



[Home](#) / [Council Documents](#)

## 843-2023

Report

### Appoint members to the Cully Tax Increment Finance District Community Leadership Committee

Accepted

As Mayor of the City of Portland and Commissioner of Economic & Community Development, we jointly request City Council confirmation of the following appointments to the Cully Tax Increment Finance (TIF) District Community Leadership Committee (CLC):

Appointee	Appointment Term
Andre J. Broadous	10/1/2023 – 10/1/2026
Gary Hollands	10/1/2023 – 10/1/2026
Cecelia Lente	10/1/2023 – 10/1/2026
Towanda Perry	10/1/2023 – 10/1/2026
Ginger Rogers	10/1/2023 – 10/1/2026
Karen Torres-Olguin	10/1/2023 – 10/1/2026
Sky Waters	10/1/2023 – 10/1/2026
Elizabeth De Jesus Lopez	10/1/2023 – 10/1/2025
Bella Mata	10/1/2023 – 10/1/2025
Sharon Maxwell	10/1/2023 – 10/1/2025
Jorge Lanri Sanchez Bautista	10/1/2023 – 10/1/2025
Julia Tienson	10/1/2023 – 10/1/2025
Nico Vergara	10/1/2023 – 10/1/2025

#### Andre J. Broadous Bio

Andre is a Portland native who loves his community. When he was younger, he played sports for Whitaker Middle School on 42nd and Killingsworth while attending Beaumont Middle School. He went on to Grant High School and graduated from Cal Poly University, returning to Portland to serve his community.

#### Introduced by

[Commissioner Carmen Rubio](#);  
[Mayor Ted Wheeler](#)

#### Bureau

[Prosper Portland](#); [Housing Bureau](#)

#### Contact

##### Justin Douglas

Governance, Learning and Outcomes Manager

✉ [douglasj@prosperportland.us](mailto:douglasj@prosperportland.us)

#### Requested Agenda Type

Time Certain

#### Date and Time Information

##### Requested Council Date

October 11, 2023

##### Requested Start Time

10:00 am

##### Time Requested

30 minutes

Andre became a realtor in 2015 with the goal of decreasing the wealth gap for minorities and other racial groups by helping them get in a position to own or operate real estate. In his eight years of being a realtor, he has assisted more than 75 minorities own homes.

He has also assisted others to start businesses. He currently owns Infinity Lounge in the Cully community. He bought the lounge and invested personal money to create a safe space for entertainment. His goal was to create a Black-own space for entertainment and relaxation in Portland, where minority people would always feel safe and welcome.

Additionally, Andre worked at De la Salle High School part time and volunteered there for 3 years; he also coached football at Grant High School. He always finds time to help his community: for example, he does an annual gift giveaway for children each year at Christmas. Last year, he hosted the giveaway in the Cully Community, and with the help and support of family and friends, provided gifts for more than 35 children.

#### Andre J. Broadous Statement of Interest

"The ability to help others and make sure their voice is heard. Providing opportunities and safe places for health, entertainment, and wealth building."

#### Gary Hollands Bio

Gary's experience in starting his own business and having the only African American trucking school and apprenticeship program in Oregon has helped him truly understand what it means to start a business with an eye toward workforce development, education, training - and do it with a racial equity and social justice lens.

Gary attended Irvington Elementary, Whitaker Middle School, Benson High School, Fort Valley State University and Portland State University. All his children attended Portland Public Schools.

Additionally, Gary is the current chair of the Portland Public School Board and a Board Member and Interim Executive Director of the Albina Sports Program. His work with this non-profit allows him to focus on children and how to help them along a path to success.

#### Gary Hollands Statement of Interest

"The possibilities, the possibilities of what the Cully Tif can achieve through intentionality and persistence in putting priority communities center, in the future development of the Cully neighborhood. I will add that ... we have to put a focus on our youth that reside in Cully. We have to make Cully an environment that they will want to stay and come back to, to raise the next generation here in Cully. We have to foster, with any and all these investments, a community that will be inclusive of our youth."

#### Cecelia Lente Bio

Cecelia has always been an advocate in her Native community in New Mexico. She moved to Oregon in 1981 as a college student. Her first professional job was working for the US Forest Service from 1982 to 1994. She worked at two National Forests: while working on the Ochoco, she served as the Tribal Government Staff Assistant and was the Civil Rights coordinator.

Cecelia has worked with state, local and Tribal Governments. Currently she works at the Native American Youth and Family Center as the Independent Development Accounts (IDA) coordinator within the Community Development department.

