

MINUTES

March 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 Deitz, Mike Morris, Gerardo Ochoa, and Deven Paolo

Members Absent:

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:

1. Call to Order

The meeting was called to order at 3:00 pm.

2. Discussion Items

- **Innovation Center**

Patty Herzog, McMinnville Economic Development Partnership (MEDP), gave a PowerPoint presentation on the Innovation Center, which included an explanation of what an innovation center is, a recap of the their August 2021 presentation on innovation centers, the infrastructure that would be required, a 10-year plan for the center, potential funding sources, and next steps. A copy of the presentation was included in the Agenda packet. During the presentation, she and Staff answered clarifying questions from Committee Members about the ownership of the property, zoning requirements, and the future master planning process.

The Committee, Staff and Ms. Herzog discussed the economic benefits, funding for ongoing management, partnerships necessary to make the project successful, how to attract businesses and promote the center, the impact of developments going on around the property, the role of the Committee in developing the innovation center, and the Three Mile

Lane Area Plan. The discussion resulted in the following action items to be completed by Staff:

- Put together talking points for the innovation center
- Develop a road show for the center's strategic plan
- Draft letters of support for grant applications
- Schedule a meeting with Staff, Committee Members, and property owners
- Draft next steps for the master planning process

Committee Members were encouraged to testify at the City Council hearing on the Three Mile Lane Area Plan about the importance of the project to the future of McMinnville.

- YC ED Grants

Ms. Richards updated the Committee on the following Yamhill County Economic Development (YC ED) Grants:

- MEDP's grant for the business development ecosystem
- Visit McMinnville's grant to hire a consultant to complete a feasibility assessment of the airport to leverage the airport for economic development

She also provided an update on the City's application for American Recovery Plan Act (ARPA) funds.

Gioia Goodrum, McMinnville Chamber of Commerce, shared details of the Chamber's grant application to fund the Latino Business Navigator program.

- MEVLC 2022/2023 Priorities

Ms. Richards read through the list of the Committee's priorities, which was displayed on the screen, and asked how Staff could support their goals.

Committee Members agreed the list was too long and discussed which priorities to focus on. As the Committee discussed the economic benefits of specific development projects, Staff reminded the Committee of its role as influencers who get projects funded and recommended focus areas. Committee Members continued their discussion and came to a consensus on a list of priorities for the next year.

3. Citizen Comments / Rumor Mill

There were no comments.

4. Committee Member Comments

Committee Member Morris expressed concern about the City's budget deficit and said he wanted more information about how the City ended up in its current financial situation. Other Committee Members agreed they wanted more information as well. Understanding the situation would help Committee Members answer questions from constituents and allow the Committee to make informed decisions. Ms. Richards offered to ask the Finance Director and City Manager to give the Committee a presentation on where the City is at, the City's needs, and what the solutions are.

5. Staff Comments

Ms. Richards announced that hybrid meetings allowing in-person and online attendance would be offered starting in April.

6. Adjournment

There being no further business, the meeting was adjourned.