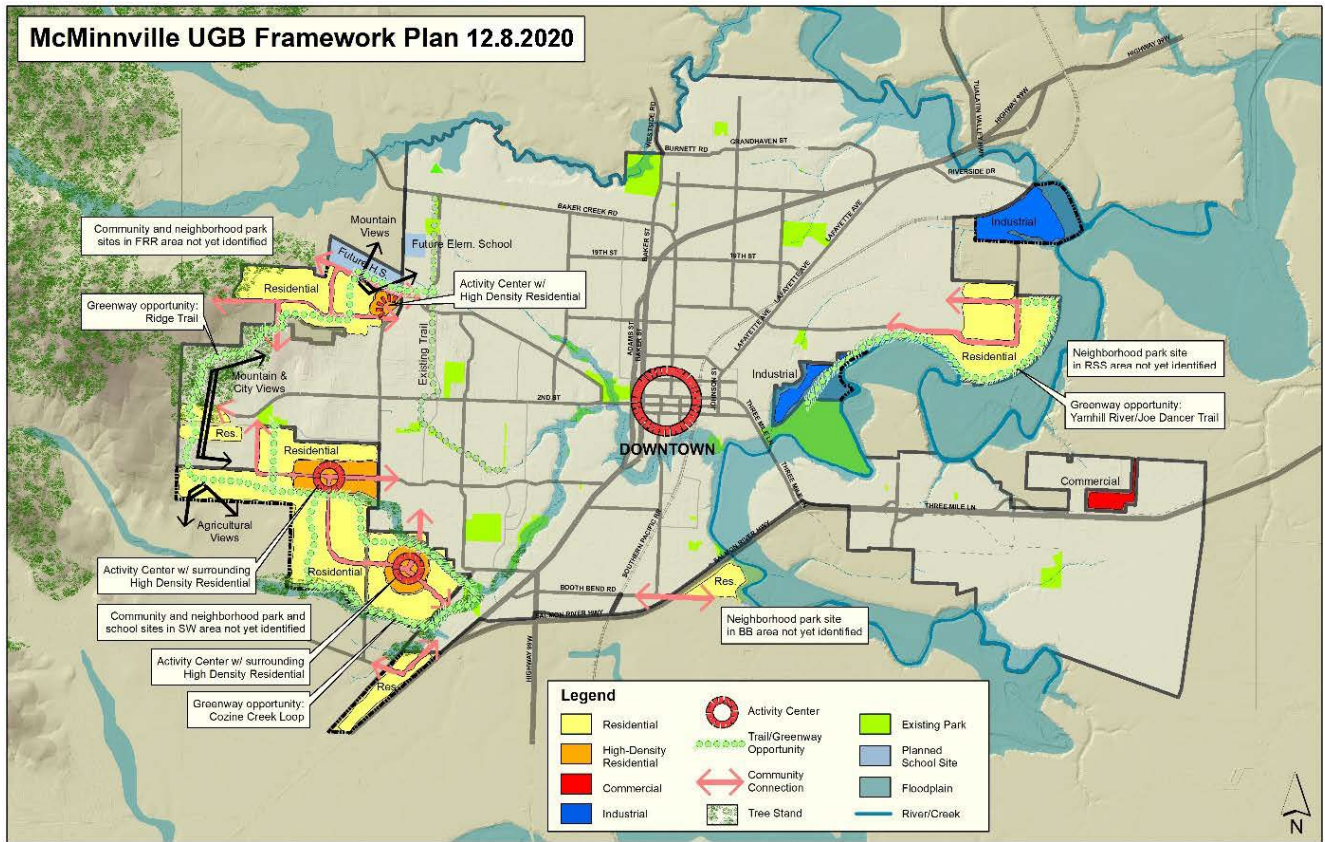
## **Map 1: MGMUP Comprehensive Plan Map Designations**



Appendix G of the MGMUP is a Framework Plan identifying six different areas that will need area plans. The City of McMinnville has committed to investing in one area planning process each year. Please see Framework Plan Map below.

The MGMUP Framework Plan also identifies how McMinnville's future land need could and should be distributed throughout the six different area plans.

