



Kent Taylor Civic Hall
200 NE Second Street
McMinnville, OR 97128

City Council Meeting Agenda

Tuesday, September 22, 2020

5:30 p.m. – Level 10 Meeting

7:00 p.m. – Regular Council Meeting

Executive Session – to immediately follow the Urban Renewal Agency meeting (CLOSED TO THE PUBLIC)

*Welcome! The public is welcome to attend, however if you are not feeling well, please stay home and take care of yourself. In accordance with Governor Kate Brown's Executive Order we are limiting the amount of people at Civic Hall and if we meet capacity we may ask you to leave. **With new face covering mandate all who wish to attend public meetings must wear a face mask or some kind of face covering is required.***

The public is strongly encouraged to relay concerns and comments to the Council in one of three ways:

- *Email at any time up to 12 p.m. the day of the meeting to Claudia.Cisneros@mcminnvilleoregon.gov;*
- *If appearing via telephone only please sign up prior to the meeting by emailing the City Recorder at Claudia.Cisneros@mcminnvilleoregon.gov as the chat function is not available when calling in zoom;*
- *Join the zoom meeting; send a chat directly to City Recorder, Claudia Cisneros, to request to speak and use the raise hand feature in zoom to request to speak, once your turn is up we will announce your name and unmute your mic.*

*You can live broadcasts the City Council Meeting on cable channels Xfinity 11 and 331,
Frontier 29 or webstream here:*

www.mcm11.org/live

Level 10 Meeting:

You may join online via Zoom Meeting:

<https://mcminnvilleoregon.zoom.us/j/98779532913?pwd=OXpNbS8rVHZtMHdXeIRiRiZzRVVVo1QT09>

Zoom ID: 987-7953-2913

Zoom Password: 909429

Or you can call in and listen via zoom: 1-253- 215- 8782

ID: 987-7953-2913

CITY COUNCIL REGULAR MEETING:

You may join online via Zoom Meeting:

<https://mcminnvilleoregon.zoom.us/j/92911913384?pwd=gjR5bWJGM2tKY0ZmaTc2Wi93Um15Zz09>

Zoom ID: 929-1191-3384

Zoom Password: 984789

Or you can call in and listen via zoom: 1-253- 215- 8782

ID: 929-1191-3384

5:30 PM – LEVEL 10 MEETING – VIA ZOOM & COUNCIL CHAMBERS

1. CALL TO ORDER
2. REVIEW CITY COUNCIL LEVEL 10 MONTHLY TEAM MEETING AGENDA
3. ADJOURNMENT

7:00 PM – REGULAR COUNCIL MEETING – VIA ZOOM & COUNCIL CHAMBERS

1. CALL TO ORDER & ROLL CALL
2. PROCLAMATION
 - a. MADE Day and National Manufacturing Day
 - b. National Latinx Heritage Month
3. INVITATION TO CITIZENS FOR PUBLIC COMMENT – *The Mayor will announce that any interested audience members are invited to provide comments. Anyone may speak on any topic other than: a matter in litigation, a quasi-judicial land use matter; or a matter scheduled for public hearing at some future date. The Mayor may limit comments to 3 minutes per person for a total of 30 minutes. The Mayor will read comments emailed to City Recorded and then any citizen participating via Zoom.*
4. PRESENTATION
 - a. McMinnville Downtown Association (MDA) Annual Update
5. ADVICE/ INFORMATION ITEMS
 - a. Reports from Councilors on Committee & Board Assignments
 1. Adopt City Council Level 10 Master Issues List
 - b. Department Head Reports
 1. Diversity, Equity, Inclusion (DEI) Update - (Kylie Bayer, staff report in packet)
6. CONSENT AGENDA
 - a. Consider the Minutes of the January 22, 2020 City Council Work Session.
 - b. Consider the Minutes of the January 28, 2020 City Council Regular Meeting.
 - c. Consider **Resolution No. 2020-59**: A Resolution for City of McMinnville, Oregon Extending the City's Declaration of State of Emergency Expressed in Resolution 2020-18.
7. RESOLUTION
 - a. Consider **Resolution No. 2020-58**: A Resolution awarding the contract for the Apron & Taxilane Rehabilitation Project, Project 2017-10.
8. ADJOURNMENT

EXECUTIVE SESSION – IMMEDIATELY FOLLOW THE URBAN RENEWAL AGENCY MEETING - VIA ZOOM (NOT OPEN TO THE PUBLIC)

1. CALL TO ORDER
2. **Executive Session pursuant to ORS 192.660(2)(e) and (h)**: To conduct deliberations with persons designated by the governing body to negotiate real property transactions and To consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.
3. ADJOURNMENT

Meeting Accessibility Services and Americans with Disabilities Act (ADA) Notice: Kent Taylor Civic Hall is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made a least 48 hours before the meeting to the City Recorder (503) 435-5702 or Claudia.Cisneros@mcminnvilleoregon.gov.

