



METRO COUNCIL RETREAT

Meeting Minutes

November 20, 2014

Portland'5, Hatfield Hall, Madison Room

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

Councilors Excused: None

Staff Present: Martha Bennett, Alison Kean, Ina Zucker, Amy Croover, Alexandra Eldridge, Ramona Perrault, Colin Deverell, Nikolai Ursin and Jill Schmidt

Also Present: Joe Cortright

Council President Hughes noted a quorum was present and called the council retreat to order at 1:45 p.m.

1. INTRODUCTION AND BACKGROUND

Ms. Martha Bennett provided an overview of the agenda. Ms. Bennett stated the purpose for the first retreat was to update the Council's strategies and identify key opportunities relating to Metro's policy vision over the next three to five years.

2. WHAT IS HAPPENING IN THE REGION?

Joe Cortright, from Impresa Consulting, gave a presentation on the Portland-Metro region in the context of others around the country, framing it around where the region is currently, where the agency is, and looking at opportunities and threats internally and externally.

Key topics in the presentation included:

- Talent: Regional talent and education in relation to income and demographics
- Connections: Job search in relation to location of residence and the differences in priorities based on demographics
- Innovation: Start-ups, industry growth and spin-off businesses in the region
- Distinctiveness: What differentiates the Portland-Metro region from other areas?
- Economic Development: Keep Portland Weird and other economic development statements
- Place: Trends in centralizing/decentralizing job growth
- Equity: Changing demographics and poverty areas
- Freight: Looking at freight intensity in the Portland-Metro region versus national levels

3. WHAT SHOULD WE WORK ON TO DELIVER THE 6 DESIRED REGIONAL OUTCOMES?

Ms. Bennett used a Strengths Weaknesses Opportunities and Threats (SWOT) blank chart to guide the Council through a discussion on possible opportunities and threats in the region. Council discussed and provided feedback, focusing on the following areas:

- Infrastructure
- Innovative planning
- Parks and natural areas
- Economic development
- Changing demographics
- Citizen engagement

Council provided some direction on potential policy actions and milestones, but requested additional time to discuss more in depth. Ms. Bennett recommended a follow up conversation due to time restraints, potentially in early December.

4. NEXT STEPS, DEBRIEF

The following items were identified as needing additional council discussion:

- Quality design for housing – especially multifamily
- How can we talk about revenue raising ideas at some parks?
- Create value-add message on the role of placemaking in attracting and retaining talent
- Alignment of investment and grant decisions (overall and with equity goals)
- What do we mean by infrastructure?
- How do we explicitly use the six desired outcomes?
- Increase legislative efforts

Ms. Bennett indicated the parking lot issues as well as the budget instructions and discussion could be addressed in a second retreat in December.

5. ADJOURN

Seeing no further discussion, Council President Hughes adjourned the Council retreat at 5:04 p.m.

Prepared by,



Alexandra Eldridge, Regional Engagement & Legislative Coordinator

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF NOV. 20, 2014

Item	Topic	Doc. Date	Document Description	Doc. Number
1.0	Handout	11/20/14	Revised agenda	112014c-01
2.0	Handout	11/20/14	SWOT worksheet exercise	112014c-02
2.0	Handout	11/19/14	Draft Metro project timeline	112014c-03
2.0	Handout	11/20/14	Council initiatives table	112014c-04
3.0	Handout	11/12/14	Strategic planning notes	112014c-05