



METRO COUNCIL WORK SESSION

Meeting Summary

Feb. 4, 2014

Metro Council Chamber

Councilors Present: Councilors Sam Chase, Shirley Craddick, Kathryn Harrington, Bob Stacey, Carlotta Collette and Craig Dirksen

Councilors Excused: Council President Tom Hughes

Council President Tom Hughes called the Metro Council work session to order at 2:02 p.m.

1. CHIEF OPERATING OFFICER COMMUNICATION

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

- Bills currently proposed in the Oregon State legislative session. Ms. Bennett requested direction from Council on two proposed bills. Council gave approval to continue to communicate a nuanced position.
- The new Metro website is expected to be delivered in April with an anticipated launch in spring 2014.
- The Regional Community Celebration Event for Willamette Falls Project at Keen Footwear scheduled for Thursday, February 6.
- Council retreat scheduled for 2 p.m. Thursday, February 6 at Antoinette Hatfield Hall.

2. TRAVEL PORTLAND FY 2012-13 YEAR-END UPDATE

Councilor Craddick introduced Mr. Jeff Miller from Travel Portland.

Mr. Miller provided updates on Travel Portland as an organization and an overview of current goals, focusing on Travel Portland's contract with Metro Exposition and Recreation Commission (MERC) for national convention sales, marketing, and client services. The briefing satisfied Travel Portland's annual update to Council for fiscal year 2012-13 on the program of work, past successes, and future goals.

Mr. Miller showed two of Travel Portland's promotional videos.

Council Discussion:

- Councilors commended Travel Portland's presentation.

- Councilors expressed an interest in transmitting Travel Portland media through social media outlets. Staff stated that regular industry update e-mails include links to newly released advertisements and videos.
- In response to Councilor questions, Mr. Miller stated that 75 percent would be the highest occupancy goal for the Oregon Convention Center.

3. BREAK

Metro Council recessed for a short break.

4. WILLAMETTE FALLS PLANNING PROCESS UPDATE

Councilor Collette introduced Mr. Jim Desmond from Metro and Mr. Mike Zilis from Walker Macy.

Mr. Desmond introduced the Willamette Falls Legacy Project for the former Blue Heron Paper Company property at the Willamette Falls in Oregon City. The project plans to submit a rezoning application to the Oregon City Planning Commission in mid-February, with final approval anticipated for the end of summer. Meanwhile, the bankruptcy trustee has negotiated a purchase agreement with a local developer for sale of the real property.

Mr. Zilis gave an overview of Walker Macy's master plan for the Willamette Falls Legacy Project, highlighting the importance of community involvement and space for public events in the planning process. He provided a history of the site and presented the substance of the master plan with details of recommendations for the site's future aligned with four identified values guiding the planning process: public access, cultural and historic interpretation, healthy habitat, and economic redevelopment.

Ms. Lorelei Juntunen, a senior planner at Eco Northwest, and Mr. Matt Brown, a real estate and development advisor at Loci, provided discussion on economic revitalization for the site including public access, open spaces and amenities, public infrastructure, and private development. Mr. Brown stated that the principles for success would be momentum and layered financing.

Council will have the opportunity to discuss Metro's role in the Willamette Falls Legacy Project partnership in spring 2014.

Council Discussion:

- Councilors inquired about the PGE dam and any existing discussion to remove it from the Willamette Falls. Staff responded that there are currently negotiations over terms of easement across dam for public access and stated that PGE has been a cooperative partner in planning.
- Staff explained illustrations, and answered clarifying questions about the master plan concerning ownership of public streets, zoning and development limitations and plans, and bond strategies.
- Councilors inquired about light rail access opportunities. Staff responded that discussions about light rails have not been precluded.

5. COUNCILOR COMMUNICATIONS

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Councilors updated one another on the City of Damascus' comprehensive plan and agreed to schedule a briefing for all Council members.

6. ADJOURN

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:15p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Jill Schmidt".

Jill Schmidt, Council Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF FEB. 4 2014

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT NO.
1.0	Agenda	02/04/14	Revised Council Work Session Agenda for Feb. 4, 2014	20414cw-01
1.0	Agenda	02/06/14	Council Retreat Agenda for Feb. 6, 2014	20414cw -02
2.0	PowerPoint	02/04/14	Travel Portland Presentation	20414cw -03
4.0	PowerPoint	02/04/14	Willamette Falls Legacy Project Presentation	20414cw -04