



METRO POLICY ADVISORY COMMITTEE

May 23, 2012

Metro Regional Center, Council Chambers

MEMBERS PRESENT

Jody Carson, 2nd Vice Chair
Dennis Doyle
Andy Duyck
Kathryn Harrington
Tom Imeson
Annette Mattson
Marilyn McWilliams
Doug Neeley
Wilda Parks
Barbara Roberts
Bill Turlay
Jerry Willey, Chair
William Wild

AFFILIATION

City of West Linn, representing Clackamas Co. Other Cities
City of Beaverton, representing Washington Co. 2nd Largest City
Washington County Commission
Metro Council
Port of Portland
Governing Body of School Districts
Washington County Special Districts
City of Oregon City, representing Clackamas Co. 2nd Largest City
Clackamas County Citizen
Metro Council
City of Vancouver
City of Hillsboro, representing Washington County Largest City
Clackamas County Special Districts

MEMBERS EXCUSED

Sam Adams
Shane Bemis
Steve Clark
Michael Demagalski
Maxine Fitzpatrick
Amanda Fritz
Bob Grover
Jack Hoffman
Carl Hosticka
Charlotte Lehan
Keith Mays
Norm Thomas
Jim Rue
Loretta Smith, Vice Chair
Steve Stuart

AFFILIATION

City of Portland Council
City of Gresham, representing Multnomah Co. 2nd Largest City
TriMet Board of Directors
City of North Plains, representing Washington Co. outside UGB
Multnomah County Citizen
City of Portland Council
Washington County Citizen
City of Lake Oswego, representing Clackamas Co. Largest City
Metro Council
Clackamas County Commission
City of Sherwood, representing Washington Co. Other Cities
City of Troutdale, representing Multnomah Co. Other Cities
Oregon Dept. of Land Conservation & Development
Multnomah County Commission
Clark County, Washington Commission

ALTERNATES PRESENT

Karylenn Echols
Peter Truax
Stanley Dirks
John Hartsock

AFFILIATION

City of Gresham, representing Multnomah Co. 2nd Largest City
City of Forest Grove, representing Washington Co. Other Cities
City of Wood Village, representing Multnomah Co. Other Cities
Clackamas County Special Districts

STAFF:

Josh Springer, Ina Zucker, Andy Cotugno, Katie Shriver, Ramona Perrault, John Williams, Chris Deffebach, Alison Kean-Campbell, Tom Kloster, Robin McArthur, Ken Ray, Sherry Oeser and Nikolai Ursin

1. CALL TO ORDER AND DECLARATION OF A QUORUM

Chair Jerry Willey declared a quorum and called the meeting to order at 5:07 P.M.

2. SELF INTRODUCTIONS AND COMMUNICATIONS

All attendees introduced themselves.

3. CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS

There were none.

4. COUNCIL UPDATE

Councilor Kathryn Harrington updated the group on the following items:

- A recap of May 15 Primary Election, which included the selection of 3 new Metro councilors, Mayor Craig Dirksen of Tigard for district 3, Mr. Sam Chase for district 5 and Mr. Bob Stacy for district 6. The new councilors will take office January 1, 2013, filling the vacated seats of Councilors Carl Hosticka, Rex Burkholder and Barbara Roberts.
- Metro's redistricted boundaries came into effect for the primary election.
- Congratulations were extended to the David Douglas School District for the passage of its bond measure, to Beaverton Mayor Denny Doyle for his reelection, to Clackamas County Chair Charlotte Lehan and Portland City Commissioner Amanda Fritz for advancing to run-off elections in November, to the cities of Forest Grove and Hillsboro for the passage of their public safety levies and to Multnomah County for the passage of its library levy.

Councilor Barbara Roberts updated the group on the following items:

- Metro councilors, staff and regional partners, including Mayor Willey, urged the Land Conservation and Development Commission (LCDC) to approve the 2011 Urban Growth Boundary (UGB) and Capacity Ordinances, which would expand the UGB in several areas in Washington County. Attendees felt confident leaving the LCDC hearing, noting the commission's intention to come to a practical decision. LCDC will reconvene the hearing on June 14, where Metro staff will provide evidence within the report that supports the approval of both ordinances.
- Six new Nature in Neighborhoods (NIN) capital grants were approved by the Metro Council on May 17, 2012. The projects will help fund community-based efforts to protect water and habitat quality and acquire more natural areas land.
- Two upcoming trail and natural area openings were noted; the North Clackamas Trolley Trail has a scheduled opening celebration on June 2, while the Canemah Nature Park reopening ceremony will take place on June 14.
- The Touquin Trail Master Plan hosts open house this evening, May 23, in Sherwood. The Westside Trail will hold two open house events on May 30 and 31, at Stoller Middle School and Deer Creek Elementary School.

Members asked if changes had been made the Nature in Neighborhoods program, to which, Councilor Harrington explained the difference between restoration and enhancement grants, and the capital grant program, which originated from the passage of Metro's 2006 Natural Areas bond

measure. Members commented on the historic significance of the Canemah Nature Park to the city of Oregon City. Members then noted support for moving forward with UGB expansion even though the record shows that cities in Washington County testified in favor of remanding Metro's decision.

5. CONSIDERATION OF THE MAY 9, 2012 MPAC MINUTES

MOTION: Mayor Pete Truax moved and Ms. Jody Carson seconded to adopt the May 9, 2012 minutes with no corrections.

ACTION TAKEN: With all in favor, the motion passed.

6.0 INFORMATION/DISCUSSION ITEMS

6.1 Logistics for Industrial Tour – FedEx Facility and Troutdale Reynolds Industrial Park

Ms. Robin McArthur of Metro discussed MPAC agendas for the rest of 2012, noting members desire to visit communities and employment centers, which prompted the planning of four tours this spring and summer.

