

CITY OF McMinnville  
MINUTES OF DIVERSITY, EQUITY & INCLUSION ADVISORY COMMITTEE  
Held at Kent Taylor Civic Hall and online via Zoom,  
McMinnville, Oregon

Thursday, October 13, 2022, at 4:30 p.m.

Presiding: Committee Co-Chair Sarah Schwartz

Recording Secretary: Noelle Amaya, Communications & Engagement

Manager

Committee Members: Present	Absence
Zack Geary	Efrain Arredondo
Larry Miller	
Tony Lai	
Abby Thomas	
Christine Bader	
Karina Alcantara	
Myrna Khoury	
David Cano	
Sarah Schwartz	

Others in attendance: Susan Muir, Parks & Recreation Director

- 1) CALL TO ORDER: Committee Co-Chair Sarah Schwartz called the meeting to order at 4:35 p.m.
- 2) APPROVAL OF MINUTES: Christine asks to modify the minutes to reflect that Myrna was not in attendance last meeting and would like to change the term 'excused absence' to absence. Councilor Geary agrees. Christine MOVED to approve the September 8<sup>th</sup>, 2022 minutes with the said amendments, Larry SECONDS. Motion PASSES unanimously.
- 3) PUBLIC COMMENT: There were no public comments.
- 4) PARKS & OPEN SPACE MASTER PLAN UPDATE: Susan brings her presentation on the roles, outreach, and how the PROS plan process will come together. The purpose of the plan is to document the needs and priorities and have a community supported vision and goal. The plan will be used as a tool for residents and helps prioritize a funding model for new park construction, maintenance of current parks, and other programming needs

PROS master plans will also help guide other planning efforts including future private developments. The former 1999 plan had the goal of connecting the BPA trail to Tice Park which guided the future requirements that the Baker Creek developments fell under.

Abby joins the meeting at 4:44 pm.

Susan moves into explaining the roles of the consultant team beginning with the role of the experts. Consultants do all the technical work that is behind the plan including developing tools, surveys, interviews, project website, and overall community engagement strategy. They are responsible for taking their findings and compiling technical information into a final product. Consultants typically do all the work that comes from behind the scenes by “crunching the numbers.”

The staff team is responsible for reviewing and providing feedback on all the draft materials prior to those materials being released to the public. Staff manages the work as outlined in the consultants contract and attends the community events which amplify the efforts of the consultants.

The DEIAC’s role is acting as the Project Advisory Committee, by bringing a diverse perspective of the community into the planning process, to review and provide feedback, and to help shape the direction of the plan. When the consultants come to us to report their findings, it’s the committees’ job to respond to the information that will help shape the plan.

The Planning Commission has a more of a legislative role. They are expected to provide feedback at key milestones and will be the body who makes the ‘formal’ recommendation.

The City Council will be involved in each phase and ultimately be the body that adopts the plan – including the requirement of holding a formal public hearing. State law requires us to hold public hearings for any work that officially gets adopted as part of a master plan.

The public’s role is to guide the “vision for parks and recreation outdoor facilities and programming for the next 20 years.”

Susan asks for questions on roles. Nobody has questions. Susan explains how we went about choosing our consultant and their partnership with Talitha consultants. Talitha is responsible for providing equity centered community planning. Susan explains how the Talitha conducted several “IDI” In Depth Interviews to gauge how McMinnville is doing so that she can shape her plans for our public engagement plan specific for McMinnville’s needs and the pulse of the community.

Susan moves into showing examples of the tools that the consultant will be using to conduct our survey called “Maptionaire.” She walks the group through the tools available through the platform that will be similar to the survey that McMinnville community members will receive. The tool allows members to ‘budget’ their spending to different priorities that are important to them. There is a demographic component to the survey tool as well.

Susan likes the ideas of offering a prizes to incentivize participation from the community. Sarah Schwartz loves the look of the tool and says its similar to real version of the game “Sims.” Co-Chair Sarah Schwartz asks for any other questions.

Larry asks if the 20 year plan has already begun. Susan says no, and yes, the last plan began in 1999 and ended technically in 2019 which took us a little longer to complete, so now we’re in-between plans right now. Susan explains system development charges (SDC’s) and how they

only apply to residential developments right now and so there is a need to modify how our City thinks about SDC's and who funds them in the future to include corporate or industrial plans. Tony asks if we have any data that says which groups have funded park construction in the past. Susan says we do not have a clear way of knowing that right now. Susan says that this plan will incorporate how SDC's are specifically going to fund future park maintenance.

Zack explains how the scope of work, money, and timeline come together to make funding models clearer by the end of the project.

Larry asks if the community will be able to be involved to help provide funding for special projects at neighborhood parks similar to how his former community donated to build a new fence for the park that was near them.

