

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF CONFIRMING THE ) RESOLUTION NO. 85-553  
APPOINTMENT OF VICKIE ROCKER TO )  
THE POSITION OF PUBLIC AFFAIRS ) Introduced by the  
DIRECTOR ) Executive Officer

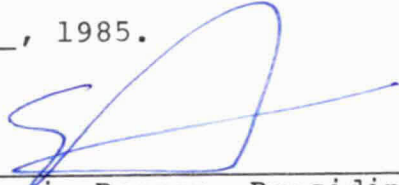
WHEREAS, Metro Code Section 2.02.040 requires that the Council confirm the appointment of a candidate to the position of Public Affairs Director; and

WHEREAS, Vickie L. Rocker has been appointed Director of the Public Affairs Department; now, therefore,

BE IT RESOLVED,

That the appointment of Vickie L. Rocker to the position of Director of the Public Affairs Department is confirmed by the Metro Council.

ADOPTED by the Council of the Metropolitan Service District  
this 14th day of March, 1985.

  
\_\_\_\_\_  
Ernie Bonner, Presiding Officer

slr  
3000C/405  
2/27/85

STAFF REPORT

Agenda Item No. 3.1

Meeting Date March 14, 1985

CONSIDERATION OF RESOLUTION NO.85-553 FOR THE  
PURPOSE OF CONFIRMING THE APPOINTMENT OF VICKIE L.  
ROCKER TO THE POSITION OF PUBLIC AFFAIRS DIRECTOR

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Date: February 27, 1985

Presented by: Rick Gustafson

FACTUAL BACKGROUND AND ANALYSIS

The Executive Officer has appointed Vickie L. Rocker to the position of Director of the Public Affairs Department commencing April 1, 1985. Metro Code Section 2.02.040 requires confirmation by a majority of the Council prior to the effective date of an appointment or promotion to this position.

Attached is a copy of the Executive Officer's letter dated February 26, 1985, to Ms. Rocker confirming his offer of employment at a starting salary of \$35,422. This position is included in Metro's Pay and Classification Plan at salary range 14.5 (\$35,422 to \$44,491).

Vickie Rocker

Ms. Rocker is currently Public Affairs Manager for the Oregon Department of Transportation in the metropolitan area. She has been responsible for the public information program for the Banfield project and has established a good relationship with the media. Prior to this Vickie served as Community Relations Director for the city of Beaverton for two years. An outline of her background is attached.

She possesses the experience and abilities to manage the Public Affairs Department's internal and external communications, provide program assistance to the Council, Executive Officer and staff, and develop our government/community relations programs.

Selection Process

A Selection Committee consisting of Rick Gustafson, Councilor Corky Kirkpatrick and Don Barney, a consultant, recommended Vickie Rocker for the position following a screening of approximately 70 applicants, preliminary interviews by the Executive Officer, and two rounds of interviews with the Selection Committee.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer is pleased to recommend confirmation of Vickie Rocker to the position of Public Affairs Director.

slr/3000C/405-2



**METROPOLITAN SERVICE DISTRICT**  
Providing Zoo, Solid Waste and Local Government Services

February 26, 1985

527 S.W. Hall St.  
Portland, Oregon  
97201-5287  
(503) 221-1646

Rick Gustafson  
Executive Officer

**Metro Council**

Ernie Bonner  
Presiding Officer  
District 8

Richard Waker  
Deputy Presiding  
Officer  
District 2

Bob Oleson  
District 1

Jim Gardner  
District 3

Corky Kirkpatrick  
District 4

Tom DeJardin  
District 5

George Van Bergen  
District 6

Sharron Kelley  
District 7

Hardy Myers  
District 9

Larry Cooper  
District 10

Marge Kafoury  
District 11

Gary Hansen  
District 12

Ms. Vickie L. Rocker  
7175 S. W. 140th Place  
Beaverton, Or 97005

Dear Vickie:

This will confirm my offer of employment to you as Public Affairs Director. Your appointment becomes effective upon confirmation by a majority of the Council.

The Council is scheduled to confirm your appointment at its March 14 meeting and you will be sent a copy of that agenda as soon as it is prepared for mailing. You will need to be in attendance at that meeting.

Your starting salary will be \$35,422 which is the beginning of our salary range 14.5, and your starting date will be April 1, 1985.

For your information, I enclose a summary of our benefits. If you have any questions after reviewing it, please contact me or Sonnie.

In the meantime, I look forward to seeing you on March 14.

Sincerely,

Rick Gustafson  
Executive Officer

cc: Personnel Dept.

**VICKIE L. ROCKER**

7175 SW 140th Place  
HOME: 644-1513

Beaverton, OR 97005  
WORK: 653-3217

**OBJECTIVE            MANAGER, PUBLIC RELATIONS or COMMUNITY AFFAIRS**

**Summary**            Comprehensive experience in public relations and community affairs. Capable organizer and implementer of varied programs. Excellent interpersonal skills. Practiced and effective administrator

**PROFESSIONAL HISTORY**

**1980-Present**        OREGON DEPARTMENT OF TRANSPORTATION, Highway Division  
**Public Affairs Manager**  
Direct public information program for Banfield Transitway/Freeway project.

Develop and manage information/public relations strategy for all major highway projects in five county metropolitan area.

