

# MINUTES

**February 14, 2024**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

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

**Members Absent:** Carson Benner, 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, Heather Hadley Blank – McMinnville Economic Development Partnership, Jeff Knapp – Visit McMinnville, Doris Towery – McMinnville Downtown Association, Taylor Graybehl – Senior Planner, and Matthew Deppe – Associate Planner

**Others Present:**

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## 1. Call to Order

Vice Chair Morris called the meeting to order at 3:05 p.m.

## 2. Discussion Items

- Business Assistance/Resiliency Grant (8212) Update

Special Projects Manager Christensen introduced the topic. MEDP was going to share data that was collected from businesses to inform the creation of their Action Plan.

Craig Brockett, consultant, reviewed the business survey results, participating business classifications, issues shared in the stakeholder listening sessions, how there was a low number of respondents, continued efforts to get more feedback, update on the workforce resources directory, update on the workforce integration network, and next steps.

There was discussion regarding the number of businesses with employees in McMinnville and percentage of participation and ideas for getting better participation by the deadline of February 29.

- Industrial Land Supply (MEVLC Priority 2023/24)

Community Development Director Richards shared a map of commercial and industrial buildable lands in the City, both listed and unlisted, and types of sites that were still needed.

Vice Chair Morris said they needed to come up with a way to unlock some of the land and either encourage owners to move forward in development or unlock their properties into the market. He gave an example of a project performance on a 30,000 square foot flex project and the associated costs.

There was discussion regarding how the lack of commercial property and vacancy was putting pressure on industrial property, how many property owners were not local, how owners were land banking rather than selling or developing, obstacles to development, how they needed to target specific players and owners, help for landowners through the process, phasing in City improvements, and need for one-on-one conversations.

### 3. Rumor Mill

There was discussion regarding an expansion project, parking and employees, Construction Excise Tax and workforce housing, a property that was back on the market, and concern the wine industry was slowing down.

### 4. Citizen Comments

None

### 5. Committee Member Comments

None

### 6. Staff Comments

Community Development Director Richards announced Representative Elmer's housing bill was at the Joint Ways and Means Committee.

Jeff Knapp, Visit McMinnville, discussed hiring, how they had received two James Beard nominees for the state, and were hosting a media company from Madrid for restaurant rating.

It was announced there would be a Third Street Business Resiliency Report presentation on March 12.

### 7. Adjournment

Vice Chair Morris adjourned the meeting at 3:45 p.m.