

**McKinleyville Municipal Advisory Committee**  
In person at Azalea Hall, 1620 Pickett Road, McKinleyville  
and ZOOM PLATFORM - ONLINE MEETING  
July 30, 2025 6:00 pm

**MINUTES**

**1. Call to Order: Roll call Attendance, Acknowledgement of Indigenous Lands, Flag Salute, MMAC Meeting Agreements:**

Members Present: Scott Binder, Mary Burke, Maya Conrad, Lisa Dugan, Kevin Jenkins, Pat Kaspari, Twila Sanchez, Bonnie Oliver

Members Absent: None

**2. & 3. Additions and Changes to the Agenda and Approval of the Agenda:**

It was moved and seconded (Maya Conrad / Kevin Jenkins) to continue the consideration of the McKinleyville Town Center Ordinance's Final Environmental Impact Report (FIER) in Item 7a. to our next MMAC meeting on August 27, 2025 and to approve the Agenda with this revision.

Roll Call Vote:

Yes: Scott Binder, Mary Burke, Maya Conrad, Lisa Dugan, Kevin Jenkins, Pat Kaspari, Twila Sanchez, Bonnie Oliver.

No: None Abstention: None

MOTION APPROVED

**4. Review and Approve Minutes: June 25, 2025**

The minutes of the June 25, 2025 Regular MMAC Meeting were reviewed. It was moved and seconded (Kevin Jenkins / Twila Sanchez) to approve the Minutes as submitted.

Roll Call Vote:

Yes: Scott Binder, Mary Burke, Maya Conrad, Lisa Dugan, Kevin Jenkins, Pat Kaspari, Twila Sanchez, Bonnie Oliver.

No: None Abstention: None

MOTION APPROVED

**5. Community Safety and Information Presentation:**

Jesse Miles of the McKinleyville Chamber of Commerce announced the continuing Music in the Park events, continuing on Thursday evenings at Pierson Park. She also announced the upcoming Chamber Mega-Mixer which will be held August 28, 2025, 5-7 pm at the Activity Center (gym) at Pierson Park.

Maya Conrad announced that there was another fire event in or around the McKinleyville Community Forest today and she encouraged to use the "Watch Duty" app for wildfire alerts ([www.watchduty.org](http://www.watchduty.org)).

Lisa Dugan encouraged community members to check out and participate in the McKinleyville Family Resource Center's Block Party Program.

**6. Public Comment on items not on the Agenda:**

Elaine Johnson requested more MMAC outreach to the community on noticing / advertising our meetings and recommended using the “Next Door” app to do so. She also requested we use fewer acronyms in our discussions and documents.

Hillarie Beyer announced that she has joined and is representing the non-profit Anne S. Pierson Foundation that has been formed to manage the property including the McKinleyville Shopping Center and the undeveloped area to the west.

**7. Discussion / Information / Action Items**

**a. Presentation on and consideration of the McKinleyville Town Center Ordinance:**

Note: Discussion of the McKinleyville Town Center Ordinance’s Final Environmental Impact Report (FIER) was continued to a future meeting as it was not yet complete nor available for discussion. Also note, MMAC member Lisa Dugan recused herself and was not present for this agenda item.

Humboldt County Director of Planning and Building John Ford gave a Power Point presentation reviewing the findings of the Town Center Ordinance’s Draft Environmental Impact Report (DEIR), the EIR identified alternatives to the Ordinance and the comments received on the DEIR. He also reviewed some proposed changes to the Town Center Ordinance for consideration. MMAC members asked some clarification questions like how comments received are weighed (i.e. any distinction between residents and non-residents of McKinleyville?), what does the 10-day review requirement for the Final EIR cover (applies for decision making agencies only), questions on additional cross section options for Central Avenue and whether the “reduced project” option is really the “environmentally preferred” option.

Public comment was received on the project alternatives presented DEIR which include: 1. No project (existing zoning remains) and 2. Reduced Project (20% reduction in allowed sf). Ten community members spoke in favor of sticking with the Town Center Ordinance as proposed and one community member spoke in favor of the reduced project option. General public comments received on the Town Center Ordinance included:

- If road cross-section alternative 2 is used, it should include bollards in the protective area along the bike lane.
- Concern was expressed about the ordinance development process and whether a data center would be possible under the ordinance.
- Affordable housing is key and should be specified in the ordinance.
- Don’t delay in the completion of passing the ordinance.

It was moved and seconded (Pat Kaspari / Bonnie Oliver) that MMAC recommend proceeding with the original proposed McKinleyville Town Center Ordinance (as related to allowed development density scale).

Roll Call Vote:

Yes: Scott Binder, Mary Burke, Maya Conrad, Kevin Jenkins, Pat Kaspari, Bonnie Oliver.

No: Twila Sanchez                      Abstention: None

MOTION APPROVED

Director Ford asked for MMAC’s input on a proposed revision to the Town Center Ordinance’s Table 3.1 to include a provision on Mixed Use percentages with the requirement that the first floor be devoted to commercial uses or a minimum of 35% of the development shall be devoted to commercial uses (excluding Life Plan Humboldt). Public comment on the issue was received, including:

- The frontage standards of the ordinance will accomplish the goal of encouraging non-housing uses on the first floor of new development without requiring this addition.
- Housing projects of 4 or more will require ADA accessible units which are most easily accommodated on the first floor. This addition would make that difficult.

It was moved and seconded (Maya Conrad / Kevin Jenkins) that MMAC does not recommend the addition of Mixed-Use Percentages to Table 3.1 and that we revise Table MU1 to delineate uses as Residential and Non-Residential (with sub-categories for usage types where applicable) and add a note related to Data Centers as not allowable.

Roll Call Vote:

Yes: Scott Binder, Mary Burke, Maya Conrad, Kevin Jenkins, Pat Kaspari, Twila Sanchez, Bonnie Oliver.

No: None Abstention: None

MOTION APPROVED

**b. Discussion of McKinleyville Family Resource Center Community Survey Questions:**

MMAC members discussed the questions on the survey “being asked by the McKinleyville Municipal Advisory Committee”. Twila suggested that we include an additional question: *Are you aware of the McKinleyville Municipal Advisory Committee (MMAC) and the role it plays in our community?* Below are the questions that have proposed changes shown in cross outs and italics.

Q20. How satisfied are you with the following public services in McKinleyville? Range: Very satisfied – Very Dissatisfied

- ~~Law enforcement~~ *Emergency Services (Police/Sheriff, Arcata Fire Dept., Ambulance)*
- ~~Planning, Zoning, and Land Use~~ *Business Opportunity*
- Streets & Sidewalks
- ~~Community Development~~ *Housing Availability*
- Water and Wastewater
- Political Representation
- \* *Parks and Recreation, Open Space*

Q23. Please indicate your level of interest in having [or expanding] the following types of industries or businesses within our community. ~~Range: Strongly Interested – Strongly Not Interested~~  
*Pick your top 5 Industry/Business Type:*

- Technology & Innovation (e.g., tech startups)
- Healthcare & Medical Services (e.g., hospitals, clinics, specialized care)
- Restaurants (e.g., fast food, cafes)
- Shopping (e.g., boutique stores) *and Retail (e.g. franchises, big box stores)*
- ~~Retail (e.g., franchises, big box stores)~~
- Education & Training (e.g., tutoring centers, childcare, preschool)
- Entertainment & Recreation (e.g., sports complexes, arts, museums)
- Hospitality & Tourism (e.g., hotels, cultural attractions)
- Manufacturing & Industrial (e.g., factories, industrial parks)

