

MINUTES OF THE METRO COUNCIL

Thursday, February 28, 2008
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Robert Liberty, Carl Hosticka, Carlotta Collette

Councilors Absent: Rod Park (excused), Rex Burkholder (excused), Kathryn Harrington (excused)

Council President Bragdon convened the Regular Council Meeting at 2:02 p.m.

1. INTRODUCTIONS

There were none.

2. CITIZEN COMMUNICATIONS

There were none.

3. TRAVEL PORTLAND UPDATE: PRESENTATION ON OREGON CONVENTION CENTER SALES EFFORTS AND OTHER INITIATIVES

Jeff Miller, Travel Portland Director, provided an update on the Oregon Convention Center Sales Efforts and other initiatives. A power point of his presentation was included in the record. He said they were undertaking branding efforts looking at both their primary and secondary audiences. He noted brand values, tone/personality, and key messages. He shared images they had chosen to capture the region. He then spoke about the convention market. The market was about economic development and how you connect with business development in Portland. He noted return on investment, including economic impacts. He provided an overview of conventions and hotel rooms that had been booked. Lost business was carefully tracked. Mr. Miller provided a historical picture of booked business. They were working closely with Oregon Convention Center (OCC) and Metropolitan Exposition Recreation Commission (MERC) to focus on the right kind of conventions. He summarized next steps. They had created a three-city alliance, which had been very successful.

Mr. Miller provided information on the local economic impacts of travel including travel spending, Portland hotel market and room revenue. He provided information on their green/sustainable initiative including how to green your meetings. He summarized other indicators and initiatives including Shop Portland, Attractions Pass, and GoSeePortland. He noted cooperative marketing strategies.

Councilor Collette asked about getting Travel Portland's branding campaign information. She also asked about market changes for conferences. Mr. Miller responded to her request. Councilor Liberty talked about facilitating sustainability conferences at the Oregon Convention Center. Mr. Miller said they were working with their partners to encourage these types of conferences. Councilor Liberty also suggested increasing education conferences. Council President Bragdon asked about long-term and short-term trends in the market place, particularly with ever increasing energy costs and economic downturns. Mr. Miller said in the short-term they were not seeing any

negative trends. In the long-term, it was yet to be seen what the effects would be on business. As a city, Portland had tended to slow down a bit but there was no wholesale change in the market yet.

4. CONSENT AGENDA

4.1 Consideration of minutes of the February 14, 2008 Regular Council Meeting.

4.2 **Resolution No. 08-3918**, For the Purpose of Confirming the Reappointment of Eric Johansen to the Investment Advisory Board for 2008 to 2010 term.

4.3 **Resolution No. 08-3911**, For the Purpose of Approving the Air Quality Conformity Determination for the Federal Component of the 2035 Regional Transportation Plan and Reconfirming the 2008-2011 Metropolitan Transportation Improvement Program.

Motion:	Councilor Collette moved to adopt the meeting minutes of the February 14, 2008 Regular Metro Council, Resolution No. 08-3918 and Resolution No. 08-3911.
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Vote:	Councilors Liberty, Collette, Hosticka and Council President Bragdon voted in support of the motion. The vote was 4 aye, the motion passed.
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5. RESOLUTIONS

5.1 **Resolution No. 08-3901**, For the Purpose of Amending the Joint Policy Advisory Committee on Transportation (JPACT) Bylaws.

Motion:	Councilor Liberty moved to adopt Resolution No. 08-3901.
Seconded:	Councilor Collette seconded the motion

Councilor Liberty provided an overview of the resolution by summarizing the staff report (a copy of which is included in the meeting packet). Councilor Hosticka asked about the changes in the bylaws. Andy Cotugno, Planning Director, responded to his question. He said it did not change membership on the Committee but some of the character of the representation. Council President Bragdon said he felt that this was an attempt to make JPACT more representative of the region. He had been encouraged that various jurisdictions were coming to the table with the region in mind.

Vote:	Councilors Collette, Liberty, Hosticka and Council President Bragdon voted in support of the motion. The vote was 4 aye, the motion passed.
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5.2 **Resolution No. 08-3909**, For the Purpose of Endorsing Formation of a Reserves Steering Committee and a Schedule With Key Milestones to Guide Metro's Participation in the Designation of Urban and Rural Reserves.

Motion:	Councilor Hosticka moved to adopt Resolution No. 08-3909.
Seconded:	Councilor Collette seconded the motion

Councilor Hosticka said this resolution provided official endorsement of the Council process for designation of urban and rural reserves. He said Metro and regional leaders successfully collaborated on a 2007 legislative agenda for the region that authorized the use of a new and innovative process for managing long-term growth in the region, while providing long-term certainty for the agricultural and forest industries and the protection of natural landscape features.

The new process authorized Metro and Multnomah, Washington and Clackamas counties to enter into agreements to designate land outside the Urban Growth Boundary (UGB) as “urban reserves” for possible addition to the Urban Growth Boundary over the next 40 to 50 years.