Maintain contact with broadcast and print media as spokesperson for Highway Division.  
Establish liason with state legislators, county and city elected officials and staff on highway programs, projects and policies.

Provide information services to general public, neighborhood, business and service organizations, chamber of commerce, other agencies.

Design and coordinate special events, information displays, public hearings, workshops, major highway openings and ground breaking ceremonies.

Write news releases, brochures, newsletters and speeches.

Advise management staff on matters of public relations.

1979-1980

AMERICAN RED CROSS, Oregon Trail Chapter,  
Orientation Leader

Developed and lead volunteer's training program.

1975-1979

CITY OF BEAVERTON,  
Community Relations Director

Developed annual festival: GOOD NEIGHBOR DAYS.

Organized workshops and town hall meetings, tours  
and special levy campaigns.

Established monthly brown-bag Mayor's lunch.

Wrote monthly city-wide newsletter.

Established liaison with neighborhood groups,  
schools, business and service organizations.

Coordinated Comprehensive Employment Training Act  
(CETA) manpower requirements for city. Wrote and  
received \$68,000 CETA grant to renovate city hall

Organized and operated the Community Garden program.

Served as spokesperson and information contact with  
news media.

1971-1973

SAN JOSE PUBLIC SCHOOLS,  
Theatre Arts Teacher

1968-1969

AIR CALIFORNIA,  
Ticket Agent

1964-1968

MICHIGAN PUBLIC SCHOOLS,  
High School Teacher

Taught speech and English Literature

Directed school drama program.

EDUCATION

CENTRAL MICHIGAN UNIVERSITY, Mt. Pleasant, Michigan  
1963: BS in Education Speech Arts

CALIFORNIA STATE, San Jose, CA  
Graduate work in Theatre.

Metro Council  
March 14, 1985  
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of the Council; HB 2427, authorizing the Council to appoint the Executive Officer; and HB 2558, giving Metro the authority to appoint commissions to carry out services. The Executive Officer urged Councilors to attend this hearing.

Councilor Kirkpatrick reminded the Council it had not taken a position on HB 2038 and HB 2427 and that any testimony would reflect personal opinion. The Council decided not to take a position on the legislation, she said.

Presiding Officer Bonner recalled when information about the two bills was presented at the informal Council meeting of February 7, not enough was known about the proposed legislation to take a position. At the end of the meeting, the Council discussed which position the Council should take, if any, and whether the Council should meet informally to discuss the matter further, Presiding Officer Bonner appointed Councilor Kirkpatrick work with Councilor Myers and the Presiding Officer to develop a policy statement the Council could adopt on March 28, 1985.

Washington County Transfer & Recycling Center (WTRC). Regarding the WTRC siting process, Executive Officer Gustafson reported he and Dan Durig met with several Beaverton area corporations, including Nike, Reser's Foods and land developers, in response to concerns about the proposed facility. Major concerns centered around possible traffic flow problems. Mr. Durig added the companies were positive about the need for the facility and its proposed design. Staff were preparing an additional newsletter which would address traffic concerns, he reported, and Metro Transportation staff were preparing additional reports on projected traffic flow in the area. Metro was also offering tours of the Clackamas Transfer & Recycling Center, answering questions about sanitation, and raising levels of knowledge about solid waste and the proposed facility. He said that responding to these concerns could delay the project schedule by several weeks.

3.1 Consideration of Resolution No. 85-533, for the Purpose of Confirming the Appointment of Vickie Rocker to the Position of Public Affairs Director

Executive Officer Gustafson discussed the extensive selection process for the position and the fact that all the finalists interviewed were highly qualified. He then introduced Vickie Rocker to the Council, saying he was looking forward to the spirit she would bring to the organization which would enhance community involvement and confidence in Metro's programs.

Motion: Councilor Kirkpatrick moved the Resolution be adopted and Councilor Waker seconded the motion.

Councilor Kirkpatrick, a member of the selection committee, said she was pleased with the number of outstanding candidates who had applied for the position and that Metro should take pride in its ability to attract well qualified professionals. She also expressed appreciation for the fine work Sonnie Russill had done in coordinating recruiting and selection.

Vote: A vote on the motion resulted in:

Ayes: Councilors DeJardin, Gardner, Hansen, Kirkpatrick, Kelley, Myers, Van Bergen, Waker and Bonner

Absent: Councilors Cooper, Kafoury and Oleson

The motion carried and the Resolution was adopted.

4. WRITTEN COMMUNICATIONS TO COUNCIL ON NON-AGENDA ITEMS

None.

5. CITIZEN COMMUNICATIONS TO COUNCIL ON NON-AGENDA ITEMS

None.

6. APPROVAL OF THE MINUTES OF THE MEETING OF FEBRUARY 14, 1985

Motion: Councilor Kelley moved the minutes be approved and Councilor DeJardin seconded the motion.

Vote: A vote on the motion resulted in:

Ayes: Councilors DeJardin, Gardner, Hansen, Kirkpatrick, Kelley, Myers, Van Bergen, Waker and Bonner

Absent: Councilors Cooper, Kafoury and Oleson

The motion carried and the minutes were approved.

The Presiding Officer called a recess at 6:55 p.m. for Councilors to tour the Zoo's Educational Services Offices. The meeting reconvened at 7:15 p.m.