

MINUTES

February 9, 2022
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Chris Chenoweth, Robert Banagay, Jody Christensen, Heather Miller, John Dietz, Mike Morris, Gerardo Ochoa, and Deven Paolo

Members Absent: Ellen Brittan, Dani Chisholm, Walt Gowell, Ty Rollins, and Steve Patterson

Staff Present: Heather Richards - City of McMinnville, Jeff Towery - City of McMinnville, Jeff Knapp - Visit McMinnville, Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Patty Herzog - McMinnville Economic Development Partnership, Heather Hadley Blank - McMinnville Economic Development Partnership

Others Present: Steve Scott, Scott Hill

1. Call to Order

2. Oath of Service

3. Election of Officers

[0:00 video starts here - in the middle of nominations]

Unknown Member nominated Carson Benner as Chair; seconded by Unknown Member. Ayes: Members Chenoweth, Morris, Dietz, Paolo, Banagay, and Christensen. Nays: None [Miller and Ochoa listed as present but not heard voting, also Benner not heard voting] Carson Benner was unanimously elected as Chair.

Member Morris nominated Chris Chenoweth as Vice Chair; seconded by Chair Benner. Ayes: Members Benner, Christensen, Morris, Dietz, Paolo, and Banagay. Nays: None [Miller and Ochoa listed as present but not heard voting, also Chenoweth not heard voting] Chris Chenoweth was unanimously elected as Vice Chair.

4. Approval of Minutes

- March 10, 2021 – Approved with the spelling of Members Dietz and Christensen's names corrected.
- April 14, 2021 – Approved with the spelling of Members Dietz and Christensen's names corrected.
- May 12, 2021 - Approved with the spelling of Members Dietz and Christensen's names corrected.

5. Discussion Items

- State Business Assistance ARPA Funds - \$750,000, Update

Ms. Richards presented the Staff report on the City's application for ARPA Funds, noting that the application needed some amendments which would be referred to as the McMinnville Business Recovery and Resiliency Project. She answered questions from Members about the State's Small Business Assistance Grant requirements and application process. She also provided information about how the funds would be disbursed and used if their grant application was approved.

Members and Staff discussed how best to support the projects that get funding. The Committee's primary role will be to influence legislators and advocate for economic development projects.

- MEVLC 2022/2023 Priorities

Ms. Richards reviewed the Committee's 2021/2022 Action Plan and Goals and shared a list of recommended projects that would have meaningful impacts on the community's economic development.

The Committee discussed last year's goals and agreed they were all ongoing and should be continued into the next year. They also discussed goals and priorities for the upcoming year, particularly the need to prioritize the Innovation Center and Downtown Master Plan. Committee members agreed that subcommittees should be formed to oversee and support the work on each goal. Action plan items would be discussed at a future meeting.

The Committee and Staff discussed the possibility of hiring staff, a consultant, or starting a council-led subcommittee to implement projects, work on entrepreneurship development, support traded sector businesses, and report back to the Committee. They also discussed planning projects that would impact economic development. The conversation focused on prioritizing goals and tasks with these projects in mind and with the goal of furthering workforce development.

The consensus among the Committee was to carry forward the following 2021/2022 goals:

- Lead hospitality and place-based tourism with a focus on:
 - The Downtown Master Plan
- Accelerate growth in living wage jobs with a focus on:

- Investments in data to support workforce efforts
- The Innovation Center and the airport
- Wayfinding signage at strategic locations throughout town
- Improve systems for economic mobility and inclusion

6. Citizen Comments / Rumor Mill

There were no comments.

7. Committee Member Comments

There were no comments.

8. Staff Comments

Jeff Towery commented that economic development work was not done by every community and as McMinnville figures out its process, the work would become easier.

9. Adjournment

There being no further business, the meeting was adjourned.