City Council Level 10 Meeting Agenda

Date: 9/22/2020

Time: 5:30-7pm

Attendees:

Meeting Chair: Mayor Scott Hill

Meeting Purpose:

- (1) Out of the results from City of McMinnville City Council and Executive Team Survey summary of findings report, review, edit and approve 2020 Q4 Master Issues List for the City Council**

Suggested preparation for this meeting:

- (1) Review Meeting Purpose and Agenda**
- (2) Good News: Prepare your Business Best-Good News to share at the beginning of the meeting**
- (3) Complete the following reading:**
 - (a) What the Heck is EOS- Chapters 1, 2 and 6**
 - (b) Robert's Rules of Order book**
 - (c) City of McMinnville City Council and Executive Team Survey- Summary Findings prepared by Jensen Strategies**
 - (d) Draft Master Issues List**
- (4) Review and highlight Jensen Strategies Survey summary findings.**
- (5) Review and draft feedback for the draft issues list created and be prepared to give feedback regarding edits or additions needed to be considered complete.**
 - (a) Did we capture everything that we need to capture in the Master Issues List? Look for anything that might be missing.**
 - (b) Did we adequately describe the issues and opportunities that were captured? Are any edits needed?**
- (6) Be prepared to share one most striking takeaway for you from the report at the beginning of the IDS session**

Agenda:

Review Meeting Purpose: 5 Min

Good news: 10 Min.

Business Best (City and City Council business)

New Actions:

Identify/Discuss/Solve Issues: 70 Min

- I. Each Councilor shares their high level takeaway overall from the report results.***
- II. Systematically go through the report to capture all issues and opportunities in each section of the report.***
- III. Review and approve final master issues list***
- IV. Choose the October Level 10 IDS topic***

Meeting Rating: 5 Min

Criteria:

1. Did the meeting start and end on time?
2. Did we follow the Level 10 agenda?
3. Did we hold to our allotted timeframes for the meeting sections?
4. Was everyone engaged and able to contribute to the discussion?
5. Did we listen to each other and speak to each other respectfully in our discussions?
6. Did we accomplish what we intended to accomplish in the meeting?

Anything below an 8 ask “What could we do to make the meeting a 8 or higher for you next time?”

Meeting ratings:

City of McMinnville

City Council and Executive Team Survey

SUMMARY OF FINDINGS

Introduction

Jensen Strategies was retained by the City of McMinnville to conduct interviews with City Council and Executive Team members to identify the current attributes, challenges, and opportunities for refinement of the Council’s meeting framework. The findings from these interviews will inform City Council discussions about retooling their Level 10 meeting structure and process as well as identifying other opportunities to enhance policy decision-making.

The consultant conducted 19 individual in-person and Zoom interviews with the City Council and Executive Team members over two weeks. The interviews solicited perspectives on the efficiency and effectiveness of current City Council decision-making processes, vetting and prioritization of issues, and connectivity to long-term plans. In this context, participants were asked to identify what has been working well, could be improved, opportunities to enhance , and the challenges the policymaking group faces in its work. Participants were also asked about their vision for an optimally functioning City Council and how they will know when they are successful in achieving it.

Overview of Findings

Interview participants are strongly supportive and proud of the City of McMinnville as an organization and a community. They see the City Council has having had long-term constructive working relationship comprised of respect, collaboration, and civil discourse. As a whole, staff is held in held in the highest regard as professionals and individuals. In addition, as a group, the participants conceptually embrace Mac-Town 2032 as a policy guide.

In the last year, the Council has been faced with unprecedented issues and challenges that have tested its effectiveness as a policymaking body. Broader national issues like Black Lives Matter/Defund the Police, Coronavirus, and homelessness drew the Council’s attention from routine matters and long-term planning. In addition, new Council membership brought fresh ideas and expectations different from the Council’s traditional parameters and tested the Council’s resiliency to incorporate them.

The policy consequence from these issues has been a diversion of Council time and attention from the City’s strategic plan and other longer-term planning to reactively address the topics before them. Although staff has been diligent about working toward implementing the strategic plan, the Council has been hard-pressed to keep it on the radar.

It is in this context, interviewees also raise concerns of recent, albeit periodic, deviations from the Council's traditionally constructive discussions and deliberations. Examples offered by participants include public meeting dialogues that become personally critical, emotional, disrespectful, and overbearing.

Interviewees acknowledge the above issues and are all willing to work toward achieving the highest functionality and realigning toward long-term policy development. They see these recent developments as an early opportunity to address these issues before they become systemic.

Working Well

Interview participants were asked what was going well for the Council as the City's policymaking body.