Susan would like to formalize the way that volunteers work is organized within the City and how donations come in.

Christine asks if the group can meet with Charis, and Susan is unsure if we can modify our scope of work to include a meeting with Charis at some point, but that Susan and Noelle will discuss the possibility.

Christine asks Larry to share his experience with the In-Depth Interview. Larry states that part of their conversation included bits about community events and a lack of community events outside of third street. He and others in his neighborhood share being uncomfortable going to third street.

Sarah shares her experience with Charis and felt the questions were really well put together and insightful.

Susan finishes her presentation with a graphic that brings all the information together in how each stage of the project contributes to the next as well as the drivers and influences who support the process.

- 5) EQUITY LENS & PUBLIC ENGAGEMENT CHARTER UPDATE: Christine begins the conversation onto the Engagement Charter and Equity Lens. Christine explains that the idea behind the change in format was to move the 'context' and descriptions to the appendices and that the document itself was re-designed into simplified document that outlines 'what we want people to do' that clearly identifies the process, steps, and sample template for staff to use.

Councilor Geary says that the document seems straightforward.

Christine Bader doesn't have any specific questions she wants to flag with this version.

Larry feels as if the document flows well and gives a good baseline for what we need to do. Larry asks about the process for implementing this document into something that is adopted or usable. Staff Liaison Noelle Amaya explains the process of bringing this to Council and the Executive Team for feedback. Larry asks the differences between the Executive Team and City Council. Noelle names all the members of the ET and their roles, and Zack explains the City

Council's role in terms of setting direction for Staff to ultimately implement. The committee agrees that the document is comprehensive at this stage and is comfortable sharing it with Council, ET, and the public for comment.

- 6) CITY COUNCIL UPDATE: Zack Geary begins the City Council update with the City Services Charge. MWL has a large load to carry between data migration and security and its been difficult overall to implement. He explains each of the rate differences.

Time place and manner restrictions are being discussed around the psilocybin all over the state.

There will be a joint School Board and City Council meeting will be held on November 18<sup>th</sup>, these meetings are meant to increase partnership between our organizations. City Council intends to keep the school board informed on the parks, facilities, and MACPAC work.

Sarah Schwartz wonders about hearing that the CSC failed earlier in the year. She felt like it had been brought up in the past. Zack explains that there wasn't a lot of clarity on the timeline between what was adopted by City Council and what wasn't and that it makes sense that there was confusion.

Larry asks about the Gwendolyn Hotel but Zack declines to let him ask the question because he is a voting member of Council and directs Larry to ask City staff about process questions there.

Larry is curious about the discussions and revenue that is collected from the City Services Change versus the fire districting tax authority. Zack explains that this issue hasn't been fully decided yet, and that decision cannot be made until the district either passes or does not. We won't be able to make decisions on revenue until after the May election.

- 7) OTHER BUSINESS: Sarah Schwartz strikes the topic of absence from the agenda, as it made it on the agenda by accident.

Topic of Project Advisory Committees: Noelle explains the need/ask for members of the DEIAC to be involved in Project Advisory Committees that are coming up. Christine feels like asking a DEIAC member to be one member of a newly formed PAC's dissolves the responsibility of the City to focus on making the committee diverse. Christine does like the idea of their committee representation be like "checking a box" for DEI.

Larry had a different view of what the ask was – that they would act as a possible liaison, but he doesn't understand why the DEIAC is being asked in the first place. Zack tries to explain that it's staff responsibility to better solicit folks to be on those groups in terms of recruitment.

Christine feels like a better way to handle that is through joint meetings between the PACs and the DEIAC committee since she feels like the committee works better as a collective body versus individual members. Zack agrees that the committee should be utilized as a resource.

Noelle Amaya explains that recruitment overall has been a challenge and that we should make an effort to get with Community Development Director, Heather Richards so that she can speak more towards her interests in asking the committee to be involved.

December meeting time and location: The December meeting will be happening at the same time the Gwendolyn public hearing is going on.

Whether or not December an offsite social gathering versus a regular meeting will be decided in November.

Sarah Schwartz explains that her term is officially up December 31<sup>st</sup> of this year. The committee needs to review the rules on term expirations and re-appointments.

Christine asks about the status for DEIAC coverage at each City Council meeting. Sarah confirms that she sent an email with the spreadsheet.

Larry reminds the group of the domestic violence candlelight vigil happening that evening.

Larry reminds the group about Fill the Boot on the 14<sup>th</sup> and 15<sup>th</sup> and the Fire Department is collecting funds for charity.

8) ADJOURNMENT: Meeting adjourned by Sarah Schwartz at 5:56 pm.

s/s Noelle Amaya

Noelle Amaya, Communications & Engagement

Manager

Recorder