

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF CONFIRMING) RESOLUTION No. 01-3117
GEORGE FORBES TO REPLACE BEN)
MIDDLETON ON THE METROPOLITAN) Introduced by Mike Burton
EXPOSITION-RECREATION COMMISSION) Executive Officer

WHEREAS, the Metro Code, Section 6.01.030, provides that the Council confirms members to the Metropolitan Exposition-Recreation Commission; and

WHEREAS, Ben Middleton has resigned effective October 31, 2001 as the Executive Officer appointment to the MERC Commission; and

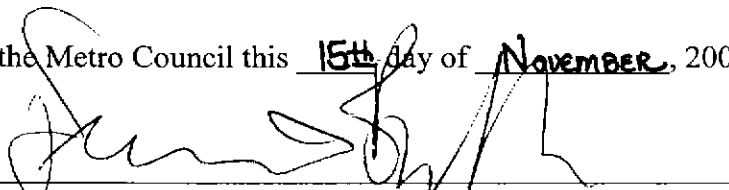
WHEREAS, the Executive Officer has accordingly approved George Forbes to serve on the commission for the remainder of the year 2001; and

WHEREAS, the Council finds that George Forbes has the experience and expertise to make a substantial contribution to the critical work ahead before the commission; now therefore,

BE IT RESOLVED,


That George Forbes is hereby confirmed for appointment as a member of the Metropolitan Exposition-Recreation Commission beginning immediately.

ADOPTED by the Metro Council this 15th day of November, 2001.

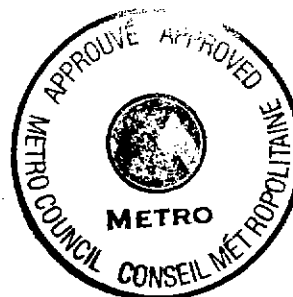


David Bragdon, Presiding Officer

Approved as to Form:



Daniel B. Cooper, General Counsel



STAFF REPORT

CONSIDERATION OF RESOLUTION 01-3117 FOR THE PURPOSE OF CONFIRMING THE APPOINTMENT OF GEORGE FORBES AS A MEMBER OF THE METROPOLITAN EXPOSITION-RECREATION COMMISSION

Date: October 3, 2001

Presented by: Mike Burton

EXISTING LAW

Metro Code, Section 6.01.030, provides that the Council confirms members to the Metropolitan Exposition-Recreation Commission and that the Executive Officer of Metro has two seats on that commission. The candidate must be a resident of the Metro region.

BACKGROUND

According to the recently approved Metro Ordinance 01-888B dated March 15, 2001, all MERC members should serve four-year terms and then may be re-appointed. Prior to December 31, 2001, a member may serve until a successor is confirmed. Prior to this ordinance no terms or term limits were in place for MERC Commissioners. Ben Middleton, an Executive Officer appointment, completed his second term in January 1996 and has been giving of his time generously since. He has resigned as of October 31, 2001. The Executive Officer seeks to nominate George Forbes to replace Ben Middleton.

George Forbes' resume is attached. He is a highly qualified member of the lodging/tourism/convention industry in the region and would contribute greatly to the management of MERC facilities. The Executive Officer recommends approval. Mr. Forbes' term expires December 31, 2001.

BUDGET IMPACT

None

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Resolution 01-3117 to confirm the appointment of George Forbes to the Metropolitan Exposition-Recreation Commission and to begin serving immediately.

George G. Forbes
29 Da Vinci
Lake Oswego, OR 97035
(503) 697-4652

QUALIFICATIONS

Thirty-eight years full-time experience in Hospitality Industry, including management positions with several hotels, a country club, a conference center, a motor coach tour company, a restaurant and a restaurant chain.

Hotel Sales – Experience ranging from Sales Representative to National Sales Manger.

Well organized with positive, motivating attitude – Have managed hundreds of employees who have done well in the industry.

Active in community - Have been very involved every wherever I've lived and in a leadership role for many convention and visitors bureaus as well as local and statewide hotel associations.

EXPERIENCE

General Manager 1993 - present
THE GOVERNOR HOTEL, Portland, Oregon

After six months, began working directly for owners as contract with management company discontinued. Hotel originally opened in 1909 then reopened in its present configuration in April 1992. I became General Manager in January, 1993 and in almost nine years have seen considerable increases in average rate and occupancy. The Governor Hotel is the only independent in downtown Portland.

General Manager 1988 - 1993
ROYAL SCANDINAVIAN INN, Solvang, California

Took hotel through transition from being part of major hotel chain (Sheraton) to being independent after convincing partners it made "bottom line" sense and this was proven to be true. During this time, I managed to reduce workers comp premium payments by more than half by initiating working safety committee, resulting in a considerable two-year dividend reward. Also during this time, group business, including tours, increased 58%. The hotel won Sheraton awards for housekeeping and maintenance departments at annual Sheraton convention. Was also one of four people representing 30 Sheraton hotels in California directing approximately \$3 million in advertising expenditures.

