

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADDING A NEW ) RESOLUTION NO. 01-3024A  
ADVISORY COMMITTEE RELATING TO THE ) Introduced by Presiding Officer,  
OREGON CONVENTION CENTER ) David Bragdon

WHEREAS, the Metro Council wishes to affirm its partnership with the Tri-County Lodging Association, Portland Oregon Visitors Association (POVA), Multnomah County Car Rental Industry, Multnomah County and the City of Portland concerning the expansion and continued operation of the Oregon Convention Center; and

WHEREAS, the Metro Council is supportive of the Oregon Convention Center and its economic benefit to the region; and

WHEREAS, Metro owns and operates, through the Metropolitan Exposition and Recreation Commission (MERC), the Oregon Convention Center and has a fiduciary responsibility for all aspects and issues that are related to the building; and

WHEREAS, the Metro Council desires a dialogue on meaningful issues surrounding the envisioned management and marketing of the Oregon Convention Center; and

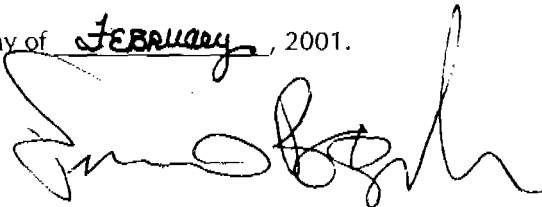
WHEREAS, the Metro Council wishes to work on several issues raised by our regional partners during the approval process of the Intergovernmental Agreement approved on December 14, 2000; and

WHEREAS, the Metro Council intends that the advisory committee created by this resolution can serve multiple purposes including an early identification and forum for discussion of issues that could result in the use of the formal dispute resolution process created under the Intergovernmental Agreement and Visitor Development Services Agreement with VDF, Inc.; and

WHEREAS, the Metro Council desires to provide clarification and consistency for all of our regional partners by creating an advisory committee relating to the Oregon Convention Center; now, therefore,

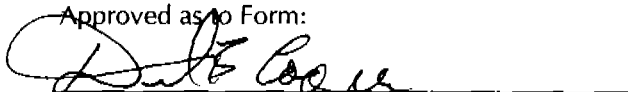
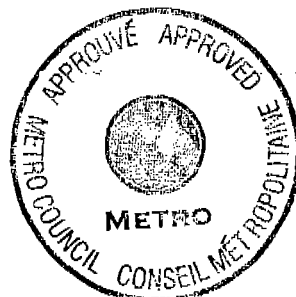
BE IT RESOLVED that an Oregon Convention Center Advisory Committee is created with the purpose, authority and membership as set forth in exhibit A.

ADOPTED by the Metro Council this 1<sup>ST</sup> day of FEBRUARY, 2001.



David Bragdon, Presiding Officer

Approved as to Form:

  
Daniel B. Cooper, General Counsel

**Exhibit A**  
**Oregon Convention Center Advisory Committee**

1) Purpose. The purpose of the advisory committee is to provide a forum for the discussion of policy matters regarding operation and marketing and future expansion of the Oregon Convention Center. This advisory committee is not to take the place of MERC, rather it will serve as an advisory committee to MERC and the Metro Council.

2) Membership. The members of the Oregon Convention Center Advisory Committee include:

Tri-County Lodging Association	3
Portland Oregon Visitors Association	2
Multnomah County Car Rental Industry	2
Multnomah County Commission	1
City of Portland	1
MERC	1
Citizens	3
Total	13

