

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF SUPPORTING) Resolution No. 90-1226
THE RETENTION OF THE NAME DR.)
MARTIN LUTHER KING, JR.) Introduced by Councilor Jim
BOULEVARD) Gardner

WHEREAS, Dr. Martin Luther King, Jr. was a recipient of the Nobel Peace Prize and was internationally recognized for his work in promoting peace, justice and equality for every American; and

WHEREAS, The citizens of the metropolitan Portland area share a commitment to those principles which Martin Luther King, Jr. so forcefully advocated; and

WHEREAS, It is appropriate to publicly commemorate Martin Luther King, Jr. and his work through the dedication of public facilities and works of art; and

WHEREAS, The Oregon Convention Center is located on Dr. Martin Luther King, Jr. Boulevard; and

WHEREAS, The Oregon Convention Center and surrounding area will be a gateway for visitors to Oregon, and hub of international business; and

WHEREAS, The Council adopted Resolution No. 89-906 on April 13, 1989, which supported the renaming of Union Avenue as Dr. Martin Luther King, Jr. Boulevard; and

WHEREAS, There are efforts by some Portland citizens to rename the Dr. Martin Luther King, Jr. Boulevard as Union Avenue; and

WHEREAS, This renaming would create a perception, nationally and internationally, that the Portland metropolitan area is not committed to the principles of racial harmony and equality represented by Dr. King; and

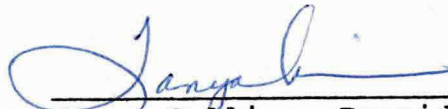
WHEREAS, Such a perception would be harmful to efforts to attract visitors to the Oregon Convention Center, the Portland metropolitan area and the State of Oregon; now, therefore;

BE IT RESOLVED,

1. That it is the policy of the Metropolitan Service District to support citizen efforts to retain the name of Dr. Martin Luther King, Jr. Boulevard as the name of that street.

2. That the Executive Officer is authorized to sign any petition presented in support of such name retention.

ADOPTED by the Council of the Metropolitan Service District this 8th day of March, 1990.



Tanya Collier, Presiding Officer

RRB:aeb

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CONVENTION & VISITOR FACILITIES
COMMITTEE REPORT

RESOLUTION NO. 90-1226 FOR THE PURPOSE OF SUPPORTING
THE RETENTION OF THE NAME DR. MARTIN LUTHER KING, JR.
BOULEVARD

Date: February 28, 1990 Presented by: Councilor Jim Gardner

COMMITTEE RECOMMENDATION: The Convention and Visitor Facilities Committee voted 4 to 0 to recommend Council adoption of Resolution No. 90-1226. Voting: Councilors Knowles, Buchanan, Hansen and Van Bergen. Absent: Councilor McFarland. This action was taken February 27, 1990.

COMMITTEE DISCUSSION/ISSUES: Councilor Jim Gardner introduced Resolution No. 90-1226 and presented his reasons for supporting the retention of the name Dr. Martin Luther King, Jr. Boulevard. He said he had had the opportunity to listen to Dr. Martin Luther King in person and was impressed with his compassion and with his work in promoting peace, justice and equality for all Americans. He stated it is appropriate to publicly commemorate Dr. King and his work through the dedication of public facilities. Because Metro is a property owner on Dr. Martin Luther King, Jr. Boulevard, it is appropriate for Metro to express its opinion regarding the name of the street.

Councilor Gardner stated the efforts by some Portland citizens to change the name of Dr. Martin Luther King, Jr. Boulevard back to Union Avenue will likely receive significant national media attention. If the citizens of Portland do vote to rename the street, that action will raise questions about this area's support for the principles of racial harmony and equality exemplified by Dr. King. Metro's task of attracting events and visitors to the Oregon Convention Center would certainly be made more difficult.

The Committee noted that in April 1989 the Metro Council adopted a resolution supporting the renaming of Union Avenue as Dr. Martin Luther King, Jr. Boulevard and set aside a portion of the Oregon Convention Center site for the placement of a work of art dedicated to Dr. King. The Committee also noted last year the Portland City Council adopted an ordinance renaming Union Avenue as Dr. Martin Luther King, Jr. Boulevard. The Committee stated it was unfortunate that a second resolution was needed.

There being no further comments nor any questions or issues raised, the Committee voted unanimously to recommend Council adoption of Resolution No. 90-1226.

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Attachment
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COUNCILOR'S REPORT

CONSIDERATION OF RESOLUTION NO. 90-1226, FOR THE
PURPOSE OF SUPPORTING THE RETENTION OF THE NAME DR.
MARTIN LUTHER KING, JR. BOULEVARD

Date: February 21, 1990 Presented by: Councilor Jim Gardner

FACTUAL BACKGROUND AND ANALYSIS: On April 13, 1989, the Metro Council adopted Resolution No. 89-906 which supported the renaming of Union Avenue as Dr. Martin Luther King, Jr. Boulevard. The Resolution also authorized the Executive Officer to sign any petitions presented in support of such renaming, and to set aside a portion of the Oregon Convention Center site for the placement of a work of art dedicated to Dr. Martin Luther King, Jr. and to appoint a committee for the selection of such art.

The Dr. Martin Luther King, Jr. Boulevard Committee submitted an application to the City of Portland on November 11, 1988 to rename Union Avenue. On April 20, 1989, the Portland City Council adopted Ordinance No. 161815 renaming Union Avenue as Dr. Martin Luther King, Jr. Boulevard.

Currently, there are efforts by some Portland citizens to change the name of Dr. Martin Luther King, Jr. Boulevard back to Union Avenue. Because Metro is a property owner (the Oregon Convention Center) on Dr. Martin Luther King, Jr. Boulevard, it is appropriate for Metro to express its opinion regarding the name of the street.

Resolution No. 90-1226 would support retaining the name of Dr. Martin Luther King, Jr. Boulevard as the name of that street and would authorize the Executive Officer to sign petitions in support of such name retention.

Perhaps even more importantly, the success of Metro's efforts to market the Oregon Convention Center and now the entire regional system of sports, exhibit and performance facilities is greatly dependent on maintaining a positive national image for Portland and Oregon. The ballot measure to change the name of Dr. Martin Luther King, Jr. Boulevard back to Union Avenue will undoubtedly receive significant national media attention. If the citizens of Portland do vote to rename this street, that action will raise questions about this area's support for the principles of racial harmony and equality exemplified by Dr. King. Metro's task of attracting events and visitors to the Oregon Convention Center would certainly be made more difficult.

That is the direct, self-interest reason for Metro to support keeping the current name for Dr. Martin Luther King, Jr. Boulevard. Beyond that, every citizen of this nation, of every age, can benefit from frequent reminders of the principles for