She was active with the Cully TIF Executive Leadership Committee and the development of the Cully TIF District Plan, and lives in the Cully neighborhood.

#### Cecelia Lente Statement of Interest

"That I will get to help create a better living, sustainable environment for Cully residents, who maybe might not otherwise have a voice."

#### Towanda Perry Bio

Towanda has been a small business owner in the Cully neighborhood for 10 years and has had the ability to watch the community grow in some areas and decline in others. She has been able to hire people in the community, whether for the day, or for a long-term position. She has also been able to do food, backpack and holiday giveaways to support the community. She is passionate about diversity and inclusion for the neighborhood as well as cleaning it up and raising community resource awareness.

#### Towanda Perry Statement of Interest

"I am excited to be a voice for the African Americans within this neighborhood so we can be included in decisions about the neighborhood that we live and work in."

#### Ginger R. Rogers Bio

Ginger has both lived experience and professional experience in the areas of community organizing, community engagement and advocacy, as well as experience with workforce development, education, and training.

Her experience growing up on the Hoopa Reservation equipped her with the skills, knowledge and understanding of, "it takes a village." Community mindset takes others into consideration, creating space and taking time to listen to and understand the people within the community.

She has also been involved in volunteer programs in the Southern Oregon Community during her time in college at SOU. She also has experience working in both large and small businesses. She believes in the importance of giving back. She is passionate about connection: people deserve to feel connected to the community the live in. Children deserve to feel connected to their school, parks, and stores for their community.

### Ginger R. Rogers Statement of Interest

"There are those who complain, and there are those who contribute. I know there is great pride in this community, and I have wonderful conversations with people I've met at the store, parks, schools, and sidewalks about the future of the Cully neighborhood. What excites me most is the opportunity to continue to expand my own roots and connections in the Cully Community, to be able to use my voice and continue to build relationships with people who are not comfortable speaking up but are deserving of being heard. As a Native woman, we often go unnoticed, and I believe it is important we have a seat at the table, and I do believe the Cully Community is a safe place for this reciprocal relationship and representation."

### Karen Torres-Olguin Bio

Most of Karen's career has revolved around direct service work for social services agencies. This work has allowed her to better understand a diverse set of perspectives and life experiences. Working with low-income households has meant helping folks deal with the effects of lack of affordable housing, employment opportunities, and other resources.

Karen has been able to develop close community relationships that have helped her develop a more nuanced understanding of public policy. Through her work as a Community Organizer with Growing Gardens, she can work directly with the Cully community to help increase their access to green spaces through gardens. This role has given her the opportunity to better understand the history of Cully and what community members hope to see in the future.

### Karen Torres-Olguin Statement of Interest

"I would love to be able to bring my experiences as well as the experiences of the communities I serve to the table. Part of what I've always enjoyed about the work I do is recognizing the ability we all have to make a better path forward, and that is exactly what I believe this advisory body has the power to do."

### Sky Waters Bio

Sky has extensive experience in managing culturally specific economic development programs, conducting financial and investment analysis, and promoting equitable outcomes. In his current role as Community Development Manager at the Native American Youth and Family Center (NAYA), he oversees more than ten community-led economic development programs aimed at creating a prosperous and equitable future for Portland's Native American community.

These programs include small business support, place-based economic development, homeownership, home repair, and workforce development. Additionally, he managed TIF funding for the Cully neighborhood through Our 42nd Ave. and Cully Boulevard Alliance and participated in the Cully TIF Exploration Leadership Committee (ELC) process, helping to create the Cully TIF District Plan.

Sky also has experience working in affordable housing, where he conducted financial analyses to determine the best path forward for NAYA's affordable housing portfolio. During the COVID-19 pandemic, he coordinated NAYA's relief efforts, distributing over \$1.6M in grants to more than 120 small businesses.

Prior to his work at NAYA, Sky served as a Research Associate at Fisher Investments, a privately owned wealth management firm with over \$150B in assets under management. In this role, he provided actionable analysis to the Investment Policy Committee and served as a data expert for internal and external clients. His responsibilities included gathering and analyzing portfolio and market data, evaluating complex investment ideas, studying market history, and crafting narratives to convey the firm's investment views and philosophy.

#### Sky Waters Statement of Interest

"Firstly, the project is innovative, with a community-led governance model aimed at preventing displacement and benefiting Priority Communities. This means that the community will have a more direct say in the decisions made, which could lead to more equitable and effective outcomes.