- a) The three representatives of the Tri-County Lodging Association shall include one representative from East Multnomah County, outside the City of Portland.
  - b) The three citizen appointments shall include persons who represent groups or interests that are affected by the Oregon Convention Center. Citizen appointments will be made pursuant to Metro Code 2.19.
  - c) The MERC appointment may be staff or a commission member.
  - d) The chair of the advisory committee shall be elected by the membership, with the approval of the Metro Presiding Officer, in consultation with Metro Council.
- 3) Scope: After consultation with our partners the following issues could be addressed by the Oregon Convention Center Advisory Committee:
- 1. Operational support
  - 2. Marketing allocation and strategy
  - 3. Providing advanced notice to stakeholders regarding OCC operational needs
  - 4. Performance measures for service by Metro and MERC
  - 5. Revenue and reinvestment issues at MERC
  - 6. Alternative funding mechanisms
  - 7. Additional issues may be considered at the request to Metro Council as raised by the committee with the approval of the suitable Metro Council Committee and the Presiding Officer.
- 4) Reporting structure: The OCC Advisory Committee shall report directly to the Metro Council and provide timely reports to the MERC Commission. It shall submit a written report to the Metro Council and MERC no later than December 31, 2002.
- 5) Duration: The OCC Advisory Committee shall exist until December 31, 2004. The Metro Council, through budget allocations and directions, must approve extensions.
- 6) Staffing: Metro Council resources shall staff the OCC Advisory Committee.

## REGIONAL FACILITIES/OPERATIONS COMMITTEE REPORT

CONSIDERATION OF **RESOLUTION NO. 01-3024A**, FOR THE PURPOSE OF ADDING A NEW ADVISORY COMMITTEE RELATING TO THE OREGON CONVENTION CENTER

---

Date: 25 January 2001

Presented by: Councilor Burkholder

**Committee Recommendation:** At its January 25, 2001, meeting, the Regional Facilities/Operations Committee voted 2-0 to recommend Council adoption of Resolution No. 01-3024A. Voting in favor: Councilors Burkholder and Park. Voting against: None. Absent: Councilor Hosticka.

**Background:** Jeff Stone, Council Chief of Staff, presented the staff report. Mr. Stone discussed the intergovernmental agreement regarding expansion of the Oregon Convention Center which was approved by Council on December 14, 2000, and which included the instruction to approve the formation of this committee by resolution before February 14, 2001. He reiterated that the committee is intended to be advisory to Council, and to help provide a forum for addressing management issues at OCC for both Metro and its involved partners in the lodging industry, car rental industry, and the Portland Oregon Visitors Association (POVA).

**Committee Issues/Discussion:** Councilor Park asked that one of the three representatives on the committee from the Tri-County Lodging Association be not only from East Multnomah County, but from outside the City of Portland. Mr. Stone responded that section 2A of Exhibit A of the resolution would be amended to add this language.

Councilor Burkholder questioned whether the scope of the committee, outlined in section 3 of Exhibit A of the resolution, should contain prioritized issues, rather than a bulleted list. After some discussion, the priority of issues to be considered by the committee was agreed upon as follows: operational support, marketing allocation and strategy, providing advanced notice to stakeholders regarding OCC operational needs, performance measures for service by Metro and MERC, revenue and reinvestment issues at MERC, alternative funding mechanisms, and additional issues. Mr. Stone indicated that the resolution would be amended to reflect these suggested changes.

There was no further discussion.

**Key Public Testimony:** Mike Burton, Metro Executive Officer, spoke to the benefit of this committee, and to the need to address long-term funding issues and allocation of Visitor Development Funds in a systematic and defined manner.

**Recommendation:** That Council approve Resolution 01-3024A (as amended).

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 01-3024, FOR THE PURPOSE OF ADDING A NEW ADVISORY COMMITTEE TO THE OREGON CONVENTION CENTER

---

Date: January 15, 2000

Prepared by: Peggy Coats

## BACKGROUND

On December 14, 2000, Metro Council adopted Resolution 00-3011, *For the Purpose of Approving an Intergovernmental Agreement with Multnomah County and the City of Portland Regarding Expansion of the Oregon Convention Center*. One of Metro's obligations under this Vistor Facilites Intergovernmental Agreement (IGA) is to establish an Oregon Convention Center (OCC) Advisory Committee, as outlined in Resolution 01-3024, within sixty (60) days of approval of the IGA. In addition to the functions listed in the Resolution, the OCC Advisory Committee is expected to consult with Metro on all matters relating to the construction of the OCC and its expansion.