- 1. Council Membership:** The City Council's current membership composition is seen as a foundational strength for this policymaking body. The vast majority of interviewees perceive the current membership as individuals who care about McMinnville above self and want what is best for the community. Many interviewees also see strength in the membership's diversity by representing various community interests and demographics, offering different professional and personal experience, and integrating long-time institutional knowledge with new ideas. Newer Council members are also recognized as bringing a valuable fresh perspective to the group that can build on the Council's long-time success.
- 2. An Effective Policymaking Body:** Overall, interview participants agree the McMinnville City Council has a long track record as an effective policymaking body and, in their opinion, functions better than many other Councils. Some attributes cited as contributing to the Council's history of effectiveness include:
 - Council members, as a rule, demonstrating respect and cordiality toward one another and staff.
 - During public comment periods, the Council members treat citizens with respect while keeping input focused.
 - Council members are diligent about doing their homework and come prepared to meetings.
 - Discussion and decision-making on routine Council agenda items are managed effectively.
- 3. L-10 Meetings:** The L-10 meeting format is recognized as a potentially effective Council discussion and issue management framework. Earlier experiences with this meeting format have generated more robust and open dialogue on issues which many interviewees cite as positive. Several participants compliment Councilor Stassens as an effective and skilled facilitator for the L-10 meetings.
- 4. City Staff:** City staff is recognized by Council members as providing professional, high caliber, and effective support for their decision-making. Council members expressed appreciation for department head expertise and knowledge. Reciprocally, with some recent interactions notwithstanding, staff feels Council supports their work and respects their expertise.
- 5. Strategic Plan:** The City's strategic plan, Mac-Town 2032, which was developed through extensive public input, is supported in concept by both Council and staff. Staff members note the strategic plan offers them a long-term guide for operations and are doing their best to fulfill its implementation.

Areas for Improvement

Interview participants were asked to identify areas where the Council could improve its effectiveness.

- 6. Lack of Long-Term or Consistent Policy Focus:** In the last several months, the Council’s attention has been diverted away from longer term policies and goals by one-time and/or controversial issues. These instances are referred to by many interviewed as “squirrel moments” when the Council spends significant time and energy deliberating over issues that are not routine or part of a longer-term policy strategy. These issues originate from different sources including community, national movements, health crises, and/or individual Council members.

Council members and staff both acknowledge the consequence of responding or reacting to these issues has hindered proactive policymaking. Examples offered include Coronavirus, Black Lives Matter/Defund the Police, Fire Department staffing / SAFER Grant, DEQ monitors, and Homelessness. While no one disputes the community importance of these issues, interviewees note the Council does not have a structure or system to effectively address these issues and still maintain a focus on the long-term policy direction.

- 7. Erosion of Decorum and Rules of Conduct:** The vast majority of interviewees express significant concern over recent instances where emotional, personal, and unnecessarily disrespectful confrontations have occurred in Council meetings. These episodes, while not frequent at this time, are seen as a concerning deviation from the Council’s reputation of routinely measured and civil discourse in public meetings. Many shared concern that, if unchecked, this behavior will increase and lead to systemic dysfunction by fostering distrust and acrimony among Council members and with staff.

In this context, the greatest concern to interviewees are recent instances of criticism and/or disrespect of department heads in public meetings. A frequent example raised by many Executive Team members relates to recent discussions on Fire Department staffing and funding, where more than one department head’s professional credibility was publicly questioned. Many staff members say this type of public rebuke has the potential to undermine individual managers’ credibility with their staff and impact their professional effectiveness. Another potential consequence raised by several managers is the ability to retain or recruit Executive Team members if they no longer perceive the Council as a constructive partner in City policy and operational issues.

Regarding intra-Council discussions and deliberations during public meetings, interviewees acknowledge witnessing less civil and/or respectful behavior in the last year. Examples of this behavior include members dominating dialogues, being more confrontational with their peers on the dais, interrupting each other, bringing heightened emotion to policy debates, participating in side conversations, and posting on social media during meetings. Interviewees note the Council appears to have disregarded the 2019 update of the City Council Group Agreement.

Overall, Council members and staff, feel the Mayor and fellow Council members have not been assertive enough to hold others accountable during the meeting when disrespectful and/or less civil discourse happens.

- 8. Challenging Approaches to Agenda Management/Structure:** The Council agenda development process and the criteria for selecting items are brought up as being unclear or need further clarification. In the case of agenda development, some Council members and staff do not know how the Council agenda is developed or how items are placed on it. They note without written procedures the process appears to be informal and lends itself to being ad hoc at best or limiting access at worst.

Several interviewees raise the structure of the agenda as inefficient. Most see the Council liaison reports at the beginning of the meeting as unnecessarily time consuming and ill-placed considering there are more important matters which audience members may be waiting to hear or comment on. Public comment at the beginning of the meeting was brought up as time consuming but interviewees are divided about the importance of having it positioned there.

- 9. Perception of a “Rubber Stamp” City Council:** Many interviewed believe there is a perception that the City Council is a “rubber stamp” policymaking body that approves whatever staff recommends. While most believe this viewpoint is not accurate, or that anyone on Council or staff desire such a dynamic, they hope this perception will not be perpetuated. In fact, a number of Executive Team members want Council members to know, they have no expectation that Council accept their recommendations.

- 10. Disproportionate Discussion Opportunities :** Council members and staff shared a perception that sometimes newer Council members’ questions and/or agenda ideas are given less priority or dismissed by longer-term Council members. Some feel there is “an unwritten rule” not to make waves or ask too many questions about issues. This dynamic is perceived as a Council cultural issue rather than anything personal.

- 11. Lack of Role Clarity:** Many interviewed shared observations that some Council members are acting outside their roles as policymakers and/or not acting in the greater interest of the City. Examples include independently directing staff on special work requests for their own policy agendas and advocating for selected City workforce interests over broader City priorities. It is also noted by some that newer Council members have not had the opportunity to have the same elected official training that other members received.

