

MINUTES OF THE METRO COUNCIL/EXECUTIVE OFFICER INFORMAL MEETING

Tuesday, April 23, 2002
Council Annex

Councilors Present: Carl Hosticka (Presiding Officer), Rex Burkholder, Bill Atherton, Rod Park, David Bragdon, Susan McLain

Councilors Absent: Rod Monroe (excused)

Others Present: Mike Burton

Presiding Officer Hosticka convened the Council/Executive Officer Informal Meeting at 2:09 p.m.

1. UPCOMING LEGISLATION

Jeff Stone, Legislative Policy Officer, summarized the upcoming legislation on the April 25, 2002 Council agenda.

2. POVA PRESENTATION: ECONOMY AND TOURISM

Joe D'Allesandro, POVA Director, talked about where POVA stood due to the economic impacts. He noted a packet of information he provided the council (a copy of which is found in the meeting record). He spoke to the strengths of the region and utilizing these strengths to market. He also noted an economic report (overviewed in a power point presentation – a copy of which is found in the meeting record). They had seen a flat travel impact where the nation had seen a 7% decrease in the past year. The hotel room revenues were down from 2000. They were down 11% in November 2001 yet the economies of San Francisco, Seattle, Denver, were impacted at a higher level.

Councilor Bragdon asked about corporate and leisure travel differences. The corporate travel was down across the nation. Portland was about one third leisure, one third corporate and one third general meetings from the region. This actually allowed for less impact on the region than in cities that were exclusively one or another. He noted that weather was a factor in the northern regions of the US. Councilor Burkholder asked about San Francisco issues. Mr. D'Allesandro said that San Francisco was impacted by a combination of national and international economic impacts. Presiding Officer Hosticka asked about the continuing trends of corporations pulling out of the region. Mr. D'Allesandro said the pullouts had a tremendous impact on hotel revenues. He spoke to the bookings pace and the increase in the Portland area. There were not only more groups but larger groups booking the centers this year. This was good news. He talked about cities that had a head quarters hotel and how that impacted this region which did not have one. Most large conventions required a head quarters hotel. Mr. D'Allesandro spoke to the benefits of a head quarters hotel. Increases in inventory, down turn in economy and 911 all impacted compression factors. Partnerships were looking at solutions to the head quarter's hotel issue. Mr. Burton asked about the head quarter hotel study. Mr. D'Allesandro spoke to this area and opportunities for a head quarters hotel in this region.

Councilor McLain commented on the materials that were presented and how professional they looked. Mr. D'Allesandro said they have consistently asked for feedback from their consumers. He talked about the coordination of the upcoming Lewis and Clark celebration.

3. ZOO PARKING LOT STUDY

Mike Burton overviewed what they were focusing on today concerning parking lot issues, the business plan and the foundation agreement.

Tony Vecchio, Oregon Zoo Director, said things were going very well, attendance was up even though January was a bad month. He noted Packy's birthday event and the benefits of that event. They were about to break ground at the Eagle Salmon exhibit next month. He noted that the governor and Secretary of Interior would be in attendance at the ground breaking.

Mr. Burton talked about the parking lot issue. Metro was a leaser and joint tenant of the parking lot. He said when the light rail station was built they lost parking spaces. Metro was obligated to pay for the light rail station. He talked about the risks, the benefits.

Rick Williams further briefed the Council on the parking issue. He noted the charges that he was given to deal with the parking lot issues. The conclusion of his report (a copy of which is found in this meeting record) was that Metro needed a business plan for the Zoo. The committee was trying to provide a framework for moving forward. He talked about management, gate management, and enforcement. He reviewed the paid parking lot option, the benefits and detriments. They talked about validation tickets and the impacts on the revenues particularly in the catering business. Councilor McLain asked about other zoos that had paid parking and impacts on attendance. Mr. Williams talked about cost impacts. Mr. Vecchio felt it would effect first impressions of the Zoo if they charged for parking. Mr. Williams said the bottom line was that it didn't pencil to charge for parking. He spoke to the need for partnerships and necessary planning.

Councilor Bragdon asked about paid parking at Expo Center. Mr. Williams said the supply and demand affected parking at Expo because they had major overspill problems. Mr. Burton added that many still refused to pay to park at Expo.

