



CITY OF  
**PORTLAND, OREGON**

**OFFICIAL  
MINUTES**

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS 4<sup>TH</sup> DAY OF APRIL, 2012 AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Adams, Presiding; Commissioners Fish, Fritz, Leonard and Saltzman, 5.

Commissioner Leonard arrived at 9:46 a.m.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Tracy Reeve, Senior Deputy City Attorney; and Steve Peterson, Sergeant at Arms.

Items No. 346 and 348 were pulled for discussion and on a Y-5 roll call, the balance of the Consent Agenda was adopted.

Council recessed at 11:21 a.m. and reconvened at 11:30 a.m.

| <b>COMMUNICATIONS</b> |  | <b>Disposition:</b>   |
|-----------------------|--|-----------------------|
| <b>325</b>            | Request of Teresa Baldwin to address Council regarding retaining funding for the SUN program (Communication)                 | <b>PLACED ON FILE</b> |
| <b>326</b>            | Request of Aurelio Leonardo to address Council regarding retaining funding for the SUN program (Communication)               | <b>PLACED ON FILE</b> |
| <b>327</b>            | Request of Lynne Saxton to address Council regarding services Youth Villages-ChristieCare of Oregon provides (Communication) | <b>PLACED ON FILE</b> |
| <b>328</b>            | Request of David G. Gwyther to address Council regarding municipal bonds and property taxes (Communication)                  | <b>PLACED ON FILE</b> |
| <b>329</b>            | Request of Grace Groom to address Council regarding support of SUN Schools (Communication)                                   | <b>PLACED ON FILE</b> |
| <b>TIMES CERTAIN</b>  |  |                       |

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|--|---|
| <p><b>330</b> <b>TIME CERTAIN: 9:30 AM</b> – Tentatively uphold the appeal of Verizon Wireless, lessee, with condition and overturn Hearings Officer's decision to deny a conditional use and adjustment for a wireless telecommunications facility at Mt Scott Fuel Company, 6904 SE Foster Road (Findings; Previous Agenda 206; LU 11-125536 CU AD) 5 minutes requested</p> <p><b>Motion to continue hearing to April 26, 2012 at 3:00 p.m. Time Certain:</b><br/>Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p> | <p><b>CONTINUED TO<br/>APRIL 26, 2012<br/>AT 3:00 PM<br/>TIME CERTAIN</b></p>               |
| <p><b>331</b> <b>TIME CERTAIN: 9:45 AM</b> – Approve the 42<sup>nd</sup> Avenue Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance introduced by Mayor Adams) 1 hour requested for items 331-337</p> <p><b>Motion to amend Exhibit A, Section X.C:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>  | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |
| <p><b>332</b> Approve the Cully Blvd Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance introduced by Mayor Adams)</p> <p><b>Motion to amend Exhibit A, Section IX.C:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>   | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |
| <p><b>333</b> Approve the Parkrose Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance introduced by Mayor Adams)</p> <p><b>Motion to amend Exhibit A, Section IX.C:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>   | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |
| <p><b>334</b> Approve the Rosewood Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance introduced by Mayor Adams)</p> <p><b>Motion to amend Exhibit A, Section IX.C:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>   | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |
| <p><b>335</b> Approve the Division-Midway Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance introduced by Mayor Adams)</p> <p><b>Motion to amend Exhibit A, Section IX.C:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>  | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |
| <p><b>336</b> Approve the 82nd Avenue and Division Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance introduced by Mayor Adams)</p> <p><b>Motion to amend Exhibit A, Section IX.C:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>   | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |
| <p><b>337</b> Authorize Intergovernmental Agreements with Portland Development Commission for transfer of tax increment revenues and shared tax revenues related to Neighborhood Prosperity Initiative urban renewal districts (Ordinance introduced by Mayor Adams)</p>   | <p><b>PASSED TO<br/>SECOND READING<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p>                |