## Map 2: MGMUP Framework Plan

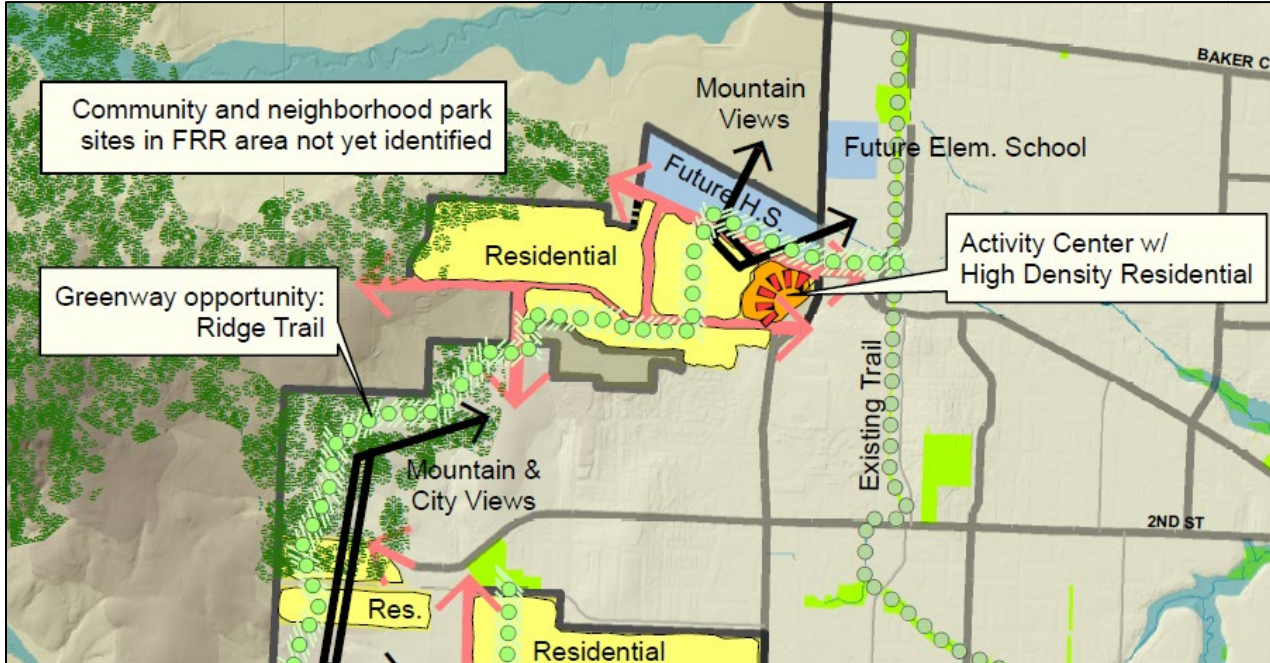


### Potential Assignment of Land Need in Area Plans:

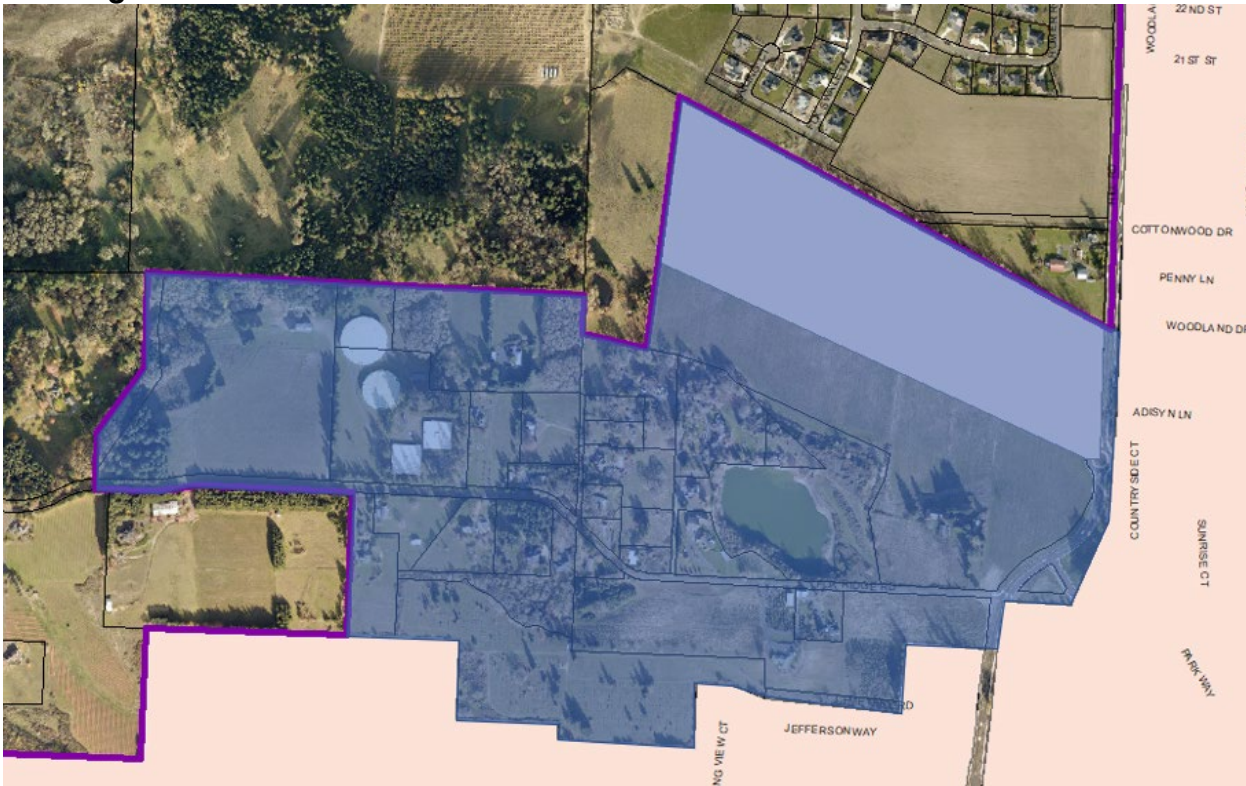
Land Need	Total Need	Southwest	Fox Ridge Road	Riverside South	Redmond Hill Road	Booth Bend Road	Riverside North
Residential							
R-5	36 acres						
Parks							
Neighborhood Park	88.11 acres						
Community Park	58.84 acres						
Greenways/Natural Areas	106.81 acres						
Schools	43 acres						
Commercial	39.3 acres						
Industrial	Surplus						

The first area plan that will be initiated by the City is the Fox Ridge Road Area Plan. The Fox Ridge Road Area is known as the area around Fox Ridge Road, and the future high school site as depicted in the illustration below. It is approximately 234 acres.

