

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE) Resolution No. 93- 1768
REGIONAL STRATEGIES COMPACT FORMING) Introduced by Executive
THE OREGON TOURISM ALLIANCE) Officer, Rena Cusma

WHEREAS, in November, 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 visitors come to the state via the northwest region; and

WHEREAS, in November, 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 is a magnet drawing 125,000 new visitors each year into the state via the northwest region; and

WHEREAS, it is in the economic interest of Oregon's northwest region to develop the tourism potential of the Oregon Convention Center; and

WHEREAS, the cooperation of public and private interest is essential in efforts to increase the contribution made by tourism to Oregon's economic comeback; and

WHEREAS, governmental agencies and organizations in Oregon's northwest region have a mutual set of interests in developing their special resources to encourage tourism, especially: Clackamas County, Clatsop County, Columbia County, Hood River County, Multnomah County, Tillamook County, Washington County, and Yamhill County; the City of Portland, Metro and the Port of Portland; and

WHEREAS, ORS 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 governmental agencies and organizations 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 in 1987; and

WHEREAS, Oregon Tourism Alliance membership composition set forth in Resolution 89-1154 has changed as original signatories opted for regional strategies other than tourism and new partners have petitioned for inclusion; and

WHEREAS, the Oregon Tourism Alliance has determined that it is in the best interest of the region to amend such Compact, now, therefore,

BE IT RESOLVED THAT:

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. Under their individual adoption of this compact, jurisdictions and organizations participating in the Oregon Tourism Alliance are the following counties and other agencies: Clackamas County, Clatsop County, Columbia County, Hood River County, Multnomah County, Tillamook County, Washington County, Yamhill County, the City of Portland, Metro, and the Port of Portland.

3. The Oregon Tourism Alliance shall be governed by a board whose members shall be nominated and appointed in the following manner:

a. Each participating jurisdiction / organization shall appoint one member and one alternate.

b. Full members of the Alliance are entitled to vote on all matters at all meetings of the Alliance. Associate and support members, legal counsel and Alliance staff and alternates not exercising powers of a member are entitled to participate in discussion, but do not have the right to vote.

c. Oregon Tourism Alliance board shall select from its voting members a chair, a vice-chair and a secretary/treasurer.

4. Upon approval by a majority of members to the Oregon Tourism Alliance board, compliance with state law and adoption of this Compact, other jurisdiction / organizations may join the Alliance.

5. 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.

6. 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, for the purpose of implementing the Alliance's regional strategies program pursuant to ORS 284.010 - 284.055 and 284.060 (1987).

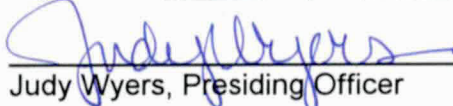
7. All Alliance members shall agree to a two year dues commitment beginning July 1, 1992, payment of which is required regardless of early termination of participation in this compact. Full member annual dues are \$8250, associate member annual dues are \$4000.

8. Any member jurisdiction may terminate participation in this compact upon providing 30 days notice to all other participants.

9. The Oregon Tourism Alliance may contract with private individual or companies for staff assistance.

10. The Alliance shall establish bylaws governing its procedures and the conduct of business, and may amend the same, by a majority of the voting 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.

Signed this 25th day of March, 1993



Judy Wyers, Presiding Officer

REGIONAL FACILITIES COMMITTEE REPORT

RESOLUTION NO. 93-1768, AMENDING THE REGIONAL STRATEGIES COMPACT FORMING THE OREGON TOURISM ALLIANCE

Date: March 17, 1993

Presented by: Councilor Hansen

COMMITTEE RECOMMENDATION: At its March 17, 1993 meeting the Regional Facilities Committee voted 4-0 to recommend Council adoption of Resolution No. 93-1768. Voting were Councilors McFarland, Gardner, Hansen, and Washington. Councilor McLain was excused.

COMMITTEE DISCUSSION/ISSUES: Executive Assistant Don Rocks presented the staff report. He discussed the creation of the regional strategies program under Governor Goldschmidt and cited Metro's ongoing participation in the program. He said amendments have been drafted to account for changes in membership and to reflect a revised membership and dues structure.

In response to a question from Councilor McFarland, Mr. Rocks said Lincoln and Columbia Counties had withdrawn to pursue strategies other than tourism, and that Hood River County has been added. Councilor Hansen asked what benefits accrue to full members and associate members. Mr. Rocks said full members have voting participation on the board, and receive 5,000 copies of the Northwest Oregon tour guides. (He distributed copies to the committee.) Associate members may participate in board discussions, but are not voting members. They receive mention of their attractions in the tour guide. He cited the U.S. Forest Service as an example.

STAFF REPORT

CONSIDERATION OF RESOLUTION 93-1768 ADOPTING
AMENDED REGIONAL STRATEGIES COMPACT FORMING THE
OREGON TOURISM ALLIANCE

Date: February 25, 1993

Presented by: Don Rocks

BACKGROUND AND ANALYSIS

Amendment to the compact is required by the fact that the membership of the OTA has changed due to withdrawals occasioned by members opting for regional strategies other than tourism, (2) changes approved by the OTA Board which provide for several classes of membership, and (3) a two-level dues structure of \$8250 annually for full members and \$4000 for associate members.

Present membership now includes Clackamas, Clatsop, Columbia, Hood River, Multnomah, Tillamook, Washington and Yamhill Counties, the City of Portland, Port of Portland and Metro. Hood River is a new member. Lincoln County changed its regional strategy to "fishing industries" and is no longer a member.

Metro dues have in the past been billed through Metro and paid by the Metropolitan E-R Commission in view of the OTA's adopted marketing strategy which is to attract convention delegates to arrive early, stay longer and to tour throughout the northwest Oregon region.

Each full member jurisdiction is entitled to appoint a Board Member and an Alternate. The Executive Officer last named Pamela Stebbeds Knowles to serve as Board Member. (Don Rocks serves as Alternate and is the current Chair of the OTA Marketing Committee.) Pamela Knowles has resigned (verbally) creating an opening for a Metro Board member. The Executive Officer has indicated to the Presiding Officer that a Councillor would be an appropriate Metro representative and a name is anticipated for forwarding to the OTA.

EXECUTIVE OFFICER RECOMMENDATION

The Executive Officer recommends approval of Resolution No. 93-1768