## ANALYSIS/INFORMATION

1. **Known Opposition** – None. The formation of this committee was agreed to by signers of the IGA (Metro, City of Portland, and Multnomah County), and associated parties of interest (including the Tri-County Lodging Association, Portland Oregon Visitors Association, and the Multnomah County Car Rental Industry).
2. **Legal Antecedents** – The formation of this committee is explicit in section IV (J) of the IGA approved by Council on December 14, 2000. Citizen appointments to the advisory committee will be made pursuant to Metro Code 2.19 relating to advisory committees, which was approved through Ordinance No. 00-860A on November 9, 2000.
3. **Anticipated Effects** – The OCC Advisory Committee is intended to function as a forum for discussion of policy issues relating to the effective management and marketing of the OCC, and/or which could potentially impact the expansion of the OCC or result in a dispute resolution process as outlined in the IGA. In addition the Committee is intended to foster and affirm Metro's partnership with other signers of the IGA, and with associated parties of interest. The Committee will not replace the Metropolitan Exposition Recreation Commission (MERC), but will serve in a specialized advisory capacity to both MERC and the Metro Council on matters relating to OCC.
4. **Budget Impacts** – Council resources will staff the OCC Advisory Committee, and it is probable that key MERC staff will attend meetings. The impact upon the budget of required staffing is unknown at this time. In addition, Section IV (H) of the IGA specifies that a study of Metro's support services charges will be conducted by an independent financial consultant. The cost and source of funding of this consultant is unknown at this time, and will be brought to Council at a later date by the OCC Advisory Committee.

## RECOMMENDED ACTION

That Council approve Resolution No. 01-3024, For the Purpose of Adding a New Advisory Committee to the Oregon Convention Center.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADDING A NEW ) RESOLUTION NO. 01-3024  
ADVISORY COMMITTEE RELATING TO THE ) Introduced by Presiding Officer,  
OREGON CONVENTION CENTER ) David Bragdon

WHEREAS, the Metro Council wishes to affirm its partnership with the Tri-County Lodging Association, Portland Oregon Visitors Association (POVA), Multnomah County Car Rental Industry, Multnomah County and the City of Portland concerning the expansion and continued operation of the Oregon Convention Center; and

WHEREAS, the Metro Council is supportive of the Oregon Convention Center and its economic benefit to the region; and

WHEREAS, Metro owns and operates, through the Metropolitan Exposition and Recreation Commission (MERC), the Oregon Convention Center and has a fiduciary responsibility for all aspects and issues that are related to the building; and

WHEREAS, the Metro Council desires a dialogue on meaningful issues surrounding the envisioned management and marketing of the Oregon Convention Center; and

WHEREAS, the Metro Council wishes to work on several issues raised by our regional partners during the approval process of the Intergovernmental Agreement approved on December 14, 2,000; and

WHEREAS, the Metro Council intends that the advisory committee created by this resolution can serve multiple purposes including an early identification and forum for discussion of issues that could result in the use of the formal dispute resolution process created under the Intergovernmental Agreement and Visitor Development Services Agreement with VDF, Inc.; and

WHEREAS, the Metro Council desires to provide clarification and consistency for all of our regional partners by creating an advisory committee relating to the Oregon Convention Center; now, therefore,

BE IT RESOLVED that an Oregon Convention Center Advisory Committee is created with the purpose, authority and membership as set forth in exhibit A.

ADOPTED by the Metro Council this \_\_\_\_ day of \_\_\_\_\_, 2001.

\_\_\_\_\_  
David Bragdon, Presiding Officer

Attest:

Approved as to Form:

\_\_\_\_\_  
Recording Secretary

\_\_\_\_\_  
Daniel B. Cooper, General Counsel

**Exhibit A**  
**Oregon Convention Center Advisory Committee**

1) Purpose. The purpose of the advisory committee is to provide a forum for the discussion of policy matters regarding operation and marketing and future expansion of the Oregon Convention Center. This advisory committee is not to take the place of MERC, rather it will serve as an advisory committee to MERC and the Metro Council.

