

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Tuesday, September 6, 2005
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Susan McLain, Robert Liberty, Rex Burkholder, Carl Hosticka

Councilors Absent: Rod Park (excused), Brian Newman (excused)

Council President Bragdon convened the Metro Council Work Session Meeting at 2:03 p.m.

1. ADMINISTRATIVE/CHIEF OPERATING OFFICER AND CITIZEN COMMUNICATIONS

Council President Bragdon said it looked as if Red Cross might want to use an old high school in Oregon City. Michael Jordan, COO, suggested that they might have a benefit concert at Portland Center for the Performing Arts (PCPA) for the Katrina hurricane victims.

2. INDUSTRIAL LANDS REMAND TIMELINE

Lydia Neill, Planning Department, provided an overview of the timeline for the Industrial Lands Remand. The Chief Operating Officer (COO) recommendation will come out on September 20th. She noted the limits of time. October 6th the property owner notice would go out. Councilor Hosticka suggested including the COO recommendation in the notice to the public. Council President Bragdon asked what was under consideration. Ms. Neill said they had 12 sites that were considered. She provided an overview of the 12 sites, which included sites in the Wilsonville, Hillsboro, and Forest Grove areas. Councilor Liberty raised the issue of value capture funding tool. Council President Bragdon asked if we were stuck with the need number. Dick Benner, Senior Metro Attorney explained the assumptions concerning industrial lands. He advised Council to stick with the current assumptions. He explained further the remand items and the effects on changing assumptions. Councilor Hosticka asked about extending the timeline or dealing with the value capture funding tool at a later date. Councilor Liberty suggested they let people know about the value capture issue within the ordinance. Ms. Neill highlighted the six issues that were raised by Land Conservation and Development Commission (LCDC). Councilors talked about the large lots issue. Ms. Neill continued with her overview of the six issues (a copy of which is included in the work session packet). She said the Commission did acknowledge a number of issues from last year. Council President Bragdon asked if City of Hillsboro was on record wanting Evergreen. Ms. Neill indicated that they were and would provide a copy of the letter to Council.

3. REGION 2040 REVIEW

Robin McArthur, Planning Department, provided an overview of Region 2040 Update, framing discussion and Mayors/Chairs forum. Ms. McArthur said they had three Council sessions. They wanted to get more information on values, majors, industry, planning commission, etc. They wanted to issue a Release For Proposals (RFP) to help with the values effort. She explained the purpose of the work. Phase 1 included Scoping. Phase 2 would begin in January 2006 and include the strategy. The final Phase, Phase 3 would include the implementation strategy, achieving outcome. She focused on scoping, framing the discussion and the Mayor's forum. Council President Bragdon suggested having a discussion when the full Council was back to divide up the

work among the Councilors. Ms. McArthur said they needed to talk with the partners and engagement them in the “how”. Councilor McLain talked about the value piece and spoke to the history of the value piece. If we were updating 2040 you had to refine the value base. She expressed concern about using the Regional Transportation Plan (RTP) to update our 2040 update. Was this the right vehicle? Ms. McArthur said the RTP was only one vehicle and certainly not the only one. Councilor McLain said there was a regional position that was different than one that each partner might say. Ms. McArthur said this was gathering information but the values were the Metro Council’s. Council talked about public involvement and engaging the public. Councilor Hosticka suggested keeping attention focused on the big questions.

Janice Larson, Public Affairs Department, talked about how to brand the issue. They were talking about coming up with consistent messages focusing on values and outcomes. She shared a set of concepts for Council to consider. They were looking at ways to package and prompt the ideas. Ms. Larson suggested that these branding ideas hit the mark in terms of desired outcomes. Councilor McLain said when you use groups, people compartmentalized and others feel left out. You needed to count everyone and not discount part of the population. Councilor Burkholder liked the “New Look” idea. None captured all sides. Councilor McLain also liked the New Look. Council President Bragdon echoed Councilor McLain’s comments. Trying to get them to be a member of two clubs at the same time, what was most compelling was what was in your neighborhood. The region was more nebulous. Regionalism had had its club. Regional choices tied to their neighborhood. Regional choices close to home. He suggested communities instead of cities. Councilor Liberty suggested using new look and choices for our neighborhoods for our region. Councilor Hosticka felt that the Get Centered had been successful. Councilor McLain suggested talking to the general public about their ideas.

Ms. McArthur talked about the Mayor’s Forum on September 16th. Kate Marx, Public Affairs Director, said they could look at this forum as the kick off for the scoping (a copy of the Event Brief was included in the record). Councilor Liberty felt that the integrating approach needed to communicate early on. Council President Bragdon said this conversation was about making choices. How we spend money was a matter of implementing and a matter of choices. Council President Bragdon and Councilor McLain talked about the assumption that there would be growth. They wanted to make that growth positive and useful to us. Councilor Hosticka said they were talking about a new look. One of the ways of getting to a new look was to show them the results of business as usual. He felt this would get a stronger motivation. He suggested integrating both themes. Ms. McArthur provided a draft agenda for the Mayor’s forum.