- 12. Unfinished L-10 Meeting Framework:** While many interviewees are hopeful and supportive of the L-10 meeting framework, they feel some issues should be addressed to make the structure and process effective. These include:
- While the meetings have elicited a more robust and open discussion, they have also resulted in accentuation of the conflicts and criticisms among the members and staff as described above.
 - The current format, with sharing of recent personal achievements uses up too much time that is already limited.
 - The structure can be bureaucratic and inflexible by limiting the ability to bring up different or new topics.
 - Some staff members say their role and opportunity to participate, if any, in these meetings is not clear.
 - While many appreciate Councilor Stassens bringing the L-10 framework to the Council and her strong facilitation skills, wearing two hats (facilitator/Councilor) limits her ability to participate and can cause role confusion.

- Many raise the question of whether L-10 is sustainable especially with one Councilor as the perceived process champion.

13. Lack of Public Communication: Several interviewees perceive the Council’s communications with the public to be ad hoc versus coordinated. According to some, there is a void of coordinated messaging to keep the public informed of the Council’s priorities and actions. A few interviewees also feel there is not enough opportunity for public comment at Council meetings – especially on agenda items that do not require public input.

Opportunities

Interview participants were asked about opportunities to enhance the City Council’s effectiveness as a policymaking body.

14. Institute and Enforce a Code of Conduct: Many interviewees suggest revisiting or replacing the Council’s Group Agreement to institute an effective and mutually agreed upon code of conduct. In concert with this suggestion, interviewees say these standards will not be effective unless the Mayor, Council President, and fellow Councilors are assertive in holding members accountable.

15. Strengthen Strategic Plan Focus: Many interviewees suggest additional measures could be taken to keep a consistent, but not exclusive, focus on Mac-Town 2032 initiatives. Suggestions include tying annual goal setting to the plan using a “strategic plan lens” when reviewing all policy issues and using a scorecard (see below). However, this focus is not meant to exclude issues not part of the strategic plan.

16. Updates to Council Agenda Development and Structure: To address time management issues related to Council meetings, some suggest revising the agenda structure to put less priority items (e.g., liaison reports) toward the end. Also some recommend bringing transparency and clarity to the agenda development process by providing written guidelines.

17. Conduct Trainings: Several trainings are recommended to build Council knowledge and skills as policymakers. Most often suggested is the League of Oregon Cities elected officials training which covers roles and responsibilities for Council members. Other recommendations include, land use, ethics, and DEI (diversity, equity, and inclusion).

18. Revise L-10 Meeting Process: Given the L-10 meeting issues outlined above, interviewees suggest addressing three key elements – better time management, clarify staff roles, and how issues are selected for discussion. Some suggest using a third-party facilitator for the meetings to allow all Council and staff to be full participants.

19. Institute a Policy Scorecard: It is suggested Council institute a “scorecard” to be able to track and be accountable for moving long-term and priority policy initiatives forward. Several suggest this scorecard be tied to the strategic plan but not exclusively.

20. Tie Budget Process to City Policy: Some interviewees feel Council policy priorities need to play a stronger role in guiding the budget process. On a related note, a few mention the need for greater clarity regarding what budget items constitute “core services” as a budget baseline.

Challenges

Interviewees were asked about potential obstacles to enhancing the Council's effectiveness as a policymaking body and/or addressing the issues raised above. Four primary challenges were identified.

- 21. Institutionalizing L-10:** In order to institutionalize the L-10 format as a core mechanism for Council discussion, interviewees saw potential barriers. Most notably, besides one current Councilor, there is no one else who understands or appears likely to champion it going forward. Thus, there is a probability of this format being unique to the current Council.
- 22. Competing Needs for the City:** There are always competing demands for resources that can cause conflicting priorities among policy members. A true test of the Council's ability to work together effectively will be the ability to navigate through these conflicts to tangible and constructive outcomes.
- 23. Change Management:** Change is difficult. Many of the issues identified in the interviews will require cultural, procedural, and personal change. Navigating these changes will be important and challenging.
- 24. Staff Recruitment and Retention:** Several Executive Team members suggest if Council and staff working relationships become eroded due to trust issues, it may become more difficult to recruit or retain new staff. While it is noted current Council-staff working relationships are strong, a few recent Council interactions (noted above) raised this particular challenge.

Optimally Functioning City Council

Interview participants were asked for their vision of an optimally functioning City Council. The following are the key elements as seen by most.

- 25. Respectful Environment for Council and Staff:** Almost unanimous, interview participants saw an effective City Council as one where respect is an operative word. Respectful interactions with Council members, staff, and the public are seen as important to civil and constructive policy discussion and development. This environment of respect means everyone feels heard.
- 26. Focus and Delivery on Long-Term and Annual Goals:** The Council maintains an overarching focus on long-term (e.g., strategic plan) and annual goals using them as guides for decision-making when appropriate. Tangible progress is made toward achieving these desired long-term outcomes.
- 27. Deliberations Focused on Content Not Emotion:** Council deliberations focus on the content of the issue at hand and is devoid emotional lobbying or argument. Rather, the discussion remains focused on the topic without drama. The Council members are able to have opposing or different views while making decisions without high emotion.
- 28. Rules of Conduct with Accountability:** The Council has established rules of conduct which they all agree to and own. Council leadership enables members to participate within the parameters of the rules by holding everyone accountable. Individual members also hold themselves accountable for their actions.

