



# METRO

2000 S W First Avenue  
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## MINUTES

Metro Council Convention Center Committee

Tuesday, November 24, 1987

The meeting was called to order at 4:05 pm by Councilor Ragsdale.

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

Marion 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 Larry Cooper  
Councilor David Knowles  
Councilor Mike Ragsdale  
Councilor George Van Bergen  
Councilor Richard Waker

### Staff

Tuck Wilson  
Sandy Bradley  
Neil McFarlane  
Jan Schaeffer

### Other

Charles Ahlers  
Spence Benfield  
Executive Officer Rena Cusma  
Lee Fehrenkamp  
Robert Ford  
Councilor Jim Gardiner  
Harriet Sherburne

## PROCEEDINGS

### 1. Minutes

Minutes of the meeting 11/12/87 were approved.

### 2. Wrap-Up Insurance.

Ray Phelps discussed the status of the wrap-up insurance study. A consultant, Don Waddell, has been hired to do an independent review of the appropriateness of wrap-up insurance for the convention center project. Councilor Ragsdale requested copies of the report to be distributed to the Council committee.

### 3. Design Development.

Harriet Sherburne of the Advisory Committee on Design and Construction (ACDC) reviewed the design development status. Since the schematic design phase ended in July, the architects have been working on detailed design. At the conclusion of this, new "takeoffs", or building measurements, were made of all the spaces in the building.

It was shown that the building had gained square footage, and this contributed to an increase in the estimated construction cost. The architects and the rest of the design team revised the design, without affecting either aesthetic quality or function, to keep within the \$52 million construction budget. Design changes to achieve the budget balancing included lowering the assumption about maximum number of people in the building at one time, estimated now to be 10,000 people, to achieve a commensurate reduction in heating/cooling requirements.

The other major change was the addition of two pairs of columns within the exhibit space. ACDC reduced this to one pair, which may be removed if bids come in low. ACDC also recommended a reduction of total building square footage from about 508,000 square feet to 500,000 square feet, achieved by taking space from the ballroom lobby area and a slice off one exhibit hall. The reduction has no significant effect on building function.

Councilor Ragsdale invited Lee Fehrenkamp to comment on the recommendations of ACDC. Lee Fehrenkamp said he prefers no columns and hopes that the columns can be removed with a suitable bid. He indicated he was pleased with the way in which the building cut in size was accomplished, which maintained the width at the narrowest point of the prefunction space. He said the ballroom lobby will still work.

Councilor Knowles questioned why the estimates by Turner and ZGF differed. Harriet Sherburne explained they result from a check and balance system seeking separate estimates from the two consultants, each of whom use their own sources and do their own take-off calculations, resulting in differences in quantities and unit cost. She said the overall difference between the two bids amounts is insignificant at the level of detail of this estimate. Councilor Van Bergen reiterated concern about the differences in estimates and the discussion continued.

Harriet Sherburne reported ACDC's recommendation to the Metro Council to accept the design development documents. The architects' presentation to council is scheduled this evening; a revised schematic design development report, incorporating comments from the Council if any, will be presented to Council for final action on December 10.

Councilor Van Bergen asked if there will be changes in the numbers between now and the 10th. Tuck Wilson answered in the

negative. The councilor made reference to a letter from Felicia Trader suggesting that the convention center project's responsibilities for off-site costs had risen \$1/2 million. Councilor Waker indicated his unwillingness to contribute additional money toward off-site improvements. Councilor Ragsdale said that when Council acts on December 10 to endorse the overall project budget, which includes \$2.4 million for off-site, they will have indicated unwillingness to pay more money.

Councilor Ragsdale said he appreciated an opportunity to meet with Tom Walsh, Harriet Sherburne, Rena Cusma and Councilor Waker in a preview session prior to the committee meeting.

#### **4. GPCVA Marketing Contract.**

Charles Ahlers presented his document supporting a \$550,000 expenditure for marketing by GPCVA between now and the end of the fiscal year. The amount brings the total marketing budget for GPCVA to \$750,000 in the current fiscal year, an amount suggested earlier by the Laventhol and Horwath study.

Charles Ahlers expressed pride in his report for being succinct and for fully disclosing all expense projections. He said it had been brought to his attention, under the category convention promotion, that the term "unscheduled travel" was not sufficiently specific. He will substitute the term "unscheduled sales/trips." Mr. Ahlers walked through the document explaining projected expenses in each category, including sales, service, advertising, and public relations.

Advertising, he explained, refers to paid advertising in national trade publications and direct mail to the top 350 leads. Market research is also included to allow tracking the effectiveness of the advertising. The major purpose of the marketing and advertising is to establish a national identity for the Oregon Convention Center. Marketing materials also must overcome skepticism that the building will be built on time.

Mr. Ahlers mentioned goals. He anticipates 45 tentative convention center reservations for the period 1990-1993. Sixteen of these will be confirmed over the next 6 months. These will generate a substantial economic impact. Councilor Ragsdale said that Karen Whitman and Charles Ahlers need to meet to discuss the possibility of direct representation for Metro on the GPCVA board rather than an ex officio role, as is presently the case.

Councilor Ragsdale also questioned whether joint marketing with Seattle is a good idea. Charles Ahlers answered it is good for promoting tourism, referring to the Northwest Playground promotion currently underway. It is not suitable for

facilities. The convention sales business requires rifle shot technique and we must aim directly at our specific candidate users.

#### **5. Appointments to MERC.**

Rena Cusma reviewed her list of seven appointees to the new regional commission. Councilor Cooper expressed some concern about Ben Middleton. Ms. Cusma explained that Ben Middleton was a recent appointee named when another candidate declined. She stated that Mr. Middleton was rated tops by many of the references that she contacted, and because he is a CPA she feels he will provide particular expertise the commission otherwise would not have. Councilor Cooper said he would talk further with the Executive Officer about this.

Councilor Van Bergen questioned whether the candidates all live within the Metro district. Mr. Elardo, he pointed out, lives in Aurora, which is outside the district. The Executive Officer said this would be checked.

#### **6. Lloyd Center Property Acquisition Update.**

Tuck Wilson had distributed a letter and draft deed of transfer from the City. Councilor Van Bergen requested a report from Metro's counsel regarding the wording and to examine whether Pat LaCrosse, PDC director, in fact has the authority to grant the deed. He also was curious about the meaning of certain language in the contract such as "intended" and "fee simple" and the language of the reversion clause.

Tuck Wilson agreed the draft does not include the language of the original grant and that the Metro counsel ought to sort this out with a PDC attorney. It is our goal, he said, that PDC should convey to Metro what they received originally from the Lloyd Corporation. A report from Dan Cooper will be discussed on December 10.

The meeting adjourned at 5:25 p.m.