General Manager 1985 - 1987
PACIFIC PLAZA HOTEL, Seattle, Washington

Improved hotel market share of corporate and tour guests by 37%. Established daily report format which allowed for more intelligent management decisions. Hotel owned by same company that owned Seattle's Space Needle and potential for more hotels never realized. Served as treasurer of Seattle Hotel Association and on executive board of Seattle-King County Visitors and Conventions Bureau.

General Manager 1985
INN AT THE MARKET, Seattle, Washington

Hired to set up staffing guidelines and budgets, and manage hotel through opening. Directed recruiting, hiring and training of new employees. Worked closely with marketing director to identify potential markets for hotel and assisted in direction advertising to be utilized. Helped establish 80% occupancy in first two years.

General Manager & Vice President, Operations 1982 - 1985
CHARLIES RESTAURANTS, Seattle, Washington

Involved in total operations of eight restaurant chain with headquarters in Seattle. Duties included personnel, budgets and quality control, in addition to sales and marketing. Spent one year as general manager of largest restaurant in chain which grossed \$3.5 million. Directed change in attitude among individual managers, introduced a positive approach which lessened turnover of personnel throughout company.

General Manager 1981 - 1982
MEADOWOOD RESORT & COUNTRY CLUB, St. Helena, California

Was involved in conversion of private club to public hotel and restaurant operation. Hotel now a four-star operation. Accomplishments included input in architectural drawings and landscaping of three hundred acre complex in the heart of the Napa Valley. Members included such famous names as Robert Mondavi, Hanns Kornell, Joseph Heitz, Louis Martini and Joseph Phelps. Was manager of club when hosted first annual Napa Valley Wine Auction. Auction has been held at Meadowood every year since 1981 and now raises an excess of \$1 million for local charities.

Regional Manager 1978 - 1981
CALIFORNIA PARLOR CAR TOURS, Monterey, California

Opened regional office for motor coach company which was wholly-owned subsidiary of Greyhound Corporation. Developed a successful local ground transportation business by working with planners and major hotels on the Monterey Peninsula. Also served as liaison between local hotels and company for multiple-day tours between San Francisco and Los Angeles.

Manager 1975 - 1978
MONTEREY CONFERENCE CENTER, Monterey, California

Hired at beginning of construction and directed sales and marketing plans for use of multi million dollar complex. Also established hiring criteria and building procedures that became pivotal to success of the complex. Guided operation through grand opening and first year following.

Various Positions 1964 - 1975
**(Sales Rep, Sales Manager, Director of Sales,
Manager of National Sales Office, Resident Manager, General Manager)**
HILTON and HYATT HOTELS
**(various locations including San Francisco, Beverly Hills, Burlingame,
Chicago, Monterey, Atlanta and Los Angeles)**

Started full-time career in hospitality industry as Sales Representative in 1964 for the then-new San Francisco Hilton Hotel. While in that position, was awarded "Salesman of the Year" by the San Francisco Sales & Marketing Executives Association. Moved up quickly through next four years with Hilton, always working in sales capacities. Left Hilton after four plus years to go with Hyatt when they managed just eight hotels (1968). Started as resident manager with Hyatt and became general manager after two months. Successfully managed hotels and national sales office for Hyatt over seven years making many moves as Hyatt was on rapid expansion program. Managed both downtown (Chicago) and resort (Monterey) properties, so I am familiar with both.

PRIOR EXPERIENCE

Began working in hospitality industry as dishwasher during summer after eighth grade. Always worked in industry from then on as bellman, doorman, houseman, maitre d'hotel, room clerk and bartender during summers and during some school years. My first jobs were working for my father who was in the industry for 45 years. Spent two years in Pentagon in Washington D.C. serving in the U.S. Army with TOP SECRET security clearance.

EDUCATION

WASHINGTON STATE UNIVERSITY, Pullman, Washington
Major: Hotel and Restaurant Administration

Attended night school courses in Marketing at Golden Gate University and Wine Appreciation at the University of Washington.

ACTIVITIES

Have been very active in alumni activities for Washington State University. Served on Selection Committees for head football coach, athletic director and head basketball coach when I was president of King County Cougar Club; and was president of hotel and restaurant advisory board for two years and presented with Outstanding Service Award by Washington State University Foundation.

Since I have been in Portland, I have served as Public Relations Chairman, Vice President and President of Tri-County Lodging Association. I have been through all the officer's chairs with the Portland Oregon Visitors Association serving as Chairman 1998-1999 and have served and am still serving on the Executive Meeting. I have also served or are currently on boards for Neskowin Valley School, Portland International Hostel Project, Multiple Sclerosis, Regional Arts & Cultural Council, Portland Highland Games, Portland Center for Performing Arts, Lewis & Clark 2005 and KMHD Radio Station.

I am currently the vice president of the Travel Industry Council of Oregon and have served as its president. Also, I have been secretary/treasurer of the Oregon Lodging Association and on the executive board, and am currently on the board of directors.