**Fox Ridge Road Area as shown in MGMUP Framework Plan:**



**Fox Ridge Road Area shaded in blue**



The Fox Ridge Road Area Plan will primarily be housing. However, the Fox Ridge Road Area Plan will include a significant land use within the site that is owned by the McMinnville School District

and identified for the development of a future high school. The high school site will be within the northern portion of the Fox Ridge Road Area Plan. The Fox Ridge Road Area Plan should also provide an opportunity for a partial or half of a Neighborhood Activity Center (NAC) along the area's Hill Road frontage between the Wallace Road roundabout and the intersection of Fox Ridge Road. This modified and reduced NAC should be approximately 5 – 10 acres, with approximately 1 - 2 acres of neighborhood serving commercial and office development, approximately 2 acres of high-density residential development (R-5), and approximately 2 - 5 acres of medium density residential housing. The remainder of the residential land within Fox Ridge Road Area Plan will likely be suitable for lower density residential housing, where the lands begin to exhibit steeper slopes within the southern and western portions of the Fox Ridge Road area.

To further provide services to support this residential area and to accommodate the park land need identified in the MGMUP, the Fox Ridge Road Area Plan should incorporate one neighborhood park of approximately 3 - 5 acres in size. The neighborhood park should be placed to ensure that every residence is within a ½ mile of a neighborhood park, and due to slopes should likely be placed in the northern portion of the area. The Fox Ridge Road Area also includes a several natural and geographic features that provide an excellent opportunity for a natural resource community park. Natural greenspaces or greenways should be considered that could connect the Fox Ridge Road Area to the West Hills and Redmond Hill Road area, potentially in the form of a ridgeline greenway/greenspace. A greenway/greenspace could also serve to preserve the tree stands in the Fox Ridge Road and West Hills areas that currently provide habitat for protected avian species.

Connectivity and coordination with the development of the high school site will be important in the Fox Ridge Road Area Plan. Land uses should anticipate the development of this major community feature, and land uses should transition appropriately to surrounding areas. Any trail networks considered should incorporate connectivity to the high school site. Bike and pedestrian connectivity should also be considered in the Area Plan, with consideration of connecting to the existing trails and linear parks (BPA and Westside trail systems) that are located just east within the existing UGB and may be able to be linked via Wallace Road.

The Area Plan will be adopted as a supplement to the McMinnville Comprehensive Plan. and completed by the City and adopted by the City Council as a guiding land use document. Area plans must embody the development principles of the MGMUP, MGMUP Framework Plan, McMinnville Comprehensive Plan and any other applicable City land use policies and standards.

The MGMUP provides guidance for the planning and development of fully integrated, mixed-use, pedestrian-oriented neighborhoods. Therefore, Area Plans for UH areas within the MGMUP areas will be developed to be consistent with:

- 1) The guidelines and characteristics of the Traditional Neighborhood model, as described in the McMinnville Growth Management and Urbanization Plan.
- 2) The potential identification of locations that would be suitable for Neighborhood Activity Centers (NACs) to meet neighborhood commercial land needs as identified in the MGMUP Framework Plan, and support surrounding residential development, as described in the McMinnville Growth Management and Urbanization Plan.
- 3) The City's adopted Great Neighborhood Principles, as described in Comprehensive Plan Policies 187.10 through 187.50.

On August 23, 2022, the McMinnville City Council adopted Resolution No. 2022-56, approving a not-to-exceed \$175,000 contract with Harper Houf Peterson and Righellis, Inc. to lead the area planning process for the Fox Ridge Road Area.

**Discussion:**

Per the McMinnville Comprehensive Plan, Chapter X, Citizen Involvement, the City has adopted goals to:

*Provide opportunities for citizen involvement in the land use decision making process established by the City of McMinnville.*

*Make every effort to engage and include a broad cross-section of the community by maintaining an active and open citizen involvement program that is accessible to all members of the community and engages the community during development and implementation of land use policies and codes.*

Per the McMinnville Comprehensive Plan, Chapter X, Citizen Involvement, the City adopted a policy to:

*Engage citizens in community advisory positions for input on major elements of the comprehensive plan by creating special citizen advisory bodies and ad-hoc committees comprised of volunteers representing a broad cross-section of the community to provide input on every major comprehensive planning effort and other related land use planning matters; and*

Per the McMinnville Comprehensive Plan, Chapter IX, Urbanization, the City adopted a proposal to complete and adopt Area Plans for the Fox Ridge Road area of the McMinnville Growth Management and Urbanization Plan.

In September and October, the City of McMinnville advertised for applicants for a Project Advisory Committee to support the Fox Ridge Road Area Plan by running several advertisements in the local newspaper, advertising the opportunity in the city newsletter, advertising the opportunity in the city's social media, and sending the opportunity to the Latinx Advisory Council.

