

Metro

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Metro

Minutes

Tuesday, May 10, 2022

10:30 AM

<https://zoom.us/j/615079992> (Webinar ID: 615079992) or
929-205-6099 (toll free)

Council meeting

1. Call to Order and Roll Call

Deputy Council President Lewis called the Metro Council Meeting to order at 10:30 a.m.

2. Public Communication

Deputy Council President Lewis opened the meeting to members of the public wanting to testify on a non-agenda items.

Barbara Quinn (Cathedral Neighborhood Association) testified, asking Council to consider thorough sampling and removal of hazardous waste from Willamette Cove.

Deputy President Lewis acknowledged Barbara's testimony, and assured the public that Council is finalizing plans for the cleanup of Willamette Cove.

3. Presentations**3.1 Council Discussion of FY 2022-23 Approved Budget: Opportunity for Public Testimony**

Deputy Council President Lewis introduced Marissa Madrigal [she/her/ella] and Steve Faulstick [he/him] to present the OCC and Travel Portland Presentation.

Staff pulled up the [*MERC Commission Presentation*] to present to Council.

Steve described the MERC Commission's multicultural sales strategy.

Council Discussion

Councilor Rosenthal asked two questions:

1. Are we reaching everyone we want to reach by focusing on Washington D.C.?

2. Do we have a group that does special outreach on behalf of local areas, venues, businesses?

Staff explained that they have a heavy presence in other regions, like Chicago.

Staff also has a full-service department that work with local organizations to make sure guests have plenty of activities to do in Portland.

Councilor Gonzalez asked what the major barriers that discourage tourism in Portland are, and what Council can do to help eliminate them.

Staff answered that demonstrating the interconnectedness of Portland's businesses, government agencies, communities of color, and all other stakeholders is the best way to attract tourism and business.

Councilor Craddick thanked Staff for the presentation, and for all of their hard work.

Councilor Hwang asked four questions:

- If Staff could highlight some of Portland's biggest attractions for diverse clients.
- He also asked what short-term and media issues Staff hears from prospective clients.
- He asked what Staff would change if they could change "one big macro thing" about the Portland region to boost its competitiveness.
- Finally, he asked if the Portland region was missing any major assets that would significantly increase its competitiveness.

Staff pointed to homelessness and public safety as the macro factors they would change, though they also mentioned pandemic conditions, public sentiment towards Portland.

They also added that the biggest attraction for diverse

clients is their capacity to adapt their services to their specific/cultural needs.

Staff mentioned the Hyatt and its positive impact on business; without the pandemic OCC would have been on a very good upward trajectory thanks to the hotel.

Staff admitted they still have a lot more work to do if they wish to foster and strengthen their relationships with multicultural communities.

Seeing no further discussion, Deputy Council President Peterson invited Cindy Wallace (Director of Strategy and Development) and Craig to present the OCC Sales Presentation.

Staff pulled up the [OCC Sales Presentation]

Staff provided an overview of OCC's sales strategy.

Council Discussion:

Councilor Rosenthal asked about OCC's goals related to diverse groups, and if those goals had a timeframe. He also asked how Staff categorizes groups like the American Chemical Society or the Planetary Society.

Staff explained that such groups self-identify. Staff also explained how they have gathered data for their diversity-related goals.

Councilor Hwang asked how staff prevents perceptions of inconsistency and bias when providing different benefits to potential diverse clients, and requested assurance that there was oversight and consistency across the board.

Staff explained that they customize proposals to the specific needs of each group, but added that they would be working with Metro's DEI team to improve their framework.

Steve provided more information about OCC's Visitor Development Fund, and emphasized the multijurisdictional,

multicultural nature of the group.

Deputy Council President Lewis asked about OCC's development around custom food and beverages. Craig explained that OCC has ultimate control over all food and beverage expenses, and any price changes or incentives. With any particular food/beverage needs, staff tries to be reasonable and justify any discounting or aggressive actions.

Seeing no further discussion on the topic, Deputy Council President Lewis moved on to the next agenda item.

3.2 Public Hearing on FY 2022-23 Approved Budget

Public Hearing:

Deputy Council President Lewis opened the meeting to members of the public wanting to testify on the FY 22-23 Approved Budget.

There was none.

Council Discussion:

Councilor Gonzalez thanked Brian for sending out a budget note he and Councilor Hwang have been working on, for a climate task force.

Councilor Rosenthal asked about the difference between a budget amendment and a budget note.

Staff explained that an amendment changes appropriation or staffing levels in a budget, while a note is a direction from Council.

Seeing no further discussion on the topic, Deputy Council President Lewis moved on to the next agenda item.

4. Chief Operating Officer Communication

Marissa Madrigal provided an update on the following events or items:

- There will be a lunch on Thursday, May 12th at noon hosted by Parks, where they will teach out to grow a habitat patch.

5. Councilor Communication

Councilors provided updates on the following meetings and events:

- **Councilor Rosenthal** reminded Council that Metro will be audited in July, and the results will be presented in November.
- **Councilor Craddick** updated Council regarding the Flood Safety Water Quality District, and the work being done to get flood insurance for all the houses in the floodplain.
- **Deputy Council President Lewis** updated Council regarding the childcare task force.
- **Councilor Rosenthal** updated Council regarding the City of Tigard's field visit with ODOT.

6. Adjourn

There being no further business, Deputy Council President Lewis adjourned the Metro Council Meeting at 12:07p.m.

Respectfully submitted,

Nathan Kim
Nathan Kim, Legislative Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF May 10, 2022

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Powerpoint	5/10/2022	MERC Commission Presentation	051022c-01
2.0	Powerpoint	5/10/2022	Metro Council Sales Presentation	0051022c-02