

## MINUTES OF THE METRO COUNCIL MEETING

June 27, 1996

Council Chamber

Councilors Present: Jon Kvistad (Presiding Officer), Patricia McCaig, Rod Monroe, Ed Washington, Don Morissette.

Councilors Absent: Susan McLain and Ruth McFarland.

Presiding Officer Jon Kvistad called the meeting to order at 2:04 p.m.

### 1. INTRODUCTIONS

None.

### 2. CITIZEN COMMUNICATIONS

None.

### 3. EXECUTIVE OFFICER COMMUNICATIONS

None.

### 4. CONSENT AGENDA

4.1 Consideration of the Minutes for the June 20, 1996 Metro Council Meeting.

**Motion:** Councilor Washington moved the adoption of the minutes of the June 20, 1996 Metro Council Meeting.

**Second:** Councilor Morissette seconded the motion.

**Vote:** The vote was 5 aye / 0 nay / 0 abstain. Presiding Officer Jon Kvistad declared the minutes unanimously approved by all those voting.

### 5. INFORMATIONAL PRESENTATION

5.1 Presentation by Joe D'Alessandro, Executive Director of POVA.

Joe D'Alessandro, the new Executive Director of POVA, introduced himself. He provided an overview of POVA and the state of the industry in the region. Since he has come on board, he has been evaluating POVA's mission and vision, also POVA's proper strategies to ensure success.

POVA focuses on two main areas, external operation which is the vast majority of what POVA does and where resources are allocated. External operations includes communication, sales and marketing efforts, marketing and promotion, convention sales,

tourism sales, public relations and developments outside of the community to bring business into the region. The other area is the inside operation primarily focused on services, the Convention, Visitor Information and membership services.

POVA's contract with Metro has included hotel room sales of 57.3 million dollars over the past three years. These room sales generated 5.1 million dollars in room tax. An additional 67 million dollars in delegate spending has been brought to the economy of Portland. The Convention services area has brought 272 major groups to the region. The tourism leads, through group tours, value is estimated at 5.3 million dollars. Visitor information was provided to 230,000 visitors in past year. Public relations has placed stories about the Metropolitan area in national and international press. Last year has exceeded the goal, generating 1.3 million dollars in publicity, a return of \$23 for every dollar invested in the program. The new economic impact study completed by Dean Runyan and Associates estimated that, in 1995, visitors spent 1.6 billion dollars in the tri-county area. This is an increase over 1994 of 9.2%. National average increases last year were only 3.9%. The state average was an increase of 5.5%. What this figure means in terms of jobs - over 22,650 residents of the metropolitan area are employed in the visitor industry, this figure excludes the small business owners and large businesses that benefit from the industry. This generates a payroll of 359 million dollars. The job numbers increased 6% while the payroll increased 9% over the same period.

The future for the region is encouraging. The product is strong. The Convention Center is at or near capacity. POVA is writing a new strategic and business plan for the next two years outlining the goals and objectives, and specific strategies that are necessary to take to the next direction. Another objective is to develop partnerships with the other organizations and entities in the region that are involved in doing this. POVA has signed a letter of agreement with the Oregon Convention and Visitors Services Network to do a minority marketing partnership. This is a much more aggressive, seamless approach than has been done in the past. POVA is also working with the Portland Metropolitan Sports Authority to go out to businesses together as well as the Regional Arts and Cultural Tourism Coalition to build these programs. POVA is also working with the other county visitor associations to maximize the limited resources.

**Councilor Washington** thanked Mr. D'Alessandro for being here, welcomed him. He is pleased with his approach to minority/women marketing efforts, maximizing this throughout the region.

## 6. ORDINANCES - FIRST READING

6.1 **Ordinance No. 96-646.** For the Purpose of Amending the FY 1996-97 budget and appropriations schedule to continue Metro's match funding of Envirocorps, transferring \$25,000 from the General Fund to the Regional Parks and Expo Fund; and Declaring an Emergency.

**Ordinance No. 96-646** was assigned to Finance Committee.

## 7. RESOLUTIONS

7.1 **Resolution No. 96-2316,** For the Purpose of Establishing a Position on a Third Columbia River Highway Bridge.

**Motion:** Councilor Monroe moved the adoption of Resolution No. 96-2316.

**Second:** Councilor McCaig seconded the motion.

**Discussion:** Councilor Monroe indicated that this resolution comes to the Council from JPACT. The request was initially made by friends in Clark County. They expressed concern that the Transportation Futures Committee appointed to review various transportation options for Clark County and for the interconnection between Clark County and Portland Metro region, was looking at two options that they felt were unacceptable and were concerned least the focus deviated away from options that might have an opportunity to work and facilitate what was needed. The first of the two options reviewed in this resolution is a third bridge past Vancouver Lake and across to Forest Park. This option was found to be inconsistent with state, regional and local land use policies in Oregon and would increase pressure to expand the Urban Growth Boundary as well as accelerate growth pressures on satellite communities such as Sauvie's Island, Scappoose, St Helens. This option would be extremely serious in terms of the environmental issues and the threat to species in the Columbia River, Vancouver Lake area and Forest Park. The study also indicated that only about 1% of the population would utilize this access. This option doesn't meet our land use and transportation standards and decisions at the local/regional level.

The second proposed bridge, from Camus to Troutdale, was found to be inconsistent with state, regional, local land use policies in Oregon. It was also found to increase pressure on expanding the urban growth boundary in that area and would accelerate growth pressures on communities in that region as well as the Columbia River Gorge, a national scenic area. It would also create serious environmental consequences on the Columbia River, Sandy River and the Sandy River Estuary. There was a lack of consistent travel market in this area, the feeling was that the I-205 bridge more than adequately served this area.