**CONSENT AGENDA – NO DISCUSSION**

**Mayor Sam Adams**

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|---|---|
| <p>338 Appoint Carol Gossett and reappoint Julie Greb to the Noise Review Board for terms to expire April 3, 2015 and February 28, 2015 (Report)<br/>(Y-5)</p>  | <p><b>CONFIRMED</b></p>   |
| <p>339 Reappoint Harry R. Jordan to the Business License Appeals Board for term to expire December 31, 2013 (Report)<br/>(Y-5)</p>  | <p><b>CONFIRMED</b></p>   |
| <p><b>Bureau of Emergency Management</b></p>  |   |
| <p>340 Accept donation of two ACU-1000 Communications Units from the State of Oregon (Ordinance)</p>  | <p><b>PASSED TO<br/>SECOND READING<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p>                |
| <p><b>Bureau of Police</b></p>  |   |
| <p>*341 Accept a grant from and authorize an Intergovernmental Agreement with Oregon Health &amp; Science University for the use of grant funds from the U.S. Department of Health and Human Services to support the Partnership to Improve Workplace Safety for In-Home Care Workers project (Ordinance)<br/>(Y-5)</p> | <p><b>185240</b></p>  |
| <p><b>Bureau of Transportation</b></p>  |   |
| <p>342 Amend Intergovernmental Agreement with Multnomah County in the form of a permit for location of an electronic traffic and parking advance information sign (Ordinance; amend Contract No. 30002513)</p>  | <p><b>PASSED TO<br/>SECOND READING<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p>                |
| <p>343 Authorize Continuing Control Agreement with TriMet to operate and maintain the I-205 Light Rail Project in City right-of-way (Ordinance)</p>   | <p><b>PASSED TO<br/>SECOND READING<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p>                |
| <p>344 Authorize an Intergovernmental Agreement with TriMet for maintenance of the I-205 Light Rail Project in City right-of-way (Ordinance)</p>  | <p><b>PASSED TO<br/>SECOND READING<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p>                |
| <p><b>Commissioner Dan Saltzman<br/>Position No. 3</b></p>  |   |
| <p><b>Bureau of Environmental Services</b></p>  |   |
| <p>345 Authorize the Bureau of Environmental Services to acquire certain easements and other real property interests necessary for construction of the Luther Road Habitat Restoration Project No. E06947 through the exercise of the City's Eminent Domain Authority (Second Reading Agenda 320)<br/>(Y-5)</p>         | <p><b>185241</b></p>  |
| <p>346 Authorize a contract and provide for payment for the construction of the Mason Flats Wetland Enhancement II Project No. E10406 (Second Reading Agenda 321)<br/><b>Motion to amend Directive a.:</b> Moved by Commissioner Fish and seconded by Commissioner Fritz. (Y-5)</p>                                     | <p><b>PASSED TO<br/>SECOND READING<br/>AS AMENDED<br/>APRIL 11, 2012<br/>AT 9:30 AM</b></p> |

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**Commissioner Randy Leonard  
Position No. 4**

**Portland Fire & Rescue**

- \*347** Accept and appropriate a grant in the amount of \$317,419 from the Oregon Military Department, Office of Emergency Management for Metropolitan Medical Response System (Ordinance)  
(Y-5)

**185242**

**Water Bureau**

- \*348** Authorize marketing agreements for the Portland Loo (Ordinance)  
**Motion to remove emergency clause:** Moved by Commissioner Leonard and seconded by Commissioner Fish. (Y-4; N-1 Saltzman)

**PASSED TO  
SECOND READING  
AS AMENDED  
APRIL 11, 2012  
AT 9:30 AM**

**City Auditor LaVonne Griffin-Valade**

- \*349** Assess property for system development charge contracts and private plumbing loan contracts (Ordinance; Z0786, K0133, T0143, W0016, Z1187, P0110, P0111)  
(Y-5)

**185243**

**REGULAR AGENDA**

**Mayor Sam Adams**

**Bureau of Transportation**

- \*350** Amend the local improvement district boundary and assessment methodology for the NE Alberta Street Phase I Local Improvement District (Hearing; Ordinance; C-10037)  
(Y-5)

**185244**

At 11:41 a.m., Council adjourned.

**LAVONNE GRIFFIN-VALADE**  
Auditor of the City of Portland



By **Karla Moore-Love**  
Clerk of the Council

For a discussion of agenda items, please consult the following Closed Caption File.

