



MINUTES

November 8, 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, Erin Stephenson, and Deven Paolo

Members Absent: Gerardo Ochoa, Michael Mulkey, 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:

1. Call to Order

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

2. Minutes

- October 13, 2021
- October 27, 2021
- December 1, 2021
- February 9, 2022
- March 9, 2022
- May 11, 2022
- June 8, 2022
- August 10, 2022

Committee Member Morris moved to approve the October 13, October 27, and December 1, 2021, and February 9, March 9, May 11, June 8, and August 10, 2022 minutes. The motion was seconded by Committee Member Chenoweth and passed unanimously.

3. Presentation – MEDP, 8212 Grant - Workforce

Patty Herzog, McMinnville Economic Development Partnership, gave a presentation on the 8212 Grant. She discussed the grant funding statement, grant overview, and timeline that all grants would be obligated by June 30, 2024, and project work completed by December 31, 2026.

Craig Brockett, Workforce Development Project Contractor, discussed the stakeholder survey, upcoming listening sessions, and contractor one-on-one business interviews. They were collecting and evaluating the data from a broad cross section of employers and jobseekers. He explained early survey feedback which indicated businesses were having difficulties recruiting qualified applicants. The survey was open from October 20 to December 4 and a mailer had been sent on November 2.

Ms. Herzog said their database had over 2,500 contacts but needed additional evaluation. She discussed the top NAICS Code employers by industry to show the business landscape in McMinnville.

There was discussion regarding the employer data and number of employees for each industry.

Ms. Herzog continued by discussing their action plan to develop and implement programs including the Workforce Integration Network.

Mr. Brockett talked about sustainable resources including web-based directory, work-based learning programs, and Advisory Council. He also discussed the draft action plan framework, data collected, feedback, action steps, and deliverables. He shared how people could participate and contact information.

There was discussion regarding the listening sessions and keeping the database current and useable for the future.

4. Discussion Items – Priority Projects

- Streamline Permitting Processes – Initial Discussion

Community Development Director Richards said a top priority for the Council was to evaluate the City's permitting process for streamlining opportunities for business development. She reviewed what the current process entailed for timeframes and costs. The City did not have a site and design review permitting process outside of the Building Permit Review which saved time and money. She then discussed the current SDC charges and inspection fees, comparison with other cities, and updating master plans.

There was discussion about McMinnville Water & Light's SDC study and possible creation of a water SDC and how currently new development paid all the water infrastructure.

Community Development Director Richards discussed timeliness opportunities and constraints and next steps.

There was discussion regarding changes to the commercial side, but not residential side, as it sometimes got bogged down, problems when community involvement was required and derailing a project, updating codes for better clear and objective standards, great pre-application process, complex relocation and expansion process and making it more user friendly, SDCs for change of use, staffing the counter at the Community Development Center which was only open from 12-5, and how the City was behind on legislative changes in the code.

The Council asked for a full scope of permits and what it would take to update codes.

- Workforce Housing – Follow Up Discussion

Community Development Director Richards said Representative Elmer agreed to offer one of her bills in this legislative session to housing. Staff had been working with her on that and yesterday testified at the state. It was the Housing Oregon's Workforce Bill and was all about incentivizing supply. For projects ready to proceed immediately, the state would pay for the infrastructure needs and those projects agreed that 30% of the units would be for households making 130% median income or less. There was support for the bill, but she did not know if it would pass. There were two projects from McMinnville that would be included.

5. Action Items

- Business Assistance/Resiliency Grant (8212) Update

Community Development Director Richards said staff met with MESO to come up with options for reallocating the rest of the funds as the forgivable loan program had run its course. Those options included bilingual business training program round two, bilingual business training circle to continue work with round one, and business assistance grants. She asked for direction on which option to move forward with.

There was discussion regarding the timeline for spending the funds, using the funds for another year of workforce training and development, how that option would need language to defend it, federal and state pressure on how the money was being spent, partnering with Chemeketa Community College, and extending the deadline for deployment of the funds.

The Council gave direction to staff to ask the state if the remaining \$166,000 could be used to extend an FTE to a certain timeframe and maintain the database for workforce development. The employee was developing the programs responding to the business needs that came out of the survey.

Mr. Knapp thought it was important to consider business licenses to be able to support and maintain the database.

6. Rumor Mill

None

7. Citizen Comments

None

8. Committee Member Comments

None

9. Staff Comments

None

10. Adjournment

Chair Benner adjourned the meeting at 4:56 p.m.