

# MINUTES

**September 13, 2023**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Carson Benner, Mike Morris, Trena McManus, Chris Chenoweth, Dani Chisholm, Heather Miller, John Dietz, and Deven Paolo

**Members Absent:** Gerardo Ochoa, Michael Mulkey, Erin Stephenson, Steve Patterson, and Walt Gowell

**Staff Present:** Heather Richards – Community Development Director, Jody Christensen – Special Projects Manager, Patty Herzog – McMinnville Economic Development Partnership, Jeff Knapp – Visit McMinnville, and Olivia Rovang – Visit McMinnville

**Others Present:**

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## 1. Call to Order

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

Jeff Knapp, Visit McMinnville, introduced Olivia Rovang, RARE Program student, who would be helping with projects.

## 2. Minutes

- January 18, 2023

Committee member Dietz moved to approve the January 18, 2023, minutes. The motion was seconded by Committee Member Paolo and passed unanimously.

## 3. Discussion – Work Force Housing (Understanding Need)

- 2023/2024 Priorities

Community Development Director Richards said the Committee had come up with five priorities and staff and the Chair and Vice Chair created an agenda for the next four meetings.

- McMinnville Housing Needs Analysis

Community Development Director Richards discussed four principles for planning for growth, Oregon Land Use Goals, housing capacity analysis update and how the City had to adopt a new HNA and BLI by December 2023, and how household income and lack of housing affordability impacted work force housing. She then explained housing building permits by decade and how they were not meeting the thresholds, how land supply was an issue in McMinnville, other cities that were severely rent burdened, population forecast, housing needs in McMinnville, how not all multi-family housing was low income, not all lower income households should be pushed into multi-family housing, and as lots got smaller, access to open space was more important. The three steps to growth were identification of the need, land use efficiencies, and UGB alternatives analysis. She discussed the process to update the Housing Needs Analysis, Economic Opportunities Analysis, and Public Lands Need Analysis as well as the Buildable Lands Inventory. She described the buildable and partially vacant residential land by zoning district, capacity, current/proposed work force housing projects, mix of housing types, deficit of land for new housing, land need for housing, employment, and public lands, how to meet the need through land use efficiencies and UGB amendment, and perspective for discussion. They would need 484 acres total for the planning period of 2021-2041 to meet the land deficiencies which was 0.1% of the total land acreage in Yamhill County.

There was discussion regarding comparing McMinnville with other cities, areas for growth, funding for infrastructure, opposition to the current process, population forecast, process timeline, and annexations since the last UGB expansion.

- Business Assistance/Resiliency Grant (8212) Update

Special Projects Manager Christensen gave an update on the expenditure report for the Business Assistance Resiliency Grant. She explained the funding, Business Recovery and Resiliency Plan, monitoring overview, progress on the Business Assistance Grant program, progress on the Coordination of Sustainable, Localized Workforce program, progress on the Micro Enterprise Services of Oregon (MESO) 40/60 loans which had zero expenditures currently, progress on the Bilingual Business Training and Mentorship program, and next steps.

There was discussion regarding the timeline for the funds to be expended and what happened if it was not all expended, successes and issues with the programs, and getting case studies from businesses who participated.

#### 4. Rumor Mill

There was discussion regarding businesses that had recently closed and opened.

Mr. Knapp said ODOT was partnering with Cycle Oregon to work on Safe Routes to School programs to provide bikes and curriculum to schools. The Hello McMinnville program would be starting in October.

Committee Member Morris discussed approaching churches about their available land and opportunities for affordable housing. He asked about the impact of Portland tourism slowing down and rebooking conventions.

Mr. Knapp said in general tourism was down in Oregon and international travel was low. He thought with the Evergreen Aviation Museum and their new conference facility and year-round conferences, McMinnville would be a destination. The number of short-term rentals in the City was small, but they were performing well and hotels were also performing well. He did not think the hospitality industry was down in McMinnville. Work force was a challenge.

Committee Member Chisholm said occupancy was down, but the average daily rate was increasing considerably. The bottom line was about the same for hotels. Food and beverage had been up.

Committee Member Miller said her restaurant was up from last summer and she was seeing last minute bookings for her rural accommodations. Winery and tasting room foot traffic was down, but it was from a shift from the pandemic where people wanted to be more spontaneous instead of making reservations and the wine industry was changing to allow that.

Committee Member Chisholm agreed there was an increase in last minute bookings.

Committee Member Chenoweth said the R&B Rubber site was still moving forward.

Committee Member Dietz said they were working on the partnership with the high school.

## 5. Citizen Comments

None

## 6. Committee Member Comments

None

## 7. Staff Comments

None

## 8. Adjournment

Chair Benner adjourned the meeting at 4:44 p.m.