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**WEDNESDAY, 2:00 PM, APRIL 4, 2012**

**DUE TO LACK OF AGENDA THERE WAS  
NO REGULAR COUNCIL MEETING**

**NOTE: COUNCIL BUDGET WORK SESSION  
WAS HELD 2:00-5:00 PM**

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## Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast and should not be considered a verbatim transcript.

Key: \*\*\*\*\* means unidentified speaker.

**APRIL 4, 2012      9:30 AM**

**Adams:** Glad you are here. How many are new to city council meetings? We're especially grateful for, for those of you that, that are new, and those of you that are taking time out of your, your otherwise busy day to join us here. I just have a few protocols of the room. They are intended to, to facilitate dialogue and democracy and the exchange sometimes differing points of view. It's a little warmup speech, I give before most meetings. It's not that I look out and, and am concerned, but for this particular crowd. If you are here representing an organization that can be a nonprofit, a for profit. Another government, if you are authorized to speak, on their behalf. You have to mention that when you come to the microphones. We only want, even though your name will be called for the record, we have to have you repeat your name at the beginning of the testimony. And again if you are lobbying. We don't want your email, phone number -- no, we don't want your address, just your name is fine. And you will have three minutes, and there is a clock there that will count down your time and karla calls out folks based on sign-up or invited testimony. So, we're really glad that you are here. With that, before we officially begin, is reverend santo lions here? Please come forward. Welcome back. We have special presentation, and then we'll get into public comments. Welcome back.

**Joseph Santos-Lyons:** Thank you very much. For the record I am joseph santos-lyons with the asian pacific american network Oregon, also a community minister with the first unitarian church of Portland. Good morning mayor and commissioners. We want to thank you for your leadership for the, for the proclamation you are about to deliver. For democracy week, to recognize the value and, and passion of Oregon's citizens and the passion that we have for democracy here. Oregon leads the nation in civic involvement and in voting, but we still have a long way to go to engage all communities and civic life. 800,000 are eligible but not registered to vote and as the bus project points out, half million of those people in Oregon are under the age of 40. Many of the organizations involved in the proclamation today are from communities color. Apano and our asian pacific islander vote Oregon coalition is working to engage Oregon's fast-growing and diverse asian american, native hawaiian, and pacific island communities. We do multi-lingual outreach, and we do cross cultural civic engagement and leadership development. We want to just say that we know the proclamation is one more positive step in Portland's important work to engage all citizens in our democracy. Thank you very much.

**Adams:** Thank you, and please stay there. I'll read the proclamation. Whereas the city of Portland has been a trail blazing leader in citizen involvement and democratic engagement through history, and whereas the more people who participate in Portland's democracy better, the better our democracy works. And serves the needs of everyone in our community and whereas Portland can and should continue to lead the nation in having the most effective, successful, and inspiring democracy, and whereas a free democracy should exist without barriers to participation and whereas increasing awareness about important elections and voter registration deadlines prior to the deadline will increase the likelihood that under-represented Portlanders register to vote and whereas increasing community participation in our election leads to a healthier and more responsive government and whereas vital civic organizations including the asian pacific american network of

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Oregon, the best project the city club of Portland, Oregon action, the Oregon league of conservation voters and the Oregon commission on asian and pacific islander affairs, the chinese benevolent association and the chinese american citizen alliance, the Portland, japanese american citizens league, micro enterprise services of Oregon, the league of women voters of Portland. And the urban league of Portland see voting and civic engagement as vital to the health of our community, and whereas the week of april 16-22 is the week before the voter registration deadline for the main primary, now therefore, I sam Adams, mayor of the city of Portland, the city of roses do hereby proceed claim april 16-22, 2012 to be democracy week in Portland and encourage all residents to sign up and register to vote. Amen, thank you all very much. [applause]

**Fritz:** If anyone needs voter registration cards, there are some on the front desk in my office.

**Adams:** The city council will come to order. Karla, how are you this morning? Did you enjoy the wettest month of march on record?