29. Transparency and Clarity of Policy Positions: Council members are transparent and clear regarding their policy positions and their rationale.

30. Adherence to Roles: Council members adhere to their roles within the context of the Charter and the Council-Manager form of government. To this end, Council members maintain their role as policymakers and work with the City Manager regarding concerns or requests related to the City's operations.

31. Other Elements Offered of an Optimally Functioning City Council: Some ideas were offered by only one interviewee. The following list includes characteristics mentioned by one interviewee of an optimally functioning City Council:

- A sustainable business structure that can transition between Councils.
- Consistent training for new Council members.
- Ability to have robust and open discussions.
- Respect for the democratic process.
- Members don't hold onto personal grudges.
- Equitable access to placing agenda items.
- Staff provides the necessary information for meetings.
- Council and staff work toward the same goals.
- Council members serve the community beyond self-interest.
- People in the right seats.

Success Factors

Interview participants were asked what factors would demonstrate that the Council has become optimally functional. Three factors were predominant.

32. Tangible Progress on Long-Term and Annual Goals: The Council is able to demonstrate tangible achievements related to their long-term and annual goals.

33. Respect and Trust Among Council and Staff: Council members and staff feel respected and trusted by each other in conducting their work.

34. Adherence to the Code of Conduct: Council members are following their code of conduct and hold each other accountable.

35. Other Success Factors: Some ideas were offered by only one interviewee. The following list includes success factors of an optimally functioning City Council mentioned by one individual:

- Deliberations are conducted without high emotion.
- Public communications are consistent from Council members.
- Council makes policy decisions in a timely manner.
- Clear understanding of why or why not topics are put on the Council agenda.
- Citizens are not complaining at City Council meetings.
- Policy direction is clear.
- People are happy.

Interview List

City Council

Mayor Scott Hill
Council President Kellie Menke
Councilor Adam Garvin
Councilor Remy Drabkin
Councilor Sal Peralta
Councilor Wendy Stassens
Councilor Zack Geary

Executive Team

Jeff Towery
Kylie Bayer
Jenny Berg
Mike Bisset
Scott Burke
Claudia Cisneros
Jennifer Cuellar
Walt Gowell
Chief Rich Leipfert
Susan Muir
Heather Richards
Chief Matt Scales

Q4 2020 Draft Master Issues List

Building the Machine of a High Functioning City Council			
Definition: A list of issues that could prevent our City Council from reaching the City's vision and opportunities that will help us be more successful at reaching our vision.			
Date Created:	Votes:	Total:	Notes:
Issue:			
City Council does not have a structure or system to effectively address the issues unrelated to the strategic plan and still maintain a focus on the long-term policy direction.			
The Council appears to be having difficulty adhering to the 2019 update of the City Council Group Agreement.			
Fellow Council members have not been assertive enough to hold others accountable during the meeting when disrespectful and/or less civil discourse happens.			
How do we build an environment where Councilors both respect each other and have and express different views to effectively solve complicated problems together.			
How can the City Council meetings and/or process be restructured to ensure maximum efficiency and City Councilor appropriate participation.			
The process and the criteria for selecting the items for the agenda for meetings are brought up as being unclear or need further clarification.			
What does it mean to have a perception of a "rubber stamp" City Council and what is the root problem that needs to be solved?			
What is our culture, process and training around open and honest dialogue on the dais? Where are we now ("unwritten rule" not to make waves) and what culture, processes and training do we need to intentionally institutionalize?			
What should our training program be for McMinnville City Councilors?			
How do we get on the same page regarding City Council's communication with the public?			
Formulate the McMinnville City Council Scorecard and how we will hold ourselves accountable to those metrics			



CITY COUNCIL GROUP AGREEMENT

1. I will individually support the collective decision-making of the Council. If I disagree with the decision made by the council, I will exercise my convictions without personalizing the issue and without eroding the collective reputation of the council. Once the decision is made, I will respect that decision.
2. I will respect other members of the Council, even if we disagree philosophically, by articulating my view, listening openly to their perspectives and rationale, sharing my position and intended actions with the Council in a timely manner
3. I will present my rationale for my points of view and when asked for a rationale, I will act positively and offer my data for my conclusion.
4. If I am asked to respond or give my rationale to an issue and I am unready, I will say so, but will provide an approximate time when I will be.
5. I will say what I mean with no underlying messages in a positive manner.
6. I will not personalize issues or decisions.
7. If I have a concern or issue with another Council member or Mayor, I will go to that person first and in a positive, private, and timely manner, and share that concern. I will present my feelings and how those feelings affect me.
8. I will focus on the present and the future and use the past only as data for the present and the future.
9. If I am approached by someone, I will be open and positive and do my best to respond to his/her concerns.
10. I will not blame others for situations that I have opportunity to resolve.
11. I will recognize that the Council's role is to set policy and not to be administrators.
12. I will give other Council members and the Mayor advance notice through the City Manager of significant matters to be introduced at Council meetings so as to preclude stressful surprises at Council meetings. "Advance" means at least time to review the data.
13. I will engage in a robust dialogue with the community in a constructive and inclusive manner.
14. I will follow the intention and the law concerning doing Council business outside of Council meetings.

