

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:

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.

Unidentified 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 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.