**Moore-Love:** Yes.

**Adams:** You liar. Can you please call the roll? [Roll]

**Adams:** A quorum is present, can you please read the title for item number 325.

**Items 325 and 326.**

**Adams:** Miss baldwin, welcome back.

**Teresa Baldwin:** Thank you. Good morning, mayor Adams and members of the council. My name is teresa baldwin, I am the superintendent of centennial school district and I appreciate your item today. We're here to advocate on behalf of the schools uniting neighborhoods program. Otherwise, known as the "sun" program. And if you are familiar with it or not, let me give you a brief description. It's a program that operates a very high quality afterschool program for middle school students. It provides academic support like homework help and also provides a light meal and additional recreational activities and enrichment activities, in the hours immediately following school. Some students might otherwise be in less supportive environment at home. It operates also eight weeks in the summer. And students in that program are there most of the day receiving three meals and a full program of academic and social and recreational activities. It's a very valuable program. It's been operating for nine years at centennial school district. As part of the team today, and I have principal doug cook with me and, and the sun coordinator, gina richardson. It gives me great pleasure to introduce a very special guest today a graduate of centennial high school and a former participant in the middle school program. At centennial middle school. So, I would like to introduce to you mr. Aurelio Leonardo.

**Aurelio Leonardo:** Hello, I am aurelio Leonardo, I am 19 years old. And I am attending mount hood community college and hope to start a career path in engineering. I am speaking on behalf of the "sun" program at centennial middle school in which I was a part of for six years. Four of those I worked as a mentor. The program impacted me strongly when I attended my two years in middle school. It was a structured way to use my time, and I am grateful to have this program. If I did not have the program I may have become involved in reckless behavior. Being able to go fishing was one of the most memorable moments of my school years. I loved that I could go out and fish with my friends and have a great time in a wonderful environment. Fishing was such a blast, but also was involved with the soccer club, which is a passion mine, I have always been an athlete, and playing with so many others, discovering new talent becoming friends with so many of my teammates was a priceless moment for myself. The sun program is a safe and healthy environment for young kids to stimulate their minds in a positive manner. I am saddened to learn the "sun" program may be lost as providing a productive place for children to go to. When they don't have afterschool activities they are prone to get involved with the wrong crowds and can lead to negative behavior. This afterschool program provides activities and clubs such as former clubs, wrestling, multi-cultural clubs and art clubs and lessons in fencing and piano. These are a few of the great things that we had to offer in this afterschool program that may be in danger. I believe this would

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be a tragic choice and many kids are going to be affected in a negative way. What I have witnessed, kids as young as age ten are getting involved in gangs or focused too much time on social media. The program teaches children to learn about others and themselves and therefore, are more likely to receive better grades in school. It prepares students to grow and develop proper social skills to later use in life as citizens. The program is fun. It keeps children busy and entertained. Along with many other multiple schools, possibly, after all, they are what is needed to mold young minds of our future. My younger brother, jorge, is a special ed student who attended the sun program when he was in middle school. And my family and I have noticed him excel in many aspects in life and is set to graduate in june. The "sun" program taught him self-confidence and made him want to get involved in more activities later on in high school. And he has grown so much, and it's because of this program we're he will go back and visit teachers in the program and participate as a guest in some of the activities today. This program, has provided jorge a place to visit and feel safe. If programs like the sun program get eliminated from the educational system, children are going to realize that their education and keep them out of trouble are not important. When there is afterschool activities they can make better choices for themselves like furthering their learning by staying after school and being involved. Being a young adult myself, I find this program essential for young kids to start, to please consider keeping the centennial "sun" program, thank you.

**Adams:** Very well done.

**Fish:** Mayor Adams, during communications it's not our practice to have two-way conversation. This is our chance to hear from the public. And I want to say, it's an honor to have you both here, and mr. Leonardo, thank you for your outstanding testimony. I just want to make an assurance to you. This council, during tough budget times, has worked hard to try to protect "sun" because every member of this council believes that "sun" is a critical investment in our children and our youth and our future leaders. Your testimony reminds us, again, about the success stories. So thank you. We do have, a budget hole this year. We're going to have to fill and it is true that there are proposals out of the children's levee, the city and the county about possible cuts in "sun." no decision has been made, and a chance to hear from people passionate about the program will have an impact on our decision-making. I talked to dan, before the meeting and I want to assure you of something. If we have to make tough choice somewhere down the road and reduce any fund for "sun" please be assured that our criteria will include looking at schools and districts that have high poverty, high, free and reduced lunch and other criteria. We will not cut in areas with the greatest need. And your presence here will help us to make wise decisions if we have to make reductions, so thank you very much.

