



MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

November 4, 2010
Metro Council Chamber

Councilors Present: Kathryn Harrington, Rod Park, Robert Liberty, Carl Hosticka

Councilors Absent: Council President Carlotta Collette (excused), Rex Burkholder (excused)

Councilor Rod Park convened the Metro Council Work Session Meeting at 2:33 p.m.

1. ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS

Councilor Rod Park reviewed two letters regarding the Flexible Funds program provided to the Council and asked for approval. There was general consensus to move forward with these letters.

2. GLENDOVEER GOLF COURSE: OPERATION ASSESSMENT AND CAPITAL IMPROVEMENT MASTER PLAN PROJECT – INFORMATION

Corie Harlan and Lydia Neill, Metro, provided an overview of the Glendoveer Golf Course and project. The golf course was acquired by Metro from Multnomah County in 1996 as part of a transfer of assets that included the Convention and Expo Centers and Regional Parks and Cemeteries. The Glendoveer Golf Course site, located at 14015 NE Glisan Street, contains 242 acres of land zoned for parks and open space. The site includes two 18-hole golf courses, two parking lots, four covered tennis courts, a restaurant, driving range, pro shop, and a public soft surface fitness trail. Ms. Harlan illustrated this on a poster provided. The current operator has managed the facilities and property for over 40 years and the existing contract expires December 31, 2012. The site generates a significant amount of revenue that helps offset costs from other facilities inherited from Multnomah County. Metro, with the help and expertise of internal staff and consultants, will prepare a business plan, analyze existing and potential capital facilities renovations, and provide operation and maintenance recommendations for the facility in preparation for the development and awarding of a new contract to operate the facility in 2013. At the end of this project, Metro will use this information and data to build a clear, fiscally-sound operating contract, investment strategy and long-term capital master plan for Glendoveer that achieves the triple-bottom line benefits of a more efficient, sustainable, profitable operation that better represents the Metro brand and is more responsive to community needs.

The Council asked for a better understanding of all of the options being considered for the area including a handout with golf specific revenue as well as the process in which the master plan will be created. Questions included asking what the market for golf is, if there are other ways to gain more revenue, what the community use is, and what resources are currently used.

3. LOCAL JURISDICTION REQUESTS TO CHANGE CENTERS DESIGNATIONS ON 2040 GROWTH CONCEPT MAP – INFORMATION / DISCUSSION

Chris Deffebach, Metro, reminded the Council of the recommendation for the Community Investment Strategy (CIS) from Michael Jordan, Chief Operating Officer (COO). Mr. Jordan recommended making changes to center designations on the 2040 Growth Concept Map as requested by local jurisdictions. Further, he advised the Council to be explicit in its expectation for local actions as each center will require additional investments and actions. The Metro Policy

Advisory Committee (MPAC) discussed the COO recommendation at their meeting October 13, 2010 and voted to support the changes. During the discussion, members supported a motion to have a deeper policy discussion next year that would address questions such as: How many centers are too many. Does an area that is predominately shopping/retail function as a center? And, How are we doing in achieving our vision for centers? The work session is an opportunity for discussion of the 2040 Growth Concept Map with changes before it is brought to a Council Meeting.

The Council had some concerns regarding the visuals of the 2040 Growth Concept Map including finding a better color for urban reserves and displaying the center boundaries instead using a circle as a representation of the centers. Some Councilors were concerned there was not enough discipline being exercised when designating town centers and that the same expectation were not being applied to both new and old town centers. Councilors supported making the recommended changes as it was a move in the right direction.

4. ILLUSTRATING THE ROLE OF PUBLIC INVESTMENT IN STIMULATING PRIVATE DEVELOPMENT – INFORMATION

Brian Harper, Metro, provided a PowerPoint presentation with an overview of the COO recommendation to have a more thoughtful and targeted public investment as a means to support future private development because the region has a large amount of underutilized capacity within Centers, Corridors, and Station Communities due to lack of a market under current economic conditions. Mr. Harper went on to describe that in order to help answer these questions, Metro contracted with Johnson-Reid to apply a hedonic measurement technique to estimate the price premium from the impact of different public amenities. The research pointed to higher rents in areas with public investments in urban amenities. The results of the work allowed Metro staff to estimate a 20% increase in achievable rents when a full package of amenities were assumed. Metro hired Fregonese Associates to help illustrate the effects of the changes in achievable rents on achieving local aspirations. Mr. Harper illustrated three test cases where Fregonese Associates showed a range for how many more residential units might be generated when public investments are concentrated in centers and corridors. It identified increase in achievable rents and difference in building types a developer could feasibly construct and which parcels become “ripe” (gain enough value) to warrant redevelopment. The research represents a first step for the region in determining the impact of public investment and its ability to leverage private investment in our communities.

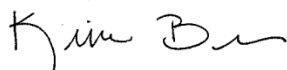
The Council asked some clarifying questions including the assumptions in the modeling, the cost of land and money in the amenities, the actuality of increasing rents, and affordable housing. Councilors asked for some current case studies in order to have a better understanding of the value of these amenities in communities.

5. COUNCIL BRIEFINGS/COMMUNICATION

None.

Adjourned at 4:40 p.m.

Prepared by,



Kim Brown
Council Policy Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
November 4, 2010**

Item	Topic	Doc. Date	Document Description	Doc. Number
1	Handout	11/04/10	To: Mr. McFarlane From: Council President Collette Re: TriMet's application for Oregon Department of Transportation Flexible Funds for the Portland-Milwaukie Light Rail Project	110410cw-1
2	Handout	11/02/10	To: ODOT Flexible Funds Committee From: Council President Collette Re: ODOT Flexible Funds Program	110410cw-2
3	PowerPoint	11/04/10	The Impact of Public Amenities on Development Feasibility	110410cw-3