



# METRO

2000 S W First Avenue  
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## MINUTES

Metro Council Convention Center Committee

Thursday August 27, 1987

The meeting was called to order at 4:10 pm by Councilor Knowles on behalf of chairman Mike Ragsdale, who arrived late.

Present:

### Metro Council

Richard Waker  
Presiding Officer  
District 2

Jim Gardner  
Deputy Presiding  
Officer  
District 3

Mike Ragsdale  
District 1

Corky Kirkpatrick  
District 4

Tom DeJardin  
District 5

George Van Bergen  
District 6

Warren Kelley  
District 7

Mike Bonner  
District 8

Tanya Collier  
District 9

Larry Cooper  
District 10

David Knowles  
District 11

Gary Hansen  
District 12

Executive Officer  
Rena Cusma

### Committee Members

Councilor Mike Ragsdale, Chairman  
Councilor Larry Cooper  
Councilor David Knowles  
Councilor Richard Waker

### Staff

Tuck Wilson  
Jan Schaeffer  
Kim Duncan  
Neil McFarlane

### Executive Officer

Rena Cusma

### Other

Spence Benfield, Portland Development Commission  
Dorothy Lyon, Portland Development Commission  
Ed Truax, Greater Portland Convention & Visitors Association

## PROCEEDINGS

### 1. Property acquisition issues

Following discussion in executive session, the committee approved PDC staff-recommended purchase prices for the Courtemache and Sears properties on the site.

### 2. Marketing

Tuck Wilson reported that the Executive Officer recommends approval of the GPCVA start-up marketing contract with a hold on items #4 (advertising) and #7 (market research) until the new GPCVA director is on board and approves these work items. Ed Truax indicated this is acceptable, and that he does not anticipate disapproval from the new director but, rather,

refinements. The committee voted to recommend approval of the contract to full Council.

Ed Truax reported on the response to the Portland delegation's work and the new trade show booth at the American Association of Association Executives convention in New York: 200 prospects (possible future business), including 30 strong leads, of which 16 are potential users of the convention center. Copies of GPCVA's new 1-page sheet describing the convention center were distributed to councilors.

### **3. Agreement with Portland Bureau of Water Works**

Neil McFarlane explained this intergovernmental agreement engages the Water Bureau to move a water main and provide services related to abandonment of lines in the site. The committee voted to recommend approval of the agreement to full Council.

Councilor Van Bergen suggested discussions should begin with the Water Bureau regarding water use rates the convention center will be charged.

### **4. Con-Tech contract for telecommunications design**

Tuck Wilson explained that an RFP for services produced nine responses. Four were interviewed. The Con-Tech firm was selected due to its extensive convention center experience and references indicating the group possesses a high level of technical expertise.

Con-Tech will assist in design of the convention center's basic telecommunications system, including in-house telephones, pay telephones, and service for exhibitors. The firm will assist in selecting vendors and will troubleshoot the completed system before it is turned over to the convention center. It will also evaluate whether the telecommunications system should be operated as a revenue source or on a pass-through basis.

Contract amount is \$85,000. An Oregon firm, not included among the three firms initially interviewed, was subsequently interviewed but not selected. The committee voted to recommend approval of the contract to full Council.

### **5. Public art program**

Councilor Knowles reported Metro will receive a \$50,000 grant from the National Endowment for the Arts to support the first phase, collaborative part of the art program. Six artists/artists teams have been selected to work as part of this effort and are charged with (1) developing proposals for art they would produce for the building, with emphasis on art utilizing items budgeted as part of building construction (such as plaza

landscaping); and (2) recommending sites for art that would be developed by other artists selected through open competition.

Councilor Waker asked how much money will be spent on the proposal/design phase. Councilor Knowles answered about \$100,000. Councilor Gardiner asked whether there was a conflict between Council's decision at the time of adopting the 1% for art ordinance to exclude performing arts, and the presence of a composer on the team of collaborating artists. Councilor Knowles responded that Council's intent was to preclude transitory, one-time performance art. The composer would be contributing skills in sound to aid other artists in achieving goals for creating a sense of place and of privacy in the convention center. Councilor Waker offered the example he likes of an outdoor fountain in the Seattle center with water, light and music.

Councilor Knowles reported that the committee is close to recommending two new advisory members, one from Washington and one from Clackamas counties, to respond to the convention center committee's desire for representation from outlying counties in the art selection process. Appointments will be made by the Executive Officer.

Councilor Van Bergen asked how much would be spent on art by the collaborative artists versus artists chosen in open competition. Councilor Knowles said a substantial amount would be reserved for the open competition. Tuck Wilson suggested his sense that about \$100,000 would be provided for this purpose.

## **6. Oregon Tourism Alliance**

Kim Duncan reported little development. Next meeting of the full Alliance is October 9, by which time it is hoped that all seven counties in the Alliance will have held the first of their two meetings required by statute, in which they will produce a long list of projects from which the Alliance will choose and craft a regional strategy.

Also underway is a survey of marketing efforts and resources in the participating counties.

Metro will host the November 16 all-day meeting in Council Chambers of the Trade & Economic Development Committee, which produced the bill granting the convention center its \$15 million. The committee is coming to get a complete report on the convention center, including a tour of the site and meetings with key players.

Tuck Wilson reported that an area set aside for tourism promotion in the convention center has yet to be programmed. This will be done in connection with the OTA marketing committee, chaired by Councilor Ragsdale. He also reported

that Metro is participating in the mayor's committee on marketing Portland.

**7. Other**

Councilor Knowles asked whether consideration was being given to creating a state-of-the-art recycling system in the convention center. Councilor Waker said he would bring this up with ACDC.

The meeting was adjourned at 5:05 pm.

Next meeting

Unless the committee decides otherwise, the next meeting will be 4 pm Tuesday, September 22, prior to the full Council meeting that evening.