

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF APPROVING) RESOLUTION NO. 88-998
AMENDMENTS TO THE OREGON TOURISM)
ALLIANCE REGIONAL COMPACT) Introduced by the
) Convention Center Committee

WHEREAS, A Regional Compact to form the Oregon Tourism Alliance was adopted by eleven (11) jurisdictions in 1987 to improve cooperation in promoting and developing regional tourism; and

WHEREAS, On February 12, 1987, the Council of the Metropolitan Service District unanimously endorsed said Regional Compact; and

WHEREAS, At the September 23 Oregon Tourism Alliance meeting, the Board recommended that certain technical revisions be made to the Regional Compact to address inconsistencies in the original compact and to incorporate the Governor's decision to delegate Board appointment authority to the member jurisdictions, which was not in the original compact; and

WHEREAS, As a member jurisdiction, the Metropolitan Service District Council finds that the proposed technical revisions do not substantively alter the purpose of the original compact; and,

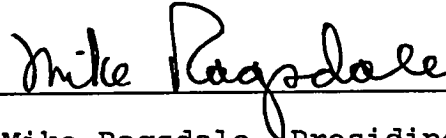
WHEREAS, The Oregon Tourism Alliance Board requested that each member jurisdiction approve the amended Regional Compact no later than October 28, 1988; now, therefore,

BE IT RESOLVED,

That the Council of the Metropolitan Service District approves the amendments to the Oregon Tourism Alliance Regional Compact as identified in Exhibit A attached -- "Regional Compact to Form the

Oregon Tourism Alliance (With Amendments Recommended by the Alliance Board 9/23/88)."

ADOPTED by the Council of the Metropolitan Service District
this 27th day of October, 1988.



Mike Ragsdale, Presiding Officer

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EXHIBIT A

REGIONAL COMPACT
to Form the Oregon Tourism Alliance

(With Amendments Recommended by the Alliance Board 9/23/88)

- WHEREAS, on November 4, 1986, Oregon voters elected governor Neil Goldschmidt, who pledged to lead the Oregon Comeback; and
- WHEREAS, this economic development plan focuses on improvement of Oregon's business environment, and on using Oregon's unique resources to full advantage; and
- WHEREAS, one particularly promising resource, currently underdeveloped, is Oregon's tourism potential; and
- WHEREAS, the tourism industry is Oregon's third largest industry, supporting many small businesses; and
- WHEREAS, recent statistics show that 40 percent of Oregon tourists come to the state via the northwest region; and
- WHEREAS, on November 4, 1986 voters of the Metropolitan Service District in the Portland area approved general obligation bonds to help build the Oregon Convention Center; and
- WHEREAS, the Oregon Convention Center will create a magnet to draw 125,000 new visitors each year into the state via the northwest region; and
- WHEREAS, it is in the economic interests of Oregon's northwest region to develop the tourist potential of this new project; and
- WHEREAS, the cooperation of public and private interests is essential in efforts to increase the contribution made by tourism to Oregon's economic comeback; and
- WHEREAS, governmental agencies in Oregon's northwest region have a mutual set of interests in developing their special resources to encourage tourism, especially the following agencies: Clackamas County, Clatsop County, Columbia County, [Hood River County,] Lincoln County, Multnomah County, Tillamook County, Washington County, and Yamhill County; the City of Portland; [and] the Metropolitan Service District and the Port of Portland; and
- WHEREAS, ORS Chapter 190 encourages cooperation among local units of government and the state of Oregon through intergovernmental agreements, such as this compact; and

WHEREAS, opportunities exist among the [nine counties] eleven jurisdictions and other major governments in Oregon's northwest region for improved cooperation in promotion and development of tourism; and

WHEREAS, a Regional Compact to form the Oregon Tourism Alliance was adopted by eleven jurisdictions in 1987; and

WHEREAS, those jurisdictions have determined that it is in the best interest of the region to amend such Compact,

NOW, THEREFORE, BE IT RESOLVED THAT:

The Compact to Form the Oregon Tourism Alliance be Amended to Read:

