



City of McMinnville  
Community Development Department  
231 NE Fifth Street  
McMinnville, OR 97128  
(503) 434-7311  
[www.mcminnvilleoregon.gov](http://www.mcminnvilleoregon.gov)

**McMinnville Economic Vitality Leadership Council**  
**Wednesday, November 8, 2023 – 3:00 PM**

**HYBRID Meeting**  
**IN PERSON – 231 NE Fifth Street or ZOOM Online Meeting**

*(Please note that this meeting will be conducted via ZOOM meeting software due to the COVID-19 event.)*

<https://mcminnvilleoregon.zoom.us/j/84010782518?pwd=dHNOWE5sbjNIRnluMDFmOEIZVU4zUT09>

**Meeting ID** 840 1078 2518

**Meeting Passcode:** 417092

**Or join ZOOM Meeting by phone via the following number: 1-669-900-9128**

**Council Members**

**Agenda Items**

Carson Benner, Chair  
McMinnville School District

Mike Morris, Vice-Chair  
Chamber of Commerce

Trena McManus,  
McMinnville Water and Light

Chris Chenoweth,  
City of McMinnville

Walt Gowell,  
City of McMinnville

Steve Patterson,  
Chamber of Commerce

Dani Chisholm, MDA

Heather Miller, MDA

John Dietz,  
MEDP

Deven Paolo,  
MEDP

Erin Stephenson,  
Visit McMinnville

Gerardo Ochoa,  
Linfield University

Michael Mulkey,  
Willamette Valley Medical Center

Vacant,  
Visit McMinnville

**1. Call to Order / Introductions**

**2. Minutes**

- October 13, 2021 (*Exhibit 1*)
- October 27, 2021 (*Exhibit 2*)
- December 1, 2021 (*Exhibit 3*)
- February 9, 2022 (*Exhibit 4*)
- March 9, 2022 (*Exhibit 5*)
- May 11, 2022 (*Exhibit 6*)
- June 8, 2022 (*Exhibit 7*)
- August 10, 2022 (*Exhibit 8*)

**3. Presentation – MEDP, 8212 Grant - Workforce**

**4. Discussion Items – Priority Projects**

- Streamline Permitting Processes – Initial Discussion
- Workforce Housing – Follow Up Discussion

**5. Action Items**

- Business Assistance/Resiliency Grant (8212) Update (*Exhibit 9*)

**6. Rumor Mill**

**7. Citizen Comments**

**8. Committee Member Comments**

**9. Staff Comments**

**10. Adjournment**

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting (503) 434-7311 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

\*Please note that these documents are also on the City's website, [www.mcminnvilleoregon.gov](http://www.mcminnvilleoregon.gov). You may also request a copy from the Planning Department.



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## **EXHIBIT 1 - MINUTES**

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**October 13, 2021**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Robert Banagay, Chris Chenoweth, Dani Chisholm, Jodi Christensen, Mike Morris, Deven Paolo, Steve Patterson, and Steve Scott

**Members Absent:** Carson Benner, Ellen Brittan, John Deitz, Walt Gowell, Heather Miller, Gerardo Ochoa, Ty Rollins, and Jeff Towery

**Staff Present:** Heather Richards, Heather Hadley Blank, Gioia Goodrum, and Dave Rucklos

**Others Present**

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1. Call to Order

Vice-Chair Chenoweth called the meeting to order at 3:00 pm.

2. Citizen Comments

None

3. Minutes

- October 13, 2020

Councilor Patterson moved to approve the October 13, 2020, minutes as presented, seconded by Councilor Chisholm. The motion passed unanimously.

4. New Business

- State Business Assistance ARPA Funds
  - \$750,000

Planning Director Heather Richards provided a brief synopsis of the Staff Report included in the meeting packet regarding Representative Noble's allocation of \$750,000 in state American Rescue Plan Act (ARPA) funds to help the McMinnville business community.

- Program Development

The Council discussed ideas for program(s) of recommendation on how to use the funds: a subsidy to businesses to hire an intern; downtown area facade grants; childcare programs; direct costs like SDCs; workforce programming like training; a six-month program to assist businesses through the pandemic with developing perhaps a business plan to get to the next place; a webinar addressing resiliency, agility, and pivoting; help and training businesses to transition to remote work; grants or a stipend for businesses that can offer a hiring incentive for in-place workers; community engagement; training in hospitality; monies to encourage people to pursue trades; a workcore development concept; funds to look at apprenticeship programs for manufacturing, service industries, trades, and different area organizations; a marketing grant or campaign to bring workforce to McMinnville; a central listing of jobs, apprenticeships, and scholarships available for people looking to work in McMinnville; grants to subsidize barriers to employment; and an electronic approach to service industry positions.

