



600 NE Grand Ave.  
Portland, OR 97232-2736  
oregonmetro.gov

**METRO POLICY ADVISORY COMMITTEE (MPAC)**

Meeting Minutes

October 9, 2019

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Martha Schrader  
Susheela Jayapal  
Christine Lewis  
Juan Carlos Gonzalez  
Sam Chase  
Ed Gronke  
Don Trotter

Amanda Fritz  
Denny Dole

Theresa M. Kohlhoff

Gordon Hovies

Luis Nava  
Steve Callaway  
Kathy Wai  
Terri Preeg Riggsby

Mark Watson

Jerry Hinton  
Peter Truax  
Emerald Bogue  
Dick Schouten  
Mark Gamba  
Linda Glover

AFFILIATION

Clackamas County  
Multnomah County  
Metro Council  
Metro Council  
Metro Council  
Citizen of Clackamas County  
Clackamas County Fire District #1, Special  
Districts in Clackamas County  
City of Portland  
City of Beaverton, Second Largest City  
in Washington County  
City of Lake Oswego, Largest City in  
Clackamas County  
Tualatin Valley Fire & Rescue, Special Districts in  
Washington County  
Citizen of Washington County  
City of Hillsboro, Largest City in Washington County  
TriMet  
West Multnomah Soil & Water Conservation District,  
Special Districts in Multnomah County  
Hillsboro School District Board of Directors,  
Governing Body of a School District  
City of Gresham, Second Largest City in Multnomah County  
City of Forest Grove, Other Cities in Washington County  
Port of Portland  
Washington County  
City of Milwaukie, Other Cities in Clackamas County  
City of Vancouver

ALTERNATES PRESENT

Gretchen Buehner  
Kirstin Greene

Jennifer Donnelly

AFFILIATION

City of King City, Other Cities in Washington County  
Oregon Department of Land Conservation and  
Development  
Oregon Department of Land Conservation and  
Development

OTHERS PRESENT: Jonathan Taylor, Kirstin Greene, Jeff Owen, Jennifer Donnelly, Malu Wilkinson, Charley Wheelock, Stephen Green, Lauren Golden Jones, Alisa Pyszka and Nita Shah

STAFF: Sara Farrokhzadian, Ted Reed, Marlene Guzman, Megan Gibb, Carrie MacLaren, Jeff Raker and Ramona Perrault

1. **CALL TO ORDER, INTRODUCTIONS, CHAIR COMMUNICATIONS**

Chair Schrader called meeting to order at 5:01 PM.

2. **PUBLIC COMMUNICATIONS ON AGENDA ITEMS**

*There were none*

2. **COUNCIL UPDATE**

Councilor Juan Carlos Gonzalez and Councilor Christine Lewis provided several updates to MPAC members. Councilor Gonzalez noted that the Oregon Court of Appeals released a ruling that upheld Metro's 2017 urban and rural reserves designation. He noted that this ruling was relevant to Metro's expansion of the urban growth boundary in the City of Wilsonville. Councilor Gonzalez invited MPAC members to the salmon homecoming event at Oxbow Regional Park on October 19<sup>th</sup> and 20<sup>th</sup>.

Councilor Lewis mentioned that the Oregon Zoo Foundation awarded more than \$25,000 through the Future For Wildlife grant program. She remarked that awardees included the Portland State's project on American Bullfrog and the Turtle Survival Alliances' project on pond turtle recovery. Councilor Lewis encouraged MPAC members to attend the October 23<sup>rd</sup> meeting on climate change.

4. **CONSENT AGENDA**

MOTION: Mayor Steve Callaway moved and Mayor Peter Truax seconded, to approve the consent agenda.

ACTION: With all in favor, motion passed.

## 5. INFORMATION/DISCUSSION ITEMS

### 5.1 2040 Growth Concept: Employment Trends Panel

Vice Chair Schrader introduced the panelists Lauren Golden Jones, Capstone Partners' Development Manager, Stephen Green, Pensole Footwear Academy's Director of Operations, Nita Shah, Micro Enterprise Services of Oregon's (MESO) Co-Founder and Executive Director and Charley Wheelock, Woodblock Chocolate's Co-Founder.

*Key elements of the presentation included:*

Ms. Malu Wilkinson, Investment Areas Manager, provided context for the panel. She noted that Council adopted an urban growth management decision which sought to refresh the 2040 Growth Concept and gain a better understanding of the changing economy.

Mr. Jeff Raker, Associate Regional Planner, discussed Metro's planning efforts in the 2040 Growth Concept Refresh. He explained that through the refresh Metro aimed to sustain the region's economic competitiveness and prosperity for current and future residents.

Mr. Raker noted that this project was directed by the Metro Council in recognition of the region's changing economy. He shared that under Council direction Metro created an Economic Value Atlas. Mr. Raker explained that the Economic Value Atlas aimed to build growing partnerships to better align planning and economic development in the regional economy. Mr. Raker explained that as part of the Economic Value Atlas Metro established shared economic values, which focused on business objectives, leveraging the region's work force and community assets.

Mr. Raker shared trends in the region's economy, such as the region's job growth and overall productivity. He noted the increasing divide between high wage earners and middle-wage earners. Mr. Raker reported a 13 percent decline in wages for the region's African American population, despite wage increases in other demographic groups. He mentioned that 86 percent of regional jobs originated from in-state startups and expansions.

Mr. Raker also emphasized Metro's efforts to develop new approaches to land use and planning for the region's future economy. He also shared potential economic disruptions, such as intense demographic shifts, e-commerce and remote working.

