



City of McMinnville
Planning Department
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MINUTES

March 10, 2021
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Mike Morris, Steve Patterson, Chris Chenowith, John Dietz, Deven Paolo, Ellen Brittan, Gerardo Ochoa, and Robert Banagay

Members Absent: Jody Christensen, Walt Gowell, Dani Chisholm, and Ty Rollins

Staff Present: Heather Richards, Scott Cooper, Gioia Goodrum, Jeff Knapp, and Dave Rucklos

Others Present Scott Hill – Mayor and Jeff Towery – City Manager

1. Call to Order

Chair Benner called the meeting to order at 3:00 p.m.

2. Election of Chair and Vice Chair

Councilor Morris moved to nominate Carson Benner for Chair. The motion was seconded by Councilor Banagay and passed unanimously.

Councilor Morris moved to nominate Chris Chenowith for Vice Chair. The motion was seconded by Councilor Patterson and passed unanimously.

3. Citizen Comments

None

4. Discussion of Priority Initiatives for 2021/2022

Planning Director Richards led a discussion on prioritizing initiatives into short-term/high impact and long-term/high impact for 2021/2022. She reviewed the list that staff had compiled and the Council discussed the recommendations.

There was discussion regarding partnering with the community college for programs, infrastructure as both short and long term initiatives, stimulus funds for infrastructure projects, Third Street as priority and need for coordinated improvements, how the Council could affect change, ways to secure funds, Airport Master Plan and broadening opportunities, Three Mile

Lane Area Plan, reasons millennials were leaving the City, goals in the Strategic Plan, what the priorities should be, lack of housing availability, retaining employees, and reducing the cost of the Third Street project.

The short-term priorities were: Identify (survey and data collection) the market amenities that professionals/skilled workers needed as an attractor for workforce and business development. What was it that people in the demographic that they were losing were looking for and could the City provide it? Why were people who worked here not living here? What would it take for visitors to come here to live and work? Another priority was telling the story and lobbying for support for the Third Street Improvement Project.

The long-term priorities were: Innovation Center planning and implementation (development on Highway 18 by the airport).

5. Council Member Comments

There was consensus to meet monthly.

There was discussion regarding people moving to and visitors coming to McMinnville as well as examples of economic development in other cities.

6. Staff Comments

None

7. Rumor Mill

None

8. Adjournment

Chair Benner adjourned the meeting at 4:47 p.m.