Adopted 5/14/2019

Addendum: Added
on 9/23/2020



PROCLAMATION

Whereas, manufacturing and traded sector companies make a very significant contribution to the national, state and local economy; and

Whereas, our community is fortunate to be the home of over 90 world-class manufacturing and traded sector companies featuring a multitude of products made in McMinnville; and

Whereas, those companies add to the vitality and prosperity of our community by employing over 4,000 people with a \$236 million average annual payroll.

Now, therefore, I, Scott A. Hill, by the virtue of the authority vested in me as the mayor of the City of McMinnville, do hereby proclaim October 2, 2020, as

McMinnville | MADE Day in conjunction with The National Manufacturing Day

In Witness Whereof, I have hereunto set my hand and caused the Official Seal of the City of McMinnville to be affixed this 22nd day of September 2020.

Scott A. Hill, Mayor



PROCLAMATION

Designation of September 15 – October 15 as Latinx Heritage Month

WHEREAS, National Latinx Heritage Month celebrates the Latinx community and highlights its countless achievements; and

WHEREAS, the observation began in 1968 as Hispanics Heritage Week under President Lyndon B. Johnson, and was enacted into federal law on August 17, 1988, calling upon the people of the United States to observe this time with ceremonies, activities, and programs; and

WHEREAS, many Latinx Americans trace their roots to the cultures of indigenous peoples of the Americas – including the Arawaks, the Aztecs, the Incas, the Maya, and the Tainos, and some trace their roots to ancestors from Spain, Mexico, the Caribbean, Central and South America, and Africa; and

WHEREAS, September 15 – October 15 is recognized as National Hispanic Heritage Month, a time to honor and celebrate the invaluable ways Latinxs contribute to McMinnville’s common goals, to celebrate a diverse Latinx culture, and to work toward a stronger and more inclusive society for all; and

WHEREAS, the September 15th is significant as a starting date for Latinx Heritage Month because it is the anniversary of independence for Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. Mexico and Chile celebrate their independence on September 16th and 18th respectively; and

WHEREAS, Latinxs are a significant part of McMinnville’s population and influence the fabric of our community with contributions to McMinnville’s arts, businesses, restaurants, civic leadership, education, and overall culture; and

NOW, THEREFORE, I, Scott Hill, Mayor of McMinnville, do hereby proclaim the period between September 15 and October 15, 2020 as:

Latinx Heritage Month

IN WITNESS WHEREOF, I have hereunto set my hand, this twenty second day of September, in the year two thousand twenty.

Scott A. Hill, Mayor

Positives

“Downtown McMinnville is a vibrant and wonderful place for business and property owners, residents, and visitors. Many attribute this success to the downtown association.”



Priorities for Improvement



- Identity Crisis
- Lack of Leadership and Staff Turnover
- Program Evaluations
- Organization Sustainability

MDA Mission

THE MCMINNVILLE DOWNTOWN ASSOCIATION WORKS TO
PROMOTE AND ENHANCE OUR HISTORIC DOWNTOWN AS
THE ECONOMIC, SOCIAL AND CULTURAL HEART OF THE
COMMUNITY

MDA Values

INTEGRITY: We work to do the right thing by making decisions through a consistent and transparent process.

SUSTAINABLE: We strive toward a balanced, responsible funding model and organizational stability.

COMMUNICATIVE: We actively foster collaborative and open dialogue to strengthen relationships with members.

WELCOMING AND FRIENDLY: We cultivate an inclusive and safe environment that is respectful to our stakeholders, visitors and staff.

PURPOSEFUL: We are intentional in making decisions that take into consideration the needs and concerns of our members.