**Leonardo:** Thank you.

**Adams:** And superintendent, thank you for all your leadership. You've been the superintendent how long?

**Baldwin:** Just this year. I've been superintendent for many years, but in the Portland area, just one year at centennial.

**Adams:** Doing a great job, we appreciate it. Please read the title for 326.

**MooreLove:** We just did that.

**Adams:** Sorry, can you read the title for 327.

**Item 327.**

**Adams:** Welcome.

**Lynne Saxton:** Good morning, mayor and commissioners. It's a privilege to be here today. And this appearance came out of conversation with commissioner Fish about the merger of youth villages and christiecare of Oregon. Christiecare has been providing services to children throughout the state and throughout Portland for 153 years. Hard to imagine, but true. And we are now very proud since june of 2011 to have brought the country's leading intervention for children at risk and families at risk, which is the intercept program to Oregon. This program has been recognized by

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casey family programs in the harvard business school as the highest results-driven, results-producing intervention for severely emotionally disturbed and troubled youth, including gang members in the united states today. So, i'm pleased to bring you that good news. There is an opportunity now to make successful interventions. These are family focused interventions. Permanency interventions. This service changes the trajectory of children's lives and their families' at an 80% success rate, which is double the national average. So, that's my sole purpose. And we have always enjoyed our partnership. We have worked with commissioner Saltzman on children issues for years. And we just wanted to bring you some good news. I also want to underscore that in the last ten months, since the merger, we are serving twice as many children at lower costs with better results. And that's as good as it gets in this work. Thank you.

**Adams:** Thank you, ms saxton, and your card is in here. I will make an email introduction to the strive program with the county and Antoinette Edward's who directs this on prevention. So thanks for all the work you're doing and for the merger. I know those are hard.

**Adams:** Can you please read the title for 328. Hi, welcome.

**Item 328.**

**David G. Gwyther:** Good morning. Thank you for allowing me to address you. I am david gwyther. I am a candidate for city council position 1. We have two problems, which if combined could become a solution in the municipal bond and property tax area. First all, small savers are having a hard time getting a decent return with the safe value on their investments. The municipal bonds, issued by the city of Portland, very highly rated and could provide that if they are denominated in small enough denominations that small savers can buy them. As you may know, the state of Oregon, has discontinued the property tax abatement program that they had where seniors and other people who are having problems, mostly the seniors, who are, are house rich, but cash poor, can did he ever their property taxes until their houses are sold when they move or whatever. I think that the city should move into this area, using some of their municipal bond power, revenue bond, that, that pays, let's say, 2.5%, 3%. They could be deep discounted. Zero coupon bonds, etc. So that somebody with 1500, \$2,000 could buy one, could finance the property tax, sewer and water abatements for some of our people who are getting taxed out of their homes. The program could be set up on a pilot basis with strict criteria. Let's say you have to be 75 years or older to take advantage of it. Your property has to be worth less than \$300 to \$400,000 so that we are not subsidizing some large pieces of, of income. And this way, we could have, have a, a method in which some of our citizens who paid property taxes for the last 30 or 40 years could hold onto their homes, until they are comfortable in terms of moving in, or, or selling their properties. Do you have any questions?

**Adams:** I appreciate your testimony today.

**Gwyther:** Thank you.

**Adams:** Thank you. Can you please read the title for 329.

**Item 329.**

**Adams:** Hi, welcome. You have a sun on your forehead.

**Grace Groom:** I do. It was the rainiest march on record so I thought I would bring it to you.

**Fish:** Were you at the last budget forum?

**Groom:** I was.

**Fish:** Thanks for coming again.

**Groom:** Thanks. Along with many people from "sun" and several from my son's school. Roseway heights community school. It's a k school. Is I am here to speak in support of all sun programming and in particular, roseway heights sun school. As you know, sun schools is impacting many Portlanders, the documents I have read that, at least 20,000 users are a part of sun schools. And it feels great need, especially in a these times. We know the major cuts are going to be going on and in our city schools, and there is just not, not any, any money for enrichment activities. That's what