Secondly, as part of the advisory body, there is an opportunity to help build out the Cully TIF vision. The first few years will be critical in setting the tone for the next 20 years, and being part of the committee means having a hand in figuring out the process, policies, and procedures.

Finally, being on the advisory body means having a chance to make a significant impact in the community. Funding decisions made by the committee will have a huge effect on the neighborhood, particularly Priority Communities. There is an opportunity to ensure that funds are allocated fairly and effectively to benefit those who need them most.

Overall, the opportunity to be part of an innovative project, build out a vision, and make a large impact in the community makes the possibility of serving on this advisory body exciting."

#### Elizabeth De Jesus Lopez Bio

Elizabeth has eight years of experience working with the community as an organizer, as a leader in the community, leading community engagement and advocacy for her community's needs. She is team-oriented, helpful, respectful, and passionate about serving the community. She has experience organizing and facilitating meetings, as well as English to Spanish translation.

Elizabeth led Spanish-speaking community engagement and focus groups for the process to create the Cully TIF District Plan and was part of the Exploration Leadership Committee (ELC). Her work ensured a diverse set of voices were included in that plan, and she hopes to bring those voices and perspective forward as the plan is implemented.

### Elizabeth De Jesus Lopez Statement of Interest

"I am excited to represent my Latino community and people of color, and to help all community members be informed about what is going on. I have been working on the TIF project from the beginning and would like to see where it goes."

### Bella Mata Bio

Bella works as a coordinator for Andando en Bicycletas Y Caminando (ABC) in Cully, a transportation advocacy organization. She volunteers at Faubion Elementary School and works in the social work field with the school community, providing resources to families. She is passionate about identifying the community's essential needs and working together to improve everyone's quality of life.

### Bella Mata Statement of Interest

"I really like working with the community and helping to improve the families' wellbeing. This is something that motivates me."

### Sharon Maxwell Bio

Sharon is a trades person, a Journeyman Carpenter, Sprinklerfitter, and owner of a General Contracting Firm. She has been developing properties since 2000 with more than 30 years of experience in the construction industry.

Sharon has served on multiple advisory boards with the City, County and non-profit organizations, representing the community and neighborhoods. She returned to school in 2013 and 2018 to completely an accounting and business degree as well as an MBA.

Sharon has four children and lived experience of displacement from a home in Cully during the housing bubble crisis. She is LEED trained and started the first green jobs team in Portland focusing on BIPOC communities in environmental stewardship, green jobs, construction trades and access for youth of color and girls. She has also been a long-term advocate for community members and families that have been previously impacted by urban renewal practices.

### Sharon Maxwell Statement of Interest

"What excites me most about this opportunity is that Black people have been left out and pushed around, pushed out and oppressed in this city and this an opportunity to get the word out, provide representation and a voice...that will have a lens of the fact we have been redlined, discouraged, not given access to capital, or ability up front to be a part of these opportunities."

### Jorge Lanri Sanchez Bautista Bio

Jorge is a high school student and leader at McDaniel High School. He is an Equity Representative at the school, a position designed to improve student and teacher relations, as well as a student advisor to the vice principal. He

is a community advocate and member of the Cully Association of Neighbors (CAN). Jorge is passionate about safety and community involvement.

#### Jorge Lanri Sanchez Statement of Interest

“Being able to meet new people, connections, being one of the youngest members on the body meaning being the youth’s voice, and hopefully making change.”

#### Julia Tienson Bio

Julia began volunteering with the Cully Housing Action Team (CHAT) in 2016 when she and her husband bought their first and only home in Cully. At the time she was pursuing her Masters in Social Work from PSU, which reinforced her enthusiasm and commitment to be involved in Cully’s incredible community organizing efforts. She also speaks Spanish and grew up in NE Portland.

Previously, Julia served as a family service worker at Sacajawea Head Start where she did home visits and met a lot of families living in area mobile home parks and apartment complexes. I later joined CHAT leadership, served as back-up interpreter a number of times, wrote a small grant to support the housing repair team, participated in a demonstration and protest at the Normandy apartments.

Julia has a 3-year-old child who attends a neighborhood preschool/daycare and she works for the University of Oregon from home as a bilingual clinician serving families across the state on federally funded research grants. Julia is committed to social justice and wants to see Cully’s families thriving.

#### Julia Tienson Statement of Interest

“I am thrilled by the idea of getting back to work and being in collaboration and partnership with Cully neighbors. I am invested in our community, and I am curious and excited to learn about what people want to see and imagine for our future. I am excited by the possibility of being one of many voices at the table and getting to share my love for our community, passion for housing access, and commitment to social justice.”

