

**WORK SESSION MINUTES**

**April 25, 2017**

1:30 p.m.

Commissioners' Office Conference Room

PRESENT: Commissioners Stan Primozich, Mary Starrett and Richard L. "Rick" Olson.

STAFF: Laura Tschabold, Christian Boenisch, and Mikalie Frei.

Guests: Jody Christensen, MEDP, Chad Freeman, SEDCOR, Nicole Montesano, News Register and others as listed on the sign in sheet.

TOPIC: McMinnville Economic Development Partnership

Commissioner Primozich called the meeting to order at 1:30 p.m.

Jody Christensen introduced McMinnville Economic Development Partnership (MEDP) board members and gave a brief overview of the history of MEDP and their mission (see attached Exhibit A). The goal that they have set is 1,500 family wage jobs in 15 years.

Ms. Starrett asked how the current services could be expanded countywide. Ms. Christenson explained that they are fully aware that McMinnville is not an island and their goal is to work with the surrounding communities and bring all assets together so that the end result is a success to everyone. They are also looking at putting together a collaborative board that would include more stakeholders from all over the county.

There being no other business, the meeting adjourned at 2:06 p.m.

Keri Hinton  
Secretary

Accepted by Yamhill County  
Board of Commissioners on  
4-22-17 by Board Order  
# 17-217

## Yamhill County Board of Commissioners: Economic Development Discussion

## MEDP The History



## MEDP's Mission

To advance strategies that respond to the needs of McMinnville's manufacturing (traded-sector) businesses.

## MEDP Structure

- MEDP is a c6 public - private non-profit partnership.
- Representatives from McMinnville Water & Light, City of McMinnville, McMinnville Industrial Promotions, and McMinnville Chamber are members of the MEDP Board.
- The staff consists of an Executive Director, a Special Projects Manager (.5), and a Marketing Specialist. The Executive Director reports directly to the Board of Directors.
- MEDP contracts with interns and others on special projects and programs.

## MEDP's TEAM

The MEDP business team is responsible for *telling the story of McMinnville, fostering family wage job growth, and positioning our community for opportunities.*

MEDP | *all here*

## MEDP's TEAM

**Executive Director** - leads staff, responsible for all MEDP investments, nurtures professional relationships, community voice, business retention, expansion, recruitment, and develops strategic collaborations within the community, region, state, and beyond

- Business Retention - Technical and Tactical Resources (e.g. Loans, Grants, Financing, Training)
- Recruitment (Lead Generation) - TEAM Oregon, LEAD GRP (REDI, GPI, SEDCOR), Business Oregon, Site Selectors, Realtors, Stakeholders
- Strategic Collaborations - Airport Commission, Regional Solutions, "Stable Table," etc.
- Spokesperson for Industry/Organization - Economic Forum, City Council
- Leads the strategic mission

MEDP | *all here*

## MEDP's TEAM

**Special Projects Manager** - executes professional events and marketing programs and develops strategic program connections within the community

- Professional Events - McMinnville | MADE Day, NEXT Executive Series, Urban Renewal Opportunities Tours, Industry/VIP/Site Selector Tours, Annual Meeting and Awards
- Marketing Programs - Available Properties Consolidation, Industry Connections (MSD, City, County, State)

**Marketing Specialist** - manages MEDP's brand messages in our website, newsletter, social media, print/online advertising and develops strategic marketing connections in the region

- Website - Auditing, Search Engine Optimization (SEO), data update, blogs, newsletter
- Social Media - Facebook (2), Twitter (2), Instagram, LinkedIn, YouTube
- Print/Online Advertising - Press releases, event marketing, Facebook ads, flyer creation, logo work

MEDP | *all here*

## Leveraging the Experts



MEDP | *all here*

## MEDP Retention, Expansion, and Recruitment

MEDP investments foster family wage job growth by focusing on technical & tactical business tools, maintaining comprehensive sites inventory, identifying workforce connections, and directing targeted recruitment.

**MADE** MFG/McMinnville | MADE Day, NEXT Series, Tech Terroir

**SITES** Land and buildings properties inventory,  
Urban Renewal Opportunities Tour, TEAM Oregon,  
prospect development

**WORKS** Pipeline to Talent, internship program, industry tours

MEDP | *all here*

## MEDP Funding

Annual investments (Sept. '16-Oct. '17)

McMinnville Water & Light	\$60,000
McMinnville Industrial Promotions	\$60,000
MIP additional OTO fund	\$18,000
City of McMinnville	\$42,000
Yamhill County Small Grant	\$10,000
Other (grants, sponsors, events)	\$36,450

MEDP | *all here*

## Yamhill County's Funding History

2006-07	\$7,500
2007-08	\$10,000
2008-09	\$10,000
2009-10	\$5,000
2010-11	\$10,000
2011-12	\$10,250
2012-13	\$20,000
2013-14	\$10,250
2014-15	\$10,000
2015-16	\$7,650
2016-17	\$10,000
2017-18	\$10,000 (requested)
	GROW \$107,000

MEDP | *all here*

## MEDP's Investments (product and staff)

MEDP's team works as a business unit with specific technical skills used to foster job growth in our community.

