

MINUTES

January 18, 2023
McMinnville Economic Vitality Leadership Council
Regular Meeting

3:00 pm
Zoom Meeting
McMinnville, Oregon

Members Present: Carson Benner, Chris Chenoweth, Deven Paolo, Erin Stephenson, Heather Miller, Trena McManus, and Mike Morris

Members Absent: Walt Gowell, Dani Chisholm, John Dietz, Steve Patterson, Ellen Brittan, and Gerardo Ochoa

Staff Present: Gioia Goodrum - McMinnville Chamber of Commerce, Dave Rucklos - McMinnville Downtown Association, Heather Hadley Blank - McMinnville Economic Development Partnership, Heather Richards – Community Development Director, and Jody Christensen – Community Development Special Projects Manager

Others Present:

1. Call to Order

Chair Benner called the meeting to order at 3:00 p.m.

Everyone present introduced themselves.

2. Election of Chair and Vice-Chair

The Council elected Carson Benner as Chair and Mike Morris as Vice Chair for 2023.

3. Minutes

- September 8, 2021

Mike Morris moved to approve the September 8, 2021 minutes. The motion was seconded by Gioia Goodrum and passed unanimously.

4. Discussion Items

- Update on Noble Grant – 8212 Business Recovery and Resiliency Grant

Community Development Special Projects Manager Christensen shared an update on the grant. She discussed the grant timeline, the funding, the plan, Priority 1: recruiting and retaining workforce, Priority 2: trained workforce, Priority 3: business resiliency, project progress, and next steps.

There was discussion regarding how tied to Covid the grants would be, grant review process, eligibility, scope of work and contracts, fund limitations, challenge to get the money out the door, how the loan program would work, and how the business education program would work.

- Business License Fee

Community Development Director Richards said there had been previous discussions about whether or not to explore a general business licensing program. She explained the current business licensing in McMinnville for specialty businesses. The business license could provide funding for staff and implementation of the MacTown 2032 Economic Development Strategic Plan. Staff had looked at what other cities did as well as what would be needed to fund a staff person and the actions in the plan and had come up with a sliding scale fee associated with the size of the business starting with \$75 and \$100 for out-of-town businesses.

There was discussion regarding what businesses would be exempted, need for a purpose to collecting money such as providing services to the business community, current financial pressures on businesses, timing for bringing this forward, how many businesses there were and which ones already had to have a business license, costs for enforcement, benefits to getting a master list or registry of businesses in the City, and level of fatigue businesses were feeling when it came to fees.

There was consensus that the idea was worth exploring. Committee Members Benner and Morris and Community Development Director Richards would bring back a recommendation for a framework for a subcommittee.

5. Rumor Mill

Chair Benner said there were three restaurants closing and three opening. There was discussion regarding the specific businesses and the difficulties with workforce in the hospitality industry.

6. Citizen Comments

None

7. Committee Member Comments

None

8. Staff Comments

None

9. Adjournment

Chair Benner adjourned the meeting at 4:28 p.m.