



# MINUTES

**July 10, 2024**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

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

**Members Absent:** Steve Patterson, Deven Paolo, Michael Mulkey, Walt Gowell, Gerardo Ochoa, Erin Stephenson, and Diana Riggs.

**Staff Present:** Heather Richards – Community Development Director, Taylor Graybehl – Senior Planner, Jody Christensen – Special Projects Manager, Heather Hadley Blank – McMinnville Economic Development Partnership, and John Olsen – Chamber of Commerce.

**Others Present:**

---

## 1. Call to Order

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

## 2. Minutes

- September 13, 2023
- November 8, 2023

Councilor Morris moved to approve the September 13 and November 8, 2023, minutes. The motion was seconded by Councilor Olsen and passed unanimously.

## 3. Discussion Items

- Downtown Master Plan Update

Community Development Director Richards gave a presentation on the Downtown Master Plan update to bring together all the current discussions for a future vision that was thoughtful and intentional. She discussed old schematics and pictures of downtown as well as past planning efforts and designs for downtown. Third Street was the identifiable center of the City and she discussed the improvements that were listed in the 2000 Downtown Improvement Plan and 2005 Third Street Streetscape Plan. She also discussed the

Northeast Gateway Plan in 2012, Urban Renewal Plan in 2013, Zoning Ordinance for historic preservation in 2017, Wayfinding Plan in 2018, Downtown Strategic Parking Management Plan in 2018, Adams/Third intersection improvements in 2019, and City Center Housing Strategy in 2021. They wanted to think beyond Third Street and had done a downtown property ownership study as well as the applicable area for the Downtown Design Standards. There was interest in connectivity to the city center park/library, community center, parking garage, county facilities, connection between Third and Alpine, redevelopment of storage properties into mixed use residential, and 5 Year Strategic Plan which included the Downtown Plan update. She then explained the scope of work and final deliverables for the update, study areas, example of a major amendment to the Redmond Downtown Urban Renewal Plan in 2010, logistics for this type of effort, and how it aligned with the MacTown 2032 Plan.

There was discussion regarding the Urban Renewal District boundary, area south of downtown, how they could be as successful as Redmond was, and incentivizing redevelopment.

4. Rumor Mill

None

5. Citizen Comments

None

6. Committee Member Comments

None

7. Staff Comments

Special Projects Manager Christensen discussed the Innovation Campus Community Advisory Committee. Councilor Morris had already volunteered, and they had one more position to fill. Deven Paolo was suggested. Chair Benner would contact him about it.

8. Adjournment

Chair Benner adjourned the meeting at 3:50 p.m.