It was noted that businesses' greatest struggle, anecdotally, was finding staff and that they were facing a shortage of workers prior to Covid, which only exacerbated the shortage.

Ms. Richards addressed timeline and process questions, adding Representative Noble was interested in this Council making recommendations to the City and then the City would fill out the project form agreement that goes to the state from which a grant agreement would then be constructed. This Council will present their ideas for Representative Noble's feedback at the November meeting.

Vice-Chair Chenoweth stated the consensus of the Council seemed to be to look at two areas: a stipend to entice workers into businesses and a longer-term approach to help apprenticeship programs get working at the community college level.

Councilor Paolo will reach out to Chemeketa Community College and find out what the cost would be. Ms. Goodrum will work with the two folks she has been talking to and see if they can come up with what business consulting and coaching could look like and the cost.

The Council decided to meet again on October 27th at 3:00 pm in order to organize their recommendation before meeting with Representative Noble. Councilor Patterson noted he will be out of state and unavailable.

## 5. Old Business

- City of McMinnville ARPA Funds Request

Vice-Chair Chenoweth reported on last night's meeting discussing the ARPA dollars. The City had proposed a package of what they thought the priorities ought to be. The discussion kind of meandered. The end result is they are going to have a second work session to cover it again on the 20th.

Ms. Richards noted 30 projects recommended by Staff looked like they could be fully funded by the ARPA funds. Two of the projects came up for being axed via the City Council discussion: the McMinnville Water & Light water project and the Innovation Center.

Vice-Chair Chenoweth clarified the Innovation Center will still be in the package because only one City Councilor opposed it. The Council discussed plans to try to resolve opposition.

McMinnville Water & Light asked for a large amount and got pretty well shut down by the City Council unless they could provide better rationale for their request. More requests from others are also expected.

- Yamhill County ARPA Funds Request

Vice-Chair Chenoweth stated it sounds like the County is on board with match dollars for the Innovation Center at least and potentially for the Downtown Improvement Project as well, reporting on his conversation with County Commissioner Lindsay Berschauer regarding both projects this Council supports.

Councilor Scott said the state trying to identify a regional innovation site seemed to amplify the need for a feasibility study of the Innovation Center and make it much more important.

## 6. Council Member Comments

None

## 7. Staff Comments

None

## 8. Rumor Mill

Ms. Richards reported Organic Valley has started submitting paperwork for building permits, which is good news. They will start with a Phase 1 to get a portion of their site up and going again in time for the spring flush. They are still working on funding for all of it. She clarified they have shown larger plans for the site than they had originally. Ms. Hadley Blank added Water & Light is moving the water main and meter more to a frontal area because right now it runs through the property.

## 9. Adjournment

Vice-Chair Chenoweth adjourned the meeting at 4:33 pm.



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## EXHIBIT 2 - MINUTES

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October 27, 2021  
McMinnville Economic Vitality Leadership Council  
Regular Meeting

3:00 pm  
Zoom Meeting  
McMinnville, Oregon

**Members Present:** Carson Benner, Robert Banagay, Chris Chenoweth, Dani Chisholm, Jodi Christensen, John Deitz, Heather Miller, Mike Morris, Gerardo Ochoa, Deven Paolo, and Steve Scott

**Members Absent:** Ellen Brittan, Walt Gowell, Ty Rollins, Steve Patterson, and Jeff Towery

**Staff Present:** Heather Richards, Heather Hadley-Blank, Gioia Goodrum, Jeff Knapp, and Dave Rucklos

**Others Present** Patty Herzog

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1. Call to Order

The meeting was called to order at 3:00 p.m.

2. Citizen Comments

No comments.

3. Continued Discussion from October 13, 2021

- State Business Assistance ARPA Funds - \$750,000, Program Development (*Exhibit 1*)

**Workforce**

- Near-Term: Recruitment and Retention Programs
- Long-Term: Workforce Development, Apprenticeships, Internship, etc.

**Business Resiliency**

- Mentorship and Facilitation Programs

Ms. Richards presented the Staff report on the business assistance funding, reviewing the Council's previous conversation on potential programs to develop using the funds and fact sheets included in the Agenda packet to inform the conversation going forward.

