



**City Council Work Session Agenda  
Wednesday, December 18, 2024  
6:00 p.m.  
(IMMEDIATELY FOLLOWING THE JOINT WORK SESSION)**

*Welcome! The public is strongly encouraged to participate remotely but there is seating at Civic Hall for those who are not able to participate remotely. However, if you are not feeling well, please stay home and take care of yourself.*

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

[www.mcm11.org/live](http://www.mcm11.org/live)

*Download the "Cablecast" app on iOS, Android, Roku, Apple TV or  
Amazon Firestick and watch McMinnville City Council on all your devices.*

*You may join online via Zoom Meeting:*

<https://mcminnvilleoregon.zoom.us/j/86233424870?pwd=uvl5wCKvZ7uRfOJFesLa5MojNbNwkN.1>

*Zoom ID: 862 3342 4870*

*Zoom Password: 167592*

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

*ID: 862 3342 4870*

1. CALL TO ORDER
2. CULTURE, PARKS AND RECREATION PROJECT – POLL RESULTS
3. ADJOURNMENT



# City of McMinnville

**City of McMinnville**  
**Parks and Recreation Department**

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## STAFF REPORT

**DATE:** December 18, 2024  
**TO:** City Council  
**FROM:** Jeff Towery, City Manager and Susan Muir, Parks and Recreation Director  
**SUBJECT:** Culture, Parks and Recreation Project – Second Capital Bond Poll

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### Background

This project, known as the Culture, Parks and Recreation Project, has spanned the last 5 years and has included public engagement, concept planning, analysis and discussion which is all summarized on the project webpage – [iheartmac.org](http://iheartmac.org). We have also added a new element to the project web page titled ‘Calendar – Upcoming Events’ where we will post information about City Council meetings like this, and other events.

Back in May, 2024, the City Council heard the results of the first poll for the Culture, Parks and Recreation Project. The purpose of that initial poll was to:

- determine the willingness of McMinnville residents to support a bond to fund the project,
- identify community prioritization for elements of the project, and
- identify the best features of the proposed projects.

One of the larger takeaways from that poll was the finding that after noting the estimated monthly cost of the \$152.5 million bond to the average homeowner in McMinnville (\$54/month), a slim majority of voters (52%) supported the ‘full package’ for a potential bond. The poll found support declined when the project didn’t include all 4 elements (which would reduce the cost): a new rec center, updates to the senior center and parks, and expanding the library. At that time, the

polling consultant recommended we move forward engaging with the community around that full package.

Over the spring and summer, the city developed and implemented a communications plan including brochures, posters, a project web page, social media posts as well as articles for the News Register and Crush. Information about the project was featured at Summer Fun events from June 21 – August 23. A community survey was developed and rolled out, and informational/focus group sessions were held at the Senior Center, Aquatic Center and Community Center in the fall. An informational video is currently in production for future use on the project web page and social media. An operating budget for the proposed new recreation center was developed and presented to City Council on November 12, 2024. And finally, the purchase and sale agreement for the Miller Property, the location of the proposed rec center, is scheduled to be authorized by City Council on December 10, 2024.

Outside of the city staff work, an independent volunteer committee of project supporters began meeting and preparing to champion the project with voters if/when the council puts a bond on the ballot.

## **Discussion**

The work plan previously presented to City Council included a second poll, to be conducted in November/December 2024. The result of that poll will be reported out at the work session. In general, the results of the second poll weren't what we had hoped for, but indicate opportunities for more engagement with the public. Staff and the consultant team will break it down for the public and council on the 18th.

The purpose of this poll was to test bond viability. Among other things, the survey included an initial test of ballot language.

**Next Steps**

City staff will return to City Council in early 2025 for a discussion about next steps.

**Recommendation**

There is an informational item, no action is requested.

**Financial Impact**

This project work has been funded through an add package approved in the FY 24/25 budget.