In conclusion, the two proposals for a third Columbia River bridge were inconsistent with state, regional, local policies which called for the improved accessibility through the development of multi-modal facilities. These proposals do not address fundamental regional and community goals and has serious environmental consequences. Councilor Monroe recommended that there be a limit on the amount of money spent studying these two proposals. He urge the Council's support of the resolution.

**Councilor Morissette** expressed his concern that the Council needs to work together with our Clark County partners. We may not always agree about some of the conclusions proposed but to suggest that they stop what they are doing goes too far. It is also important to acknowledge that well into the future, even with more transit oriented development happening and more use of alternative modes, the primary use for transportation in the region will continue to be an automobile. So, as places like Clark County grow, there will be a need for people to get around in the future. Under these two circumstances, he can't support this resolution.

**Presiding Officer Kvistad** agreed with Councilor Morissette and indicated that he would not support this resolution.

**Councilor Monroe** closed with the statement that this resolution was perfectly consistent with regional partnership and was generated as a result of conversations

with our regional partners in Clark County. It was approved unanimously by JPACT which includes several members from Clark County who were in support of the resolution. He does not believe that there is anything inconsistent, it was designed to help them to narrow the alternatives that they study and spend money on to those that have some chance of actually succeeding.

**Vote:** The vote was 3 aye/ 2 nay/ 0 abstain. The motion passed.  
Councilors McCaig, Monroe and Washington voted aye, Councilors Morissette and Kvistad voted nay.

7.2 **Resolution No. 96-2351**, For the Purpose of Extending the Current Operations Contracts for Metro Central and Metro South Transfer Stations Until April 30, 1997.

**Motion:** Councilor McCaig moved the adoption of Resolution No. 96-2351.

**Second:** Councilor Morissette seconded the motion.

**Discussion:** **Jim Watkins**, Engineering Manager from Solid Waste, spoke to this resolution at Councilor McCaig's request. He indicated that we currently have two contractors that operate our current transfer stations, BFI at Metro Central and Oregon Waste Systems (Waste Management of Oregon) at Metro South. These contracts were competitively bid, the Metro Central contract has not been extended, the Metro South contract has been extended nine months. This resolution extends the operating agreements an additional seven months until April 30, 1997. Staff has developed a draft RFP for operation of one or both of the transfer stations which is currently undergoing internal review. Given the magnitude of the procurement, the policy and the operational issues involved, it has been suggested that the procurement process be delayed allowing the Metro Council, potential vendors and concerned citizens adequate time to review, discuss and recommend change the RFP prior to its release. When Solid Waste began their stakeholders meetings to develop a new rate, the consultant recommended that the procurement process be delayed to see what comes out of the stakeholders meetings. There is also additional uncertainty with regard to the MRF stations that are currently being proposed and some operational issues such as experimenting with diverting waste, organic waste, and wood waste. Solid Waste is asking for an April for evaluation processes to occur.

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extension until

**Councilor McCaig** added that both Susan McLain and Ruth McFarland agreed on this resolution. It was a unanimous vote out of the committee.

**Presiding Officer Kvistad** indicated that this is a major decision that has come before the Council and it has substantial policies implications for the agency and for the solid waste system. He recommends that the Council might want to "get up to speed" on what exactly this means over the next few weeks and months as the Council moves to that decision.

**Vote:** The vote was 5 aye/ 0 nay/ 0 abstain. The motion passed unanimously.

8. **EXECUTIVE SESSION HELD PURSUANT TO ORS 192.660(1)(e). DELIBERATIONS WITH PERSONS DESIGNATED TO NEGOTIATE REAL PROPERTY TRANSACTIONS.**

8.1 **Resolution No. 96-2343**, For the Purpose of Approving A Refinement Plan for

the Gales Creek Target Area As Outlined in the Open Space Implementation Work Plan.

**8.2** Resolution No. 96-2342, For the Purpose of Approving A Refinement Plan for the Jackson Bottom Dairy/McKay Creeks Target Area As Outlined in the Open Space Implementation Work Plan.

Presiding Officer Kvistad opened an Executive Session pursuant to ORS 109-660(1)(e) at 2:25 pm.

Present: Greg Noker, Charles Ciecko, Chris Rigby, Amy Kirschbaum, Mike Smoke, Jason Tait, Jim Desmond, Amy Chesnut.

Presiding Officer Kvistad closed the Executive Session at 2:37pm.

**Motion:** Councilor Washington moved for adoption of Resolution No. 96-2343.

**Second:** Councilor Morissette seconded the motion.

**Vote:** The vote was 5 aye/ 0 nay/ 0 abstain. The motion passed unanimously.

**Motion:** Councilor Washington moved for adoption of Resolution No. 96-2342.

**Second:** Councilor Monroe seconded the motion.

**Vote:** The vote was 5 aye/ 0 nay/ 0 abstain. The motion passed unanimously.

**9. COUNCILOR COMMUNICATIONS**

**Councilor Morissette** spoke to the article in the editorial portion of the Oregonian. He indicated that there will be a correction coming out after talking with Larry Hildebrand. He specified that he owned no land outside of the urban growth boundaries as was stated in the Oregonian. It is important that the Council all participates in the growth issues, but he wished to reiterate this to the Council.

**Councilor Washington** announced that the transition team for the City and Metro is scheduled for the July week of 8th. The place and time will be announced.

**Presiding Officer Kvistad** reminder that the end of the fiscal year is fast approaching, any Councilor who has special needs for their office, please submit them to Chris Billington.

**10. ADJOURN**

With no further business to come before Metro Council this afternoon, the meeting was adjourned by Presiding Officer Jon Kvistad at 2:41pm.

Metro Council Meeting  
Thursday, June 27, 1996  
Page 6

Chris Billington  
Clerk of the Council