

MINUTES OF THE METRO COUNCIL REGIONAL FACILITIES COMMITTEE MEETING

Wednesday, April 8, 1998

Metro Council Chamber

Members Present: Ruth McFarland (Chair), Patricia McCaig (Vice Chair), Lisa Naito

Members Absent: None.

Chair McFarland called the meeting to order at 1:36 PM.

1. INTRODUCTIONS

None.

2. CONSIDERATION OF MINUTES OF MARCH 18, 1998

Motion:

Councilor McCaig moved to adopt the Regional Facilities Committee minutes of March 18, 1998.

Vote:

Chair McFarland and Councilors Naito and McCaig voted aye. The vote was 3/0, and the motion passed unanimously.

3. RESOLUTION NO. 98-2626, FOR THE PURPOSE OF CONFIRMING THE APPOINTMENT OF RON FORTUNE TO THE METROPOLITAN EXPOSITION-RECREATION COMMISSION

Mike Burton, Metro Executive Director, introduced Mr. Ron Fortune, the executive Secretary-Treasurer of the Northwest Oregon Labor Council, AFL-CIO. Mr. Fortune would, if approved, fill the position left vacant by the death of Mr. Cliff Carlsen. He said Mr. Fortune brings to the commission a broad background in concern for this community. He has over the years been a member of the Oregon Economic Development Commission, the United Way board, the Portland Leaders Round Table, and the Advisory Board of Portland State University.

Councilor Naito thanked Mr. Fortune for his willingness to do this public service. She said many people who do public service do not get the credit they deserve for it.

Councilor McCaig noted asked Mr. Fortune how he sees the relationship between MERC and Metro developing in the next few years. She said she realizes he might still be too new to MERC to know yet. She said the relationship has been changing over the past three years, with MERC becoming more independent, yet maintaining a partnership to obtain certain services. She asked if he had given any thought as to how he saw MERC's role evolving over the next few years.

Mr. Fortune said he could not give a long answer because as Councilor McCaig said, he is still becoming familiar with MERC. He did say that partnerships are important in all large organizations. He said he believes strongly in partnerships, as each partner brings something to the table.

Chair McFarland said she has known Mr. Fortune for a number of years and supports his nomination.

Motion:

Councilor Naito moved to recommend Council adoption of Resolution No. 98-2626.

Vote:

Chair McFarland and Councilors McCaig and Naito voted aye. The vote was 3/0 in favor, and the motion passed unanimously.

Councilor Naito will carry the motion to a meeting of the full Council.

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4. ORDINANCE NO. 98-726, FOR THE PURPOSE OF CHANGING THE NAME OF THE METRO WASHINGTON PARK ZOO TO OREGON ZOO

Kathy Kiaunus, Deputy Zoo Director, said the Zoo is seeking a new name to correspond with the opening of the Oregon Exhibit. The Zoo seeks a new name that is shorter than the current name, Metro Washington Park Zoo. Further, the Zoo seeks a name that reflects its significance as a regional facility, one that does not mislead visitors from outside the region as to the location of the Zoo, and one that increases its fundraising ability.

Ms. Kiaunus said three names had been tested in a survey of Zoo visitors and of individuals contacted through random telephone dialing. The three names tested were "Oregon Zoo," "Zoo Oregon," and "Oregon Metro Zoo." The name "Oregon Zoo" won by a large margin. Ms. Kiaunus said the hope is to have the new name in place by the time the first phase of the Oregon Exhibit opens in September.

Chair McFarland said she favors the change because she always thought it confusing to use "Washington" in an Oregon zoo's name.

Councilor McCaig said she was asked in a radio interview why the name "Oregon Zoo" had been chosen. She facetiously told him it was because name "Ohio Zoo" did not work. She said they actually used her remark on the air.

Councilor Naito said she agrees that the current name is confusing. She said she heard by the grapevine that the name "Metro Zoo" would not work. She said her only concern with calling it the "Oregon Zoo" was whether people would know the zoo is in Portland. She said, however, she thought that issue could be handled through public relations. In light of opening the Oregon Exhibit, this name makes sense.

Chair McFarland said the Zoo has spent time convincing the rest of the state that it is their zoo, too. She said she supports the change.

Motion:

Councilor Naito moved to recommend Council adoption of Ordinance No. 98-726.
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Chair McFarland opened a public hearing at 1:40 PM.

Public Hearing

Aleta Woodruff, 2143 NE 95th Place, Portland, Oregon, addressed the committee. She asked how much public notice had been given to this name change. She said she expects public to object to the change. She said the senior citizens remember the current name, except for the "Metro" part. She said "Metro" in the name reminds people of the connection between the Zoo and this regional government. She asked that the name not be changed without more public notice and public debate. She said she understands the financial advantage of changing the name to "Oregon Zoo," but she thought the people of Portland and the surrounding areas would prefer the old name.

Councilor Naito said she would take Ms. Woodruff's recommendation to do more public outreach. She said the decision to change the name does not have to be made immediately.

Ms. Kiaunus said that even though the Oregon Exhibit would not open until fall, changing the name requires enough lead time so merchandise can be designed with the new name. A new logo will need to be made and signs will need to be replaced.

Councilor Naito said she recognizes the importance of those things, but she also feels public involvement is also important. She recommended that this ordinance not be sent directly to Council, but delayed for an extra week or so, to allow the public outreach department more time to involve the public.

Mr. Burton said considerable public notice had been given through the newspapers and through the Zoo's newsletter. He said that even before the Zoo was called the Washington Park Zoo, it was called the Portland Zoological Garden. A public contest was held to change the name to the Washington Park Zoo,

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but even that was controversial. He said any name change would be controversial. He said he appreciates Ms. Woodruff's concern. He said that to a certain extent this is a marketing effort, but with the opening of the Oregon Exhibit, the Zoo will reflect more of Oregon's nature. The new name would more accurately reflect the character of the Zoo in the future.

Chair McFarland said she would recommend that this ordinance be on the slow track to allow more time for public involvement. She asked Anthony Vecchio, the new Director of the Zoo, for his opinion. Mr. Vecchio said he thought the staff had done a good job finding out how people feel. He said most of the people polled liked the name. He said you will never get complete agreement. He said the current name is confusing to those who are from other parts of the country. For example, he said half his friends back in Rhode Island think he is working in Seattle.

Vote:

Chair McFarland and Councilors McCaig and Naito voted aye. The vote was 3/0 in favor, and the motion passed unanimously.

Councilor McCaig will carry the motion to a meeting of the full Council.

5. COUNCILOR COMMUNICATIONS

None.

There being no further business before the committee, the meeting was adjourned at 2:00 PM.

Prepared by,

Pat Emmerson
Council Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF APRIL 8, 1998

The following have been included as part of the official public record.

ORDINANCE/RESOLUTION	DOCUMENT DATE	DOCUMENT DESCRIPTION	DOCUMENT NUMBER
Ordinance 98-726, Changing the Name of the Zoo	March 13	Letter objecting to the name chosen, and suggesting "Portland Zoo"	04088RF-1

Oral Testifiers (testimony card included)

Ordinance 98-726, Changing the Name of the Zoo
Aleta Woodruff