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keeps kids coming to schools. You heard mr. Aurelio Leonardo say, it makes such a difference in their attendance. In their achievement. And that's been proven -- the northwest regional labs have proven that "sun" schools work. There's also been an article published in the education week highlighting why sun schools has been so successful, and a lot of it is due to multiple stakeholders. Collaboration. If sun schools is only run by the county and the city doesn't have some, some stake in it, I fear that it's not going to be as successful. If we all share it and we do it for our kids, it will continue to be successful. One of the concerns I had in reading the recommendations from Portland parks and recreation, about cutting sun is that it's very low on the priority list of the 30 things that they are focusing on. It's no. 16 and I would just encourage maybe some readjustment in those priorities because, because recreation is a big part of what Portland parks and recreation is all about. I do know that the cuts are needed to be happening, but it's going to be more drastic for those families, including my own, if those services are not there and more drastic than closing and reopening a, a bathroom or taking away a trash can when you shut down those schools, those, those kids just don't have those services in any other form. I brought support letters from roseway heights school and I wanted to read a couple. Wasn't able to get the first graders out of school today to read them themselves, but in the time that I have left, I would like to read couple. This one is from taylor. Roseway heights, it says dear mayor Adams, I have learned a lot of rules in sun schools. I have learned about respect, hard work, listen, and all of that in skateboarding. Please save our sun schools. This one from shea. Dear mayor Adams, save our sun schools. It is important to us. These are all explanation marks. What will happen without sun schools, we need it, without sun schools, we won't have sun schools and we won't learn how to say please. We won't know anything at all. We will know some things, we would only know love so please help to save sun schools. Help us. Love the school. And love us. If you help us, we will love you so much. Thank you very much. Love shea, your friend from roseway heights.

**Adams:** Promises, promises. [laughter]

**Adams:** Thank you very much. We appreciate it.

**Groom:** Thank you.

**Adams:** We're now considering the consent agenda. And understand that items that 346 -- karla? We'll make copies so that everyone has one. Karla, I understand that items 346 and 348 were pulled, is that right?

**Moore-Love:** Correct.

**Adams:** Do you want to read the titles for those.

**Adams:** All right. Any other items that need, need our attention regarding the consent agenda. If there are none, karla, please call roll on the subsequent agenda.

**Fritz:** Aye. **Fish:** Aye. **Saltzman:** Aye. **Leonard:** Aye.

**Adams:** Aye. The agenda is approved. Can you please read the titles for 330, 331, 332, 333, 334, 335, 336, 337.

**Moore-Love:** 330 is its own time certain. The 9:30.

**Adams:** Sorry. 331-337.

**Moore-Love:** Do you want to take care of 330 first? It's continued to the 26th.

**Adams:** Yes.

**Item 330.**

**Fish:** I move this item be continued to april 26, 2012, at 3:00 p.m.

**Fritz:** Second.

**Adams:** Moved and second. Any discussion? Karla, would you please call the vote on the motion.

**Fish:** Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

**Adams:** Aye. [gavel pounded]

**Adams:** Motion is approved. Would you please read the titles of 331-337.

**Items 331-337.**

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**Adams:** Thank you, karla. The first thing I need to do is to move an amendment. We have a scrivener's error, but I think it would be better if we move it as an amendment. Section 10-c, shall be replaced in its entirety with the following language, "no indebtedness for which taxes divided under ors-457.440 are to be pledged, shall be issued under this plan, or any of the projects undertaken with respect to this plan, close parenthesis, once maximum indebtedness is reached.

