



METRO COUNCIL WORK SESSION
MEETING SUMMARY
Jan. 24, 2012
Metro Council Chamber

Councilors Present: Council President Tom Hughes and Councilors Shirley Craddick, Carlotta Collette, Carl Hosticka, Kathryn Harrington, Rex Burkholder and Barbara Roberts

Councilors Excused: None.

Council President Tom Hughes convened the Metro Council work session at 2:01pm.

1. ADMINISTRATIVE/COUNCIL AGENDA FOR JANUARY 26, 2012/CHIEF OPERATING OFFICER COMMUNICATIONS

Ms. Martha Bennett of Metro informed Councilors that she recently met with representatives from the Home Builders Association (HBA) and will provide information on the discussion.

2. PORTLAND METRO EXPORT INITIATIVE

Ms. Amy Liu of the Brookings Institute gave a presentation titled "Exports Grow at Home: Boosting Greater Portland's Exports". Ms. Liu's presentation addressed the importance of a strong export economy and elucidated Metro's role in forming a broader regional economic strategy that includes exports. Ms. Liu also noted that metropolitan areas in the United States are not taking advantage of vibrant international export markets. Firms that pursue global markets have experienced more financial success than non-exporters. Ultimately, Ms. Liu explained that the greater Portland region needs an integrated economic strategy that supports innovation and advanced manufacturing of goods, as well as specialized services, that are globally marketable.

Mr. Noah Sieger of the Portland Mayor's Office introduced the city's 5-year economic development plan, which is regional in scope and aims to be more intentional in promoting growth in target industry clusters, innovation and international trade. Mr. Chris Harder of the Portland Development Commission (PDC) reiterated Ms. Liu's point that metro areas encompass growing populations and drive export economies, and therefore, should develop strategies that help the region actualize economic growth potential from international trade.

Mr. Harder noted that Portland is one of 4 American cities to pilot the National Export Initiative (NEI), which seeks double U.S. exports over 5 years, deliver economic growth, jobs and good pay to workers at all levels of education and to rebalance the U.S. economy and lower trade deficits. Currently, the PDC and Mayor's Office are conducting a market assessment, regional survey and developing a policy memo for the region's exports. Mr. Harder indicated that findings have shown that most local companies are not exporting, meaning there is an opportunity for significant growth. To address this issue, Mr. Harder identified strategies to catalyze under-exporters like providing account management services, coordinating peer to peer mentoring and guiding

companies through the process in developing an export plan. Mr. Harder also explained that Portland needs to leverage its primary exporters in the computer and advanced technology industry, as well as an intentional strategy around industrial supply chain. Ultimately, Mr. Harder asserted that the region must intensify its marketing and branding to better establish companies that make up the local economy, specifically pointing to clean technology, computer software, and athletic and outdoor industry clusters.

Mr. Sean Robbins of Greater Portland Inc. (GPI) discussed the integral role his economic development organization will play in supporting a regional export plan. Mr. Robbins explained that for every billion dollars in exports, 5,400 jobs are created. Moreover, Mr. Robbins noted that an export strategy is only as good as the implementation, alluding to the on-the-ground work GPI will do to stimulate economic growth.

Councilor Discussion:

Councilors asked Ms. Liu about the role smaller companies play in an export, trade-based economy. Ms. Liu explained that approximately 60% of U.S. companies currently exporting are small, but that they do not make up a large percent of the overall economic volume of total exports. In addition, Ms. Liu noted that there is opportunity for ample growth in small businesses that export, and that strategic economic plans should be more intentional in promoting said growth.

Councilor Burkholder inquired how export based economy can pursue growth with limits in mind to avoid adverse environmental and social impacts. Ms. Liu responded that regions like Portland have an economic opportunity to implement strong environmental standards and market sustainable products and services that help other counties urbanize in a smart way.

Councilors discussed the importance of engaging immigrant communities and businesses in the region's export strategies. Mr. Siegel acknowledged the economic strength of immigrant communities and agreed that their incorporation would bolster the region's export economy. In addition, councilors asked about a timeline for the development of an export plan and policy. Mr. Siegel noted that the process should take between 3 to 5 years, and that the policy memo will be available by early March.

3. CONVENTION CENTER HOTEL

Ms. Teri Dresler and Mr. Dan Cooper of Metro asked councilors if they had any questions regarding the Convention Center Hotel staff report, resolution and project proposal. Councilors asked for clarification on reporting the Phase 1 assessment. Ms. Dresler indicated that staff will return to Council on April 30th in order to maintain momentum.

Councilor Hosticka questioned the language used to describe the project. Ms. Dresler said that project staff will consider alternatives to "hotel". Councilor Collette wanted to know why Phase 1 does not include engaging private partners, in addition to local jurisdictions, as prime stakeholders. Mr. Cooper explained that it is important to first determine how public partners can be ready to collaborate and support the private sector. Moreover, Mr. Cooper noted that there needs to be an understanding about what public resources are available to help private partners achieve success. Councilor Craddick stated that east Multnomah County needs to be included in the process.

4. COUNCIL BRIEFINGS/COMMUNICATION

- Councilor Craddick asked staff about a tour of Oxbow Park to see firsthand the storm damage. Ms. Bennett indicated that a tour is being planned for spring.

ADJOURN

Seeing no further business, Council President Hughes adjourned the Council work session at 3:21pm.

Prepared by,

A handwritten signature in black ink, appearing to read "Josh Springer". The signature is fluid and cursive, with a large initial "J" and "S".

Josh Springer
Council Office Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF JAN. 24, 2012

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
	Agenda	1/26/12	12612 Council Meeting Agenda	12412cw-01
2.0	Presentation	1/24/12	PPT: "Boosting Greater Portland's Exports"	12412cw-02
2.0	Presentation	1/24/12	PPT: Greater Portland Metro Export Initiative	12412cw-03
2.0	Handout	n/a	Greater Portland Export Plan	12412cw-04