



City of McMinnville
Planning Department
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MINUTES

May 12, 2021
McMinnville Economic Vitality Leadership Council
Regular Meeting

4:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Chris Chenoweth, Jody Christensen, Dani Chisholm, Walt Gowell, Mike Morris, John Dietz, Steve Patterson, Deven Paolo, Gerardo Ochoa, and Robert Banagay,

Members Absent: Ellen Brittan and Ty Rollins

Staff Present: Heather Richards, Heather Hadley-Blank, Jeff Knapp, Gioia Goodrum, Dave Rucklos

Others Present:

1. Call to Order

Chair Benner called the meeting to order at 4:00 p.m.

2. Citizen Comments

None

3. Discussion

- Priority #1 – Data Collection *(led by Jeff Knapp and Gioia Goodrum)*

Jeff Knapp, Visit McMinnville, discussed the data collection work to identify amenities that professionals/skilled workers needed as an attractor for workforce and business development. The tasks were to be completed by June 30, 2022.

Gioia Goodrum, Chamber of Commerce, reviewed the performance metric. The tasks would include researching the demographic that was either leaving and not returning or not being attracted to McMinnville, creating and conducting a survey for current employers to distribute to employees asking why people who worked in McMinnville did not live in McMinnville, creating a survey for businesses asking why they chose to live and build a business in McMinnville, convening a panel of business leaders from traditional industry and advance manufacturing employers to pioneer a collaborative approach to expanding apprenticeships and volunteering employee time to teach in-demand skills to individuals

evaluating trade-based careers, and developing a campaign program to visitors encouraging them to live and bring their business to McMinnville. She spoke about a free program with the state to bring in a fellow to help with the survey and talk with businesses.

Chair Benner thought the survey should include the reasons people wanted to live here, and reasons they did not.

Councilor Banagay said Covid was an influence on the workforce as well.

Councilor Christensen suggested working with Willamette Workforce Partnership to look at how McMinnville fit in the region and with the Employment Department around how Covid impacted transition and migration of the workforce. There was also an impact to women because of a lack of childcare opportunities.

There was discussion regarding how to get responses from those who were leaving the City as well as getting responses from employees, making the survey a benefit that employers could use, taking remote workers who lived in McMinnville and those who did not into consideration, targeting the 20-29 year old age group, using social media and incentives, getting surveys from other organizations that might have already done this work, questioning whether they would be successful at capturing this age group and if it was necessary to do so, and how the focus should be on why people did not both work and live in McMinnville.

Heather Hadley-Blank would contact other organizations to see if they had done similar surveys. Ms. Goodrum would see if the fellow had done any surveys before as well.

Mayor Hill thought once the survey questions were created, they could present them to businesses and schools.

- Meeting with Biz Oregon Representatives to Leverage State Resources for Economic Development (*pre-discussion, meeting is scheduled for June 9*)

Planning Director Richards said there was a new Business Oregon representative and one of the ways he would like to serve McMinnville was to bring in other representatives to meet with this group to discuss state programs and resources for economic development. That meeting was scheduled for June 9.

There was discussion regarding who to include in the meeting.

4. Council Member Comments

None

5. Staff Comments

Ms. Hadley-Blank reported on work with Representative Noble on ARPA funds for McMinnville. They figured out how the City could accept the funds and use this organization as the processing entity for business assistance grants.

6. Rumor Mill

None

7. Adjournment

Chair Benner adjourned the meeting at 5:02 p.m.