The Council and Staff reviewed and discussed the information contained in the Staff report and shared ideas for business-focused programs to fund. A data collection program would inform on the community's education, employment, and business needs. The recommendation was to fund a full-time position for two years to collect the needed data. However, it could be a challenge for such a program to qualify for the funding as the federal regulations require the funds to “address negative economic impacts caused by” COVID. The Council discussed ways to structure the data collection program so that it qualified for funding.

An apprenticeship program was discussed. Councilor Paolo shared information about pre-apprenticeship and apprenticeship opportunities and explained how those programs were structured. Scholarships were a common component of apprenticeship programs. Staff reminded that the program would have to address COVID impacts to qualify for the funding and shared ideas for structuring an apprenticeship to meet the requirements.

Staff reviewed the funding requirements in detail and answered questions from Councilors about those requirements.

Ms. Goodrum provided information about a business support series to help struggling businesses and recommended business development areas that the program could focus on. The Council and Staff shared ideas about how to structure such a program.

Other program ideas discussed included internships, career fairs, career pathways, workforce development, a forgivable loan, employee recruitment and retention, and free COVID products for businesses to offer employees. Ultimately, the Council agreed to continue discussing funding for the following program areas:

- Workforce development
- Data collection
- Apprenticeships
- Technical support and training
- Forgivable loan
- COVID products
- Recruitment and retention grants

Ms. Richards noted that the Council would have an opportunity to share their list with Representative Noble at a future meeting.

#### 4. Council Member Comments

No comments.

#### 5. Staff Comments

Staff updated the Council on the Budget Committee's recommended list of projects to be funded with American Recovery Plan Act (ARPA) grants. Vacancies on City committees were also noted.

#### 6. Rumor Mill

Ms. Richards announced that Organic Valley planned to rebuild in McMinnville.

7. Adjournment

There being no further business, the meeting was adjourned at 5:00 p.m.



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## **EXHIBIT 3 - MINUTES**

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**December 1, 2021  
McMinnville Economic Vitality Leadership Council  
Regular Meeting**

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

**Members Present:** Carson Benner, Robert Banagay, Dani Chisholm, Jodi Christensen, Heather Miller, Mike Morris, Gerardo Ochoa, and Deven Paolo

**Members Absent:** Ellen Brittan, Chris Chenoweth, John Deitz, Walt Gowell, Ty Rollins, Steve Patterson, Steve Scott, and Jeff Towery

**Staff Present:** Heather Richards, Heather Hadley-Blank, Gioia Goodrum, Patty Herzog, Jeff Knapp, and Dave Rucklos

**Others Present** Representative Ron Noble

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1. Call to Order

The meeting was called to order at 3:00 p.m.

2. Citizen Comments

No comments.

3. Continued Discussion from October 13, 2021

- State Business Assistance ARPA Funds - \$750,000, Program Development

Ms. Richards presented the Staff report on the Council's recommended programs to be funded with ARPA grants. Her presentation included an overview of the Council's considerations, a detailed description of each program, and an explanation of how each program would fulfill the economic needs in the community.

Staff and the Councilors answered clarifying questions and responded to comments by Representative Noble about the sustainability plans and ongoing maintenance of each program, programs that would be funded if more money was made available, and how he could assist the City. He noted the programs would need to comply with federal regulations in order to qualify for funding.

- Yamhill County/City ARPA Request Update



Ms. Richards announced that both of the projects the Council recommended were approved by the Budget Committee and the City Council.

Staff discussed the program proposed by the Chamber. The initial amount requested for the program was increased after the Council decided to expand the scope of the program. Cost estimates did not need to be submitted to DAS at this time.

It was noted that an update on the County's ARPA requests would be available after December 22<sup>nd</sup>.

The Councilors and Staff made recommendations on inviting representatives from the County and other organizations to attend the EVLC meetings.

#### 4. Council Member Comments

No comments.

#### 5. Staff Comments

Mr. Knapp announced that the Stable Table Partners would be meeting on December 22<sup>nd</sup> to discuss their next steps for economic and other issues.

Ms. Richards answered questions from Councilors about the City's options for additional revenue and the Third Street Improvement Project.

#### 6. Rumor Mill

Mr. Knapp said that during the last week, he heard four or five employees say they heard there was a tenant in the J.C. Penny space. Ms. Richards confirmed the rumor was true.

