



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

www.mcminnvilleoregon.gov

MINUTES

October 27, 2021
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Robert Banagay, Chris Chenoweth, Dani Chisholm, Jodi Christensen, John Deitz, Heather Miller, Mike Morris, Gerardo Ochoa, Deven Paolo, and Steve Scott

Members Absent: Ellen Brittan, Walt Gowell, Ty Rollins, Steve Patterson, and Jeff Towery

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

Others Present Patty Herzog

1. Call to Order

The meeting was called to order at 3:00 p.m.

2. Citizen Comments

No comments.

3. Continued Discussion from October 13, 2021

- State Business Assistance ARPA Funds - \$750,000, Program Development (*Exhibit 1*)

Workforce

- Near-Term: Recruitment and Retention Programs
- Long-Term: Workforce Development, Apprenticeships, Internship, etc.

Business Resiliency

- Mentorship and Facilitation Programs

Ms. Richards presented the Staff report on the business assistance funding, reviewing the Council's previous conversation on potential programs to develop using the funds and fact sheets included in the Agenda packet to inform the conversation going forward.

The Council and Staff reviewed and discussed the information contained in the Staff report and shared ideas for business-focused programs to fund. A data collection program would inform on the community's education, employment, and business needs. The recommendation was to fund a full-time position for two years to collect the needed data. However, it could be a challenge for such a program to qualify for the funding as the federal regulations require the funds to “address negative economic impacts caused by” COVID. The Council discussed ways to structure the data collection program so that it qualified for funding.

An apprenticeship program was discussed. Councilor Paolo shared information about pre-apprenticeship and apprenticeship opportunities and explained how those programs were structured. Scholarships were a common component of apprenticeship programs. Staff reminded that the program would have to address COVID impacts to qualify for the funding and shared ideas for structuring an apprenticeship to meet the requirements.

Staff reviewed the funding requirements in detail and answered questions from Councilors about those requirements.

Ms. Goodrum provided information about a business support series to help struggling businesses and recommended business development areas that the program could focus on. The Council and Staff shared ideas about how to structure such a program.

Other program ideas discussed included internships, career fairs, career pathways, workforce development, a forgivable loan, employee recruitment and retention, and free COVID products for businesses to offer employees. Ultimately, the Council agreed to continue discussing funding for the following program areas:

- Workforce development
- Data collection
- Apprenticeships
- Technical support and training
- Forgivable loan
- COVID products
- Recruitment and retention grants

Ms. Richards noted that the Council would have an opportunity to share their list with Representative Noble at a future meeting.

4. Council Member Comments

No comments.

5. Staff Comments

Staff updated the Council on the Budget Committee's recommended list of projects to be funded with American Recovery Plan Act (ARPA) grants. Vacancies on City committees were also noted.

6. Rumor Mill

Ms. Richards announced that Organic Valley planned to rebuild in McMinnville.

7. Adjournment

There being no further business, the meeting was adjourned at 5:00 p.m.