

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 97-36

Establishing a Civic Stadium Advisory Committee and Appointing the Members of the Committee.


The Commission finds that:

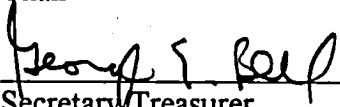
1. The Commission has been charged with the operation and marketing of Portland Civic Stadium by the Stadium's owner, the City of Portland. The Commission has been further charged with the responsibility to make recommendations to the City on major capital and funding issues for the Stadium and the other City-owned buildings managed by the Commission on the City's behalf.
2. Recent resolutions passed by the City of Portland, Multnomah County and Metro have found that continued regional operation of the MERC facilities is in the best interests of the facilities themselves and the region as a whole. In these resolutions, Metro accepted primary capital responsibility for Metro-owned facilities, while the City of Portland accepted primary capital responsibility for the City-owned facilities, including Civic Stadium.
3. Civic Stadium is a historic, community-oriented, general-purpose outdoor venue, and continues to be a valuable resource for the citizens of the Portland Metropolitan Region. The Civic Stadium Business Plan, updated in June 1996, states that Civic Stadium must be modernized to create a marketable, self-sustaining facility that is compatible with its surrounding neighborhood;
4. The financial situation of the Stadium is rapidly reaching a crisis point: current reserves will run out within two years, or sooner if urgent capital projects are undertaken. Unless adequate funding is secured, the facility will be forced to close;
5. A high-profile advocacy group is needed to develop and communicate a clear vision of Civic Stadium's role in the community; to help forge a public and private consensus for Civic Stadium funding and rehabilitation; to advise MERC on matters pertaining to the mission, goals, and objectives of Civic Stadium; and to assist MERC in forming its recommendations to its public and private partners for the Stadium's future;
6. A distinguished group of fourteen committed citizen and business leaders have agreed to devote their expertise, time, and efforts to forging a viable future for Civic Stadium by serving as members of the Advisory Committee; and
7. It is urgent that the Civic Stadium Advisory Committee begin its important work as soon as possible, so that any actions which are recommended and accepted can be taken in a timely manner.

BE IT THEREFORE RESOLVED AS FOLLOWS:

1. The Metropolitan Exposition- Recreation Commission hereby establishes the Civic Stadium Advisory Committee.
2. The Metropolitan Exposition- Recreation Commission hereby approves the Mission Statement and organization of the Advisory Committee, as set out in the attached Exhibit A.
3. The Metropolitan Exposition- Recreation Commission hereby appoints the members of the Advisory Committee, as set out in the attached Exhibit B.

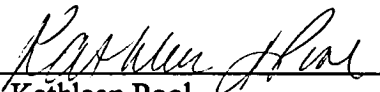
Passed by the Commission on July 9, 1997



Chair


Secretary/Treasurer

Approved as to Form:
Daniel B. Cooper, General Counsel

By: 

Kathleen Pool
Senior Assistant Counsel

MERC Staff Report

Agenda Item/Issue: Approving the establishment of a Civic Stadium Advisory Committee.

Resolution No.: 97-36

Date: July 9, 1997

Presented by: Mark B. Williams

Background Analysis: Civic Stadium made significant progress under the 1994 business plan in achieving financial stability by reducing costs and raising revenue – securing the Portland Rockies Baseball team as anchor tenant; attracting high-yield events such as concerts and exhibition sports; and expanding advertising, merchandising, and concessions. However, this progress was achieved in large measure by deferring capital improvements which have now become urgent if Stadium is to continue to attract business and effectively serve the community. In addition, Civic Stadium's financial situation will soon reach a crisis point: current reserves will run out in two years, or sooner if urgent capital projects are undertaken. Unless adequate funding is secured, the facility will be forced to close.

Following the City of Portland's formal acknowledgment in December 1996 of its primary responsibility for Civic Stadium's capital needs, MERC, as manager and operator of the facility, must now create a viable strategic plan for the Stadium's future. A high-profile advocacy body is needed to assist MERC in this task, and to mobilize public and private sector support for the facility. "Civic Stadium Business Plan – Phase II: Beyond the year 2000," produced in 1996, will provide the framework for the Advisory Committee's efforts to assist with the formulation of a new Stadium strategic plan.

The individuals who have agreed to serve on the Advisory Committee are leaders and visionaries who represent a broad cross-section of the public and private sectors. The expertise, time and dedication that they bring to the task bode well for Civic Stadium's future.

The Commission reviewed and discussed the proposed mission, organization and members of the Advisory Committee at its work session on June 29, 1997.

Fiscal Impact: There is no fiscal impact resulting from this resolution.

