

MINUTES OF THE COUNCIL ZOO COMMITTEE
OF THE METROPOLITAN SERVICE DISTRICT

May 5, 1988

Council Chamber

Committee Members Present: Sharron Kelley (Chair),
Larry Cooper (V. Chair),
Mike Bonner, Corky
Kirkpatrick

Committee Members Absent: Tom DeJardin

Chair Kelley called the meeting to order at 4:06 p.m.

1. Consideration of Minutes of April 7, 1988

Motion: Councilor Cooper moved, seconded by Councilor Bonner,
for approval of the minutes.

Vote: Councilors Bonner, Cooper and Kelley voted aye.
Councilors DeJardin and Kirkpatrick were absent. The
vote was unanimous and the motion passed.

2. Review of the Aquarium Feasibility Study, Phase I

Chair Kelley said the Council Zoo Committee would need to consider Phase I of the Aquarium Study. Chair Kelley said the Committee had reviewed the Proposed Portland Aquarium--Market and Financial Feasibility Analysis, August 1987, prepared by Economics Resource Associates for the Portland Development Commission (PDC). Chair Kelley said the Committee would report to the Council, and the Council could then approve or not approve the \$25,000 required for the Phase II study.

Mr. Bruce Allen, PDC, distributed "Portland Aquarium Study Summary of Process and Findings" to the Committee. Mr. Allen said the PDC had been asked to participate in the aquarium analysis by Commissioner Mike Lindberg, City of Portland, and then-acting Zoo Director Gene Leo. Mr. Allen reviewed the experts hired and criteria used for the study. He said the study was the most comprehensive study of its kind done to date. He said the study identified market support and budget and siting criteria. Mr. Allen said also to be considered were space needs, growth and the economic impact on the community.

Ms. Sherry Sheng, Zoo Director, said the feasibility study was the most thorough study she had read. Items that would need to be

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considered, Ms. Sheng said, were proposed admission fees; projected tourism visits; site analysis and selection; market research; and the decision process which would lead to Phase III.

Councilor Bonner asked what had been the criticisms of the economic assumptions in the Phase I study. Mr. Allen said he did not know the issues specifically, but noted that Presiding Officer Mike Ragsdale had a volunteer economist, Mr. John Hall, from Portland State University, who had questioned the quoted admission price. Mr. Allen said the admission price had been projected in 1991 dollars and in the range of other admissions. He said the multiplier number used was a commonly-used technique. Mr. Allen said the next study would clarify the issues further. Ms. Sheng said, based on her experience in Seattle, that the projected figure was accurate. Ms. Sheng said the sample size could be increased from 300 to 400 for increased accuracy. She said Seattle had conducted a 500 to 600 sample survey. Ms. Sheng said the economic analysis done was based on the assumption that the aquarium would be self-sufficient. She said the Seattle Aquarium was subsidized by the city. The aquarium in Monterey was funded privately by a foundation.

Mr. Dan Hagerty, Friends of the Zoo, said the Monterey aquarium netted \$8 million above costs in their last fiscal year. Councilor Cooper asked how the proposed Portland aquarium could compete with the Newport aquarium. Ms. Sheng said the Newport facility was quite different from the proposed Portland facility. She said the Newport facility was half zoo and half aquarium and also had nature trails spread over 17 acres.

Chair Kelley discussed recommendations the Zoo Committee could make. She asked if public versus private funding would be investigated. Chair Kelley said debate over proposed zoo admission fees was moot until after all funding options had been explored. The Committee and staff agreed that more information was needed before the issue was placed on the ballot. Mr. Allen said a detailed study would be needed of what the Phase II study would provide. Mr. Allen discussed the costs of itemized cost estimates, consumer surveys, and a financial plan. Mr. Allen said the PDC on behalf of Metro and the City of Portland would contract with other parties to do the study. He said the Council Zoo Committee would make the ultimate decision.