2) Membership. The members of the Oregon Convention Center Advisory Committee include:

Tri-County Lodging Association	3
Portland Oregon Visitors Association	2
Multnomah County Car Rental Industry	2
Multnomah County Commission	1
City of Portland	1
MERC	1
<u>Citizens</u>	<u>3</u>
Total	13

- a) The three representatives of the Tri-County Lodging Association shall include one representative from East Multnomah County.
- b) The three citizen appointments shall include persons who represent groups or interests that are affected by the Oregon Convention Center. Citizen appointments will be made pursuant to Metro Code 2.19.
- c) The MERC appointment may be staff or a commission member.
- d) The chair of the advisory committee shall be elected by the membership, with the approval of the Metro Presiding Officer, in consultation with Metro Council.

3) Scope: After consultation with our partners the following issues could be addressed by the Oregon Convention Center Advisory Committee:

- Revenue and reinvestment issues at MERC
- Marketing allocation and strategy
- Operational support
- Providing advanced notice to stakeholders regarding OCC operational needs
- Alternative funding mechanisms
- Performance measures for service by Metro and MERC

Additional issues may be considered at the request to Metro Council was raised by the committee with the approval of the suitable Metro Council Committee and the Presiding Officer.

- 4) Reporting structure: The OCC Advisory Committee shall report directly to the Metro Council and provide timely reports to the MERC Commission. It shall submit a written report to the Metro Council and MERC no later than December 31, 2002.
- 5) Duration: The OCC Advisory Committee shall exist until December 31, 2004. The Metro Council, through budget allocations and directions, must approve extensions.
- 6) Staffing: Metro Council resources shall staff the OCC Advisory Committee.

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 01-3024, FOR THE PURPOSE OF ADDING A NEW ADVISORY COMMITTEE TO THE OREGON CONVENTION CENTER

---

Date: January 15, 2000

Prepared by: Peggy Coats

#### BACKGROUND

On December 14, 2000, Metro Council adopted Resolution 00-3011, *For the Purpose of Approving an Intergovernmental Agreement with Multnomah County and the City of Portland Regarding Expansion of the Oregon Convention Center*. One of Metro's obligations under this Vistor Facilites Intergovernmental Agreement (IGA) is to establish an Oregon Convention Center (OCC) Advisory Committee, as outlined in Resolution 01-3024, within sixty (60) days of approval of the IGA. In addition to the functions listed in the Resolution, the OCC Advisory Committee is expected to consult with Metro on all matters relating to the construction of the OCC and its expansion.

#### ANALYSIS/INFORMATION

1. **Known Opposition** – None. The formation of this committee was agreed to by signers of the IGA (Metro, City of Portland, and Multnomah County), and associated parties of interest (including the Tri-County Lodging Association, Portland Oregon Visitors Association, and the Multnomah County Car Rental Industry).
2. **Legal Antecedents** – The formation of this committee is explicit in section IV (J) of the IGA approved by Council on December 14, 2000. Citizen appointments to the advisory committee will be made pursuant to Metro Code 2.19 relating to advisory committees, which was approved through Ordinance No. 00-860A on November 9, 2000.
3. **Anticipated Effects** – The OCC Advisory Committee is intended to function as a forum for discussion of policy issues relating to the effective management and marketing of the OCC, and/or which could potentially impact the expansion of the OCC or result in a dispute resolution process as outlined in the IGA. In addition the Committee is intended to foster and affirm Metro's partnership with other signers of the IGA, and with associated parties of interest. The Committee will not replace the Metropolitan Exposition Recreation Commission (MERC), but will serve in a specialized advisory capacity to both MERC and the Metro Council on matters relating to OCC.
4. **Budget Impacts** – Council resources will staff the OCC Advisory Committee, and it is probable that key MERC staff will attend meetings. The impact upon the budget of required staffing is unknown at this time. In addition, Section IV (H) of the IGA specifies that a study of Metro's support services charges will be conducted by an independent financial consultant. The cost and source of funding of this consultant is unknown at this time, and will be brought to Council at a later date by the OCC Advisory Committee.

#### RECOMMENDED ACTION

That Council approve Resolution No. 01-3024, For the Purpose of Adding a New Advisory Committee to the Oregon Convention Center.