The City of McMinnville also sent out a mailing to all property owners in the affected area advising them of the planning effort and opportunity to participate in the Project Advisory Committee.

And representatives from the McMinnville Planning Commission, McMinnville City Council and McMinnville Diversity, Equity and Inclusion Advisory Committee were asked to participate in the Project Advisory Committee.

City staff and a representative from the McMinnville Planning Commission met to review applications and make a recommendation to the McMinnville City Council for the Fox Ridge Road Area Plan Project Advisory Committee.

The Committee is comprised of 50% property owners in the area affected and 50% community stakeholders (including City Council, Planning Commission and Diversity, Equity and Inclusion Advisory Committee representatives).

**Attachments:**

- Resolution No. 2022-65 with Exhibit of Project Advisory Committee members
- Project Advisory Committee Selection Summary and Application Sample
- Project Advisory Committee Applications

**Fiscal Impact:**

There is no additional fiscal impact anticipated outside of the contract with Harper Houf Peterson and Righellis, Inc. Staff support and noticing have already been identified in the Planning Division work plan.

**Recommendation:**

Adopt Resolution No. 2022-65.



## RESOLUTION NO. 2022 - 65

A Resolution appointing members to the Fox Ridge Road Area Plan project advisory committee.

**Whereas**, per the McMinnville Comprehensive Plan, Chapter X, Citizen Involvement, the City has adopted goals to:

*Provide opportunities for citizen involvement in the land use decision making process established by the City of McMinnville*

*Make every effort to engage and include a broad cross-section of the community by maintaining an active and open citizen involvement program that is accessible to all members of the community and engages the community during development and implementation of land use policies and codes; and*

**Whereas**, per the McMinnville Comprehensive Plan, Chapter X, Citizen Involvement, the City adopted a policy to:

*Engage citizens in community advisory positions for input on major elements of the comprehensive plan by creating special citizen advisory bodies and ad-hoc committees comprised of volunteers representing a broad cross-section of the community to provide input on every major comprehensive planning effort and other related land use planning matters; and*

**Whereas**, per the McMinnville Comprehensive Plan, Chapter IX, Urbanization, the City adopted a proposal to complete and adopt Area Plans for the Fox Ridge Road area of the McMinnville Growth Management and Urbanization Plan; and

**Whereas**, the City of McMinnville advertised for applicants for a Project Advisory Committee to support the Fox Ridge Road Area Plan by running several advertisements in the local newspaper, advertising the opportunity in the city newsletter, advertising the opportunity in the city's social media, and sending the opportunity to the Latinx Advisory Council; and

**Whereas**, the City of McMinnville sent out a mailing to all property owners in the affected area advising them of the planning effort and opportunity to participate in the Project Advisory Committee; and .

**Whereas**, representatives from the McMinnville Planning Commission, McMinnville City Council and McMinnville Diversity, Equity and Inclusion Advisory Committee were asked to participate in the Project Advisory Committee; and

**Whereas**, City staff and a representative from the McMinnville Planning Commission met to review applications and make a recommendation to the McMinnville City Council for the Fox Ridge Road Area Plan Project Advisory Committee;

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

1. That the attached list of applicants be appointed to the Fox Ridge Road Citizen Advisory Committee.
2. That this resolution shall take effect immediately upon passage and shall continue in full force and effect until modified, revoked, or replaced.

Adopted by the Common Council of the City of McMinnville at a regular meeting held the 25<sup>th</sup> day of October, 2022 by the following votes:

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Approved this 25<sup>th</sup> day of October 2022.

\_\_\_\_\_  
MAYOR

Approved as to form:

Attest:

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
City Recorder

EXHIBITS:

- A. Fox Ridge Road Project Advisory Committee

**FOX RIDGE ROAD AREA PLAN PROJECT ADVISORY COMMITTEE**

<b>CITIZEN ADVISORY COMMITTEE</b>		
Jim Culbert	572 NW Wallace Road	Community Stakeholder
Denise Murphy	957 NW Hillside Parkway	Community Stakeholder
Miriam Peterson	1745 NW Jacie Way	Community Stakeholder
Sara Tucholsky	1810 NW Emerson Way	Community Stakeholder
Sid Friedman	14286 NW Old Moores Valley Rd, Yamhill	Friends of Yamhill County
Sam Justice	2360 NW Grenfell Loop (Representing MW & L)	Property Owner
Ellen Kersting	12395 Fox Ridge Road	Property Owner
Allan Larsen	12421 Fox Ridge Road	Property Owner
Stephen Leonard	12100 Fox Ridge Road	Property Owner
Sean Rach	12180 Fox Ridge Road	Property Owner
Steve Ryan	11995 Fox Ridge Road	Property Owner
Brian Ruden	1688 NW Emerson Court	Property Owner
Peter Van Patten	11790 Fox Ridge Road	Property Owner
<b>COUNCIL/COMMISSION/COMMITTEE REPRESENTATIVES</b>		
Gary Langenwalter		Planning Commission
Sylla McClellan		Planning Commission
TBD		City Council
TBD		City Council
TBD		Diversity, Equity and Inclusion
TBD		Diversity, Equity and Inclusion
<b>CITY STAFF</b>		
Tom Schauer	Senior Planner	Project Manager
Susan Muir	Parks and Recreation	Parks and Recreation Director
TBD		Public Works
<b>CONSULTANT TEAM</b>		
Chris Green	Harper Houf Peterson and Righellis	Project Manager



