



MINUTES

April 10, 2024
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Mike Morris, Kelly McDonald, Trena McManus, Chris Chenoweth, John Dietz, and Deven Paolo.

Members Absent: Gerardo Ochoa, Dani Chisholm, Heather Miller, Michael Mulkey, Erin Stephenson, Steve Patterson, Diana Riggs, and Walt Gowell

Staff Present: Heather Richards – Community Development Director, Jody Christensen – Special Projects Manager, Patty Herzog – McMinnville Economic Development Partnership, Craig Brockett – McMinnville Economic Development Partnership, Doris Towery – McMinnville Downtown Association, Taylor Graybehl – Senior Planner, and Matthew Deppe – Associate Planner

Others Present: Anna Hilts – Willamette Valley Medical Center

1. Call to Order

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

2. Swearing-In of New Committee Members

Community Development Director Richards swore in new member Kelly McDonald.

3. Minutes

- August 9, 2023

Councilor Morris moved to approve the August 9, 2023, minutes. The motion was seconded by Councilor Paolo and passed unanimously.

4. Discussion Items

- Business Assistance/Resiliency Grant (8212) Update

Craig Brockett, McMinnville Economic Development Partnership, discussed the MEDP 8212 grant draft action plan. He summarized the grant findings and immediate action plan.

The plan included support for healthcare through an entry-level worker pilot program and incumbent worker support, support for hospitality/tourism, develop a skilled trades mentorship program, and continue building a business database.

Anna Hilts, Willamette Valley Medical Center, explained the healthcare entry level worker paid internship program and how the positions could lead to full time employment.

There was discussion regarding how the program participants would be 18 to 25 years old, 5 students at a time, financial commitment to the program after the pilot, phlebotomy endorsement program, how the funding would run the pilot program through 2025, bringing more providers into the conversation, incumbent worker support, businesses participating in an upcoming hiring event, role of Visit McMinnville, and partnerships with the high school.

Mr. Brockett then reviewed the long-term recommendations. These included the immediate action plan, expand workforce development initiatives, enhance collaboration, determine data-driven decision protocols, promote inclusivity and diversity in decision-making, manage resource directory, marketing/awareness campaigns, expand industry engagement, develop sustainability and funding, and explore the need for a Workforce Development Coordinator.

There was discussion regarding sustainability and funding.

- Innovation Campus (MEVLC Priority 2023/24)

Special Projects Manager Christensen said an RFQ for a consultant to help with master planning the innovation campus site, public infrastructure feasibility, and marketing went out in February. They received six proposals, and five met the completion requirements. After review of the proposals, three were interviewed and the highest ranking firm was Walker Macy. They announced the intent to proceed today and were moving into contract negotiations. She explained the master planning process.

There was discussion regarding the funding, public engagement, completion date, possible uses, how the consulting firm had done other projects in the City, and EVLC positions on the PAC.

- City Budget

Finance Director Cuellar discussed the state mandated budget process and McMinnville's budget context and challenges. She reviewed basic local budget law including its purpose and process, preparation of the proposed budget, what a budget was and moving to a biennial budget, how the budget was prepared by fund, types of funds, budget resources, and constitutional limitations on property taxes.

There was discussion regarding County vs. City taxes, compression, and assessed value.

Finance Director Cuellar continued the presentation by discussing the foundation for the City's financial planning, which was rooted in the MacTown 2032 values and strategic priorities as well as by the annual Council goals. She discussed how some funding was limited to specific services or projects and General Fund sustainability challenges.

There was discussion regarding General Fund income and expenses without the additional \$0.50 being levied, the percentage of the budget that was payroll, and PERS increases.

Finance Director Cuellar encouraged the committee to ask questions and get involved in the dialogue in the upcoming budget process.

3. Rumor Mill

There was discussion regarding the Governor vetoing a bill, but none of the projects were McMinnville projects.

4. Citizen Comments

None.

5. Committee Member Comments

Vice Chair Morris had reached out to Steve Patterson and Erin Stephenson and encouraged them to participate on the committee. Ms. Stephenson was going to step away from the committee and would try to find a replacement.

6. Staff Comments

None.

7. Adjournment

Chair Benner adjourned the meeting at 4:58 p.m.