#### 7. Adjournment

There being no further business, the meeting was adjourned at 3:54 p.m.

## **EXHIBIT 4 - MINUTES**

**February 9, 2022**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Carson Benner, Chris Chenoweth, Robert Banagay, Jody Christensen, Heather Miller, John Dietz, Mike Morris, Gerardo Ochoa, and Deven Paolo

**Members Absent:** Ellen Brittan, Dani Chisholm, Walt Gowell, Ty Rollins, and Steve Patterson

**Staff Present:** Heather Richards - City of McMinnville, Jeff Towery - City of McMinnville, Jeff Knapp - Visit McMinnville, Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Patty Herzog - McMinnville Economic Development Partnership, Heather Hadley Blank - McMinnville Economic Development Partnership

**Others Present:** Steve Scott, Scott Hill

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1. Call to Order

2. Oath of Service

3. Election of Officers

[0:00 video starts here - in the middle of nominations]

Unknown Member nominated Carson Benner as Chair; seconded by Unknown Member. Ayes: Members Chenoweth, Morris, Dietz, Paolo, Banagay, and Christensen. Nays: None [Miller and Ochoa listed as present but not heard voting, also Benner not heard voting] Carson Benner was unanimously elected as Chair.

Member Morris nominated Chris Chenoweth as Vice Chair; seconded by Chair Benner. Ayes: Members Benner, Christensen, Morris, Dietz, Paolo, and Banagay. Nays: None [Miller and Ochoa listed as present but not heard voting, also Chenoweth not heard voting] Chris Chenoweth was unanimously elected as Vice Chair.

4. Approval of Minutes

- March 10, 2021 – Approved with the spelling of Members Dietz and Christensen’s names corrected.

- April 14, 2021 – Approved with the spelling of Members Dietz and Christensen’s names corrected.
- May 12, 2021 - Approved with the spelling of Members Dietz and Christensen’s names corrected.

## 5. Discussion Items

- State Business Assistance ARPA Funds - \$750,000, Update

Ms. Richards presented the Staff report on the City’s application for ARPA Funds, noting that the application needed some amendments which would be referred to as the McMinnville Business Recovery and Resiliency Project. She answered questions from Members about the State’s Small Business Assistance Grant requirements and application process. She also provided information about how the funds would be disbursed and used if their grant application was approved.

Members and Staff discussed how best to support the projects that get funding. The Committee’s primary role will be to influence legislators and advocate for economic development projects.

- MEVLC 2022/2023 Priorities

Ms. Richards reviewed the Committee’s 2021/2022 Action Plan and Goals and shared a list of recommended projects that would have meaningful impacts on the community’s economic development.

The Committee discussed last year’s goals and agreed they were all ongoing and should be continued into the next year. They also discussed goals and priorities for the upcoming year, particularly the need to prioritize the Innovation Center and Downtown Master Plan. Committee members agreed that subcommittees should be formed to oversee and support the work on each goal. Action plan items would be discussed at a future meeting.

The Committee and Staff discussed the possibility of hiring staff, a consultant, or starting a council-led subcommittee to implement projects, work on entrepreneurship development, support traded sector businesses, and report back to the Committee. They also discussed planning projects that would impact economic development. The conversation focused on prioritizing goals and tasks with these projects in mind and with the goal of furthering workforce development.

The consensus among the Committee was to carry forward the following 2021/2022 goals:

- Lead hospitality and place-based tourism with a focus on:
  - The Downtown Master Plan
- Accelerate growth in living wage jobs with a focus on:
  - Investments in data to support workforce efforts
  - The Innovation Center and the airport
  - Wayfinding signage at strategic locations throughout town

- Improve systems for economic mobility and inclusion

6. Citizen Comments / Rumor Mill

There were no comments.

7. Committee Member Comments

There were no comments.

8. Staff Comments

Jeff Towery commented that economic development work was not done by every community and as McMinnville figures out its process, the work would become easier.

9. Adjournment

There being no further business, the meeting was adjourned.

## **EXHIBIT 5 - MINUTES**

**March 9, 2022**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Carson Benner, Chris Chenoweth, Robert Banagay, Jody Christensen, Heather Miller, John Deitz, Mike Morris, Gerardo Ochoa, and Deven Paolo

**Members Absent:**

**Staff Present:** Heather Richards - City of McMinnville, Jeff Towery - City of McMinnville, Jeff Knapp - Visit McMinnville, Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Patty Herzog - McMinnville Economic Development Partnership, Heather Hadley Blank - McMinnville Economic Development Partnership

**Others Present:**

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1. Call to Order

The meeting was called to order at 3:00 pm.

