



**City of McMinnville**  
**Planning Department**  
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# MINUTES

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**January 15, 2020**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

**4:00 pm**  
**Community Development Center**  
**McMinnville, Oregon**

**Members Present:** Kellie Menke, Mike Morris, Dani Chisholm, Kyle Faulk, John Deitz, Deven Paolo, Ellen Brittan, and Carson Benner

**Members Absent:** Walt Gowell, Steve Patterson, Ty Rollins, and Nancy Carlton

**Staff Present:** Heather Richards – Planning Director, Scott Cooper, Executive Director MEDP, and Jeff Knapp, Executive Director Visit McMinnville

**Others Present** Scott Hill – Mayor, Jeff Towery – City Manager, and Jeb Bladine

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## 1. Call to Order

The meeting was called to order at 4:00 p.m.

## 2. History of MAC Town 2032 – ED Strategic Plan

Planning Director Richards explained how this work began in 2017 with the Stable Table. The City had funded the creation of an Economic Development Strategic Plan in 2018 with a project advisory committee and consultants. The public process consisted of focus groups, open houses, and an online survey. After the plan was put together, the Stable Table agencies reviewed the plan and it was decided to create this Council to implement the plan. The Council was comprised of two people from each of the agency groups, McMinnville Downtown Association, Visit McMinnville, Chamber of Commerce, McMinnville Economic Development Partnership, and the City, as well as a representative from McMinnville Water & Light, McMinnville School District, and three at-large seats. The City agreed to bring this into the City Code to enable the Council and staff the Council meetings, although staff from all five organizations were participating and supporting the work. It was meant to be a collaborative initiative. Some of the agencies had adopted portions of the plan into their own work plans and economic pieces the City was responsible for were brought into the City's Strategic Plan.

Jeff Knapp, Executive Director of Visit McMinnville, said this plan would be a guiding document for economic development and had helped their organization as they were strategic planning for the next five years.

## 3. Review of Council By-Laws

Planning Director Richards said the by-laws were the enabling code for the Council. They were developed by the project advisory committee. She then reviewed the responsibilities and powers of the Council. The three at-large members had not been appointed yet. The MEVL Council would make a recommendation to the City Council for those appointments.

#### **4. Election of Chair and Vice-Chair**

There was discussion regarding the responsibilities of the Chair and Vice Chair and the work of the Council, at-large member possibilities, and appointing an interim chair.

Councilor Faulk moved to appoint Carson Benner as Chair. The motion was seconded by Councilor Brittan and approved unanimously.

Councilor Brittan moved to appoint Kellie Menke as Vice Chair. The motion was seconded by Councilor Morris and passed unanimously.

#### **5. Review of MAC Town 2032 – Economic Development Strategic Plan**

Planning Director Richards reviewed the structure of the Economic Development Strategic Plan. She explained the community engagement process, how the data collected compared with other cities including income and wage data, where growth would occur, project goals, data showing residents needed to make \$24 per hour to be able to afford to live in McMinnville, and key findings. McMinnville had the largest population and highest employment in Yamhill County. McMinnville's economy had balanced industry sectors. Health care and technical occupations were the highest paying in McMinnville. Housing affordability was a challenge. McMinnville's poverty rate was high, at 23%. She discussed the strengths, weaknesses, opportunities, and threats analysis.

There was discussion regarding a program at the School District where teachers were staying in contact with graduates who would be first generation college students. There was also discussion regarding the School District's population projections which were staying the same. Planning Director Richards attributed it to the fact that families could not afford to buy homes in McMinnville.

Planning Director Richards said the document was structured so that it could be flexible. There were three foundational goals and five sector goals. Each goal had strategies and each strategy had potential tasks or projects. One of the Council's roles was to decide what would be near term and long term high-impact projects on the list. There were leads, partners, and performance measures in the plan and it was intended to be a community-wide implementation. She reviewed the foundational and sector goals.

#### **6. Discussion of Meeting Structure Moving Forward**

There was discussion regarding the process for appointing the at-large positions. The Council brainstormed names for the at-large positions from colleges, targeted sectors, business community, and rural/agricultural. They then prioritized the list and the top candidates would be contacted.

There was consensus to meet next month on February 19. In the future, the plan was to meet quarterly.

**7. Council Member Comments**

None

**8. Staff Comments**

None

**9. Adjournment**

Chair Benner adjourned the meeting at 5:12 p.m.