



**METRO COUNCIL WORK SESSION  
MEETING SUMMARY**  
August 13, 2013  
Metro Council Chamber

**Councilors Present:** Council President Tom Hughes, Councilors Shirley Craddick, Craig Dirksen, Kathryn Harrington, Carlotta Collette, Bob Stacey, and Sam Chase

**Councilors Excused:** none

Council President Tom Hughes called the Metro Council work session to order at 2:07 p.m.

**1. CHIEF OPERATING OFFICER COMMUNICATION**

Chief Operating Officer Martha Bennett updated the Council on the following items:

- COO Bennett will be out of the office next week, and Scott Robinson will be filling that seat.
- Due to increased construction in the region, more Community Planning and Development grants funds are available than was originally estimated.

***Council Discussion:***

- Councilors discussed the benefits of an audit of the CPDG program.

**2. PORTLAND CENTER FOR THE PERFORMING ARTS BRAND UPDATE AND NAME CHANGE**

Ms. Robyn Williams, of Portland Center for the Performing Arts (PCPA), and MERC Commissioner Judy Hammerstad provided the Council with an update on PCPA's impending name change and brand update. The purpose of the presentation was to gain support from the Council on the re-branding initiative.

Commissioner Hammerstad introduced the presentation and explained the need for the name change. She noted that rebranding involved an extensive public process with stakeholders and the general public.

Ms. Williams outlined the history of PCPA and the venues it manages. She reviewed the objectives of the process and the brand values. She then presented the new name and displayed each venue's new logo. She noted that the overall message of the new brand is "these are your arts venues." Ms. Williams also explained that the new branding will involve the launch of a new, updated website.

***Council Discussion:***

- The Council expressed appreciation for the staff and approval of the new branding. Councilors made suggestions for how to utilize the logos.
- Councilors discussed publicizing the new name and brand on their newsfeeds and facebook.

- Per councilor inquiry, Ms. Williams clarified that the website will launch on Monday, and it will be linked to Metro's website.

**3. BREAK**

**4. METRO COUNCIL FEEDBACK TO THE LEADERSHIP COUNCIL REGARDING THE REGIONAL INFRASTRUCTURE ENTERPRISE BUSINESS PLAN**

COO Martha Bennett and Mr. Andy Cotugno, both of Metro, facilitated a discussion of, and solicited feedback from, the Council regarding the notes that summarize previous Council feedback on the Regional Infrastructure Enterprise (RIE) business plan.

Mr. Cotugno asked that the Council focus on notes one through four.

***Council Discussion:***

**Discussion of Notes 1 and 2:**

Some councilors noted that the business plan may act as a recommendation to Metro and the Port for forming the intergovernmental agreement (IGA), and as a reference for the RIE board for developing its activities.

Select councilors noted that they were comfortable with the Phase 1 and 2 timeline, but wanted continued communication to foster understanding throughout the region. Councilors were concerned that without further communication and a reassertion of the project criteria, pet projects will be inserted into the process. To mitigate this, councilors suggested that much of the project dialogue take place outside of government venues.

Councilors discussed utilizing a marketing agency to rename and rebrand RIE. Suggestions that this agency could help develop a key messaging strategy were also raised. Councilors proposed that a public opinion survey be conducted in order to brand the projects and process successfully.

- Councilors noted the need to identify stakeholders.

**Discussion of Note 3:**

Mr. Cotugno explained that the note allows the Council and the Port to select the demonstration projects, but also leaves open the option of having the newly formed RIE board do so.

Councilors discussed the merits and the disadvantages of the two options presented by note 3. Select councilors felt that the process would be slowed down too much by having the new board select the projects, due to the need to bring the board members up to speed on the project details. Other councilors noted that Metro and the Port selecting the projects for the board will decrease board member involvement and will give the process a government-centric focus.

Mr. Cotugno summarized the discussion by outlining a potential process: present the board with evaluations of the seven potential projects, give them a sense of which projects the Council and the

Port would like to move forward with, but ask them to evaluate and approve those projects, and leave the open the possibility that the board may choose other projects.

**Discussion of Note 4:**

Councilors discussed what should be included in the definition of infrastructure investments. Some councilors noted that there are concerns that RIE will pull from other funds. Councilors clarified that pulling from other dedicated funding sources is often illegal, so the concern is somewhat unfounded.

- Councilors hope that the CII Leadership Council will further engage with transportation initiatives.
- Councilors discussed GPI's involvement.
- Councilors gave brief feedback on the schedule.
- Councilors suggested that further engagement of the local mayors be pursued.

**5. COUNCIL COMMUNICATION**

Council President Tom Hughes notified his colleagues of his receipt of the mayor's letter regarding the Active Transportation Plan. He also updated the Council on current concerns from elected officials regarding the Convention Center Hotel.

Councilor Craig Dirksen noted that MPAC will take place tomorrow.

Councilor Sam Chase noted that Mayor Denny Doyle will be attending the Oregon Opportunity Network dinner, so Councilor Chase asked that Beaverton's affordable housing work be recognized at the event. He also noted that he will be giving the keynote at the Lift Urban Portland event in August.

Councilor Carlotta Collette updated her colleagues on the Willamette Falls project. The Willamette Falls group recently met with the Grand Ronde Tribal Council.

**6. ADJOURN**

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:22 p.m.

Prepared by,



Camille Tisler  
| Council Office Policy Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF AUGUST 13, 2013**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT No.</b>
<b>1.0</b>	Handout	8/07/2013	RIE Business Plan Feedback to the CII Leadership Council	81313cw-01
<b>2.0</b>	Handout		Regional Infrastructure Enterprise Business Plan	81313cw-02
<b>3.0</b>	Letter	8/13/2013	PCPA Letter from Commissioner Fish	81313cw-03
<b>4.0</b>	PPT		PCPA Presentation	81313cw-04