2. Discussion Items

- Innovation Center

Patty Herzog, McMinnville Economic Development Partnership (MEDP), gave a PowerPoint presentation on the Innovation Center, which included an explanation of what an innovation center is, a recap of their August 2021 presentation on innovation centers, the infrastructure that would be required, a 10-year plan for the center, potential funding sources, and next steps. A copy of the presentation was included in the Agenda packet. During the presentation, she and Staff answered clarifying questions from Committee Members about the ownership of the property, zoning requirements, and the future master planning process.

The Committee, Staff and Ms. Herzog discussed the economic benefits, funding for ongoing management, partnerships necessary to make the project successful, how to attract businesses and promote the center, the impact of developments going on around the property, the role of the Committee in developing the innovation center, and the Three Mile Lane Area Plan. The discussion resulted in the following action items to be completed by Staff:

- Put together talking points for the innovation center
- Develop a road show for the center's strategic plan
- Draft letters of support for grant applications
- Schedule a meeting with Staff, Committee Members, and property owners
- Draft next steps for the master planning process

Committee Members were encouraged to testify at the City Council hearing on the Three Mile Lane Area Plan about the importance of the project to the future of McMinnville.

- YC ED Grants

Ms. Richards updated the Committee on the following Yamhill County Economic Development (YC ED) Grants:

- MEDP's grant for the business development ecosystem
- Visit McMinnville's grant to hire a consultant to complete a feasibility assessment of the airport to leverage the airport for economic development

She also provided an update on the City's application for American Recovery Plan Act (ARPA) funds.

Gioia Goodrum, McMinnville Chamber of Commerce, shared details of the Chamber's grant application to fund the Latino Business Navigator program.

- MEVLC 2022/2023 Priorities

Ms. Richards read through the list of the Committee's priorities, which was displayed on the screen, and asked how Staff could support their goals.

Committee Members agreed the list was too long and discussed which priorities to focus on. As the Committee discussed the economic benefits of specific development projects, Staff reminded the Committee of its role as influencers who get projects funded and recommended focus areas. Committee Members continued their discussion and came to a consensus on a list of priorities for the next year.

### 3. Citizen Comments / Rumor Mill

There were no comments.

### 4. Committee Member Comments

Committee Member Morris expressed concern about the City's budget deficit and said he wanted more information about how the City ended up in its current financial situation. Other Committee Members agreed they wanted more information as well. Understanding the situation would help Committee Members answer questions from constituents and allow the Committee to make informed decisions. Ms. Richards offered to ask the Finance Director and City Manager to give the Committee a presentation on where the City is at, the City's needs, and what the solutions are.

### 5. Staff Comments

Ms. Richards announced that hybrid meetings allowing in-person and online attendance would be offered starting in April.

## 6. Adjournment

There being no further business, the meeting was adjourned.

## **EXHIBIT 6 - MINUTES**

**May 11, 2022**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Chair Carson Benner, Vice-Chair Chris Chenoweth, Jody Christensen, Walt Gowell, Mike Morris, Steve Patterson, Dani Chisolm, Heather Miller, John Dietz, Deven Paolo, Ellen Brittan, Gerardo Ochoa, and Robert Banagay.

**Members Absent:**

**Staff Present:** Heather Richards - City of McMinnville, Jeff Towery - City of McMinnville, Jeff Knapp - Visit McMinnville, Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Patty Herzog - McMinnville Economic Development Partnership, Heather Hadley Blank - McMinnville Economic Development Partnership

**Others Present:** Abisha Stone – SEDCOR

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### 1. Call to Order

The meeting was called to order at 3:00 pm.

### 2. Discussion Items

- MEVLC 2022/2023 Priorities

Ms. Richards presented the Staff report (Exhibit 1) on the Council's priorities for 2022/2023, noting that action steps still needed to be developed for three of the priorities.