The legislation (SB 1011) also authorized the designation of land outside the UGB as “rural reserves” to be secure from urbanization for the same 40 to 50 years. Metro and the counties must designate reserve areas by the end of 2009.

A steering committee had been set up composed of representatives of many of the same local governments, state agencies and business, environmental, development, citizen and other organizations that participated in passage of the legislation and adoption of the Land Conservation and Development Commission (LCDC) rules. This committee would help maintain the high level of collaboration that had marked this long-range planning effort from the beginning.

Resolution 08-3909 endorsed the creation of this regional steering committee and approved Metro’s participation on the committee. In addition, Resolution 08-3909 formally endorsed the key milestones timeline that the Council had previously reviewed. This included endorsing reserve study areas later this year and recommending reserve areas in 2009, leading to a Council growth management (UGB) decision in 2010.

This resolution highlighted Metro’s support of, and participation in, this important regional process, and sent a continued message of strong support to Metro’s regional partners. The Reserves Steering Committee had already begun its work; the next meeting was March 14 from 9 am to noon in the Metro Council Chamber. Council President Bragdon felt there had been good participation to date.

Vote:

Councilors Collette, Liberty, Hosticka and Council President Bragdon voted in support of the motion. The vote was 4 aye, the motion passed.

6. PORTLAND’S WORKING RIVERS

Carl Abbott, Portland State University Professor, summarized his report on Portland’s Working Rivers. He felt there was need to increase people’s awareness of the working river and its role in the regional economy. He noted that rivers were important to transportation such as freight movement. The lower Willamette River had also been the centerpiece for an industrial corridor. The industrial complex was comprised of more middle-sized industries such as Precision Cast Parts. He then talked about industrial lands and how Portland was proactively protecting traditional industrial areas. Portland’s river plan acknowledged Portland’s working riverfront. Both the transportation and manufacturing functions of the river remained essential for Portland’s economy.

Councilor Liberty asked about the opening of an ice-free shipment corridor. Professor Abbott responded to his comment. Councilor Liberty also talked about the carbon footprint and the use of water shipping as a way to reduce greenhouse gases. Professor Abbott talked about changes in shipping technology with a trend toward using smaller ships for secondary markets. Councilor

Collette asked if Professor Abbott had thought about the land use requirements that would be needed to accommodate the growth in shipping. Professor Abbott said he hadn't looked at land use specifically, but talked about the impacts of shipping growth and port expansion. Councilor Hosticka wondered if Professor Abbott could give advise about the industrial aspects of the river in light of future increases in shipping. Professor Abbott said it was important to keep clear distinctions between industrial land and residential land. Council President Bragdon asked if he had looked at connections between other modes of transportation and the river. Professor Abbott said they had good rail connections with port facilities. Highway connections were a perpetual problem. He talked about the freight transport study.

7. CHIEF OPERATING OFFICER COMMUNICATION

Michael Jordan, COO, was not present.

8. COUNCILOR COMMUNICATION

Councilor Collette reported on meetings she attended this week. She said Commissioner Martha Schrader and she presented on the urban and rural reserves process at the Clackamas County Business Association. She felt they still had a lot of work in talking about the urban and rural models. She also attended the Clackamas County Commission and talked about business recycling. She attended Metro Policy Advisory Committee (MPAC) and that MPAC had approved moving forward on a sustainability initiative.

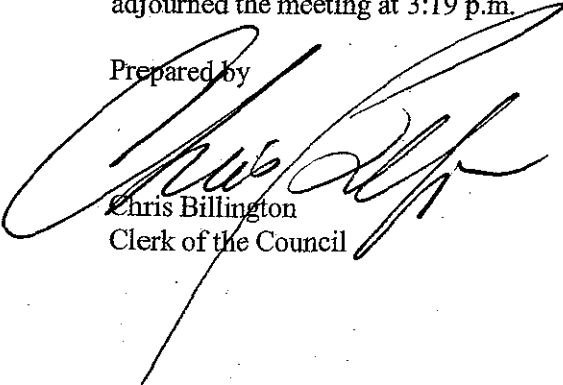
Councilor Liberty talked about the polling that the Oregon Zoo Foundation had conducted. He had chaired JPACT the morning of February 28, 2008, which focused on the Metropolitan Transportation Improvement Program (MTIP) and structuring that spending. He felt people wanted to work together and be supportive of the MTIP program. The previous night he participated in a fundraiser for the Portland Public Schools.

Council President Bragdon said the Council would not meet on March 6th. He also talked about the Design Competition that occurred this week. They had looked at 107 entries and over 600 people had attended the celebration event.

9. ADJOURN

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 3:19 p.m.

Prepared by


Chris Billington
Clerk of the Council

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
FEBRUARY 28, 2008**

Item	Topic	Doc. Date	Document Description	Doc. Number
3.0	Power Point Presentation	2/28/08	To: Metro Council From: Jeff Miller, Director of Portland Travel Re: Travel Portland	022808c-01