



City of McMinnville
Community Development Department
231 NE Fifth Street
McMinnville, OR 97128
(503) 434-7311
www.mcminnvilleoregon.gov

McMinnville Economic Vitality Leadership Council
Wednesday, December 13, 2023 – 3:00 PM

HYBRID Meeting
IN PERSON – 231 NE Fifth Street or ZOOM Online Meeting

(Please note that this meeting will be conducted via ZOOM meeting software due to the COVID-19 event.)

<https://mcminnvilleoregon.zoom.us/j/84010782518?pwd=dHNOWE5sbjNlRnlzMDFmOEZVU4zUT09>

Meeting ID 840 1078 2518

Meeting Passcode: 417092

Or join ZOOM Meeting by phone via the following number: 1-669-900-9128

Council Members

Agenda Items

Carson Benner, Chair
McMinnville School District

Mike Morris, Vice-Chair
Chamber of Commerce

Trena McManus,
McMinnville Water and Light

Chris Chenoweth,
City of McMinnville

Walt Gowell,
City of McMinnville

Steve Patterson,
Chamber of Commerce

Dani Chisholm, MDA

Heather Miller, MDA

John Dietz,
MEDP

Deven Paolo,
MEDP

Erin Stephenson,
Visit McMinnville

Gerardo Ochoa,
Linfield University

Michael Mulkey,
Willamette Valley Medical Center

Vacant,
Visit McMinnville

1. Call to Order / Introductions

2. Action Items

- Business Assistance/Resiliency Grant (8212) Update
(Exhibit 1)

3. Presentation – Mid-Willamette Valley Comprehensive Economic Development Strategy (CEDS) – *(Exhibit 2)*

4. Rumor Mill

5. Citizen Comments

6. Committee Member Comments

7. Staff Comments

8. Adjournment

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

*Please note that these documents are also on the City's website, www.mcminnvilleoregon.gov. You may also request a copy from the Planning Department.

STAFF REPORT

DATE: December 13, 2023
TO: McMinnville Economic Vitality Leadership Council
FROM: Jody Christensen, Special Projects Manager
SUBJECT: 8212 State ARPA McMinnville Business Recovery and Resiliency Plan Redirect Program Funds Update

STRATEGIC PRIORITY & GOAL:



ECONOMIC PROSPERITY

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.

OBJECTIVE/S: Improve systems for economic mobility and inclusion

Report in Brief:

This is an update regarding use of unspent 8212 State American Rescue Plan Act (“ARPA”) funds in the McMinnville Business Recovery and Resiliency Plan.

- 1) **Plan A:** Workforce Programs plan, which requires an extension request to the state.
- 2) **Plan B:** If the extension is not approved, staff are seeking direction on preferred option.

Background:

During the 2021 Oregon Legislative session, then-Representative Ron Noble (HD-24) worked with the McMinnville Economic Development Partnership (“MEDP”) and the City of McMinnville to secure \$750,000 in HB 5006 for the McMinnville Business Recovery and Resiliency Plan (“Plan”).

The Plan was developed by the McMinnville Economic Vitality Leadership Council (“MEVLC”). It invests in priority projects identified to help McMinnville businesses recover from the ongoing effects of the COVID-19 pandemic and become more resilient in the future. The Plan addresses the following issues: 1) Recruiting and Retaining Workforce; 2) Trained Workforce; and 3) Business Resiliency. The Plan has four goals: Goal 1 - Develop Business Assistance Grants for Workforce Recruitment and Retention; Goal 2 - Coordination of Sustainable, Localized Workforce Programs; Goal 3 - Develop a Loan Forgiveness Program with Micro Enterprise Services of Oregon (“MESO”); and Goal 4 - Develop Bilingual Business Training/Mentorship Program.

Discussion:

As reported on 11.08.23, the staff shared that \$166,000 of the 8212 funds needed to be reallocated due to lack of performance by one program.

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

*Please note that these documents are also on the City’s website, www.mcminnvilleoregon.gov. You may also request a copy from the Planning Department.

The committee gave directions to staff to consider a workforce development focused reallocation. Staff developed Plan A, which required an extension request. An alternative, Plan B, is provided in case the extension is not approved.

Plan A:

- On 11.15.23, the McMinnville Economic Development Partnership (MEDP), the Workforce Coordination contractor, and the Chemeketa Community College (CCC) team emailed the City staff a proposal, outlined two CCC’s programs and modifications to the MEDP contract to extend the coordinator’s contract and to provide funds for a support staff. The proposal indicated CCC would need time to establish, enroll participants, and complete the training and internships. They requested December 31, 2025, as the completion date. In addition, MEDP requested more time as well to extend the workforce coordinator position to support the CCC programs and implementation of the action plan.
- On 11.15.23, the City staff met with the Department of Administrative Services (DAS) to discuss the current fund expenditure rate and proposal, which included information about a possible extension to the City’s current contract with DAS.
- On 11.20.23, City staff met with MEDP and CCC to discuss the proposal, the timeline, the grant requirements, and possible extension submission. All agreed to move forward.
- Between 11.20-12.01.23, City staff worked on the documentation, plan, and budget for the extension request packet and submitted it by the 12.01.23 deadline and are now awaiting a decision.

