



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

www.mcminnvilleoregon.gov

MINUTES

April 14, 2021
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Jody Christensen, Walt Gowell, John Dietz, Deven Paolo, Ellen Brittan, Ty Rollins, and Robert Banagay,
Members Absent: Chris Chenoweth, Mike Morris, Steve Patterson, Dani Chisholm, and Gerardo Ochoa
Staff Present: Heather Richards, Scott Cooper, Gioia Goodrum, Dave Rucklos
Others Present Scott Hill – Mayor and Kellie Menke – City Councilor

1. Call to Order

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

2. Citizen Comments

None

3. Approval of Minutes

- February 19, 2020
- August 5, 2020

Councilor Paolo moved to approve the February 19 and August 5, 2020 minutes. The motion was seconded by Councilor Brittan and passed unanimously.

4. Approval of Priority Initiatives for 2021/2022

Planning Director Richards reviewed the priority initiatives that had been discussed at the last meeting. She had organized them into actions with performance metrics and timelines.

Councilor Brittan moved to approve the priority initiatives for 2021/2022 as presented. The motion was seconded by Councilor Gowell and passed unanimously.

5. Discussion

- The Innovation Center (presentation by Scott Cooper)

Scott Cooper, MEDP, shared his vision for the Innovation Center. This was a focus on innovation, research, and partnerships to create opportunities for economic development. Some example projects were Skysong, the ASU Scottsdale Innovation Center, and the Scottsdale Airpark. He explained the components of Skysong. His vision was for a 21st century business location linking technology, innovation, and entrepreneurship, allowing connectivity to suppliers, employees, customers and operations around the world. It was a home for activities and organizations that combined and jump-started new forms of commerce, research, technology, agriculture, education, and economic development. The next steps were to find out what the community's vision was beyond MacTown 2032 for design, use, business mix, public access, etc., continued outreach to area property owners for inclusion/buy-in, more evaluation of comparable projects, outreach to potential partners, and growing the idea.

There was discussion regarding the location of the innovation campus in McMinnville, first steps of the process, proposed retail center, need for grocery store and gas station in that area, public/private partnerships, academic institution partnership, possible opposition, access to the airport, master planning process for the airport, and adding a port authority to the airport.

- Third Street Improvement Project (presentation by Heather Richards)

Planning Director Richards gave a presentation on the Third Street Streetscape Plan. She discussed what had been done thus far, focus groups, history of downtown planning, 1973 Regional/Urban Design Assistance Team Report, 2000 Downtown Improvement Plan, 2005 Third Street Streetscape Plan, existing conditions, case studies, vision for Third Street, and next steps to develop 30% construction documents in the next two years for the potential infrastructure stimulus package. She explained the cost depending on the scope of the project, what Urban Renewal could contribute, and pitching for American Relief Plan funds with the State, County, and City. They needed to elevate the profile of the project and create an elevator message for the need and opportunity.

There was discussion regarding the Council's action items for this project, funding and making people aware of the project, and possible letters of support.

6. Council Member Comments

None

7. Staff Comments

None

8. Rumor Mill

None

9. Adjournment

Chair Benner adjourned the meeting at 4:26 p.m.