Chair Kelley said the Committee preferred to make their recommendation to the Council in June; therefore, work requested would need to be done at that time. She added that Metro was lucky to have Ms. Sheng on board because of her expertise in the aquarium field. Chair Kelley suggested appointment of a short-term task force; then a public hearing could be held; and then the Committee could forward recommendations to the Council. Councilor Kirkpatrick concurred, and said the workplan would need to show the results and not just the elements.

Chair Kelley said the Council would need a recommendation in order to know how the \$25,000 would be used, and what the end analysis of the study would be. Chair Kelley thanked Mr. Allen and Ms. Sheng and asked them to provide a more fully detailed scope of work.

3. Report on Africa Exhibit, Phase III, Concept Development

Consideration of Resolution No. 88-920, for the Purpose of Awarding a Contract to Guthrie Slusarenko & Associates for the Design and Construction of Phase II of the Africa Exhibit

Ms. Sheng gave the Committee an update on the project. She said the Zoo had followed set Metro guidelines and had advertised and interviewed various architectural firms. Ms. Sheng said the Selection Committee was comprised of herself; Mr. Dennis Pate, General Curator; Mr. Allan Goff, Facilities Manager; Mr. Kay Rich, Assistant Zoo Director; Mr. Neil Saling, Construction Projects Manager; and Mr. Mike McNamara, Friends of the Zoo. Ms. Sheng said the Selection Committee discussed the competency of the project manager to be assigned; the competency of the members on the proposed design team; DBE and WBE goals; creativity; and commitment to the project. Ms. Sheng said Guthrie Slusarenko & Associates (GSA) best fulfilled the criteria the Selection Committee proposed, and that they had built the Alaskan exhibit and had done the initial masterplan for the Zoo.

Chair Kelley asked about the discrepancy in the contracted amount and the amount in the contract itself. The Committee and staff discussed the stipulated figures. Ms. Sheng said the other contractors interested in the project did not have sufficient expertise on zoo-related projects.

Councilor Kirkpatrick proposed an amendment to the fourth "Whereas" of the Resolution and added all paperwork should be in order and all information available to the Council.

Motion to Amend: Councilor Kirkpatrick moved, seconded by Councilor Cooper to amend the fourth "Whereas" of Resolution No. 88-920 to read, "have the most qualified and economic contractor."

Vote on Motion to Amend: Councilors Bonner, Cooper, Kelley and Kirkpatrick voted aye. Councilor DeJardin was absent. The motion passed unanimously.

Main Motion: Councilor Kirkpatrick moved, seconded by Councilor Cooper to recommend adoption of Resolution No. 88-920 to the Council as amended.

Vote on Main Motion: Councilors Bonner, Cooper, Kelley and Kirkpatrick voted aye. Councilor DeJardin was absent. The motion passed unanimously.

4. Consideration of a One Percent for Art Program for the Zoo Education/Administration Building

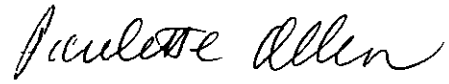
A memorandum from Executive Officer Rena Cusma explained that Ordinance No. 87-215 established a one percent for art program applicable to Metro projects that exceeded \$100,000 in construction costs. The memorandum explained that under Resolution No. 87-717, "the Executive Officer shall appoint and the Presiding Officer concur in the selection of the members and designate a chairperson of the Advisory Committee." Candidates submitted for the committee were Councilor Tom DeJardin; Ms. Jane Hartline, Zoo Marketing/Public Relations Manager; Mr. Ned Vaiboda, Project Architect; Ms. Delores Winningstad; and Ms. Ann Storrs, Metropolitan Arts Commission.

Motion: Councilor Kirkpatrick moved, seconded by Councilor Cooper, to approve the above-named Advisory Committee.

Vote: Councilors Bonner, Cooper, Kelley and Kirkpatrick voted aye. Councilor DeJardin was absent. The motion passed unanimously.

Chair Kelley adjourned the meeting at 5:16 p.m.

Respectfully submitted,



Paulette Allen, Clerk
ZPC88.126