Returning to the Four Pillars of Main Street

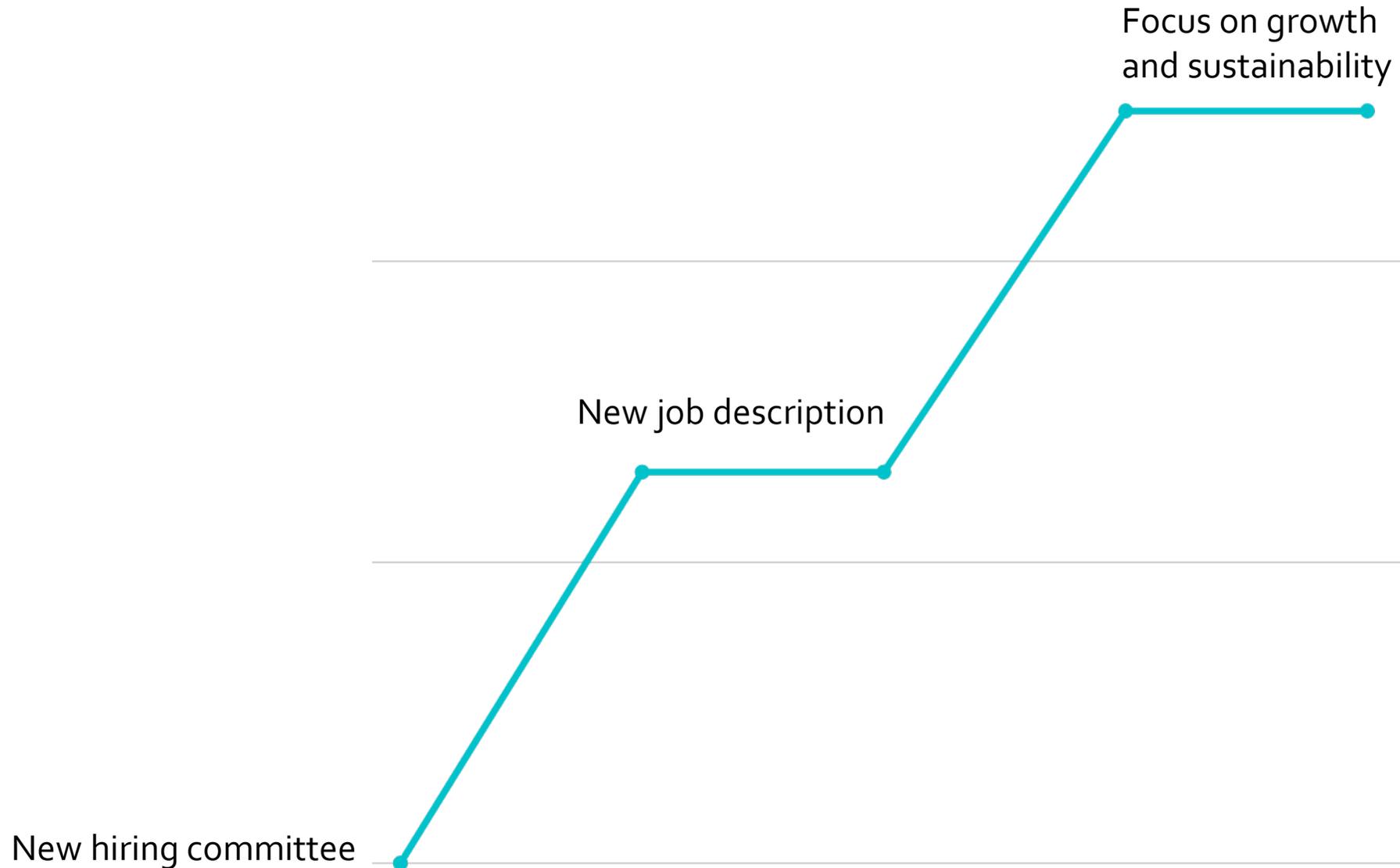
Organization

Promotion

Design

Economic Vitality

Hiring an Executive Director



Executive Director Onboarding Plan

- Introduction to Key Stakeholders
- Engage in Industry Round Table Discussions
- Accessibility through Meet and Greet Encounters

Dave Rucklos

MDA Executive Director

- Multi-Business Owner
- North American Brand Manager
- Downtown Business Association Director
- City Councilperson



COVID-19

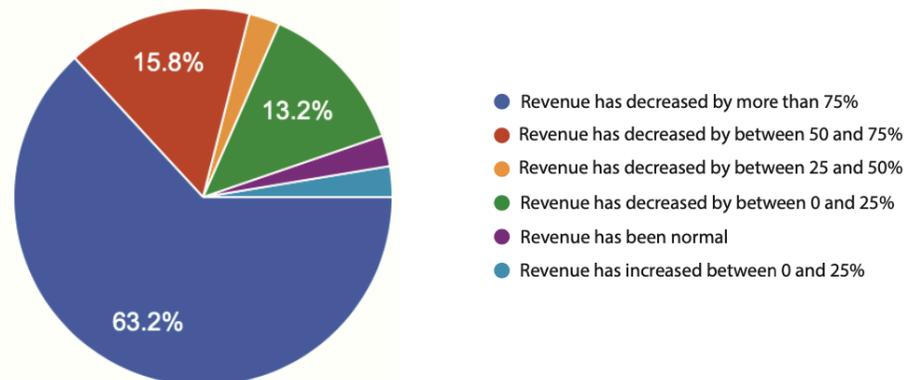
Reacting to a Pandemic

“The Survey”

