



MINUTES

August 13, 2025
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Hybrid Meeting
McMinnville, Oregon

Members Present: Carson Benner, Mike Morris, Trena McManus, Meg Ordaz, Peter Kircher, Paul Davis, John Dietz, Chris Chenoweth, Diana Riggs, Dani Chisholm, and Patrick Reuter.

Members Absent: Dennis Robertson

Staff Present: David Berniker – Planning Manager, Jody Christensen – Special Projects Manager, Heather Richards – Community Development Director, Dan Gibson – Visit McMinnville and Noelle Amaya – Communications and Engagement Manager.

Guests Present: Samatha Monagan, Scott Unger, Mayor Morris and Steve Scott

1. Call to Order

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

2. Roundtable Introductions

Council members, Staff, and Guests introduced themselves.

3. Minutes

None.

4. MacTown 2032 Review and Discussion

A. MacTown 2032 and its implementation Presentation

Community Development Director Richards gave a slideshow presentation on the MacTown 2023 Economic Development Strategic Plan, providing background information on the Strategic Plan's development, an overview of the Plan's details, and implementation of the Plan to date, highlighting the EVLC's initiatives.

Questions and comments from Council members were addressed regarding the need for the EVLC to put more focus on the Strategic Plan than it has in last six to nine months, and the projections and economic indicators in the Plan that have changed since it was written.

The Council consented to discuss the possibility of updating the MacTown Plan with recent data at the next meeting.

B. 2025 Priorities Mid-Year Review Status

Special Projects Manager Christensen presented the Staff report, reviewing and updating the EVLC on the status of the MacTown 2032 Plan's strategic priorities, asking the Council to discuss the relevance of the existing priorities and whether additional priorities should be added.

During the presentation, comments and questions from Council members were addressed regarding City Council discussions on legislative priorities, workforce housing predictions, factors that contribute to long-term housing and apartment vacancies.

C. Review of recommended tasks and actions

EVLC members, Staff, and guests discussed the recommended tasks and actions, which included concerns about being able to achieve some tasks; collaborating with economic development partners and local businesses; recommendations that did not seem appropriate for the EVLC to implement; factors related to affordable housing and living wage jobs. Continuing the discussion on priorities after the EVLC could review more recent data on housing was suggested.

Each Council member confirmed the recommended actions they wanted to add to the 2025 priority list. Staff confirmed that based on this discussion, the direction from the Council was to reorganize actions under the current priorities, schedule a discussion on engagement with businesses, and present the updated priority list at a future Council meeting.

5. Membership Vacancies

Chair Benner and Special Projects Manager Christensen reported on EVLC vacancies for the Chamber of Commerce, School District, and At Large positions and the process for appointing new members.

Council members discussed having a Linfield representative on the EVLC, recruiting younger members, specific individuals who would be a good fit for the EVLC, and the term limits for each available position.

6. Citizen Comments

None.

7. Committee Member Comments

Council members shared information on businesses that recently opened, planned new businesses, and events planned for the upcoming weekend.

8. EVLC Staff Comments – MEDP, MDA, MACC, Visit McMinnville, and City

Not addressed.

9. Adjournment

The meeting adjourned at 4:39 pm.