



**METRO COUNCIL RETREAT**  
Meeting Minutes  
September 10, 2015  
Portland EXPO Center, Room D120

Councilors Present: Council President Tom Hughes and Councilors Shirley Craddick, Kathryn Harrington, Bob Stacey, Carlotta Collette, Sam Chase and Craig Dirksen

Councilors Excused: None

Staff Present: Martha Bennett, Alison Kean, Ina Zucker, Andy Shaw, Noah Siegel, Tim Collier, Kathleen Brennan-Hunter, Amy Croover, Alexandra Eldridge, Beth Cohen, Colin Deverell, Ramona Perrault, John Williams, Nikolai Ursin, Matthew Rotchford

Also Present:

Council President Hughes noted a quorum was present and called the council retreat to order at 1:36 p.m.

**1. INTRODUCTION AND BACKGROUND**

Portland EXPO Center Director, Matthew Rotchford, welcomed the Metro Council and provided a few updates on upcoming events at EXPO as well as a recap of the PDX Drive-in Movie Spectacular! events over the summer months.

Ms. Martha Bennett provided an overview of the agenda and noted that the purpose for the retreat was to discuss upcoming work and funding strategies based on the Council's priorities. Ms. Bennett added that the Council would go over a public opinion piece that Metro had conducted over the summer as well as look at upcoming major events and elections in the next few years.

**2. ELECTION CALENDAR**

Mr. Andy Shaw, Metro staff, provided an overview of upcoming election calendars, noting jurisdictional, region-wide, gubernatorial, and presidential races and potential ballot measures or levies that may be referred to the voters.

**3. OVERVIEW OF RESEARCH**

Mr. Noah Siegel, Metro staff, summarized a public opinion research project that was conducted through Winning Mark consulting firm this summer. The research was focused on community values and beliefs and was conducted through telephone polling of registered voters (both landline and cell phones) and focus groups in the three counties. Mr. Siegel noted the representative mix of participants in age, gender, education, partisanship, homeownership, race, affluence, and period of residency in the region, among other things. Mr. Siegel briefly touched on research results, highlighting the following:

- Overall Metro strengths and vulnerabilities
- Favorability by county
- Community priorities (high and low)

Mr. Siegel introduced Mark Wiener of Winning Mark, to answer Council requests about the research as well as provide any other context or background on the results. Councilors discussed the research, agreeing with the results and relating it to what they hear directly from constituents in their own districts. Mr. Wiener noted the importance of balance and providing the community with options, when discussing programs or projects. Councilors discussed interest in affordable housing and natural areas, potential funding sources, and funding partner requests that Metro has recently received.

**4. BREAK**

**5. MISSION CRITICAL EXERCISE AND DISCUSSION**

Ms. Bennett led a mission critical exercise using the community engagement and public opinion research results to determine next steps on Council priorities relating to natural areas and transit.

**6. WRAP UP AND NEXT STEPS**

Due to time restraints, Ms. Bennett moved the Council to discuss next steps and provide feedback on the retreat. Councilors responded that they wanted to more time for discussion, enjoyed the guest speaker, and noted that additional work and research was needed before they could move forward with direction. Ms. Bennett agreed and noted that a follow up retreat could be held in late fall for future discussion and work.

**7. ADJOURN**

Seeing no further discussion, Council President Hughes adjourned the Council retreat at 4:38 p.m. He also noted that the executive session previously scheduled (pursuant to ORS 192.660(2)(f), to consider information or records that are exempt by law from public inspection) had been cancelled and would not be held directly after the retreat, as originally noticed.

Prepared by,



Alexandra Eldridge, Regional Engagement & Legislative Coordinator

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF SEPT. 10, 2015**

<b>Item</b>	<b>Topic</b>	<b>Doc. Date</b>	<b>Document Description</b>	<b>Doc. Number</b>
1.0	Handout	09/10/2015	Revised agenda	091015c-01
1.0	Handout	09/10/2015	PDX Drive-In Move Spectacular Recap & EXPO calendar	091015c-02
3.0	Presentation handout	09/10/2015	Community values and beliefs: Summary of research results	091015c-03