4. TRANSIT ORIENTED DEVELOPMENT WORK PLAN AMENDMENTS TO ALLOW FOR UNSOLICITED PROPOSALS

Phil Whitmore and Kelley Webb, Planning Department, reminded the Council about the Get Centered event on September 15th in Vancouver. Mr. Whitmore handed out a revised work session sheet. This was a proposal to amend the work plan to allow for unsolicited proposals. This gave the private sector more opportunity to present proposals. They would have to use the same criteria. He provided the process for the proposal. Councilor Liberty further clarified the proposal process for unsolicited proposals. The developer would be doing a lot of the work rather than having Metro do the work. Mr. Whitmore said all of the tools and criteria would apply. Councilor McLain said we were willing to look at a more finished product. Mr. Whitmore explained the differences and that this was similar to what was going on around the country.

5. BREAK

6. KEY ELEMENTS OF THE DRAFT INTERIM WASTE REDUCTION PLAN

Janet Matthews, Solid Waste and Recycling Department, spoke to the key elements of the interim waste reduction plan required by the State. She said this plan addressed the problem or issue of resources for the future. The strategy was to preserve resources for future generations. She provided an overview of the goals and objectives (a copy of which is included in the work session packet). The next phase of review was Council and Solid Waste Advisory Committee (SWAC) review. She pointed out what was different from the previous plan. She summarized the goals and objectives: waste reduction objectives, education service objectives, toxicity reduction, and product stewardship. She noted the outline for the interim waste reduction plan. Councilor McLain noted an email that she had sent to Council. She expressed concern about the third bullet. She thought there would be a lot of discussion at SWAC. She then talked about public outreach. She had asked Ms. Matthews about seeing whom they had already talked with and whom they still had to talk with. Councilor Burkholder said he would like to see the practicality of product stewardship in our region. What kind of latitude can we have? Europe had done a lot but the United States had not done a lot. Councilor Liberty suggested elevating waste prevention under each category. Ms. Matthews said that under every one of the areas such as residential there were waste prevention strategies. Councilor Hosticka said he had a problem linking waste prevention and recovery rate. The two concepts shouldn't be in the same place. Ms. Matthews said the State linked these for them. Councilor McLain said Councilor Park had made some suggestions on word-smithing. Ms. Matthews talked about next steps. She guessed that they would finish the draft and be getting it to Council by mid-month.

7. METRO TOURISM OPPORTUNITY COMPETITIVENESS ACCOUNT (MTOCA)/EXCISE TAX LEGISLATION

Kathy Taylor, MERC CFO, talked about MTOCA. They had several goals they had discussed with Council. The LEEDS building items were in the works. Jeff Blosser, Oregon Convention Center Director, said their request for this year was to replace the audio-visual control room. The current system was over 15 years old. They couldn't get the parts anymore. Councilor McLain said the project was not in question. The question she was concerned about was making sure the LEEDS process was continuing. Mr. Blosser said they would be working on LEEDS certification as well as replacing the AV system. Councilor Liberty suggested selling the parts from the existing system.

Ms. Taylor said they were codifying the existing practice on Excise Tax through an ordinance. Dan Cooper, Metro Attorney, explained the history of the excise tax. Councilor McLain said she had heard that the LEEDS certification would continue as planned.

8. COUNCIL BRIEFINGS/COMMUNICATIONS

There were none.

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 4:15 p.m.

Prepared by,

Chris Billington
Clerk of the Council

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF JANUARY 11, 2005

Item	Topic	Doc Date	Document Description	Doc. Number
2	Remand from LCDC	8/24/05	To: Metro Council From: Lydia Neill, Planning Dept Re: Timeline from LCDC of the Industrial Lands Decision	090605c-01
3	Region 2040 Update-Steps/Next Steps	9/6/05	To: Metro Council From: Robin McArthur, Planning Department Re: Region 2040 Update, Decision Points and Next Steps	090605c-02
3	Event Briefing	9/6/05	To: Metro Council From: Kate Marx, Public Affairs Director Re: Event Brief for Mayor's Forum	090605c-03
4	Update work session sheet	9/6/05	To: Metro Council From: Phil Whitmore, Planning Department Re: TOD Work Plan Amendments to allow for unsolicited proposals	090605c-04
6	Interim Waste Reduction Plan draft outline	August 2005	To: Metro Council From: Janet Matthews, Solid Waste and Recycling Dept. Re: Interim Waste Reduction Plan Regional Solid Waste Management Plan Update Project Draft Outline	090605c-05
2	Industrial Lands Study Area Map	September 2005	To: Metro Council From: Lydia Neill, Planning Department Re: 12 proposed sites for Industrial Lands	090605c-06
3	Concept Development branding ideas	September 2005	To: Metro Council From: Janice Larson, Creative Design Re: Brand concept development proposals	090605c-07