



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

[www.mcminnvilleoregon.gov](http://www.mcminnvilleoregon.gov)

# MINUTES

---

**September 8, 2021**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

**3:00 pm**  
**Zoom Meeting**  
**McMinnville, Oregon**

**Members Present:** Robert Banagay, Carson Benner, Ellen Brittan, Jodi Christensen, Walt Gowell, Mike Morris, Gerardo Ochoa, and Deven Paolo,

**Members Absent:** Chris Chenoweth, Dani Chisholm, John Deitz, Heather Miller, Steve Patterson, Ty Rollins, and Jeff Towery

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

**Others Present** Steve Scott

---

## 1. Call to Order

Chair Benner called the meeting to order at 3:00 p.m.

## 2. Citizen Comments

None

## 3. Discussion

### City Council ARPA Project Presentation – Review

- Review the Presentation

There was discussion regarding the meeting with the EVLC and City Council regarding funding for Third Street and the Innovation Center.

- Identify Sticking Points

There was consensus that they needed to better identify the needs for the Innovation Center and express them to Council.

- Talking Points

Councilor Christensen shared talking points that were being put together to help express the concept of the Innovation Center. One of the important points was

helping Council understand the role and responsibility of public vs. private investment. Since this was a plan adopted by the Council, it was the City's responsibility to get the site ready.

Planning Director Richards noted that the site was zoned industrial, but they would need to increase the infrastructure capacity to be able to support the Innovation Center and higher intensity job development they were envisioning.

Chair Benner said if they did not do anything on the site, it could be developed in a different way, one that they did not necessarily want in that location, such as storage instead of job creation.

Councilor Ochoa thought they needed to create an elevator pitch for the Innovation Center that would make it easier to understand what it was.

There was discussion regarding using the name "Innovation Center" and how the Center was for both new and expanding businesses.

There was discussion regarding examples to share with City Council.

- Next Steps for Both Projects
- Assignments – Deliverables

Members of the EVLC would meet with City Councilors individually to discuss the Innovation Center.

Planning Director Richards thought the Budget Committee should be contacted as well. She would forward their information. Staff would also put together talking points.

There was discussion regarding engaging with the County for ARPA funds as well as distributing funds from Representative Noble.

#### 4. Council Member Comments

None

#### 5. Staff Comments

None

#### 6. Rumor Mill

None

#### 7. Adjournment

Chair Benner adjourned the meeting at 3:51 p.m.