

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF CONFIRMING )  
THE APPOINTMENT OF METRO )  
REPRESENTATIVES TO THE OREGON )  
TOURISM ALLIANCE BOARD )

RESOLUTION NO. 93-1780  
Introduced by Rena Cusma  
Executive Officer

WHEREAS, Metro is a member of the Oregon Tourism Alliance, a consortium of counties in Northwest Oregon, the City of Portland and the Port of Portland; and

WHEREAS, The Alliance has successfully implemented a regional tourism strategy based on the elements of Transportation, Attractions Development, Visitor Services and Marketing; and

WHEREAS, The strategy emphasizes and complements the marketing of the Oregon Convention Center; and

WHEREAS, Metro appointed Pamela Stebbeds Knowles, private citizen, representative to the Oregon Tourism Alliance Board; and

WHEREAS, appointee Pamela Stebbeds Knowles resigned creating a vacancy; and

WHEREAS, Metro continues to endorse the concept and work of the Oregon Tourism Alliance and desires to remain a partner to the regional strategies process; and

WHEREAS, Continuity of Metro representation requires the appointment of a board member and alternate to serve two year terms ending June 31, 1994; now therefore,

BE IT RESOLVED,

That Councillor Ruth McFarland be confirmed as Metro's

appointee to represent Metro as a member of the Oregon Tourism Alliance Board; and that Don Rocks, Executive Assistant to the Executive Officer, be confirmed as alternate through June of 1994.

ADOPTED by the Council of Metro this 25th day of March, 1993.

  
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Judy Wyers, Presiding Officer

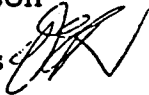


**METRO**

2000 SW First Ave.  
Portland, OR 97201-5398  
(503) 221-1646

# Memorandum

March 10, 1993

TO: Don Carlson  
FROM: Don Rocks   
SUBJECT: OTA Metro Representative

I too earlier spoke with the Presiding Officer and Councillors McFarland and Washington on this subjectd. Since that time I have prepared a resolution for the Council that would confirm Councillor McFarland as Metro's representative to the OTA Board

Appointment authority has been excercised by the Executive Officer. The OTA compact is silent on the appointment process except to say that each participating jurisdiction shall appoint a board member and an alternate. The Executive Officer also appoints Metro staff, or citizens, to serve on OTA committees; Marketing (Don Rocks), Attractions (Sherry Sheng), Transportation (Andy Cotugno) and Visitor Services (Open).

My response to the question of Councillor Washington as Alternate is (as it was during the earlier noted discussion) that I am now the designated alternate, and that Councillor Washington's appointment would replace me in that position. I could continue as member (now Chair) of the OTA Marketing Committee. Under any circumstances, Councillor Washington could elect to attend Board Meetings as he saw fit whether Councillor McFarland was in attendance or not. There is usually a gallery of committee reps and other interested persons at monthly Board meetings.

Metro's OTA dues are paid by MERC. I forward the billing. It has ever been so. The justification is that the marketing thrust of OTA, via its Northwest Oregon tour guide and other complementary advertising pieces, is one of encouraging OCC convention delegates to arrive earlier, stay longer and tour NW Oregon. The OCC is the principal beneficiary of the OTA marketing strategy.

When the Council asked Mike Ragsdale where dues were to be charged when the OTA regional strategies compact was initially presented, he noted "the convention center marketing budget had funds available for tourism efforts". It has remained ever so.

Member dues pay staff costs (Mary McArthur) and direct administrative expenses. Dues have increased as a result of state imposed matching fund requirements. Lottery funds to support regional strategies over time are dependent on the governor's commitment to the program and the legislature's response. OTA has resolved to stay intact even if state funding were to be withdrawn substantially or entirely. That circumstance would require a greater member contribution and is a bridge that may lie ahead.

cc: Judy Wyers  
Ruth McFarland  
Casey Short



**METRO**

2000 SW First Ave.  
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# Memorandum

Date: March 1, 1993  
To: Don Rocks  
From: Don Carlson *DC*  
Re: OTA Metro Representative

In response to your request to the Presiding Officer regarding an appointment to the Oregon Tourism Alliance Board, Judy has asked me to let you know that she has designated Councilor Ruth McFarland as the person to represent the Council. She also asked me to inquire about designating Councilor Ed Washington as the alternate. Is this possible and who makes the appointment?

In reading the draft Staff Report for Resolution No. 93-1768 regarding the OTA agreement, it is unclear how we will pay the \$8,250 dues to the OTA. Will MERC continue to pay the dues and what do the dues pay for?

cc: Judy Wyers  
Ruth McFarland  
Casey Short

Metro OTA Member.memo

REGIONAL FACILITIES COMMITTEE REPORT

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RESOLUTION NO. 93-1780, CONFIRMING THE APPOINTMENT OF METRO REPRESENTATIVES TO THE OREGON TOURISM ALLIANCE BOARD.

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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. 93-1780. Voting were Councilors McFarland, Gardner, Hansen, and Washington. Councilor McLain was excused.

COMMITTEE DISCUSSION/ISSUES: Executive Assistant Don Rocks presented the staff report. He said this resolution is a companion to Resolution No. 93-1768. He explained that Metro's prior representative to the Oregon Tourism Alliance board, Pamela Stebbeds Knowles, has resigned, creating a vacancy. The Executive Officer wishes to appoint Councilor Ruth McFarland, with Mr. Rocks continuing to serve as alternate.

Councilor McFarland said that Councilor Ed Washington had expressed an interest in serving on this board as well, but the recommendation from the Executive Officer was to retain Mr. Rocks as the alternate because he has been active in the tourism alliance, serving as chair of the marketing committee.