

**J. Scott Andrews**  
Commissioner Chair

**Aneshka Dickson**  
Commissioner

**John C. Mohlis**  
Commissioner

**Steven Straus**  
Commissioner

**Charles A. Wilhoite**  
Commissioner

**Charlie Hales**  
Mayor

**Patrick Quinton**  
Executive Director

This document represents the official meeting record of the October 8, 2013, Portland Development Commission (PDC) Board of Commissioners (Board) Meeting held at 222 NW Fifth Ave., Portland, OR 97209. The full video recording of this meeting can be found at: <http://www.youtube.com/watch?v=JlG1d2B0yNU&feature=c4-overview&list=UUxXKnmpwO4bSn0JNszjhSRw>.

## 1. Call to Order and Roll Call

Chair Scott Andrews called the meeting to order at approximately 3:04 p.m. Ms. Gina Wiedrick, Board recording secretary, called the Board roll:

Chair Scott Andrews	PRESENT
Commissioner Aneshka Dickson	PRESENT
Commissioner John Mohlis	PRESENT
Commissioner Steven Straus	ABSENT
Commissioner Charles Wilhoite	ABSENT

## 2. Commissioner Reports

### Chair Andrews

- On September 17, introduced Mayor Charlie Hales at the Lloyd Superblock groundbreaking event.
- On October 3, spoke at the Eastside Exchange grand opening celebration.

### Commissioner Mohlis

- On October 3, also attended the Eastside Exchange grand opening celebration.

## 3. Executive Director Patrick Quinton Report

- On October 7, had a meeting with past PDC Chair John Russell, currently with Russell Development Company, Inc., who mentioned that when he was Chair two of his main priorities were to get a Convention Center hotel built and have Burnside Bridgehead developed; he congratulated PDC for the progress made to date.
- On October 3, attended the Eastside Exchange grand opening celebration.
- On September 13, spoke at the Daimler announcement of their \$150,000,000 expansion of their North American headquarters in Portland that will include hiring 400 new employees.
- On September 16, Viewpoint Construction Software (also known as Coaxis) announced their expansion and hiring plans; they are participating in PDC's Portland Enterprise Zone and E-Commerce programs.
- On September 17, attended the Oregon Entrepreneurs 2013 Tom Holce Entrepreneurship Awards; one of the winners, Wildfang, a start-up apparel company in the eastside, sat at the PDC table.
- On September 24, attended the Urban League Annual Equal Opportunity Day Awards Dinner.
- On October 1, Greater Portland Inc (GPI) held their sixth annual Economic Summit.

- On October 4, PDC sponsored and Executive Director Quinton moderated a panel at the Portland Design Festival. <http://portlanddesignfestival.org/>
- On October 4, met with Montbell delegation (Japanese-owned apparel company). PDC provided a Storefront Improvement Grant and site selection assistance for a new store in Portland opening on October 18; Montbell has another location in Boulder, CO.
- On October 3 – 6, PDC staff Stephen Green, Sr. Business Development Coordinator, and Katherine Krajnak, Sr. Project/Program Coordinator, attended the Focus 100 conference in New York City; its aim is to increase diversity within technology fields. This will tee up PDC's next start-up challenge of 2014, focused on women- and minority-owned start-up businesses.
- On October 8, PDC is co-hosting the NW Manufacturing Supply Chain Conference.
- On October 9, speaking at the CleanTech Open competition for the northwest region, which is being hosted at PDC. CleanTech Open runs the world's largest clean tech accelerator. Two previous winners are from Portland: Puralytics won the National competition in 2010 (first non-Bay Area winner), and Indow Windows won a National Category in 2011.
- On September 18, Vanessa Keitges, President and CEO of Portland-based Columbia Green Technologies, named to President Obama's Export Council.
- Reminded everyone to check out the We Build Green Cities brand by going to the website <http://www.webuildgreencities.com>.
- PDC is accepting nominations to the Central City Budget Advisory Committee; go to <http://www.pdc.us/for-partners/public-participation/uracs/central-city-budget-advisory.aspx> for more information and to apply. Nominations close on October 31, 2013, at 5:00 p.m.
- On September 20, played in and his team won the annual PDC Les Prentice golf tournament; Chair Andrews won the long drive competition.
- Highlighted one employee changing responsibilities:
  - Laura Alsenas, promoted from Business Finance Office to Senior Business Finance Officer in the Real Estate & Lending team.

