

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Tuesday, July 1, 2008
Metro Council Chamber

Councilors Present: Council President David Bragdon, Kathryn Harrington, Rod Park, Carlotta Collette, Rex Burkholder, Robert Liberty, Carl Hosticka

Councilors Absent:

Council President Bragdon convened the Metro Council Work Session Meeting at 1:02 p.m.

1. ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS

Michael Jordan, COO, discussed the handout “The Westin Portland at the Convention Center” and the headquarters hotel. He went through history related to the headquarters hotel, including past timelines and processes. He noted the handout was a collection of specific estimates rather than final, concrete numbers and recommendations. He talked about future project timelines. He reminded the Council that negotiations were currently taking place. Councilor Park said he welcomed questions and comments. Council President Bragdon asked when a full package would be available for review. Councilor Park and Mr. Jordan said a package would be available for review in early August.

2. MAKING THE GREATEST PLACE WORK SESSION

Council review and input on “Making the Greatest Place” Draft Elements of Engagement and Communication Strategy. Robin McArthur, Regional Planning Director, introduced the Greatest Place Work Session agenda.

Communications and Engagement Overview

Janice Larson, Public Affairs Interim Director, reviewed the visual “Communications platform and engagement architecture.” She talked about different roles and tasks of consultants involved.

Stakeholder Interview Results

Greg Brooks, West Third Group, talked about his role in the Making the Greatest Place engagement and communications strategies. He discussed interview questions, interviewees, and noted his role was to tell the story behind the interviews. He talked about reactions to questions relating to sustainability and related issues. He said the most interesting answer received was that Metro could do more and become better by taking messages into local communities. Councilor Harrington noted that she wanted to guarantee this was not perceived as a new initiative, but a revamp of an existing public process. Councilor Burkholder noted that Making the Greatest Place was not developed just for the sake of a plan, but for success.

Engagement Architecture

John Donovan, Metropolitan Group, talked about the various interconnecting parts of the regional engagement architecture, including policy tracks, milestones, and decision points. Ms. McArthur discussed all the different elements and tracks of Making the Greatest Place, and the interconnection and intertwining nature of such elements. She talked about framing various issues in context to one another and in relation to one another. President Bragdon asked about

aligning Making the Greatest Place processes with the many various timelines and timeframes (i.e. federal, state, local, etc.). Councilor Harrington said she was concerned with external readiness for all the details and information associated with Making the Greatest Place communications strategies. Mr. Donovan talked about the importance in checking up on various programs and statuses throughout the Greatest Place process to guarantee consistency and mission adherence.

Councilor Burkholder talked about the discrepancy between performance-based growth management and reserves identification. He said it was important that all pieces fit together adequately, especially as Councilors had different liaison roles.

Councilor Liberty reiterated the importance of decisions being related. He talked about the trade-offs and choices associated with planning for growth and development. He said a document would exist between different governments, and this document would officially recognize implementation. Councilor Harrington clarified confusion associated with different phases on the handout "Regional Choices Engagement Architecture." President Bragdon talked about the private sector being related to "the market" rather than associated with various individuals related to different businesses. Councilor Collette talked about priorities for acceptance and implementation, and subsequent associated timelines and dates.

Councilor Hosticka said he did not see one universal decision being made, instead he saw many different paths interconnecting into a process that would never ultimately be complete. That being said, he noted he thought a visual representing the different components of Making the Greatest Place was useful and functional. Councilor Park talked about "performance" in relation to urbanized versus non-urbanized areas. Councilor Hosticka said it was important to concretely define the reserves process. He asked if it was a precursor to future steps.

Councilor Harrington said performance-based growth management was powerful and should be powerful. She asked about infrastructure, and whether or not Metro was a bit ahead in adequately informing the general public on infrastructure choices. She noted she wished the 2040 Growth Concept included existing communities. President Bragdon said he hoped a decision in 2010 included a strong identification and definition of the urban growth boundary (UGB). He said infrastructure finance needed reform as well as municipal finance, and each scenario and phase in the Greatest Place process required a price tag. Councilor Hosticka noted, in relation to the market, that the Metro Council did have a direct and important effect on local markets, including land supply and property prices. Councilor Liberty talked about land-supply forecasts and general public uncertainty for the future.

Councilor Burkholder talked about providing frameworks for innovative ideas into the future, including infrastructure and development. Councilor Hosticka talked about setting patterns first. Councilor Liberty talked about understanding capacity and capacity analysis. Councilor Collette and Harrington discussed the importance of not having one primary important entity in the Greatest Place process. Councilor Burkholder talked about "The 20 Minute City."

Communications Platform

Ms. Larson talked about the communications platform for Making the Greatest Place. She went through various components of the platform. Brian Kerr, Edge Design, talked about creating verbal and visual language, so the aggregate message assigned Metro's role for easy public understanding. He introduced different visuals that would represent various ideas associated with Making the Greatest Place and Metro's role in managing regional growth management.

Councilor Harrington talked about how some visuals represented “place” while others represented “philosophy.” Councilor Park said he liked the idea, but some visuals came off as hokey. Councilor Harrington and Councilor Collette asked about the representation of jobs and the “older generation.” Councilor Liberty said he was not sure he wanted the visuals to represent a peaceful and contented mindset. He said he rather see images of work and history intermingled, and visuals that accurately represented regional challenges.

President Bragdon said he was out of the loop regarding objectives of the visual representations themselves. Mr. Kerr and Mr. Brooks said it was a general and broad visual representation of displaying the 2040 Growth process to the general public as well as elected officials. They were meant to inspire and motivate, as well as engage. Councilor Burkholder said he thought the visuals were effective in providing hope for the future along the line of “We Can Do It.” Councilor Collette said the images were compelling in envisioning new communities and a new region. Councilor Harrington talked about going against the idea of “fear” and instilling the idea of “hope” and government as an aide in creating livability. Councilor Burkholder said he envisioned a voiceover and moving images. President Bragdon said change included hope, but was also challenging. He said the overall idea of change was more complex than simple images of hope.

Mr. Kerr summarized stakeholder feedback relating to visual images. Mr. Brooks said the visuals represented a soft lead-in to very challenging problems. Councilors, Mr. Kerr, and Mr Brooks discussed overall goals of the visuals. President Bragdon continued to be uncertain about how their images would spur proactivity and change, and represent future challenges in a hopeful manner. Ms. Larson explained next steps in the process.

Next Steps

Ms. McArthur discussed future communications and coordination efforts.

3. COUNCIL BRIEFINGS/COMMUNICATIONS

There were none.

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 3:22 p.m.

Prepared by,



Tony Andersen
Council Operations Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
JULY 1, 2008**

Item	Topic	Doc. Date	Document Description	Doc. Number
2	Greatest Place Timeline and Work Plan	7/1/08	To: Metro Council From: Robin McArthur and Ken Ray Re: Regional Choices Engagement Architecture (2008-2011) July 1, 2008	070108cw-1
1	Booklet	7/1/08	The Westin Portland at the Convention Center, Feasibility Period Deliveries, July 1, 2008	070108cw-2