The Councilors asked clarifying questions of Staff about specific projects related to their priorities and shared and discussed ideas for action items. During the conversation, Abishon provided information about potential funding for workforce development, supply chain localization, and innovation hub work. She also updated the Council on the initiatives that the County Commission had funded with ARPA money. The conversation resulted in the following action steps:

- Airport Economic Development (ED) Strategic Plan
  - Seek funding from the Oregon Department of Aviation



- Apply for American Recovery Plan Act (ARPA) and other funding from the County Commission
- Request funding from the Airport Commission
- Wayfinding: Highway 18
  - Apply to the Oregon Department of Transportation (ODOT) to change signage directing traffic into McMinnville via Highway 18 instead of Highway 99
  - Confirm whether Google is directing traffic into McMinnville via Highway 18
  - Research potential locations for wayfinding improvements and gateway signage
- Downtown Master Plan
  - Coordinate with the McMinnville Urban Renewal Agency Committee (MURAC) on master planning

### 3. Reports

- Noble Grant

Ms. Richards presented the Staff report (Exhibit 2) on the COVID recovery funding for the McMinnville Business Recovery and Resiliency project. She answered questions from Councilors about the projects that would be funded and Councilors discussed the potential benefits of those programs. The Council and Staff discussed the Collect Data to Understand Business Needs program, sharing ideas about what data should be collected, as well as how to use and leverage the data collected. Staff also provided an update on the McMinnville Works project.

- Innovation Center

Ms. Richards reported that the affected property owners would be meeting with Staff regularly as work on the Innovation Center proceeded.

- Third Street Improvement Project

Ms. Richards reported that a request for \$3 million in congressional delegation spending was submitted to Senators Wyden and Merkley.

- City General Fund Discussion

The Councilors and Staff discussed the City's current budget, the need to balance the proposed budget, the role of the budget committee, and the role of the MEVLC. Councilors shared ideas for potential revenue sources. Councilors also debated as to the most appropriate way for the MEVLC to get involved. Suggestions included facilitating a strategic communication plan to educate the public about the City financial situation and possible solutions, engaging with the City Council, and requesting regular updates from Staff to stay informed.

### 4. Citizen Comments / Rumor Mill

No comments.

5. Committee Member Comments

No comments.

6. Staff Comments

No comments.

7. Adjournment

There being no further business, the meeting was adjourned at 5:06 pm.

DRAFT

## **EXHIBIT 7 - MINUTES**

**June 8, 2022**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Carson Benner – Chair, Chris Chenoweth – Vice Chair, Jody Christensen, Walt Gowell, Mike Morris, Steve Patterson, Dani Chisholm, Heather Miller, John Dietz, Deven Paolo, Ellen Brittan, Gerardo Ochoa, Robert Banagay

**Members Absent:**

**Staff Present:** Heather Richards - City of McMinnville, Jeff Towery - City of McMinnville, Jeff Knapp - Visit McMinnville, Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Patty Herzog - McMinnville Economic Development Partnership, Heather Hadley Blank - McMinnville Economic Development Partnership

**Others Present:**

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### 1. Call to Order

The meeting was called to order at 3:00 p.m.

### 2. Minutes

- June 9, 2020

The minutes of June 9, 2020 were unanimously approved as presented.

### 3. Discussion Items

- MEVLC 2022/2023 Priorities

Ms. Richards presented the Staff report on the Council's priorities for 2022 and 2023, reviewing the priority project list and the action items for each project. Regarding the Wayfinding-Highway 18 project, she provided details about the bridge design, explaining where the artwork would be installed on the bridge. She would contact the project manager to find out how much space would be available for a welcome sign. She also confirmed that at the next meeting, she would provide a map showing properties owned by

the City, County, and school district, which would help inform action items for the Downtown Master Plan project.

Councilor [Unidentified 14:21] moved to approve the MEVLC Priority Initiatives for 2022 and 2023. The motion was seconded by Councilor Patterson. The motion was unanimously approved.

#### 4. Reports

- Noble Grant

Ms. Richards reported that the grant funds had been received and the City would be hiring someone to oversee all of the American Recovery Plan Act (ARPA) grants. The position would be paid for using 15% of each project's funding. She answered questions from Councilors about the scope of the new position, the Workforce Development project, and the rules that dictate how the grant funds must be spent. Staff and the Councilors discussed the Workforce Development project and the committee developed to oversee the project, the Council's role and engagement in the projects, and the work done to date on each project. Councilors requested regular updates on the projects, expenditures, and compliance with the grant rules.

- Innovation Center

Ms. Herzog provided an update on the Innovation Center. Her update included information on public outreach efforts, the Regional Innovation Hub Grant application, the search for more funding, and potential partnerships.