Chair Andrews reported that at the GPI event of October 1, GPI gave the Regional Collaboration Award to the City of Portland (City) and PDC for being an early and consistent supporter of regional economic efforts. He also stated that Daimler is the third international company to name Portland as its long-term United States headquarters since he has been on the Board; the others are Iberdrola and Vestas.

#### **4. Meeting Minutes**

Chair Andrews called for a motion to approve the August 20, 2013, Board meeting minutes. Commissioner Dickson moved and Commissioner Mohlis seconded the motion.

Chair Andrews called for a motion to approve the September 13, 2013, Board meeting minutes with the following amendment:

- Page 4, last paragraph, first sentence, delete "the appearance of a" and replace with "a potential."

Commissioner Mohlis moved and Commissioner Dickson seconded the motion.

AYES: Andrews, Dickson, Mohlis  
NAYS: None

**5. Public Comment for Items Not on Agenda**

No public testimony was presented.

**REGULAR AGENDA**

**6. Information Item: Update on the Old Town / Chinatown Five-Year Action Plan**

PDC staff presenting this item:

*Lew Bowers, Central City Division Manager*

*Sarah Harpole, Sr. Project/Program Coordinator*

The Old Town / Chinatown Five-Year Action Plan (Action Plan) is a comprehensive community development initiative to create a vibrant, economically healthy neighborhood in Old Town / Chinatown. Implementing the Action Plan will require collaboration among public, private sector, and non-profit partners. The Action Plan will serve as a roadmap, identifying existing key challenges in the neighborhood and prioritizing appropriate objectives and actions in response.

Staff anticipates presenting the Action Plan and preliminary recommendations for an Old Town / Chinatown district toolkit to Portland City Council in December.

Ms. Harpole stated that she has three partners present that wanted to address the Board.

Lynnae Berg, Executive Director of [Downtown Portland Clean & Safe](#) and Vice President of Downtown Services for the [Portland Business Alliance](#). Ms. Berg stated that both organizations have worked with PDC on Old Town / Chinatown issues for many years and feel committed to this area and see it as an integral part to the central city's vitality. She spoke regarding the various programs and initiatives they have been involved in and the work being done in the Old Town /Chinatown district.

Chair Andrews asked the following questions:

- How long has the Old Town / Chinatown Night Life District initiative been going on? Ms. Berg responded that it is in its sixth week, adding that the original ordinance approved a pilot project that expires on October 27, 2013. They will be presenting to City Council next week to report on the initiative's accomplishments.
- Is funding provided by Clean & Safe or property owners? Ms. Berg responded that the City is currently providing funding, but upcoming conversations will need to address where future funding will come from.

Mike Boyer, Crime Prevention Coordinator, [Office of Neighborhood Involvement](#), assigned to the Old Town / Chinatown neighborhood. Mr. Boyer stated that this is the most complex neighborhood assignment. Expressed his appreciation to PDC for considering the opportunities presented for this district and is excited about being a part of this effort and seeing it implemented.

Patrick Gortmaker, [Kalberer Company](#), and Co-Chair of the Old Town / Chinatown Community Association Land Use Committee. Mr. Gortmaker expressed his excitement about the collaboration mentioned in Ms. Harpole's report stating that it is promising and exactly what this neighborhood needs, but noted that the Community Association needs more time to review the plan. Mr. Gortmaker felt that there is one key issue that this plan does not address: balance of housing inventory. He asked

the Board and the City to fund the type of housing needed in this district: workforce, student, and middle-income housing.

Chair Andrews called forward additional people to testify.

Lynn Longfellow, Executive Director, [Oregon Nikkei Endowment](#). Ms. Longfellow expressed her excitement about the plan and asked that the Board and staff take note of one aspect of the plan: the need for stronger emphasis on the recognition this neighborhood has built around two nationally-recognized historic districts. She expressed a desire for the district to thrive and grow, unlike Little Italy.

Jacqueline Peterson Loomis, retired professor emeritus of history from Washington State University. Ms. Loomis focused her comments on the need to involve both the Japanese-American and the Chinese-American communities in PDC's efforts and conversations regarding the needs and the future of the district.

Chair Andrews felt that this is a fantastic start and is excited about using this as a template for taking a look at some of the other districts where PDC has not been able to get projects off the ground as much as it would have liked. He noted that the multi-bureau approach is a different yet necessary way to move forward. Chair Andrews went on to list several great wins for the district plus some of the frustrating close-calls.

