



City of McMinnville
Planning Department
231 NE Fifth Street
McMinnville, OR 97128
(503) 434-7311

www.mcminnvilleoregon.gov

MINUTES

June 21, 2018
Planning Commission
Work Session Meeting

5:30 pm
McMinnville Civic Hall, 200 NE 2nd Street
McMinnville, Oregon

Members Present: Chair Roger Hall, Commissioners: Erin Butler, Susan Dirks, Roger Lizut, Lori Schanche, and Erica Thomas

Members Absent: Martin Chroust-Masin, Zack Geary, and Gary Langenwalter

Staff Present: Chuck Darnell – Senior Planner and Heather Richards – Planning Director

1. Call to Order

Chair Hall called the meeting to order at 5:30 p.m.

2. Discussion Items

- **Economic Development Strategic Plan**

Planning Director Richards stated economic development was part of the City's overall strategic planning effort. Staff had been working on the plan since February and there was an advisory committee that met monthly as well. She explained the focus group effort, public open houses, online idea map, and analysis that had been done to produce the draft plan. The draft was taken to a City Council Work Session as well. The final presentation would be given to Council on July 10. The plan had goals, strategies, and actions, and identified leads, partners, resources, and performance measurements. The plan also looked at the regional, aspirational, non-regional, and local comparables. She then reviewed the key findings. These included how McMinnville had the largest population and highest employment in the County, how McMinnville had balanced industry sectors, the median household income was low, the highest paying occupational categories were healthcare and technical occupations, most residents commuted to work alone in a car, a lower percentage of residents had obtained a Bachelor's degree or higher relative to the comparables, housing affordability was a challenge but less of a challenge than some of the neighboring communities, and poverty rates were high at 20%.

Planning Director Richards stated that the Strengths, Weaknesses, Opportunities, and Threats analysis showed the strengths of McMinnville as high quality of life, a strong and widely recognized downtown, robust wine and tourism economy, strong cultural economy with many recreational amenities, good location, and infrastructure assets. Weaknesses were relatively low education attainment, limited labor pool, difficult access to and from I-5, end of the line location for wine country visitors, lack of housing options, low levels of professional office employment, high poverty rates, and low median household income. Opportunities included

proximity to Portland, local airport, Bypass, regional collaboration, development in downtown, housing developments, improving connections to University of Oregon and OSU, branding program, gateway improvements, agricultural innovations, recreational opportunities, high tech clustering, apprenticeship programs, and telecommuting opportunities. The threats were limited land availability, regulatory challenges associated with the UGB expansion process, worsening housing affordability, brain drain with a lack of residents who were 20-29 years old, absorbing projected growth, over-saturation of the wine tourism industry, big business taking over little business and losing the culture of the City, homelessness, and climate change on surrounding agriculture.

There was discussion regarding development opportunities in the City.

Planning Director Richards reviewed the goals of the plan. The three foundational goals were to grow living wage jobs, improve economic participation and inclusion, and maintain and enhance quality of life. She then listed the target sector goals which would help grow the industries that were in McMinnville.

There was discussion regarding how to achieve these goals, especially living wage jobs. There was further discussion regarding how to attract people in the 20-29 year old range to move to or stay in the City.

Any suggested changes to the plan could be forwarded to Planning Director Richards.

3. Adjournment

Chair Hall adjourned the meeting at 6:15 p.m.



Heather Richards
Secretary