### Services

Business retention, expansion, & recruitment	Annual budget est.
Prospect leads (tours/tradeshows/site selectors/consultant)	\$100,000
Targeted marketing (brand/website/newsletter/social)	\$30,000
Growth programs (training/workforce/resource development)	\$40,000
Community outreach (strategic participation)	\$40,000
	\$15,000

MEDP | *all here*

## MEDP's 10+ Year Results

### MEDP project and program outcomes:

# of jobs retained/new	1200+
# of business consultations	1500+ (avg. 150 annually)
# of business visits	15+ per month (on average)
# of current pipeline projects	25 (avg. 20 annually)
# of intern host sites	44 (avg. 14 per year)

MEDP | *all here*

## MEDP's Milestone Projects

- Betty Lou's, Inc. (retention and expansion)
- **TTR (retention and expansion)**
- Precision Bioanalytical (start up/new investment)
- **Solid Form Fabrication (expansion)**
- Volta Companies (start up division/new investment)
- **NWUAV (retention and expansion)**

MEDP | *all here*

## MEDP "It's about relationships"

### TTR

#### Company Stats:

- 76 Jobs Retained (2016)
- Company purchased 30,000 sq. ft building on Highway 99 (2016)
- MEDP Manufacturing Leaders of the Year (2016)

#### Resources Used by TTR:

- McMinnville Economic Development Partnership
- Business Oregon



"MEDP has been very supportive, and they've reached out directly to offer assistance. I really appreciate and admire their commitment to staying connected in the community to ensure that companies stay in McMinnville."

- Shan Holyfield, CEO, TTR

## MEDP "It's about relationships"

### Solid Form Fabrication

#### Company Stats:

- 14,000 sq. ft facility expansion (2017)
- 15 Employees (2016)
- MEDP Manufacturer of the Year (2013)

#### Resources Used by Solid Form Fabrication:

- McMinnville Economic Development Partnership
- Governor's Strategic Reserve Fund
- Team Oregon Advanced Manufacturing - FABTECH
- McMinnville WORKS Host Site - 2013, 2014, 2015, 2016
- Business Oregon



## MEDP “It’s about relationships”

### NWUAV

#### Company Stats:

- 64 Employees (2016)
- Purchased 28,000 sq. ft. facility on 10 acres (2011)
- 60 local jobs retained (2011)
- MEDP Manufacturing Leader of the Year (2011)
- MEDP Manufacturer of the Year (2010)
- Leased out 18,000 sq. ft. building (2010)

#### Resources Used by NWUAV:

- McMinnville Economic Development Partnership
- Governor’s Strategic Fund
- Employer Workforce Training Funds
- Yamhill County Economic Development Fund
- Pacific Northwest Defense Fund
- Business Oregon



“I like McMinnville because you can drive an hour and be anywhere you want, but you still get to live day to day in a small town family community and that’s a blessing that most people won’t ever experience.”

- Heather Sorenson, Director, NWUAV

## MEDP: Getting to 2032

### Goal:

1500 family wage jobs in 15 years (11 jobs per industrial acre)

### 2017-2020 Campaign:

Tech Terroir: Growing Tech in Oregon’s Wine Country

MEDP | *all here*

## Yamhill County Econ Dev Initiatives

- Leveraging resources
- Facilitating collaboration
- Identifying opportunities
- Supporting unique assets

MEDP | *all here*

## MEDP’s Perspective for the County

### Our thought process:

- 3-5 year commitment to support a full-time staff
- Better understanding of the BOC’s economic development vision
- MEDP will not reduce its current level of service to our existing partners
- MEDP could develop a proposal with action plan for BOC’s review

MEDP | *all here*

## Service Elements for Consideration

MEDP's current services that could be leveraged countywide:

- **Recruitment** - TEAM Oregon, tradeshows, site selector visits, lead generation
- **Retention & Expansion** - business consultations, resource connections
- **Workforce Development** - internships, job fairs, training
- **Marketing** - branding, messaging (e.g., website), internal and external communications
- **Community Building** - *main street* connections, economic training and coaching

MEDP | *all here*

*McMinnville*

ECONOMIC DEVELOPMENT  
PARTNERSHIP

## Conversation

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Exhibit "A"  
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