

MINUTES

May 11, 2022
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Chair Carson Benner, Vice-Chair Chris Chenoweth, Jody Christensen, Walt Gowell, Mike Morris, Steve Patterson, Dani Chisolm, Heather Miller, John Dietz, Deven Paolo, Ellen Brittan, Gerardo Ochoa, and Robert Banagay.

Members Absent:

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: Abisha Stone – SEDCOR

1. Call to Order

The meeting was called to order at 3:00 pm.

2. Discussion Items

- MEVLC 2022/2023 Priorities

Ms. Richards presented the Staff report (Exhibit 1) on the Council's priorities for 2022/2023, noting that action steps still needed to be developed for three of the priorities.

The Councilors asked clarifying questions of Staff about specific projects related to their priorities and shared and discussed ideas for action items. During the conversation, Abishon provided information about potential funding for workforce development, supply chain localization, and innovation hub work. She also updated the Council on the initiatives that the County Commission had funded with ARPA money. The conversation resulted in the following action steps:

- Airport Economic Development (ED) Strategic Plan
 - Seek funding from the Oregon Department of Aviation

- Apply for American Recovery Plan Act (ARPA) and other funding from the County Commission
- Request funding from the Airport Commission
- Wayfinding: Highway 18
 - Apply to the Oregon Department of Transportation (ODOT) to change signage directing traffic into McMinnville via Highway 18 instead of Highway 99
 - Confirm whether Google is directing traffic into McMinnville via Highway 18
 - Research potential locations for wayfinding improvements and gateway signage
- Downtown Master Plan
 - Coordinate with the McMinnville Urban Renewal Agency Committee (MURAC) on master planning

3. Reports

- Noble Grant

Ms. Richards presented the Staff report (Exhibit 2) on the COVID recovery funding for the McMinnville Business Recovery and Resiliency project. She answered questions from Councilors about the projects that would be funded and Councilors discussed the potential benefits of those programs. The Council and Staff discussed the Collect Data to Understand Business Needs program, sharing ideas about what data should be collected, as well as how to use and leverage the data collected. Staff also provided an update on the McMinnville Works project.

- Innovation Center

Ms. Richards reported that the affected property owners would be meeting with Staff regularly as work on the Innovation Center proceeded.

- Third Street Improvement Project

Ms. Richards reported that a request for \$3 million in congressional delegation spending was submitted to Senators Wyden and Merkley.

- City General Fund Discussion

The Councilors and Staff discussed the City's current budget, the need to balance the proposed budget, the role of the budget committee, and the role of the MEVLC. Councilors shared ideas for potential revenue sources. Councilors also debated as to the most appropriate way for the MEVLC to get involved. Suggestions included facilitating a strategic communication plan to educate the public about the City financial situation and possible solutions, engaging with the City Council, and requesting regular updates from Staff to stay informed.

4. Citizen Comments / Rumor Mill

No comments.

5. Committee Member Comments

No comments.

6. Staff Comments

No comments.

7. Adjournment

There being no further business, the meeting was adjourned at 5:06 pm.