

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: February 23, 2011

TO: Board of Commissioners

FROM: Bruce A. Warner, Executive Director

SUBJECT: Report Number 11-09
Appoint Mr. Lee Powell and Ms. Colleen Gifford to the Gateway Regional Center Urban Renewal Advisory Committee.

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

Adopt Resolution No. 6848

ACTION SUMMARY

This action authorizes the appointment of Mr. Lee Powell and Ms. Colleen Gifford to the Gateway Regional Center Urban Renewal Advisory Committee (URAC) for a term beginning February 23, 2011 through June 30, 2014.

As the Gateway Area Business Association (GABA) President and successful owner (34 years) of an insurance agency in the Gateway district, Mr. Powell is qualified to represent the district's business community as a regular organizational member.

As a Gateway resident, small business owner, Gateway Eco-District Steering Committee member, and member with area business associations, Ms. Gifford is qualified to serve the interests of residents within the district.

PUBLIC BENEFIT

Meaningful public participation helps promote democracy and civic engagement, builds public trust in government and enhances the Commission's credibility within the community. Effective public participation can improve the quality and effectiveness of Board plan decisions,

This action will support the following PDC goals:

- Strong Economic Growth and Competitiveness
- Sustainability and Social Equity
- Healthy Neighborhoods
- A Vibrant Central City
- Effective Stewardship over our Resources and Operations, and Employee Investment

PUBLIC PARTICIPATION AND FEEDBACK

The public is continually advised of the opportunity to serve on an URAC. As key stakeholders, PAC members and staff recruit potential members from the district to apply through the on-line URAC application process.

COMPLIANCE WITH ADOPTED PLANS AND POLICIES

This action complies with the URAC Policy adopted by the Board of Commissioners ("Board") on September 14, 2005 (Resolution No. 6293) and amended on July 9, 2008 (Resolution No. 6614) that requires the Board to create membership positions and appoint members to the URACs that the Board has created.

In addition, this action helps implement the Public Participation Policy adopted by the Board on June 22, 2005 (Resolution No. 6266) which established that "public participation is required and will be an integral component of project schedules, budgets, and Board decision-making processes for developing and implementing urban renewal plans and implementing urban renewal projects.

FINANCIAL IMPACT

There is no significant financial impact as a result of this action.

RISK ASSESSMENT

There are no significant legal, financial, or operational risks resulting from this action.

WORK LOAD IMPACT

Public Participation work plans include the following assignments associated with this action:

- Appointment of a new URAC member;
- Communication of appointment decisions to URAC members;
- Preparation of orientation materials (roster, PDC background, roles and responsibilities, public meetings law, area/project maps, policies, etc.) specific to the URA participation;
- Coordination of orientation session(s) with staff and Chair/Co-Chair(s) related to URA formation, background, past/current projects, and budget/finance review;
- Provide introduction of new member to URAC members; and
- Prepare related materials specific to their URACs as requested.

ALTERNATIVE ACTIONS

Per Board established policy, there is no alternative process for creating this position, and making this appointment.

CONCURRENCE

In accordance with PDC's URAC Policy, GABA leadership nominated its current President, Mr. Lee Powell to serve as their representative to the Gateway Regional Center URAC.

Based upon information provided in Ms. Gifford's URAC Advisory Committee application, she is also qualified to serve the Gateway URAC in representation of Gateway residents.

BACKGROUND

On September 14, 2005, the Board adopted Resolution No. 6293 which established a formal policy regarding the composition and operations of URACs. This Policy was adopted in response to the Board's desire to ensure consistency in the procedures for creating and operating URACs and to emphasize the agency's commitment to public participation and involvement. The policy was most recently revised by the board on July 9, 2008 by Resolution No. 6614.

Pursuant to that Policy, the following URACs have been formally established by the Board:

- Lents Town Center;
- Central Eastside;
- Interstate Corridor;
- Gateway Regional Center;
- Oregon Convention Center;
- North Macadam; and
- River District.

The Board retains sole authority to establish, recompose or disband a URAC. Among the elements under the discretion of the Board is the identification of URAC organization members and their representatives.

The Gateway Area Business Association currently has one organization member seat on the Gateway Regional Center URAC. In a letter dated January 19, 2011, Mr. Tom Mahoney resigned his position on the Gateway PAC and GABA leadership recommended Mr. Lee Powell as his replacement. Based upon criteria submitted through the URAC application process, and his position as the agency's current President, Mr. Powell is qualified to serve on the Gateway URAC as GABA's representative. In addition, the Gateway resident at-large member position Ms. Gifford has applied for is currently vacant.