- **June 13** – members will visit the Fed Ex site
- **July 11** – members will take a tour of downtown Oregon City
- **August 8** – members will tour the SW Corridor
- **September 12** – members will visit the St. John's town center

Ms. McArthur provided logistical information on the scheduled tours and urged members to sign up and attend. Chair Willey also encouraged members to attend the tours.

6.2 Economic Development in the Portland Metropolitan Region

Mr. Sean Robbins, CEO of Greater Portland Inc. (GPI), began his presentation by providing background information on the organization, which he described, is the product from the merging of Greenlight Greater Portland and the Portland-Vancouver Regional Partners for Economic Development. Mr. Robbins explained that the merger created one stronger public-private partnership. Since becoming CEO 10 months ago, Mr. Robbins expressed that his goals have been to move beyond simply convening and to tactically implement initiatives to boost economic development in the region.

Mr. Robbins stated that business models have changes and that opportunities for the Portland region are different today than they were in the 20th century. With more developing countries emerging in the global market, customer pools and access to jobs and goods have grown, which has created stiffer competition. Mr. Robbins stressed the need for the region's cities and counties to work collaboratively, rather than competitively with each other. Mr. Robbins then described what business leaders have told him are the most important qualities of a site when considering where to locate. Among key factors are workforce and talent recruitment, access to supply chain and access to capital. Mr. Robbins noted that taxes and regulations are deemed less important.

Mr. Robbins overviewed GPI's strategies for achieving high quality economic growth in the region, which include business development, marketing and branding and regional strategy and

coordination. Mr. Robbins noted that 70 to 80 percent of average American jobs growth comes from existing business communities. This point touched on the importance of aiding the development of quality, job-producing businesses already located in the region. Moreover, Mr. Robbins spoke to emboldening industry clusters by recruiting links to supply chains, which creates mutually beneficial synergies rather than a haphazard assortment of businesses.

The Regional Economic Development Strategy and Greater Portland Export Initiative were discussed as tactical efforts to recognize shared priorities such as workforce development and higher education, and to create jobs. Mr. Robbins cited that every billion dollars in exports equals 5,400 jobs, which prompted GPI to set a goal to double the region's exports in 5 years. Mr. Robbins then introduced GPI's marketing initiative, *Faces of Business*, which will strive to highlight the value of strong businesses to real people and communities in the region.

Mr. Gary Barth of Clackamas County applauded GPI's regional strategy for economic development and its ongoing partnership with local jurisdictions and businesses. Mr. Barth discussed the economic landscape of Clackamas County, which consists of many small to medium sized cities and a prolific amount of agricultural and natural area. Mr. Barth then mentioned that Clackamas County has assessed its relevant infrastructure needs and branding strategies to recruit businesses similar to those that have set up shop in Washington and Multnomah Counties. Mr. Barth noted that Clackamas County doesn't want to have to compete with Hillsboro, but rather to add linkages and value to the region's supply chain.

Mr. Barth explained that economic impact analysis has provided the county with useful data for planning and implementing development strategies. Mr. Barth emphasized that the goal is high value rather than opportunistic economic development. Lastly, Mr. Barth discussed the importance of focusing on customers already in the region. Clackamas County has convened industry clusters in efforts to bolster community-based economic development that strengthens public schools and improves quality of life. An important point, Mr. Barth noted, is to make people and businesses aware of available services and partnerships.

Group discussion included

Members discussed the state of Oregon's ongoing struggles with funding public education and how it can effect economic development in the region. Mr. Robbins concurred that workforce education and talent is a significant factor businesses consider when deciding where to locate. Mr. Robbins urged members to avoid compartmentalizing important components of a strong economy such as quality education and local business development and recruitment. There was also discussion about wage structure in Oregon, and whether it is a factor in recruiting a talented workforce. Mr. Robbins pointed to the high quality of life that the Portland region offers, which has supported a strong workforce.

Members questioned the influence of the cost of energy on business development and recruitment in the region. Mr. Robbins responded that it depends on the sector. For data centers, energy costs are extremely important, while it is not as much of a factor with the health care industry. Mr. Robbins noted that Oregon's energy rates are low, which needs to be advertised as part of the region's economic development message. Members cited Japan's high cost of energy as an example of how the Portland region can be competitive in the recruitment of outsourcing companies.

7.0 MPAC MEMBER COMMUNICATIONS

- Councilor Harrington noted the Envision Tomorrow training, which will take place on Tuesday, June 12 from 11:30 to 1 P.M. in the Metro Council Chambers.

8. ADJOURN

Chair Willey adjourned the meeting at 7:01 P.M.

Respectfully submitted,



Josh Springer
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR 05/23/12:

The following have been included as part of the official public record:

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT NO.
4.0	Memo	5/23/12	Envision Tomorrow training	52312m-01
4.0	Handout	N/A	Envision Tomorrow overview	52312m-02
4.0	Exhibit	N/A	Exhibit A to Res. No. 12-4343: Nature in Neighborhoods Capital Grants program	52312m-03
4.0	Flyer	N/A	North Clackamas Trolley Trail celebration	52312m-04
4.0	Flyer	N/A	Canemah Bluff Community celebration	52312m-05
6.2	Handout	Dec. 2011	Greater Portland Inc. Comprehensive Economic Development Strategy	52312m-06
6.2	Flyer	N/A	Greater Portland Inc. Metropolitan Export Initiative	52312m-07
6.2	Handout	N/A	Greater Portland Inc. Annual Work Plan Map	52312m-08
6.2	Handout	N/A	Clackamas County Business and Economic Development	52312m-09
6.2	PPT	5/23/12	Greater Portland Inc. - "Shaping the Economic Future of our Region"	52312m-10