



## MINUTES

September 11, 2024  
McMinnville Economic Vitality Leadership Council  
Regular Meeting

3:00 pm  
Zoom Meeting  
McMinnville, Oregon

**Members Present:** Mike Morris, Chris Chenoweth, Steve Patterson, John Dietz, and Diana Riggs.

**Members Absent:** Deven Paolo, Walt Gowell, Kelly McDonald, Gerardo Ochoa, Erin Stephenson, Trena McManus, Michael Mulkey, Dani Chisholm, and Heather Miller.

**Staff Present:** Heather Richards – Community Development Director, Patty Herzog – McMinnville Economic Development Partnership, Craig Brockett – McMinnville Economic Development Partnership, and John Olsen – Chamber of Commerce.

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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 Licensing – Workforce Development
  - o Work Force Coordinator, (Patty Herzog)

Vice Chair Morris said the task force for creating a Work Force Coordinator position had met and discussed job descriptions, roles, and funding. They were bringing forward a potential funding source, a business license fee.

Patty Herzog, McMinnville Economic Development Partnership, explained the key points that were discussed for creating a business license fee including a clear estimate of the cost of the position, City's role, dedicating the funds to benefit the businesses, Stable Table's role in promotion, and concerns about fee fatigue. They were asking the EVLC for feedback on whether they should move forward with further investigation of a business license.

There was discussion regarding the value of the position and deliverables, buy-in from the community, support from the School District, not assessing the entire business community

but only certain sectors, other funding options the task force was investigating, job advancement, finding businesses willing to fund it based on value return, how the business license would be designated exclusively for the benefit of the business community, need for a business inventory, and reaching out to larger employers and the organizations representing them for funding.

There was consensus that this was still an important position that they wanted to continue to move forward to find funding, however there was not support for moving forward with a business license as a funding source.

- Business Summit with Elected Officials

The Chamber and MEDP would discuss this idea with staff.

#### 4. Rumor Mill

There was discussion regarding the new CEO of Visit McMinnville.

#### 5. Citizen Comments

None.

#### 6. Committee Member Comments

None.

#### 7. Staff Comments

None.

#### 8. Adjournment

Vice Chair Morris adjourned the meeting at 4:00 p.m.