Councilors and Staff discussed the Three Mile Lane area plan and the Highway Plan. Concerns about both plans were overshadowing the City's efforts to educate the community about the Innovation Center. Staff provided updates on and answered questions about both plans. Councilors and Staff agreed that more public participation in the hearings would be beneficial to the City and community because the City needs to know what the community wants and the community needs to be more informed about both projects. Councilors also discussed the pros and cons of each project, the project's impacts on the local economy and development, and the Council's role in advocating for the projects.

- Third Street Improvement Project

Ms. Richards reported that the project was in the concept design phase and the next phase would be the engineering phase. She also provided information about the project timeline.

- City General Fund Discussion

Ms. Richards reported that a reduced budget had been proposed to the Budget Committee.

## 5. Citizen Comments / Rumor Mill

Councilor Banagay said he was asked if the City had any projects planned along Highway 99 and the area outside of Third Street. Ms. Richards confirmed that the 99W Corridor project was included in the 2032 Strategic Plan.

## 6. Committee Member Comments

No comments.

## 7. Staff Comments

Ms. Goodrum requested that Councilors review the survey included in the agenda packet and suggest changes. Councilor Christensen provided feedback. Councilors and Staff also discussed ways that the data produced by the survey results could be used.

Ms. Richards noted that the Business Oregon Executive Summary for Economic Development was included in the agenda packet for informational purposes.

## 8. Adjournment

There being no further business, the meeting was adjourned at 4:45 p.m.

## **EXHIBIT 8 - MINUTES**

**August 10, 2022**  
**McMinnville Economic Vitality Leadership Council**  
**Regular Meeting**

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

**Members Present:** Carson Benner, Jody Christensen, Walt Gowell, Mike Morris, Steve Patterson, Dani Chisholm, Heather Miller, John Dietz, Deven Paolo, Ellen Brittan, Gerardo Ochoa, Robert Banagay

**Members Absent:** Chris Chenoweth

**Staff Present:** Heather Richards - City of McMinnville, Jeff Towery - City of McMinnville, Jeff Knapp - Visit McMinnville, Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Patty Herzog - McMinnville Economic Development Partnership, Heather Hadley Blank - McMinnville Economic Development Partnership

**Others Present:**

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### 1. Call to Order

The meeting was called to order at 3:04 pm.

### 2. Discussion Items

- Workforce Development (Patty Herzog)
  - Workforce Advisory Group

Ms. Herzog provided an overview of the Workforce Advisory Group recently formed to discuss opportunities related to the Future Ready Oregon funding. She described the programs that the Group had submitted grant applications for and answered questions from Council members about grant opportunities and partnerships.

- Noble Grant – Workforce Data

Ms. Herzog updated the Council on the Noble Grant funding to collect workforce data, as well as the work done to date and the methods being considered for data collection.

- Innovation Center (Chris Chenoweth)

Ms. Herzog provided an update on Staff's work to revamp their presentations on the Innovation Center and shared details about their outreach efforts. The Staff and Council discussed other projects that would impact the Innovation Center.

- Third Street Improvement Project (Dave Rucklos)

Mr. Rucklos updated the Council on the upcoming design approval process and engineering phase of the Third Street Improvement Project.

- Wayfinding Project (Dave Rucklos)

Mr. Rucklos provided an update on the work done since 2017 on the Wayfinding Project and shared information about the ideas being discussed for welcome signs and artistic installations. He also listed potential partnerships and funding opportunities.

- Noble Grant – Special Projects Manager (Jeff Towery)

Mr. Towery announced that Jody Christensen was the City's new Community Development Special Projects Manager and she would be tasked with guiding the American Rescue Plan Act (ARPA) funded economic development projects.

### 3. Rumor Mill

The Cornerstone wine-tasting facility on Third Street in downtown was now under construction.

The Gwendolyn Hotel, a \$58 million project, would be hiring 70 employees. The project was applying for special assessments for energy efficiency.

Blue Raven would be expanding their facility on Alpine to include retail frontage.

[Inaudible 44:50] building project had a pre-application meeting.

Avalera had been purchased by Vista Equity Partners for \$8 billion.

### 4. Citizen Comments

No comments.

### 5. Committee Member Comments

Mr. Banagay announced this was his last meeting.

Mike Morris said the Granary Row property on Lafayette Ave. was on the market for \$1.8 million. He also noted that downtown buildings were in disrepair due to low rents.

## 6. Staff Comments

Ms. Herzog confirmed that Lauren Berg was the Workforce Advisory Group's contact at the school district.