Recommendation: Staff recommends approval of Resolution No. 97-36, establishing a Civic Stadium Advisory Committee and Appointing the Members of the Committee.

CIVIC STADIUM ADVISORY COMMITTEE

Mission

The Civic Stadium Advisory Committee shall serve as the official advisory committee to Metropolitan Exposition-Recreation Commission (MERC) for Stadium matters, including principally those pertaining to the mission, goals, and objectives of Civic Stadium. The Committee shall provide input regarding the operation of the facility and the shaping of Stadium's future needs, such as capital replacement and modernization plans. The members of the Committee shall serve as high-profile advocates for the Stadium with government agencies and officials, the business community, the media, and the general public. The Committee will facilitate communications with users, neighborhood businesses and the industry as a whole. MERC shall provide adequate staff assistance to the Committee.

Goals

1. Retain Civic Stadium as a community-oriented, general-purpose outdoor venue.
2. Modernize Civic Stadium consistent with a cost-benefit analysis of investments to create a marketable, self-sustaining facility that is compatible with its surrounding neighborhood.
3. Fund the modernization from a mix of public and private sources, with the aim of minimizing direct property taxpayer cost.
4. Coordinate modernization with community efforts to seek additional and/or major league franchise(s) for Portland.

Tasks

The initial task of the Stadium Advisory Committee will be to formulate a plan of action to accomplish these Stadium goals.

Structure

Appointment & terms:

The Advisory Committee shall consist of 12-14 members.

Members of the Advisory Committee shall be appointed by the MERC Commission to serve three-year terms. Members of the Committee may be re-appointed.

The City Commissioner designated as liaison to MERC, or his/her representative, and the two City-appointed MERC Commissioners shall be ex-officio members of the committee but shall not be entitled to a vote.

Officers:

The Advisory Committee shall establish officer positions and elect its officers according to the terms it shall deem appropriate.

Policies & Procedures:

The Civic Stadium Advisory Committee shall establish its own rules, by-laws, and determine its own procedures for all matters for consideration or action by the committee. The committee shall hold regular meetings at the call of the chair.



METROPOLITAN EXPOSITION-RECREATION COMMISSION

Civic Stadium Advisory Committee

Len Bergstein, President

Northwest Strategies, Inc.
621 SW Morrison
Portland, Oregon 97205
(503) 241-8383
(503) 299-6503 - Fax

Tim Grewe, Director

Finance & Admin., City of Portland
1120 SW Fifth Avenue, Room 1250
Portland, Oregon 97204
(503) 823-5288
(503) 823-5384 - Fax

Pamela Erickson, Director

Oregon Liquor Control Commission
9079 SE McLoughlin Blvd.
Milwaukee, Oregon 97222
(503) 872-5200
(503) 872-5266 - Fax

Craig Honeyman

NIKE World Masters Games
55 SW Yamhill
Portland, Oregon 97204
(503) 226-1998
(503) 226-7700 - Fax

Jack Cain, Owner

Portland Rockies Baseball Club
P.O. Box 998
Portland, Oregon 97207
(503) 223-2837
(503) 223-2948 - Fax

Gary Conkling, MERC Commission

Conkling, Fiskum & McCormick, Inc.
900 SW 5th Avenue, Suite 2000
Portland, Oregon 97204
(503) 294-9120
(503) 294-9152 - Fax

Sharon Paget, Board of Directors

Goose Hallow Neighborhood Association
1817 SW Market
Portland, Oregon 97201
(503) 778-2222
(503) 224-0388 - Fax

Ruth McFarland, Councilor

Metro
600 NE Grand Avenue
Portland, Oregon 97232-2736
(503) 797-1547
(503) 797-1540 - Fax

Steve Tidrick, General Manager

Multnomah Athletic Club
P.O. Box 390
Portland, Oregon 97207
(503) 223-8743
(503) 223-8497 - Fax

Mike Lindberg, President

Oregon Symphony Foundation
711 SW Alder, Suite 200
Portland, Oregon 97205
(503) 228-4294
(503) 228-4150 - Fax

Chip Lazenby, Legal Counsel

State of Oregon
160 State Capitol Building
Salem, Oregon 97310
(503) 378-6246
(503) 378-6827 - Fax

Sam Brooks

Sam Brooks & Associates
1130 NE Alberta
Portland, Oregon 97211
(503) 284-7930
(503) 284-7977 - Fax

Bruce Fery

Heathman Management Group
919 SW Taylor
Portland, Oregon 97205
(503) 299-6300
(503) 224-9319 - Fax

Bob Naito

123 NW 2nd
Suite 200
Portland, Oregon 97209
(503) 228-0272
(503) 241-9646 - Fax

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