1. There is hereby created the Oregon Tourism Alliance, pursuant to ORS 190.010 - 110, by all units of government adopting this regional compact.
2. Upon their individual adoption of this compact, jurisdictions participating in the Oregon Tourism Alliance [as charter members] are the following counties and other agencies: Clackamas County, Clatsop County, Columbia County, [Hood River County,] Lincoln County, Multnomah County, Tillamook County, Washington County, Yamhill County, the City of Portland, the Metropolitan Service District, and the Port of Portland.
3. The Oregon Tourism Alliance shall be governed by a [council] board whose members shall be nominated and appointed in the following manner:
 - a. Each participating [agency] jurisdiction shall [nominate] appoint [two candidates,] one voting member and one alternate. One appointee shall be a public official and one appointee shall be a private citizen.
 - [b. Nominations shall be forwarded to the governor of the state of Oregon, who shall appoint, from among those nominated, a delegate and an alternate from each unit of government ratifying this compact.]
 - [c]b. [The governor will appoint a delegate at large to serve as chair of the council.] The Oregon Tourism Alliance board shall select from its members a chair, a vice-chair and a secretary/treasurer.
4. Terms of service for [council] board members shall be [four] two years. To [achieve] maintain a delegation with

staggered terms of service, [three of the initial appointments shall be for one-year terms, three shall be for two-year terms, three shall be for three-year terms, and the remaining three shall be for full four-year terms. All remaining appointments, including for the purpose of filling a seat vacated by resignation, shall be for four-year terms. The Council shall appoint from among their members a vice-chair and a secretary/treasurer.] five of the appointments shall have terms up for (re)appointment July, 1989, and six of the appointments shall have terms up for (re)appointment July, 1990. Terms of service for those appointed to fill a seat vacated by resignation shall be for the remainder of the unexpired term.

5. Upon approval by a majority of [delegates to] members of the Oregon Tourism Alliance [council] board, compliance with state law and adoption of this Compact, other jurisdictions may join the Alliance with full representation on the [council to undertake programs of mutual benefit] board.
6. The Oregon Tourism Alliance is charged with recommending and, in cooperation with affected governments and other organizations, with developing an economic strategy, based on tourism and aimed at having a significant impact throughout the northwest region of the state. [This economic strategy may consist of the following:
 - Identification of regional tourism needs and opportunities.
 - Devising of special tourism packages which would give visitors a real reason to prolong their stay.
 - Arrange for preparation of print and film materials promoting the region, with a common logo and unified impact.
 - Establishment of a regional office for tourist promotion, including a telephone information clearinghouse and booking service, available nationwide through an "800" number.
 - Define uses of state funds to promote regional tourist marketing, subject to approval by the governor.
 - Advise the governor and the legislature on special issues, such as revitalization of historic sites, state promotion of local festivals, and ways in which the state could make investments supportive of the regional strategy.

- Development of priority lists of public improvements (roads, interchanges, airline service, facilities, infrastructure) which would make Oregon a more attractive tourist destination.]
7. [The Alliance may contract with a government agency] Oregon Tourism alliance jurisdictions expressly delegate to and give the Alliance authority to contract for fiscal, professional and other services, adopt a budget, enter into contracts, [and] receive, distribute and expend funds as provided by Oregon law, and exercise those other powers reasonably necessary for the purposes of implementing the Alliance's regional strategies program adopted pursuant to ORS 284.010 - 284.055 and 284.060 (1987).
 8. Any [local unit of government] member jurisdiction may terminate participation in this compact upon providing 30 days notice to all other participants.
 9. [Staffing assistance for the] The Oregon Tourism Alliance may [be provided under contract to the Alliance] contract with private individuals or companies for staff assistance.
 10. The Oregon Tourism Alliance shall establish bylaws governing its procedures and the conduct of its business, and may amend the same, by a majority vote of the board members. Such bylaws may provide for the creation of an executive committee, consisting of fewer than all board members, which may act as an interim board and take actions with full authority of the board where matters of urgency so require; provided, however, such executive committee may not reverse prior decisions of the full board and must report its actions at the next meeting of the board.



