

MINUTES

Members Present: Chair Butler; Commissioners Chroust-Masin, Drabkin, Hall, Morgan, Stassens, Thomas, Tiedge

Members Absent: Commissioner Hillestad

Staff Present: Mr. Montgomery, Ms. Kindel

EOA Advisory Committee Present: Jody Christensen, Mark Davis, Ed Gormley

1. Approval of Minutes: November 21, 2013

Chair Butler called the meeting to order at 6:32 p.m., and called for action on the November 21, 2013, Planning Commission minutes. He listed the names of those Commissioners who had been present at that meeting, and Commissioner Stassens MOVED to APPROVE the minutes as presented; SECONDED by Commissioner Chroust-Masin. Motion PASSED unanimously.

2. Work Session (no public testimony taken)

- ◆ Review of draft Economic Opportunities Analysis (EOA)

Chair Butler asked staff to provide an introduction to the work session item.

Mr. Montgomery referred the Planning Commission members to the memorandum that had been provided in their packets, which provided an overview of the issues before them with regard to their review of the draft Economic Opportunities Analysis (EOA). He reminded the Commissioners that this was a work session so there would be no public input, and noted that a public hearing on the item would likely be scheduled for the January 2014 meeting.

Eric Hovee, the Economic Opportunities Analysis project consultant, expressed appreciation for the opportunity to present the result of several months of work by his organization and the EOA advisory committee. He provided background information, including a description of the EOA and the reasons it was being updated, and the role of the advisory committee and the process they underwent in their review and recommendation of the document. He gave a section by section PowerPoint presentation of the document, and discussed major findings and recommendations, together with some of the technical details that were important to those findings.

Commissioner Drabkin said she felt as if the McMinnville airport had unused potential, and asked whether that had been taken into consideration in terms of availability of transportation facilities.

Mr. Hovee said they had not gone into depth on the airport issue as a part of the study.

Jody Christensen said that, as a member of the McMinnville Airport Commission, she realized the airport was an asset and was a place where people were welcomed into the community. She concurred with Commissioner Drabkin that the airport needed a terminal building and other

amenities that would represent the community. She reiterated, however, that the EOA Committee did not spend a considerable amount of time going into the unrealized potential of the airport.

Commissioner Stassens asked whether she was correct that the inventory of available lands had excluded those parcels with barriers which would prevent full use of the land, such as environmental or transportation issues.

Mr. Hovee said that was correct; lands with major constraints were deducted out of the inventory.

Mr. Montgomery clarified that lands were not discounted on the basis of a transportation issue.

Mr. Hovee stated that the EOA update was important to the city's overall comprehensive plan, and the City Council's adopted mission related to prosperity and job creation. He stated that the advisory committee's guidance was instrumental in the process, and believed they also benefited from DLCD's active involvement.

Mark Davis, a member of the EOA Committee, said that he was totally in agreement with where the numbers came out in Section 5, which Mr. Hovee had referred to as "the heart of the report." He stated that there had been differences of opinion and compromises on some of the final figures, and discussed the rationale used to arrive at some of those figures.

Another EOA Committee member, Ed Gormley, said he had missed two-thirds of the meetings because he was out of town, but had attended some "spirited meetings." He discussed some things that were currently happening in McMinnville that, in his opinion, would change the business picture.

Ms. Christensen said that in her role as Director of the McMinnville Economic Development Partnership, they were getting inquiries about siting businesses in the community; so she was able to provide information to the committee from an economic development standpoint. She stated that because of her involvement on the committee, she was now better educated as a representative for business development in the community and realized the importance of understanding the mix of commercial and industrial property.

Tom Hogue, Economic Development Planning Specialist with Oregon DLCD, said communities throughout the state were undergoing the same process, and McMinnville's had one of the best outcomes he had seen.

