



METRO COUNCIL WORK SESSION
MEETING SUMMARY
Oct. 18, 2011
Metro Council Chamber

Councilors Present: Council President Tom Hughes and Councilors Shirley Craddick, Kathryn Harrington and Barbara Roberts.

Councilors Excused: Councilors Carlotta Collette, Carl Hosticka and Rex Burkholder.

Council President Tom Hughes convened the Metro Council work session at 2:06 p.m.

1. ADMINISTRATIVE/COUNCIL AGENDA FOR OCTOBER 20, 2011/CHIEF OPERATING OFFICER COMMUNICATIONS

Mr. Dan Cooper of Metro mentioned that at the Oct. 27 Council Meeting, councilors will be asked to approve a grant for public easement on the south side of the Portland Metropolitan Expo Center. The City of Portland requested that the grant, formerly a real estate purchase from Multnomah County, be cleared up as a condition for future development. Mr. Cooper reminded council that Metro has no immediate plans to develop the area, which has become a de facto roadway for vehicles and trucks when I-5 is congested.

Councilor Harrington asked for a more detailed staff report in the Green Building Policy for Metro Facilities and Operations, specifically regarding policy. The Green Building Policy, Resolution No. 11-4294, will posed to council on Oct. 20.

2. MINORITY, WOMEN AND EMERGING SMALL BUSINESS (MWESB) ANNUAL REPORT

Mr. Darin Mathews of Metro presented the annual report for the Minority, Women and Emerging Small Business (MWESB) program, which indicated that goals for the past fiscal year were all met and, in some cases, exceeded. Mr. Mathews provided background on the MWESB program, citing Metro Code 2.04.100, a policy to encourage the employment of minority, women and emerging small businesses, by creating maximum opportunities for such businesses to compete for Metro contracts.

Mr. Mathews discussed the MWESB program's conditions and structure of awarding contracts and overviewed the results from the past fiscal year. Metro awarded a total of \$3,175,595 in contracts, or 24% of those available, to certified MWESB firms. The program's advertising process and frequency were also addressed by Mr. Mathews, who explained that on all formal procurements (over \$100,000) Metro places a quarter page advertisement in at least one minority business publication. To further outreach, Metro also participates with a number of business groups and events that support the use of small businesses in the region.

Mr. Mathews highlighted the Hoyt Street Café with a 47% utilization rate, the Veterinary Medical Center with a 17% subcontractor utilization rate, and the Turner School of Construction

Management, which facilitated training programs and graduated 35 contractors at the Metro Regional Center as success stories within the MWESB.

Mr. Mathews concluded by discussing the manner in which Metro evaluates general contractors who comply or do not comply with program expectations to reach out to MWESB firms. He described the two step process, which encourages contractors to play by the rules and award good behavior. Contractors who do not meet program standards are not allowed to submit an estimate.

Council Discussion:

Councilors questioned the MWESB program's advertising procedures and asked why Metro advertises large contracts in only one local minority business publication as opposed to all of them. Mr. Mathews reminded Council that advertisements are always placed in the Oregon Daily Journal of Commerce. Councilors recommended that analysis on the effectiveness of advertising in certain minority publications could be done to help Metro better reach MWESB firms. Councilors agreed that general contractors need to be held accountable and work cooperatively with the program. Overall, councilors praised the work of MWESB and recommended the program increase its exposure, particularly the success stories, within the agency and out to the community.

3. COUNCIL LIAISON UPDATES

Metro Councilor Shirley Craddick representing District 1 described her experience at an Intertwine coalition meeting, which focused on regional investment strategy. Looking at the service district, participants discussed regional coordination efforts and approaching new groups of potential stakeholders such as landscapers. Councilor Craddick also presented her participation at the Travel Portland summit, which met to discuss the possibility of a Tourism Investment District (TID) in order to boost marketing for the city. Lastly, Councilor Craddick addressed the Troutdale City Council 5-2 vote against the business recycling program.

Metro Councilor Barbara Roberts representing District 6 informed council of her scheduled visit to the Chinook Landing Boat Ramp 20th year birthday celebration. Councilor Roberts also updated council on the 100 year anniversary of women's right to vote in America, and a Vision 2020 convention that she is helping to coordinate in Portland for next year.

Metro Councilor Kathryn Harrington representing District 4 explained her role as a liaison to the Industrial and Employment Program, and its partnership with the Port of Portland. The program inventories industrial land similar to the manner in which Metro manages the UGB. Councilor Harrington added that clear messaging regarding the industrial land study of the areas analyzed will be both challenging and important.

Metro President Tom Hughes asked for council approval in his support of Portland State University's effort to win a grant for a university transportation center. President Hughes also asked council for their approval of a letter in support of Multnomah County's ban on BPA products, or plastic bags. Supermarkets support the ban regional for the sake of consistency among their stores.

President Hughes provided an update on the Community Investment Initiative (CII), and described the initiative's four work groups that look at specific elements including land readiness, human

capital, transportation financing, and lastly, finance, which focuses on assisting local governments in making investments. President Hughes also explained the CII organization into communication, outreach and equity committees, which maintain the goal of reducing the amount of burden or benefit one person would assume on a project. The timeline, which was described as a quick process in favor of the private sector, was overviewed by President Hughes as well.

Council Discussion:

Councilors agreed that Troutdale may have missed an opportunity with the business recycling program, describing the decision as misunderstood.

Councilors discussed whether or not a regional BPA product ban would be feasible. Mr. Cooper commented that Metro's Sustainability Center may be eager to provide information regarding a regional ban on BPA products, if council decided to move forward.

Councilors addressed the importance of workforce preparation in the human capital component of the CII, citing Clackamas Community College as a good example of providing the tools for employees to be effectively trained for technical jobs. President Hughes reiterated the crucial role Portland Community College, and other community colleges will play in providing workforce job training.


4. COUNCIL BRIEFING / COMMUNICATION

- Oregon Economic Summit
- UGB decision on Oct. 20

ADJOURN

Seeing no further business, Council President Hughes adjourned the Council work session at 3:42pm.

Prepared by,



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ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF Oct. 4, 2011

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
	Agenda	Oct. 20, 2011	Council Meeting Agenda	101811cw-01
1.0	Report	Oct. 18, 2011	MWESB and FOTA Report for Fiscal Year 2010-11	101811cw-02