## PROJECT ADVISORY COMMITTEE VOLUNTEER OPPORTUNITIES

### DO YOU WANT TO HELP PLAN MCMINNVILLE'S FUTURE?

We have several long-range planning efforts that will get underway over the next six months, all of which will have a Project Advisory Committee comprised of community members, who will meet and work with staff and the consultant team on the plan/project. For each project we are hoping to put together a committee representative of McMinnville's residents, property owners and businesses, so we are encouraging youth (under 18), millennials, parents with kids currently in school, retirees, Latinos/Latinas, people with disabilities, business owners, residents, etc. No specific experience is necessary. Just the willingness to have thoughtful, informed dialogues about McMinnville's opportunities and constraints and the passion to participate in planning McMinnville's future. Each effort is described in more detail below.

#### **Housing Needs Analysis / Economic Opportunities Analysis / Housing Strategy:**

Project Description: This project will update our Housing Needs Analysis, Economic Opportunity Analysis, and Housing Strategy. We will be identifying what types of housing and jobs we will need through 2041 for a population of approximately 45,000 people and if we have enough land for it. The conversation will be focusing on buildable land supply, types of development we want to see within the city limits, and data points – lots of data points. We have an existing draft of each document, each which needs to be updated to reflect our recent urban growth boundary amendment and missing middle housing codes.

Timeline: This project will kick off in January 2023, and will last approximately 12 months, with a meeting every month for about two hours.

#### **Fox Ridge Road Area Plan:**

Project Description: This project will develop a future area plan for the Fox Ridge Road area of the city's urban growth boundary, with a focus on housing, parkland, connectivity, and a Neighborhood Activity Center. It is a great opportunity to get involved in developing the vision for a future growth area of McMinnville and then putting together a plan to support that vision.

Timeline: This project will kick off in Fall 2023, and will last approximately 12 months, with a meeting every month for about two hours.

#### **Transportation System Plan Update:**

Project Description: This project will update the city's Transportation System Plan, including transportation infrastructure for cars, bicycles, scooters, walkers, etc. We will be planning for a population of approximately 45,000 people, evaluating roads for vehicular movements, but also planning more off-road infrastructure for pedestrians and bicyclists to encourage people to get around town in something other than a vehicle. If you like to dream about alternative ways for people to move around the community or are concerned about future congestion and want to be part of the solution, or simply like the engineering aspect of this type of infrastructure planning this committee is for you.

Timeline: This project will kick off in early 2023, and will last approximately 24 months, with a meeting every month or two for about two hours.



## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
\_\_\_\_\_ Work Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

[Project Advisory Committee](#) for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? \_\_\_\_\_

Educational and occupational background: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why are you interested in serving? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or  
to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)**



# City of McMinnville

City of McMinnville  
Planning Department  
231 NE Fifth Street  
McMinnville, OR 97128  
(503) 434-7311

## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Sam Justice Home Phone: [REDACTED]  
Address: work: PO Box 638, McMinnville, OR 97128 Cell Phone: [REDACTED]  
Home: 2360 NW Grenfell Loop, 97128 Work Phone: [REDACTED]  
Email: [REDACTED] Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? ~22

Educational and occupational background: B.A.; J.D. ; Lawyer since 1993. Employed as lawyer in McMinnville in private practice (1994-97; 2006-2017) and public service (1997-2006 {D.D.A.} 2017 to present {MW&L}).

Why are you interested in serving? I am interested to share information from my perspective as employee of land owner, MW&L Commission. Also interested to learn about process to develop an area plan.

If not chosen for committee, please contact me about stakeholder interviews with MW&L.

Signature s/ Samuel R. Justice

Date 10/03/2022

**Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)**



# City of McMinnville

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McMinnville, OR 97128  
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## APPLICATION FOR PROJECT ADVISORY COMMITTEE

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Name: Sid Friedman (Friends of Yamhill County)

Home Phone: [REDACTED]

Address: 14286 NW Old Moores Valley Road

Cell Phone: [REDACTED]

Yamhill, OT 97148

Work Phone: \_\_\_\_\_

Email: [REDACTED]

Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 42 yrs in Yamhill Co

Educational and occupational background: farmer, former 1000 Friends of Oregon staff, former landscape contractor, past president of Friends of Yamhill County, former Yamhill County Planning Commissioner, former McMinnville Urban Area Management Commission member.

Why are you interested in serving? Friends of Yamhill County, and I personally, have been active participants in McMinnville's long-range planning efforts for at least 25 years. Our organization, including our many McMinnville members, have a keen interest in how we accommodate growth in a manner that respects McMinnville's Great Neighborhood Principles and also our agricultural economy. In that regard, we have a special interest in the successful implementation of McMinnville's Neighborhood Activity Centers, and the development of the first area plan incorporating an NAC.