#### Nico Vergara Bio

Nico is the owner of Nico’s Ice Cream, which started with a small New Zealand-style “real fruit” ice cream cart and now has two brick-and-mortar locations on NE Fremont and NE Killingsworth and pints sold at about 60 grocery stores in the area. He also owns Nico’s Cantina on NE Cully Boulevard and previously owned Nico’s Coffee. The coffee shop closed its doors after suffering a break-in and struggling with a landlord.

“I’m a brown kid with tattoos and no college education, and I’m doing it,” Nico said. “And, you know, if I can do it, genuinely, anybody can do it.”

#### Nico Vergara Statement of Interest

“To continue giving back to the community, to make change, and to help hurting small businesses.”

These individuals bring a wide variety of knowledge and expertise to the CLC, including experience in affordable housing, economic development, real estate development, financial analysis, community organizing, social work and small business ownership. We look forward to working with this group of volunteers and the recommendations they will make to City Council, City of Portland leadership, and staff in the coming years.

Respectfully submitted,

Mayor Ted Wheeler and Commissioner Carmen Rubio

## Impact Statement

### Purpose of Proposed Legislation and Background Information

Appoint members to the Cully Tax Increment Finance (TIF) District Community Leadership Committee (CLC)

On November 16, 2022, through Ordinance 191071, City Council approved the Cully TIF District Plan (TIF Plan). The Plan includes a Community Governance Charter (Governance Charter) that articulates CLC responsibilities, namely, to advise City of Portland and Prosper Portland staff, Commissioners-in-Charge, City Council, and the Prosper Portland Board of Commissioners (Board) on the implementation of the TIF Plan by providing guidance, public recommendations, and oversight of the City's and Prosper Portland's implementation of the TIF Plan. As the CLC will advise City Council and the Prosper Portland Board directly on certain decisions, it is a public body pursuant to Oregon Revised Statutes Chapter 192.

As outlined in the Governance Charter, the CLC will consist of thirteen (13) positions, and all members must either live, work, worship, have children enrolled in school, or have been displaced from within the Cully TIF District boundaries. For the inaugural committee, the Prosper Portland Board will nominate seven (7) Committee members for initial three-year terms (on September 27, 2023, the Prosper Portland through Resolution 7499 nominated seven members). The Mayor and Commissioner Rubio will jointly nominate six (6) Committee members for initial two-year terms. City Council will be asked to appoint all Committee members on October 11, 2023.

## Financial and Budgetary Impacts

There are no additional financial or budgetary impacts. All costs are budgeted and allocated from the Cully TIF District Fund as allowable administrative expense. Costs may include reimbursement for childcare expense, transportation expense, food for meetings, other services including translation/interpretation and ADA accommodation, and a nominal stipend.

## Community Impacts and Community Involvement

Along with the TIF Plan, the Governance Charter was the result of a co-creation process between Cully community members, Cully-based community organizations, Prosper Portland, and Portland Housing Bureau. Co-creation includes collaborative idea generation as well as equitable participation in discussion. It requires sharing a deep understanding and respect for each other's positions, power and expertise as proposals are being developed. Co-creation relies on transparency, technical support, and communication.

The CLC is expected to inspire and facilitate ongoing guidance, engagement, and recommendations, so that implementation of the Cully TIF District Plan and actions taken pursuant to the plan reflect in-depth input and specific recommendations and guidance from residents and stakeholders of the Cully neighborhood.

The Governance Charter requires CLC members, City leadership, and City staff be committed to authentic, open, and equitable public engagement processes. While differences of opinion will inevitably arise, the CLC and City partners have committed to continue working together in co-creation for the life of the TIF Plan to achieve the community's vision, goals, and values as established in the TIF Plan.

## 100% Renewable Goal

This action will have no effect on the City's goal of meeting 100 percent of community-wide energy needs with renewable energy by 2050

## Agenda Items

843 Time Certain in [October 11, 2023 Council Agenda](https://www.portland.gov/council/agenda/2023/10/11)  
(<https://www.portland.gov/council/agenda/2023/10/11>)

Confirmed

Motion to accept the report: Moved by Mapps and seconded by Rubio.

Commissioner Mingus Mapps Yea

Commissioner Carmen Rubio Yea

Commissioner Dan Ryan Yea

Commissioner Rene Gonzalez Yea

Mayor Ted Wheeler Yea