Contract	Current	Extension (proposed)	Action
Obligation	June 30, 2024	December 31, 2024	All funds under contract.
Completion	October 1, 2024	December 31, 2025	All funds expended.

- Chemeketa is reviewing the draft contract.

The City team is confident that the funds can be effectively reallocated to the proposed projects with an approved extension.

The Workforce Programs:

The proposed workforce programs meet the purpose of the funds under Goal 2 Coordination of Sustainable, Localized Workforce Programs.

- Chemeketa Community College proposed pre-apprenticeship and hospitality certification programs for up to 80 participants with internships at businesses within the city limits. The cost would be \$146,000. The completion date would be December 31, 2025.
- The City recommends that community engagement be included for program outreach to underserved and underrepresented community members and businesses. The budget would be \$3,400 for this work under an amended contract with MEDP, who would add it to an existing contract.
- MEDP, the Workforce Coordination contractor, proposed removing one of their deliverables, the development of an apprenticeship program with Chemeketa Community College, and shifting the funding under their current contract to extend the contract of the Workforce Coordinator and/or other staff to build out the business network to support the pre-apprenticeship and hospitality certification programs.
- The City will allocate \$16,600 for staff support for the extension.
- The CCC contract and MEDP amendment will go before the City Council on January 9, 2024.

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

*Please note that these documents are also on the City’s website, www.mcminnvilleregon.gov. You may also request a copy from the Planning Department.

Plan B:

If the extension is **not** approved, Chemeketa will withdraw its proposal and the MEDP contract will not be amended.

The City will need to obligate the unspent funds before June 30, 2024, to existing programs such as the grant and business training projects, both of which can meet the current grant timeline.

Action:

Staff are seeking direction on the preferred option listed below.

Option 1	Budget	Notes
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 112,900.00	Up to \$10,000 grants = 11 grants
Grants Community Outreach	\$ 35,000.00	
	\$166,000.00	
Option 2		
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 94,375.00	Up to \$10,000 = 9 grants
Grants Community Outreach	\$ 35,000.00	
Bilingual Business Training Round 2	\$ 18,525.00	Cohort like existing contract - up to 10 businesses
	\$166,000.00	
Option 3		
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 92,900.00	Up to \$10,000 = 9 grants
Grants Community Outreach	\$ 35,000.00	
Bilingual Business Training Circle	\$ 20,000.00	Participants from Round 1 moving to next level - 8 businesses
	\$166,000.00	

Fiscal Impact:

The State ARPA \$750,000 Business Recovery and Resiliency grant was received by the City in 2022.

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

*Please note that these documents are also on the City’s website, www.mcminnvilleoregon.gov. You may also request a copy from the Planning Department.



City of McMinnville
Community Development
231 NE Fifth Street
McMinnville, OR 97128
(503) 434-7311
www.mcminnvilleoregon.gov

STAFF REPORT

DATE: December 13, 2023
TO: McMinnville Economic Vitality Leadership Council
FROM: Jody Christensen, Special Projects Manager
SUBJECT: Mid-Willamette Valley Comprehensive Economic Development Strategy Presentation and Discussion



ECONOMIC PROSPERITY

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.

STRATEGIC PRIORITY & GOAL:

OBJECTIVE/S: Improve systems for economic mobility and inclusion

Report in Brief:

McRae Carmichael, the Mid-Willamette Valley Council of Governments (MWVCOG)'s Community Development Director, will present and seek comments on the draft regional 2023-2028 Comprehensive Economic Development Strategy (CEDS).

Background:

After a little more than a year and hundreds of hours of input, the MWVCOG has a draft of the 2023-2028 Comprehensive Economic Development Strategy (CEDS) for the Mid-Willamette Valley. "The purpose of the Comprehensive Economic Development Strategy (CEDS) is to improve regional economic conditions through job growth, fostering stable and diversified economies and improving community livability. It provides a mechanism of coordinating the efforts of multiple individuals, organizations, governmental entities, and private industry efforts that promote economic development and resiliency with the region."

The draft document may be found at <https://www.mwvcog.org/economic-development/page/ceds-posting-public-comment>

Discussion:

Before adoption of the CEDS, the COG is seeking some final feedback. The EVLC will discuss and provide feedback during the meeting

The committee may also use this [link](#) to provide written feedback on the draft before the end of day on 12.13.23. The survey asks for feedback for each chapter individually. If you have no comments, just skip that section.

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

*Please note that these documents are also on the City's website, www.mcminnvilleoregon.gov. You may also request a copy from the Planning Department.