Signature 

Date 10/05/2022

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)



# City of McMinnville

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Planning Department  
231 NE Fifth Street  
McMinnville, OR 97128  
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## APPLICATION FOR PROJECT ADVISORY COMMITTEE

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Name: James H. Culbert Home Phone: [REDACTED]  
Address: 572 NW Wallace Road Cell Phone: N/A  
McMinnville, OR 97128 Work Phone: N/A  
Email: [REDACTED] Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 14

Educational and occupational background: 1975, B.S. Forest Resources Management, SUNY College of ES&F with planning concentration. 1999, M.S. Biology, Program in Environmental Science & Public Policy, George Mason University. 1975-1977, Peace Corps Volunteer, Natural Resources Extension, Guatemala.  
Career: 1978-2009, USDA Forest Service, Natl. Forest System Mgmt. in NM, AK, CA, and DC, with responsibilities in all functional areas except fire. 1984-1988, Commonwealth Forester, Saipan, CNMI.

Why are you interested in serving? I am retired, so have the time. I have interest in all three of these committees, but think the Fox Ridge Road Area Plan fits best because it dovetails with my natural resources background, my volunteer conservation work at Miller Woods, my volunteer work for McMinnville Parks, and my continuing service on the Yamhill County Parks and Recreation Advisory Board. Based upon your needs for each committee, I would be happy to be assigned to any one of them, however I only want to serve on one of the three.

Signature James H. Culbert Date 9/23/2022

**Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)**





# City of McMinnville

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Planning Department  
231 NE Fifth Street  
McMinnville, OR 97128  
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## APPLICATION FOR PROJECT ADVISORY COMMITTEE

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Name: Denise MURPHY Home Phone: [REDACTED]  
Address: 957 NW Hillside Parkway Cell Phone: [REDACTED]  
McMinnville, OR 97128 Work Phone: n/a  
Email: [REDACTED] Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 23

Educational and occupational background: BA - Sociology / Crim Justice; MA - Public Administration  
Spent 25 years in federal corrections at 7 different duty stations. After  
I retired, I worked 15 yrs at Yamhill County Circuit Court.

Why are you interested in serving? I live very close to this property. I have  
additional time on my hands as a retiree and a lengthy history  
of civic engagement through participation as a volunteer (15 yr  
at WVHC, 3yr with Park Watch) and membership in McMinnville Sunrise  
Rotary (19 yr). I try to attend city council meetings and keep  
up with other developments of various city committees.

Signature [Handwritten Signature]

Date 10/4/22

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or  
to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)



# City of McMinnville

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Planning Department  
231 NE Fifth Street  
McMinnville, OR 97128  
(503) 434-7311

## APPLICATION FOR PROJECT ADVISORY COMMITTEE

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Name: MIRIAM PETERSON

Home Phone: \_\_\_\_\_

Address: 1745 NW JACIE WAY

Cell Phone: [REDACTED]

Email: [REDACTED]

Work Phone: \_\_\_\_\_

Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update OL

How many years have you lived in McMinnville? 21

Educational and occupational background: BBA: INTERNATIONAL MGT & HUMAN RESOURCES.  
WINE INDUSTRY: PRODUCTION, VINEYARD WORK, HOSPITALITY, SALES, OPERATIONS.  
↳ IN OREGON → SOTER VINEYARDS, R. STUART, BRITTAN VINEYARDS (CURRENT)  
AGRICULTURE: LOCAL FOOD SYSTEMS → EVEN PULL FARMS; MAC MARKET

Why are you interested in serving? AS AN ACTIVE MEMBER OF THE COMMUNITY, I AM  
EXCITED TO SEE THE POSITIVE GROWTH OF MY HOMETOWN. I WOULD LIKE TO PARTICIPATE W  
THIS GROWTH BY GUIDING INTENTIONAL AND THOUGHTFUL PROJECTS THAT AIM TO INCLUDE  
AND CONSIDER THE VARIED VOICES OF McMINNVILLE. I WOULD LIKE THIS CITY TO BE SAFE,  
WELCOMING AND SUSTAINABLE FOR NEW AND OLD <sup>RESIDENTS</sup> ALIKE. COMMUNITY SPACES,  
PUBLIC AND ALTERNATIVE TRANSPORT, AND CAREFUL CITY PLANNING ALL CONTRIBUTE TO  
THESE GOALS.

Signature Miriam Peterson

Date 10/07/22

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or

to Heather.Richards@mcminnvilleoregon.gov

Added on 10.21.2022



# City of McMinnville

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## APPLICATION FOR PROJECT ADVISORY COMMITTEE

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Name: Ellen KERSTING Home Phone:                     -  
Address: 12385 Fox Ridge Rd Cell Phone:                     [REDACTED]  
McMinnville, OR 97128 Work Phone:                     -  
Email:                     [REDACTED] Date of Birth:                     [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 35

Educational and occupational background: Bachelor of Art = Education  
Master of Science - Education

Why are you interested in serving? I would like to be a part of  
the group that develops the plan for the  
Fox Ridge Road area. I believe I could  
offer an insider's perspective, having lived  
several years on Fox Ridge Rd.



Signature Ellen Kersting Date 9/21/22

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or  
to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)



## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Sean Rauch Home Phone: [REDACTED]  
Address: 12180 SW Fox Ridge Rd Cell Phone: [REDACTED]  
McMinnville, OR 97128 Work Phone: \_\_\_\_\_  
Email: [REDACTED] Date of Birth: [REDACTED]

[Project Advisory Committee](#) for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 14 Years

Educational and occupational background: Graduated high school in 2002. I have been in banking for the past 17 years. I currently serve as a Commercial Bank Manager for Bank of the Pacific located in Salem, Oregon. I have extensive training in business and personal financial analytics, budget planning and residential and commercial development.