Mr. Montgomery said the committee had included an extremely talented group of people. He said that the project was unique because it started out with some perceptions as to whether it would be open, fair, and transparent. He stated that the project had been privately funded, and he considered it to be a great success story in terms of how private/public partnerships could work. He thanked Mr. Brown and Kimco for their sponsorship of the project. He also thanked Mr. Hovee for his work on the project.

Chair Butler asked whether the members of the EOA Committee would be in attendance at the public hearing to answer questions that might arise with regard to how they arrived at their conclusion, outside of what was included in the report.

Mr. Montgomery said that the report was the consensus of a recommendation of the advisory committee, and any of them that might attend the public hearing could be called upon for their perspective; however, both he and Mr. Hovee had attended all six meetings and would also be present to respond to any questions.

Discussion ensued as regard future business growth and retention in McMinnville, including the potential economic impact due to the closure of Evergreen and the sale of their helicopter business.

Mr. Davis said there was language in the report that called for a reserve of commercial lands that could be used for either commercial or industrial uses. He stated that this was the first time the committee had seen it, and said it touched indirectly on a different concern for him; which was the issue of "parcel size." Mr. Davis said that, historically, the last 20 years of both commercial and industrial development in the community had been on parcels less than 15 acres in size. Therefore, he said he believed it was unjustified to suggest there was a need for more large parcels for commercial development, and there was no need to set aside more of the "strategic reserve" for commercial uses. He pointed out that there were already 40 acres for such use at this time, and that most of the businesses coming into McMinnville were small. Given that fact, he stated it seemed unreasonable to him that there would be a need for more acreage for a need that had not occurred in the last 20 years. He suggested that the language with regard to the reserve for industrial lands remain as written, but the need for commercial parcels be modified to a 1-19 acre size range. He acknowledged that there could eventually be a shortage of commercial parcels, but the idea that we need to go out looking for large parcels of land to meet a shortage of 36 acres over 20 years did not seem like something that needed to be looked at.

Ms. Christensen said that, while she respected Mr. Davis' opinion, she stood by the document which was being presented as a whole by the committee.

Mr. Davis said he wanted to note for the record that the last draft of the report reviewed by the committee had not included that particular language, so there had been no discussion of it by the group. Therefore, he said that he and Ms. Christensen were of differing opinions.

Mr. Montgomery said he wanted to echo what Ms. Christensen had said. He explained that the final draft of the report had been submitted to each of the members of the committee. He noted that he had received comment back from Mr. Davis, but there had been no comments from the other 13 members, which was indicative of committee consensus. He pointed out that there would be opportunity for Mr. Davis to present testimony at the public hearing to make his point, but he wanted to make it clear there was no division in the committee. He stated that the recommendation for approval of the report was memorialized in the draft being presented.

There was no further discussion, and Mr. Montgomery announced that the public hearing for the item would be scheduled for the January 16, 2014, Planning Commission meeting. He thanked the members of the advisory committee for their time and effort.

3. Old/New Business

♦ Proposed amendments to the McMinnville Comprehensive Plan and Zoning Ordinance

Chair Butler noted that information on this item had been provided by Mr. Pomeroy, who was not present.

Mr. Montgomery explained that some of the bills passed each year by the Oregon legislature pertained to land use planning. He said that any such bills from the past legislative session that might impact the city had been identified, and would need to be brought back to the Planning Commission for consideration at a public hearing in order to modify the Zoning Ordinance and

Comprehensive Plan. In addition, he said that staff was proposing amendments to add tasting rooms as a permitted use in industrial zones; which would also need to be a public hearing item.

There was consensus from the Planning Commissioners present that a public hearing should be scheduled to consider the proposed amendments to the McMinnville Comprehensive Plan and Zoning Ordinance.

4. Adjournment

Commissioner Hall MOVED to adjourn the meeting; SECONDED by Commissioner Stassens. Motion PASSED unanimously. Chair Butler adjourned the meeting at 7:53 p.m.

Doug Montgomery
Secretary