[Unidentified \[57:00\]](#) said he did some research and found that several nearby communities had big box stores that each served an average of 12,000 people.

## 7. Adjournment

There being no further business, the meeting was adjourned at 3:58 pm.





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## **EXHIBIT 9 – STAFF REPORT**

**DATE:** November 8, 2023  
**TO:** McMinnville Economic Vitality Leadership Council  
**FROM:** Jody Christensen, Special Projects Manager  
**SUBJECT:** 8212 State ARPA McMinnville Business Recovery and Resiliency Plan Redirect Program Funds

### **STRATEGIC PRIORITY & GOAL:**



#### **ECONOMIC PROSPERITY**

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors.

### **OBJECTIVE/S: Improve systems for economic mobility and inclusion**

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#### **Report in Brief:**

This discussion is to provide direction to staff regarding use of unspent 8212 State American Rescue Plan Act (“ARPA”) funds in the McMinnville Business Recovery and Resiliency Plan. Staff are providing three options for consideration.

#### **Background:**

During the 2021 Oregon Legislative session, then-Representative Ron Noble (HD-24) worked with the McMinnville Economic Development Partnership (“MEDP”) and the City of McMinnville to secure \$750,000 in HB 5006 for the McMinnville Business Recovery and Resiliency Plan (“Plan”).

The Plan was developed by the McMinnville Economic Vitality Leadership Council (“MEVLC”). It invests in priority projects identified to help McMinnville businesses recover from the ongoing effects of the COVID-19 pandemic and become more resilient in the future. The Plan addresses the following issues: 1) Recruiting and Retaining Workforce; 2) Trained Workforce; and 3) Business Resiliency. The Plan has four goals: Goal 1 - Develop Business Assistance Grants for Workforce Recruitment and Retention; Goal 2 - Coordination of Sustainable, Localized Workforce Programs; Goal 3 - Develop a Loan Forgiveness Program with Micro Enterprise Services of Oregon (“MESO”); and Goal 4 - Develop Bilingual Business Training/Mentorship Program.

#### **Discussion:**

Staff has been monitoring 8212 contractors to determine if funds need to be shifted to other programs due to lack of performance.

Staff have been meeting bi-weekly with the team at Micro Enterprise of Oregon Services (MESO) regarding the deliverables for the \$235,000 40/60 loan program contract. On 10.23.23, it was mutually determined that the MESO 40/60 loan program would be underspent by \$166,000. To date, the loan program has three approved loans. The total fund will be \$60,000 for loans and \$9000 for administration, client support, and training. The MESO team does not believe there is time to secure additional loans in time to meet the loan terms deadline.

As mentioned in previous EVLC meetings, staff shared the possibility of redirecting funds to other programs if some contracts were not able to deploy the funds. Staff has developed three options for consideration for the \$166,000.

Each option has administrative, marketing, and Latina/o business community outreach costs. Each option also includes funds for a second round of the Business Assistance Grant Program since we had an overwhelming response to Round 1. In Round 1, the grants were up to \$15,000. In Round 2, the grants would be up to \$10,000.

In addition, staff reached out to the bilingual business training consultant for input on a possible round two of the current program. They provided a budget for a 6-month Bilingual Business Training Round 2 and a Bilingual Business Power Circle 12-month course. The consultant stated that some of the current participants want to continue working on their businesses in the Power Circle program. It should be noted that the next rounds would not include completion incentives because it was not a driver for participation.

Option 1	Budget	Notes
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 112,900.00	Up to \$10,000 grants = 11 grants
Grants Community Outreach	\$ 35,000.00	
	<b>\$166,000.00</b>	
<b>Option 2</b>		
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 94,375.00	Up to \$10,000 = 9 grants
Grants Community Outreach	\$ 35,000.00	
Bilingual Business Training Round 2	\$ 18,525.00	Cohort like existing contract - up to 10 businesses
	<b>\$166,000.00</b>	
<b>Option 3</b>		
Administration	\$ 16,600.00	
Marketing (mailers) and Translation	\$ 1,500.00	
Business Assistance Grants Round 2	\$ 92,900.00	Up to \$10,000 = 9 grants
Grants Community Outreach	\$ 35,000.00	
Bilingual Business Training Circle	\$ 20,000.00	Participants from Round 1 moving to next level - 8 businesses
	<b>\$166,000.00</b>	

**Fiscal Impact:**

The grants will be funded by the State ARPA \$750,000 Business Recovery and Resiliency grant received by the City in 2022.