Why are you interested in serving? I am passionate about the future plans and the viability of the city of McMinnville. I believe that my professional and personal experience can add value to the future planning of the Fox Ridge area. More personally as a property owner in the proposed encompassed area.

Signature \_\_\_\_\_

Date September 22, 2022

**Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)**



# City of McMinnville

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## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Steve Ryan

Home Phone: \_\_\_\_\_

Address: 11995 Fox Ridge Rd.

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Project Advisory Committee for which you are an applicant:

Housing Needs Analysis / Economic Opportunities Analysis Update

Fox Ridge Road Area Plan

Transportation System Plan Update

How many years have you lived in McMinnville? 6

Educational and occupational background: Xavier University  
B.S.B.A. International Business

Ricoh USA Inc. - 10 years business operations  
sales + consulting

Why are you interested in serving? To help shape the  
future of McMinnville + community  
involvement

Signature [Handwritten Signature]

Date 9/24/22

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or  
to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)



## APPLICATION FOR PROJECT ADVISORY COMMITTEE

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Name: Stephen Leonard Home Phone: [REDACTED]  
Address: 12100 SW Fox Ridge Road Cell Phone: [REDACTED]  
McMinnville, OR 97128 Work Phone: n/a  
Email: [REDACTED] Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 27 on fox Ridge

Educational and occupational background: \_\_\_\_\_  
Some college  
Airline Pilot  
Flight Operations Management (Chief Pilot - Director Operations - VP Operations)

Why are you interested in serving? \_\_\_\_\_  
To preserve the highest quality of life on Fox Ridge Road  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature [Handwritten Signature] Date 9/25/22

**Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)**



# City of McMinnville

City of McMinnville  
Planning Department  
231 NE Fifth Street  
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## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: ALLAN LARSEN  
Address: 12421 S.W. Fox Ridge Rd  
McMinnville, OR 97128  
Email: [REDACTED]

Home Phone: [REDACTED]  
Cell Phone: [REDACTED]  
Work Phone: N.A.  
Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

Housing Needs Analysis / Economic Opportunities Analysis Update

Fox Ridge Road Area Plan

Transportation System Plan Update

How many years have you lived in McMinnville? 81 +

Educational and occupational background: graduated from McMinnville High School, Oregon State University B.S. IN BUSINESS. Employed at LARSEN MOTOR CO. from 1965-2018 general manager & stockholder.  
McMinnville planning commission late 60's - early 70's.  
Presently member of board McMinnville AREA Community Foundation

Why are you interested in serving? I have owned property on Fox Ridge Road for forty years and have lived there for twenty eight years. I wish to serve to help this unique AREA develop in a thoughtful way to best serve the needs of McMinnville in the future. I feel I AM qualified for this

Signature Allan Larsen

Date October 6, 2022

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminvilleoregon.gov](mailto:Heather.Richards@mcminvilleoregon.gov)



## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Brian Ruden Home Phone: \_\_\_\_\_  
Address: 1688 NW Emerson Ct Cell Phone:                       
McMinnville, OR 97128 Work Phone: \_\_\_\_\_  
Email:                                      Date of Birth:                     

[Project Advisory Committee](#) for which you are an applicant:

Housing Needs Analysis / Economic Opportunities Analysis Update  
 Fox Ridge Road Area Plan  
 Transportation System Plan Update

How many years have you lived in McMinnville? 25+

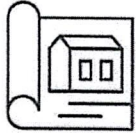
Educational and occupational background: 1994: Graduated from McMinnville High School  
2000: Graduated with BS in Accounting from Brigham Young University  
2000-2004: Worked as an investment advisor in Southern California  
2004-Present: Work as a builder and developer in McMinnville with Alan Ruden, Inc.  
where we've completed several subdivision projects and built hundreds of homes

Why are you interested in serving? As a property owner on Fox Ridge Road, I'm interested  
in helping craft the area plan to include features we'd like to incorporate  
in the development of our property, and to have input on what we'll be able to do with  
our property. As a nearby resident, I'd like to help insure the area is developed in a  
smart, attractive, and liveable fashion. As a local builder and developer, I'm happy  
to share my expertise and opinion.

Signature  Date 10.7.2022

**Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or  
to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)**





# City of McMinnville

City of McMinnville  
Planning Department  
231 NE Fifth Street  
McMinnville, OR 97128  
(503) 434-7311

## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Eric Malcolm Greenlees

Home Phone: [REDACTED]

Address: 12160 SW Fox Ridge Rd

Cell Phone: [REDACTED]

McMinnville, OR. 97128

Work Phone: Retired

Email: [REDACTED]

Date of Birth: [REDACTED]

Project Advisory Committee for which you are an applicant:

Housing Needs Analysis / Economic Opportunities Analysis Update

Fox Ridge Road Area Plan

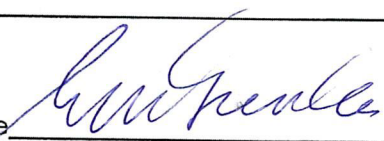
Transportation System Plan Update

How many years have you lived in McMinnville? 36 years

Educational and occupational background: See Attached Resume

Why are you interested in serving? We live in the study area and want to contribute to the continued development of suitable residential and community areas in McMinnville. We have lived in our present home for 36 years and have seen the Fox Ridge area develop.