Commissioner Dickson stated that her business is new to the district and it is experiencing some of the trends presented today. She particularly likes the diversity and funkiness of it all but is noticing that with that there are challenges that make it difficult to run a business. Commissioner Dickson spoke in favor of the plan and the multi-bureau approach, and specifically called out the work that Clean & Safe does in the neighborhood.

Commissioner Mohlis stated that the multi-agency approach makes a lot of sense, and thanked the people who came to testify today, stating that projects/plans do not work without the involvement of the local people in helping move things forward. He spoke regarding the Old Town Lofts and its high occupancy rate, but the commercial space has not done very well but hopes that the opening of the Blanchet House and Bud Clark Commons will make positive changes to the surrounding area.

Executive Director Quinton stated that the cross-bureau collaboration is a long time coming and credit is owed to the mayor's office and their push for this. There is a need for more than PDC resources to generate the types of developments that are needed.

**7. Action Item: Authorizing the Third Amendment to the Disposition and Development Agreement with Vanport Partners, LLC, Allowing Condominium Owners at Vanport Square to Lease More Than 50 Percent of Their Unit's Space**

PDC staff presenting this item:

*Sara King, Neighborhood Manager*

*Bernie Kerosky, Sr. Project/Program Coordinator*

With this action the Board will authorize the Executive Director to approve the proposed third amendment to the Vanport Square Disposition and Development Agreement (DDA) which would allow condominium owners to lease more than 50 percent of their condominium space. If the lease on the

square footage above 50 percent of the total condominium space results in a designated surplus to the condominium owner, then the surplus will be shared with PDC as defined in the proposed amendment to the DDA.

Chair Andrews called Dan Brown forward to testify.

Dan Brown, Vice President of Product Development, [Cascade Energy](#). Mr. Brown spoke regarding the success of the company and their growth exceeding expectations, thus needing to lease more space. They are housed in two different locations, which is not ideal from a business standpoint; they are now the anchor tenant in the Eastside Exchange Building.

Chair Andrews asked when the New Markets Tax Credit expires. Mr. Kerosky responded 2018.

Commissioner Dickson asked who the next potential tenant might be, if anyone is lined up, and if there are any restrictions especially as it relates to the original intent of making it available for minority and women-owned businesses. Mr. Kerosky responded that he does not know and Mr. Brown would have to answer as to whether they have anyone lined up, but noted that being as that the Executive Director has to approve the new leases, staff could make sure that they were appropriate companies and hopefully fit the original model of the project. Ms. King added that now that PDC is involved with these transactions, it has the opportunity to have its business development officers work with the businesses looking to lease out their properties to connect them with businesses looking for space, and staff does make it a focus to reach out to women- and minority-owned businesses.

Commissioner Mohlis asked if the Board action would negatively affect project financing. Mr. Kerosky responded that this does not affect the cash flows on the New Market transactions.

Chair Andrews called for a motion to approve Resolution 7027; Commissioner Dickson moved and Commissioner Mohlis seconded the motion.

AYES: Andrews, Dickson, Mohlis

NAYS: None

Ms. King stated that there was someone in the audience that wanted to speak.

Jean Woolley, Vanport Partners, LLC. Ms. Woolley noted that there is another minority business in the building, Living Color, whose owners would like to retire but are locked to this transaction unless an adjustment is made. The project has been very successful and none of the businesses closed down during the downturn; this change in the agreement would give a little more flexibility to the businesses.

## **8. Action Item: Amending the Public Participation Policy**

PDC staff presenting this item:  
*Justin Douglas, Policy Manager*

With this action the Board will approve the amendment to the 2005 Public Participation Policy (Policy) to reflect PDC's current approach to public participation. Since the amended Policy provides replacing public participation methods for input previously provided by Urban Renewal Advisory Committees (URACs), this action will also replace the URAC Policy. The Policy has not been amended since 2005, and

this will be the Board's first action on public participation policy since the creation of the Portland Housing Bureau, the Board's and Portland City Council's adoption of the 2009 City Economic Development Strategy, and the 2011 Neighborhood Economic Development (NED) Strategy, and the Board's adoption of a new PDC mission and strategic plan in 2012. The updated Policy tailors PDC's public outreach and involvement to reflect both the agency's mission and its organizational capacity.