Councilor Burkholder expressed concern about equity issues of those who take transit versus providing free parking. Mr. Burton talked about the issues when the parking lot was created and when the light rail station was built. Dan Cooper, General Counsel, provided history of the paid parking lot issue.

4. ZOO BUSINESS PLAN

Pete Sandrock talked about funding issues and the challenges. He noted a new position being proposed, Budget and Finance Manager. He felt it was a critical position to fill. Councilors asked about this fiscal year's budget amendment that would include the position. Mr. Burton asked that a business plan be developed similar to the MERC plan. The manager position would oversee the plan development.

Presiding Officer Hosticka suggested a policy-making discussion or would this be in the business plan. He asked about business plan timing. Mr. Burton presented a draft of the Oregon Zoo Business Planning Process Timeline (a copy of which is found in the meeting record). Pete Sandrock talked about MERC's business plan as a model and the hard work necessary to develop a plan for the Zoo. Councilor McLain suggested that there was a master plan that should be included in the business plan. Councilor Park asked about upper peak of attendance. Mr. Vecchio said 12,000 was peak.

5. ZOO FOUNDATION AGREEMENT

Mr. Sandrock said the Council would soon be seeing a new agreement of the Zoo Foundation (a copy of the highlighted proposed agreement is included in the meeting record). He gave a historical overview of the Foundation agreement. He noted the differences in the new agreement. Councilor McLain asked what the committee process was. It would go to Government Affairs Committee and then full Council.

Councilor Burkholder spoke to the need to provide affiliation between Metro and Oregon Zoo. Mr. Sandrock talked more in depth about where the Metro connection would be made.

6. EXECUTIVE OFFICER COMMUNICATIONS

There were none.

7. COUNCILOR COMMUNICATIONS

Councilor Burkholder talked about the process for passing the budget on to TSCC this Thursday and the amendment process.

Councilor Park reminded Council that the May 2nd Council meeting would be in Gresham and overviewed the day's schedule.

There being no further business to come before the Metro Council, Presiding Officer Hosticka adjourned the meeting at 3:57 p.m.

Prepared by

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Clerk of the Council

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF APRIL 23, 2002

ITEM #	TOPIC	DOCUMENT DATE	DOCUMENT DESCRIPTION	DOCUMENT NUMBER
II	PORTLAND OREGON VISITORS ASSOCIATION	UNDATED	POWERPOINT PRESENTATION FROM POVA CONCERNING POVA TO METRO COUNCIL	042302CE-01
II	ECONOMIC IMPACTS	MARCH 2002	ECONOMIC IMPACTS OF TRAVEL, 2001 PORTLAND OREGON PREPARED FOR POVA, PRESENTED TO COUNCIL	042302CE-02
II	VISITOR GUIDE	2002	PORTLAND OREGON VISITOR GUIDE PREPARED BY POVA, PRESENTED TO COUNCIL	042302CE-03
II	CONVENTION AND MEETING PLANNERS GUIDE	2002	PORTLAND OREGON 2002 CONVENTION AND MEETING PLANNERS GUIDE PRESENTED BY POVA TO COUNCIL	042302CE-04
III	DRAFT REPORT	JANUARY 2002	STUDY OF WASHINGTON PARK PARKING LOTS DRAFT AND DISCUSSION REPORT PREPARED BY WPPLOC, MELVIN MARK COMPANY AND PRESENTED TO COUNCIL	042303CE-05
III, IV, V	INFORMAL OREGON ZOO AGENDA	APRIL 23, 2002	EXECUTIVE-COUNCIL INFORMAL AGENDA CONCERNING ZOO ISSUES	042302CE-06
IV	POSITION DESCRIPTION	APRIL 18, 2002	BUDGET AND FINANCE MANAGER PROPOSED POSITION AT OREGON ZOO PRESENTED TO METRO COUNCIL BY EXECUTIVE OFFICE AND ZOO DIRECTOR	042303CE-07
IV	DRAFT PLANNING PROCESS	APRIL 23, 2002	OREGON ZOO BUSINESS PLANNING PROCESS TIMELINE PRESENTED BY PETE SANDROCK COO TO METRO COUNCIL	042302CE-08
V	PROPOSED AGREEMENT	APRIL 23, 2002	HIGHLIGHTS OF PROPOSED AGREEMENT BETWEEN METRO AND THE OREGON ZOO FOUNDATION PRESENTED BY PETE SANDROCK TO METRO COUNCIL	042302CE-09