



# METRO

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## MINUTES

Metro Council Convention Center Committee

Thursday September 10, 1987

The meeting was called to order at 4 pm by Councilor Ragsdale.

Present:

### Committee Members

### Staff

#### 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

Narron 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

Councilor Mike Ragsdale, Chairman  
Councilor Larry Cooper  
Councilor David Knowles  
Councilor George Van Bergen

Tuck Wilson  
Kim Duncan  
Neil McFarlane  
Ray Phelps  
Jan Schaeffer

### Other

Lee Fehrenkamp  
Councilor Jim Gardiner  
Dan Huberty  
Charles Johnson  
Dorothy Lyon  
Cathie Shelton

## PROCEEDINGS

### 1. Minutes

Minutes from meetings August 13 and 27 were approved with three corrections to the August 27 minutes to accurately represent Councilor Gardner's participation.

### 2. Property acquisition issues

After discussion in executive session, the committee voted to recommend full Council approval of a final offer for purchase of the Sears parcel. The committee also voted to reject an offer from Portland Towers.

Councilor Van Bergen stated he is concerned about street right-of-way ownerships, and whether upon vacation some property might revert to abutting owners. Dorothy Lyon said all

properties have been checked twice, with no such problems identified.

### **3. Rose City Plating environmental audit**

Tuck Wilson reported the findings of Rittenhouse-Zeman, soils consultants, that soils under Rose City Plating might be contaminated with residue from the plating operation. Their preliminary estimate for further assessment was \$47,000. An RFP was sent out last week, five firms sent proposals, and three have been selected for interviews. The contract will come to Council September 22.

Tuck Wilson also discussed a communication from Roberts Motor Co. to PDC requesting Metro to add hold harmless and indemnification claims in its purchase contract related to any problems with hazardous waste. The letter referred to underground storage tanks. Staff is consulting legal counsel to determine who is responsible for clean-up, and the role of the federal Superfund.

The committee concurred that Metro should not provide such indemnification. Councilor Ragsdale suggested trying to obtain disclaimers to protect Metro, an increasingly common practice, he said, in the industry.

Councilor Ragsdale suggested adding the Roberts evaluation to the Rose City work scope. Tuck Wilson said this would be done, and that verbal proposals for this element of work would be requested as part of the interviews.

PDC has been asked for information on any other potential environmental problems.

### **4. Design review**

Dan Huberty provided a quick overview of changes since schematic design:

- Glass walkway replacing canopy; gives signature for the two lobbies
- Redesign of the exiting stairs to the terrace to tuck below the glass window band
- Plaza reserved for suggestions from artists
- Building comfort assumptions have changed to increase comfort
  - Design temperatures up from 75 degrees inside when outside temperatures are 86 degrees or less, to 72 degrees when outside temperatures are 90 degrees or less

- Increasing outside air intake throughout the center to 15 cfm/person to clear smoke

Tuck Wilson explained the architects will be back October 29 at the conclusion of design development. Meetings in design forum 4 will be scheduled at that time.

Councilor Ragsdale questioned how to involve users to make sure the building we design really works. Tuck Wilson reported that a half dozen meeting planners are coming next week from around the country to advise the architects, as provided for under the GPCVA interim contract. Cathie Shelton pointed out that more were invited than could come, thus extending the impression that we listen to a broader audience than will actually participate.

#### **5. Marketing contract - E-R Commission**

Tuck Wilson mentioned, as background, the recommendations of Laventhol & Horwath for a strong marketing presence at the center to support and augment the GPCVA effort. As a result, staff developed a draft contract for an annual amount of \$225,000, providing for three Commission staff people, advertising, and materials and services.

Lee Fehrenkamp explained the contract grew out of numerous conversations with Tuck Wilson and Rena Cusma even before the Laventhol & Horwath findings were released. He characterized the basic split of responsibilities between his staff and GPCVA such that the E-R staff markets regional and local events while assisting GPCVA on the national scene, such as by attending recently the American Society of Association Executives conference/trade show in New York.

Two of the new positions will be marketing/sales people, one to coordinate national convention center sales support and the other devoted to regional and local efforts; the third position is clerical support. He said they will need to expand in event services staff as opening approaches. He named Cathie Shelton, currently marketing director for the Coliseum, as his appointee to the new marketing director position for the convention center.

Councilor Gardner questioned whether the period of the E-R contract corresponded to GPCVA's; Tuck Wilson answered this is so, if the GPCVA contract is extended after the initial 90-day period.

Councilor Ragsdale questioned ultimate decisionmaking authority on theme, concept, and design of advertising materials. Lee Fehrenkamp answered GPCVA has the advertising agency, and that he would go along with GPCVA's good ideas. The result will be a blend of efforts of the Coliseum staff and GPCVA.

Tuck Wilson elaborated that GPCVA has the lead role, in consultation with Coliseum staff. Marketing staffs of both agencies will meet regularly to coordinate and control costs. Both contracts will be administered by Metro; our staff will attend meetings periodically.