Moving forward, PDC's main approaches to solicit public participation will be as follows:

1. NED Leadership Group. The charge of this approximately 35 member group is to guide the implementation of the NED Strategy.
2. Central City Budget Advisory Committee. This committee, which is currently being assembled, will advise PDC during the budget development process, focusing on projects, programs, and activities in the Central City Urban Renewal Areas (URAs).
3. Citizen Advisory Committees. As they have done for many years, PDC staff will continue to create, manage, and staff one-time and ongoing citizen advisory committees to advise and inform PDC on significant projects and activities.

Mr. Douglas stated that PDC had received a letter from Brian Newman, who had been a member of the North Macadam URAC, who was unable to be present. Copies of this letter were passed out to the Board and attached to these minutes as Attachment A.

Chair Andrews called forward guests to testify.

Damien Hall, Chair, Oregon Convention Center (OCC) URAC. Mr. Hall had attended two meetings that PDC held with the Central City URACs to discuss and give feedback on the transition from a Central City URAC to a Central City Budget Advisory Committee. He added that there are mixed views but the main concern is that by centralizing the community involvement role, some of the local voice of the URACs might be lost. Mr. Hall understands the need to move towards this new model, but would like PDC to keep in mind that concern when organizing the new advisory committee and to allow for extensive public input. He further urged the Board to review progress in another year to ensure that the local voice has not been lost.

Chair Andrews thanked Mr. Hall for his efforts in the OCC, Executive Director Quinton, Mr. Douglas, and other staff who worked on these efforts stating that changing public participation is difficult but he is convinced that this approach will not limit participation but rather make it more efficient and satisfying. He added that the URACs were designed for the last economy, talking about projects moving forward, but since 2008 projects have been few and the URACs were mainly discussing programs and policy, and with the reduction in force, PDC cannot staff these URACs as it has. Chair Andrews stated that the NED Leadership Group does have approximately 10 members from Lents Town Center, Gateway, and Interstate Corridor URAs, and there will definitely be an opportunity for the public to comment on the URA budgets, and added that the Board will take Mr. Hall's suggestion to heart.

Commissioner Dickson stated that in her service on the NED Leadership Group, the committee does feel that it has a voice and an impact on what is going on, and one member felt that it would be good to have more members from the general public attend. She added that these meetings are open to the public and they do have the opportunity to voice their opinions and get involved.

Executive Director Quinton stated that is it challenging to reinvent public participation without it being perceived as limiting public participation and PDC will need to prove that. He added that the intent was not to eliminate but rather reinvent to better reflect the size of the organization and the work and the scale that it is doing. Executive Director Quinton added that the committees formed and being formed are substantive groups with real responsibilities, substantive conversations, and provide input on the work that PDC does. He also stated that the use of social media is a two-way street; not only is PDC putting information out, but it is receiving feedback real-time, adding that PDC is exploring ways to reach people who cannot attend evening or afternoon meetings yet have something valuable to add.

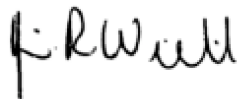
Chair Andrews called for a motion to approve Resolution 7028; Commissioner Dickson moved and Commissioner Mohlis seconded the motion.

AYES: Andrews, Dickson, Mohlis  
NAYS: None

## 9. Adjourn

There being no further business, Chair Andrews adjourned the meeting at approximately 4:44 p.m.

**Approved by Portland Development Commission on November 13, 2013**



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Gina Wiedrick, Recording Secretary



September 8, 2013

Chair Scott Andrews  
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Chair Andrews and Commissioners:

I have appreciated serving for 6 years on the North Macadam URAC, including the past year as co-chair. However, I submit these comments on the changes to URAC governance as an individual and not as a representative of the North Macadam URAC.

I understand the financial constraints facing PDC and the stated justification to change the urban renewal advisory committee structure and form a Central City Budget Advisory Committee. I am generally supportive of these changes and believe that they may ultimately improve the quality of the input we provide the Commission on budget priorities and projects across all central city URACs.

It is very important that the new committee receive in-depth briefing on the history and recent projects of each URAC before it begins work on the 2014/2015 budget. I suggest that the new committee attend full-day training with presentations on each URAC. Further, the new committee structure should be reviewed after it has worked on two budget cycles (rather than next summer) so enough time has passed to make informed changes to the committee membership and role.

OHSU hopes to remain involved in representing the unique interests of the North Macadam district by applying for a spot on the new Central City Budget Advisory Committee. We have enjoyed a strong partnership with the Portland Development Commission and we look forward to continuing this important work with the new committee.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brian Newman", is written over a horizontal line.

Brian Newman, Director  
OHSU Campus Planning, Development and Real Estate