*Key elements of the panel included:*

Ms. Alisa Pyszka, Bridge Economic Development President, introduced the panelists and provided a brief overview of each panelist. She asked each panelist to share more about their business backgrounds. Ms. Jones noted that Capstone Partners was a commercial real-estate development company with offices in Portland and Seattle. Mr. Green shared that Pensole Footwear Academy trained people to be foot wear designers, developers, engineers and business owners. Ms. Shah stated that MESO provided business technical assistance and access to capital to underserved communities in Oregon. Mr. Wheelock owned a small chocolate making business with his wife in the Portland area.

Ms. Pyszka asked the panelists to discuss what the region was doing to support small businesses. Ms. Shah explained that Portland's business districts, such as Hawthorne and Portland city center, facilitated access to small businesses and services. She noted that within these districts housing and businesses were interconnected. Mr. Green noted that increased access to transit made an impact in addressing employee turnover rates.

Ms. Pyszka asked if Ms. Jones saw a competitive advantage from being in Portland. She noted that tenants were interested in living in Portland and near transit lines. Mr. Green added that transit was important in the region's suburbs to increase access to business outside of the city center. Mr. Wheelock noted that Portland's branding attracted customers to his chocolate business. Mr. Green raised concerns about the lack of resources for small business owners in the Portland region.

Mr. Green pointed to the growing popularity of e-commerce for small businesses. Ms. Pyszka asked Ms. Jones about Capstone Partners' experience using e-commerce. Ms. Jones noted that e-commerce was fairly new and Capstone Partners' was looking to utilize it to guide industrial development projects.

Ms. Pyszka asked Ms. Jones about vertical building construction trends. Ms. Jones noted that unlike other major cities Portland had not experienced vertical building constructions trends due to lower rent rates.

Ms. Pyszka inquired about potential suggestions to address permitting issues for small businesses. Ms. Shah explained that statewide uniformity would reduce barriers for small business owners. Mr. Wheelock noted that as a small business owner he had trouble keeping up with compliance costs.

*Member discussion included:*

- Mayor Callaway asked about the potential impacts of climate change on small businesses. Mr. Green noted that in order to mitigate climate change Pensole Footwear Academy aimed to develop local manufacturing techniques that limited transportation needs.
- Mr. Mark Watson raised concerns about the limitations to economic growth and asked the panel to share potential strategies. Ms. Jones shared that Capstone Partners needed to develop more sustainable building techniques. Mr. Green noted that Oregon houses more small businesses that are less focused on a growth mindset. Ms. Shah stated that clients lack proper information to plan for the potential impacts of climate change.
- Mr. Ed Gronke asked the panelists to make suggestions on how to address barriers to job access. Ms. Shah noted the Metro region's increased drive times and congestion. Mr. Wheelock raised concerns about the increased minimum wage and the potential economic strain on his company. Ms. Jones expressed that she wanted more efficient permitting procedures.
- Councilor Gonzalez mentioned strip malls and inquired about potential ways to repurpose them. Ms. Shah pointed to Portland's small business focus and that suggested strip malls should house small local businesses.
- Commissioner Amanda Fritz expressed her appreciation for the presentation. She asked about what Metro could do to share economic prosperity across the region. Mr. Green stated that Metro had to focus on true systemic change to properly address economic disparities. Ms. Shah noted that marginalized residents needed access to capital in order to build generation wealth.
- Councilor Lewis asked the panelists to suggest additional assets to town centers. Mr. Wheelock advised Metro to encourage small businesses instead of relying on franchise businesses. Mr. Green remarked that Metro should acknowledge the lack of trust with the public sector. Ms. Jones proposed that Metro should increase access to resources for new tenants.
- Ms. Terri Preeg Riggsby noted town centers need for local businesses and inquired about Metro's strategies to address housing concerns. Ms. Jones spoke about the barriers to increasing housing accessing in transit rich areas.
- Commissioner Dick Schouten asked Ms. Jones if there were concerns about Metro's urban and rural reserves designation. Ms. Jones stated that Capstone Partners was interested in developing land in jurisdictions that did not want to participate in the urban growth boundary.
- Commissioner Susheela Jayapal raised concerns about regulation inconsistencies and barriers to access. Ms. Shah stated that there was no regulation consistencies

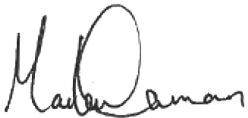
for small businesses. She also noted that permitting is set up for larger businesses despite the prevalence of small businesses throughout Oregon.

- Councilor Jerry Hinton asked about how the region's houseless population was affecting small and large businesses. Mr. Green expressed Metro's lack of commitment to ensuring that residents have access to housing. He remarked that as a community the Portland region needs to make housing more accessible.
- Ms. Kathy Wai pointed to decreasing ridership trends and inquired about how TriMet could incentivize transit use. Ms. Shah suggested lowering fare prices to reduce barriers to access. Mr. Green suggested wifi access on the bus, MAX and at transit spots.

## **6.0 ADIURN**

Chair Schrader adjourned the meeting at 7:01 PM.

Respectfully Submitted,



Marlene Guzman  
Recording Secretary

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF OCTOBER 9, 2019**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT NO.</b>
5.1	Presentation	10/09/19	2040 Growth Concept: Employment Trends Panel Presentation	100919m-01
5.2	Presentation	10/09/19	Get Moving 2020 Event Invitation	100919m-02
5.3	Presentation	10/09/19	2019 Build Small Live Large: An Innovative Small Housing Summit	100919m-03