Quantifying the Pandemic’s Financial and Social Impact

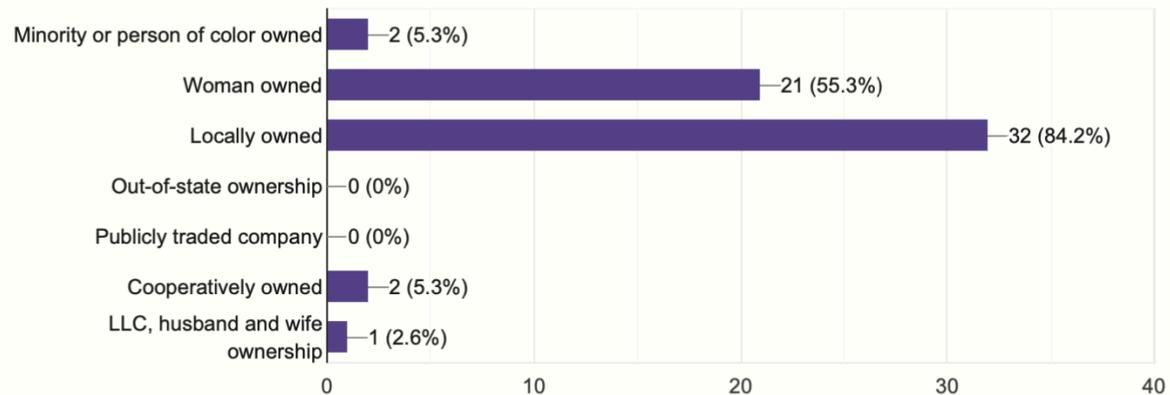
How has your business revenue changed since COVID-19 became a widespread concern in early March 2020?

38 responses



Would you characterize the ownership of the business in any of the following ways? (check all that apply)

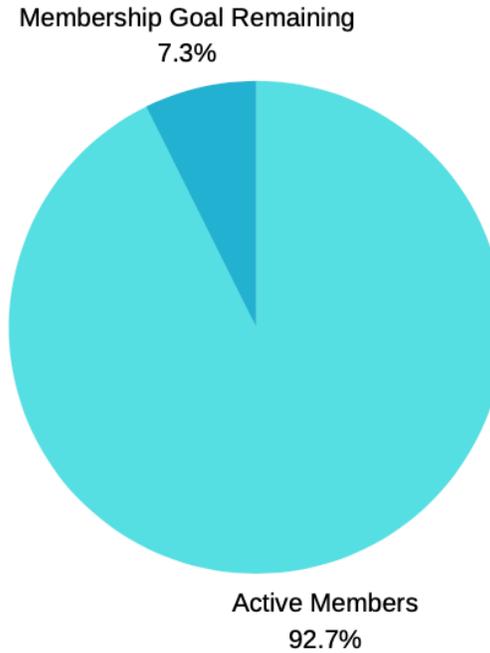
38 responses



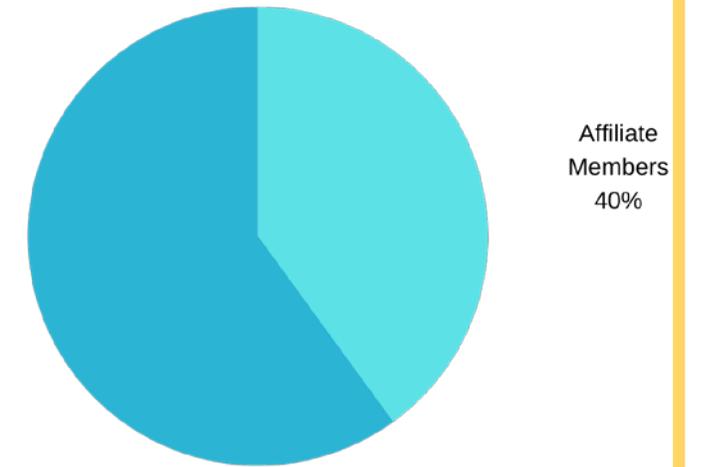
2020 Membership

Stabilizing in the face of a Pandemic

Membership Numbers:
92.7% of 2020 goal reached to date



Strong Business community support:
40% of membership is outside of Downtown core district



6.b. Department Head Reports – None

7. RESOLUTION

7.a. **Resolution No. 2020-07**: A Resolution appointing members to the Enrichment Services Advisory Committee

Parks and Recreation Director Muir said this was a follow up item from the Council's October 22 Work Session. Staff was working on a Facilities Master Plan to replace the aging Community Center and the Aquatic Center into one facility. The Council asked that a study of the Library be included as well as City Hall and Fire Administration. The first step was to create an advisory committee. Staff kicked off the recruitment on November 18. They used NeoGov for the recruitment and had 40 applicants. They planned to provide childcare during the meetings. She was recommending a list of 20 committee members and meetings would kick off on February 6 at 6:30 p.m.

Councilor Geary asked if they would start using the NeoGov process for all of the City committees.

Parks and Recreation Director Muir got some negative feedback about it because it was a lengthier process. It was good for collecting demographic data.

Councilor Garvin thought there would be a good balance of demographics on the committee.

Councilor Drabkin MOVED to adopt Resolution No. 2020-07 appointing members to the Enrichment Services Advisory Committee; SECONDED by Councilor Garvin. Motion PASSED 6-0.

8. ADJOURNMENT: Mayor Hill adjourned the City Council Meeting at 11:10 p.m.

Claudia Cisneros, City Recorder

Resolution Number 2020-52
Resolution Number 2020-48
Resolution Number 2020-43
Resolution Number 2020-28
Resolution Number 2020-18
Signed Declaration of State of Emergency

Fiscal Impact: No changes

Recommendation: Council to adopt Resolution No. 2020-59 extending the duration of a State of Emergency for the City of McMinnville.