Cathie Shelton mentioned that GPCVA is establishing an advisory committee for an agency review. Membership will include the Coliseum staff, Metro and interested others.

Councilor Ragsdale reiterated his desire to provide a mechanism for resolving disputes that may arise over creative materials. He questioned whether collateral materials for markets of the two contractors are the same. Lee Fehrenkamp answered that there are strong similarities, but some differences, between markets for trade shows and for conventions. Cathie Shelton said she could not foresee the need for two agencies.

Charlie Johnson explained an additional view on the distinctions between the roles of GPCVA and the Coliseum staff. GPCVA will produce marketing pieces and generate leads in the national market. Coliseum staff will assist GPCVA in sales and will not only sell but assist the promoters of individual events to promote these events.

Lee Fehrenkamp summarized: During first couple of years especially, the two agencies' efforts will run in parallel. GPCVA's approach will be more shotgun, the Coliseum staff's more rifle-shot.

Councilor Ragsdale said the committee would consider further by the next meeting whether additional language is needed to delineate responsibilities for approval of creative design on advertising and collateral materials.

Councilor Cooper questioned whether it is appropriate to have Metro logo on these materials. His concern relates to ongoing difficulties Council has in getting Metro logo on zoo materials. Jan Schaeffer suggested considering appropriateness of the Metro logo on a piece-by-piece basis. She has reviewed 50 or so examples of one-page magazine-insert advertisements from convention centers nationally, none with government identification; newsletters, on the other hand, always identify their government affiliation. Councilor Knowles said this is a major policy issue. Councilor Ragsdale said it would be dealt with later.

Councilor Van Bergen questioned whether the \$225,000 total is an appropriate figure, large enough to do the job. Councilor Ragsdale questioned especially the \$75,000 for advertising. Tuck Wilson responded it is related to recommendations in the Laventhol & Horwath report. Lee Fehrenkamp explained the projected costs are not specific but are in the right range.

Charlie Johnson stressed that the GPCVA/Coliseum staff relationship is and should be complementary, not duplicative as in some other cities.

Councilor Van Bergen also questioned whether the work under this contract, and under the GPCVA contract, duplicates efforts of, for example, the Clackamas County Chamber of Commerce and its component groups. Councilor Ragsdale responded that, through the Oregon Tourism Alliance, an effort was being launched to inventory all such activities and that, until completion of this work, the Councilor's question cannot be answered.

Discussion followed of whether the travel budget also might be too low.

The committee will have another opportunity to review the proposed contract at its next meeting Tuesday, September 22.

#### **6. Pro-forma study (draft)**

Charlie Johnson explained briefly his study, which concluded that order-of-magnitude projections for the operating pro forma are reasonable, and that the \$2 million from hotel-motel tax revenues should be sufficient to cover marketing and operating costs. In the fifth year of operation [the "year of stabilization"], the projected operating fund requirement is \$850,000. Joint operation of the convention center and other E-R facilities would save \$300,000, through elimination of six upper level positions and some marketing positions. [These calculations do not consider the impact of the E-R Commission's Performing Arts Center.]

The study suggests creating a \$5 million reserve for capital improvements and renovations, to be built through a \$150,000 contribution each year.

The start-up would be more cash-intensive. In year one, assuming separate operations and including the reserve-fund contribution, costs would be \$1,348,000.

Councilor Ragsdale asked how these findings accord with our earlier projections. Tuck Wilson responded that we had estimated \$750,000 for year one compared to L&H's \$905,000 [subtracting the capital fund contribution and the separate operation \$300,000 penalty].

Councilor Ragsdale asked Councilor Cooper to meet with Charlie Johnson to discuss the draft study, and then to report to the committee.

#### **7. Regional commission**

This item on the agenda was not discussed.

#### **8. Oregon Tourism Alliance**

Kim Duncan reported OTA is moving now but remains a fragile organization. An inventory of tourism marketing efforts in the eight-county area is underway. By the next meeting of full OTA October 9, each of the counties will have held the first set of required hearings, which will produce the master list from which regional strategy projects will be selected.

She also reported that Metro's research and development program is planning its annual conference November 6 to focus on tourism and regional economic development. Governor Goldschmidt will be keynote speaker. The conference will be an informational forum for local government officials and staff and will not focus on the substance of OTA efforts.

Councilor Ragsdale asked if other OTA subcommittees have met, in addition to the marketing subcommittee, which he chairs. Kim Duncan replied that the administration subcommittee had decided not to meet until raw data was on the table following the October 9 general meeting.

#### **9. Next meeting**

The committee will meet before the next full Council meeting, which will be Tuesday, September 22, rather than the Thursday of that week.

#### **10. Other**

Tuck Wilson explained that he will present a project status report to full Council at their meeting that evening.

The meeting was adjourned at 5:35 pm.