I know the community and the people, and can represent a great information resource for the planning department and the process of developing the Fox Ridge area plan.

Signature 

Date October 7, 2022

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminnvilleoregon.gov](mailto:Heather.Richards@mcminnvilleoregon.gov)

## BIOGRAPHICAL SKETCH

### E. MALCOLM GREENLEES

E. Malcolm Greenlees is an Emeritus Professor of Business at Linfield University in McMinnville, Oregon, where he taught from 1984 to 2016. Prior to coming to McMinnville, I lived and taught at the University of Nevada in Reno, Nevada and Dartmouth College in Hanover New Hampshire.

I have an MBA and PhD with an emphasis in Accounting and Finance from the University of Washington in Seattle. I am a retired CPA, and have been licensed in Oregon, Nevada and California. I have worked for Big 6 CPA firms in San Francisco plus Regional and local CPA firms in Nevada.

I was one of two state representatives for Nevada on the National Trust for Historic Preservation prior to coming to Oregon, and served for 4 years on the McMinnville Historic Landmarks Committee of the McMinnville Planning Department. I have also served as the budget advisor to the McMinnville Rural Fire Protection District.

I have experience in construction and development and have built a second home at Lake Tahoe. I have also been involved with condominium development and served on the homeowner's board at the Inn at Otter Crest on the Oregon Coast.

In my free time, I enjoy home remodeling, woodworking, gardening, and international travel. My wife Suzanne and I live on Fox Ridge Road in McMinnville.

October 6, 2022  
McMinnville, OR.

12160 SW Fox Ridge Rd  
McMinnville, OR. 97128

City of McMinnville  
Planning Department  
231 NE Fifth Street  
McMinnville, OR. 07128

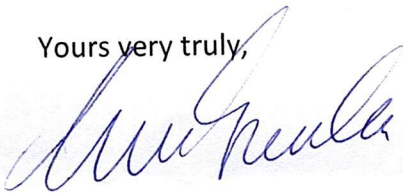
Re: Application for Citizens Advisory Board

Ladies and Gentlemen,

Enclosed is my completed application form for the Project Advisory Committee for the Fox Ridge Road Planning Project.

I will look forward to hearing from you regarding your decision on my membership on that Advisory Committee.

Yours very truly,



E. Malcolm Greenlees



# City of McMinnville

RECEIVED  
OCT 06 2022  
COMMUNITY DEVELOPMENT CENTER

City of McMinnville  
Planning Department  
231 NE Fifth Street  
McMinnville, OR 97128  
(503) 434-7311

## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Peter Van Patten Home Phone: [REDACTED]  
 Address: 11790 SW FOX RIDGE RD Cell Phone: [REDACTED]  
McMinnville, OR 97128 Work Phone: NA  
 Email: [REDACTED] Date of Birth: \_\_\_\_\_

Project Advisory Committee for which you are an applicant:

Housing Needs Analysis / Economic Opportunities Analysis Update  
 Fox Ridge Road Area Plan  
 Transportation System Plan Update

How many years have you lived in McMinnville? FOX RIDGE 19 years

Educational and occupational background: Medical school physician

Why are you interested in serving? To help guide development and provide representation for Fox Ridge Residents.

Signature P. Van Patten

Date 22 Sept 22

Please return to the Planning Department, 231 NE Fifth Street, McMinnville, OR 97128 or to [Heather.Richards@mcminvilleoregon.gov](mailto:Heather.Richards@mcminvilleoregon.gov)



## APPLICATION FOR PROJECT ADVISORY COMMITTEE

Thank you for your interest in serving on a project advisory committee. We currently have three project advisory committees that we are putting together. Project information is attached. The information on this form will help us learn about the background of persons interested in serving on a particular committee to ensure that we have a representation cross-section of the community.

Name: Sara Tucholsky

Home Phone: \_\_\_\_\_

Address: 1810 NW Emerson Way

Cell Phone: [REDACTED]

McMinnville, OR 97128

Work Phone: \_\_\_\_\_

Email: [REDACTED]

Date of Birth: [REDACTED]

[Project Advisory Committee](#) for which you are an applicant:

- Housing Needs Analysis / Economic Opportunities Analysis Update
- Fox Ridge Road Area Plan
- Transportation System Plan Update

How many years have you lived in McMinnville? 21

Educational and occupational background: I currently work as a secondary education substitute teacher for the McMinnville School District. Formerly, I served as a high school English teacher. I hold B.A. in English and a Master of Arts in Teaching.

Why are you interested in serving? I am interested in serving because I believe in being active in my community and the decision making process. For this reason, I currently serve as a library foundation board member, and I I previously served as a MacPAC member. Additionally, I also live in the NW neighborhood and will be directly impacted by the Fox Ridge development. Finally, I value open spaces and urban growth equally and want to help address both needs in this area.

Signature Sara R. Tucholsky

Date 10/2/22

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