METRO

Memorandum

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

Date: October 18, 1988

To: Council Convention Center Committee

From: Jessica Marling *JPM*, Council Analyst

Regarding: RESOLUTION NO. 88-998 APPROVING AMENDMENTS TO THE OREGON TOURISM ALLIANCE REGIONAL COMPACT

Attached please find Resolution No. 88-998 to approve technical amendments to the Oregon Tourism Alliance (OTA) Regional Compact. Staff drafted this resolution in response to Kim Duncan's October 10, 1988 memo (Attachment A hereto) highlighting the proposed changes and requesting Council endorsement of the amended compact. As you will recall, Ms. Duncan was formerly Metro's lobbyist and provided direct staff support, as provided for by the Council, to OTA.

GENERAL BACKGROUND - On February 12, 1987, the Council unanimously voted to endorse the Regional Compact formally establishing the Oregon Tourism Alliance. As specified in the Compact, the Alliance was charged with

" . . . recommending and, in cooperation with affected governments and other organizations, with developing an economic strategy, based on tourism and aimed at having a significant impact throughout the northwest region of the state."

During 1987, a total of 11 governments endorsed the Compact and OTA, receiving administrative support from Metro, worked from August 1987 to July of this year on a Tourism Economic Development Plan to obtain funding. In July, Governor Goldschmidt approved the plan resulting in OTA receiving \$24.7 million in lottery funds, with an allowance to purchase OTA's own administrative services. In August, OTA awarded a contract to the Portland/Oregon Visitor's Association (POVA) to administer the Alliance's programs.

The Metro representative to the OTA Board has been Mike Ragsdale, who also chairs OTA's Marketing Committee.

SUMMARY OF REGIONAL COMPACT CHANGES - The proposed changes to OTA's Regional Compact do not alter the substance of the agreement, but amend language to reflect the Alliance's current status. Specifically, the Regional Compact changes do the following:

1. Deletes reference to non-member Hood River County; adds additional reference to the Metropolitan Service District and the Port of Portland as member jurisdictions;

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2. Amends language to clarify that membership is not exclusive of counties, but governmental jurisdictions generally in Oregon's northwest region;
3. Moves the OTA Board appointment process from the Governor's Office to the member jurisdictions -- a change endorsed by the Governor;
4. Amends the Board terms of service from 4 to 2 years; provides guidelines for maintaining staggered terms of service;
5. Removes a listing of the OTA organizational objectives which were refined by the Alliance during the past year and appear now as part of the formal OTA program.

A copy of the Regional Compact, with the amendments formally highlighted, is attached to the resolution. If the Council ultimately approves the amended Compact by adopting the resolution, the Council Presiding Officer will sign the Compact for filing with OTA.

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ATTACHMENT A

LAW OFFICES OF
PRESTON, THORGRIMSON, ELLIS & HOLMAN
3200 U.S. BANCORP TOWER
111 SW FIFTH AVENUE
PORTLAND, OREGON 97204-3635
(503) 228-3200

MEMORANDUM

TO: Mike Ragsdale
Don Carlson ✓

FROM: Kim Duncan *KD*

DATE: October 10, 1988

RE: OTA Compact Revisions

At the September Oregon Tourism Alliance Meeting, the Board recommended that certain revisions be made to the intergovernmental agreement establishing the Oregon Tourism Alliance. These changes do not substantively alter the purpose of the intergovernmental agreement.

The major change moves the appointment process from the Governor's office to the member jurisdictions. That appointments change was endorsed by the Governor. Changes also delete reference to non-member Hood River County. Finally, changes delete a listing of organizational objectives; these objectives were refined by the Alliance during the grant development process and appear as part of the OTA program.

I am enclosing a copy of the recommended changes.

The OTA Board would like each member jurisdiction to endorse these recommended changes before the OTA meets again at the end of October. Therefore, this item needs to be scheduled before the Metro Council. Let me know if you need to have a staff report done or if I can be of any other assistance.

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