**Fish:** So moved.

**Fritz:** Second.

**Adams:** Moved and seconded. Can you please call the vote on the motion to amend the scrivener's error.

**Fish:** Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

**Adams:** Aye. Thank you. Motion approved. [gavel pounded]

**Adams:** This city council and this Portland development commission have sought to put financial muscle behind the policies that were -- chair cogan, great, come on up and this county government and county chair have sought to put policy muscle and financial muscle behind the long stated, feel-good words of equity in terms of our ability to assist neighborhood business districts and businesses in east Portland and north Portland. Today the issue before the city council is a follow-up to the 2011 neighborhood economic development strategy that laid out, very inclusive process. With venture Portland, with east Portland action plan. With the business districts. With the east Portland chamber of commerce. With a number of community groups, equity groups. The 2011 neighborhood economic strategy moves forward significantly with the city and county neighborhood prosperity initiative. We still have a long ways to go, but this is a big leap forward. And I want to thank you, at the outset, commissioner cogan, and your team for great partnership on this. And hope that you will talk about the innovation to assist small businesses across the county. I am very grateful for the innovation and partnership on this issue. I want to congratulate the six neighborhood groups. Neighborhood business groups who have successfully applied to be in the neighborhood prosperity initiative program. You worked extremely hard over the past six months. And in your efforts will yield great results as you move forward over the next nine years. We have established steering committees, where the Portland commission is your partner in making sure that everything from the amount of money that you have to raise on your own, which as bitter as that might feel at times in a recession, really is going to make you stronger. We're there to help you fundraisers. We're there to help you make sure that happens and with that, you get all the leverage that's being provided by the city and the county. So, you are going to hear more about it in detail in a minute, but I would like to introduce Multnomah county chair jeff.

**Commissioner Jeff Cogan, Chair, Multnomah County Commission:** Good morning, mayor Adams and members of council. I am happy to be here this morning to, to urge your support for the neighborhood prosperity initiative, as well as the iga between the city and the county. And to share my perspective on why I think this is great development. Issues that you are all aware of the fact in the past i, personally, and other members of the county have had issues with urban renewal in the city of Portland, and I just want to be really clear. Those were significant challenges. We raised them because we had real concerns, but the city, mayor Adams has responded in a way that I think is worth noting and appreciate. And, and most of the concerns had to do with the impact that the urban renewal has had and the fact that urban renewal has sometimes created areas that go on and on and on. And that sometimes it's led to concentration, of focus on the central city rather than on the rest of our community and this is really a great example of how the mayor and the city and pdc has really responded to those concerns. So, I guess I want to share some of my thoughts about, about the process and about the specifics, and then about, about some of the ways in which we hope to work together. First of all, the process here has really been terrific. The county has been at the table since the beginning and we have worked right from the get-go with pdc and the mayor's office to shape this in a way that addresses our concerns, and that makes big difference. We really

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appreciate that and I think partially because of that and the terrific community engagement that has been part of this, what we see here with this neighborhood prosperity initiative is a new kind of urban renewal, and a urban renewal that makes sense for this community in the 21st century. And the differences, at least some of them I would like to highlight, first of all, the investments are very carefully targeted. Meaning that they are focus on narrow areas, if not broad swaps of the city, giant pieces of tax bases being sequestered. It's narrow and focused. And focused in parts of the community that have not always been the beneficiaries of city and county investments. Specifically, business districts in east Portland. And that is a really important and meaningful change here. It's also the case that the investments are time limited. It's going to go for ten years. That's it. And that's terrific development, as well. And it's the case that the nature of these investments, partnering with the community. Working with parts of the community that are ready to step up to the plate themselves, I think first, that empowers the neighborhoods. But it also makes sure that these are investments that are being made in areas ready for the investments and want the investments and I think are likely to, first of all, leverage it with the resources they have to bring to the table. But secondly, having the attitude about this opportunity that I think is going to allow them to really take advantage of that opportunity. So, I really do feel like this many ways, this is responsive to some of the concerns that have been raised in the past. And there is a real innovation and you know, it will take us a few years until we figure out whether this is working as well as we think, but there is good reason to believe that it will. And I think that that's terrific. And I just want to acknowledge it and, and thank you, mayor Adams and you, patrick and your staff for the way that we partnered on this. And it's terrific pivot. I think it's a good thing for the entire community. I also think that there is the agreement, the iga between the city and county that's part of this, really traces back to an earlier way in which the city and county began collaborating on urban renewal, which is in 2009, we jointly -- I think 2009. A few years ago. We jointly went down to the legislature and made some changes to urban renewal law that allows for tax base to go back to the taxing jurisdictions earlier than it previously was able to when urban renewal areas are working well. And I think that that was terrific partnership. One of the things that we see with this development, is just the nature of these urban renewal areas is such that it triggers that very early. And the dollars will go back to the jurisdictions very early. And because of the nature of the investment has, but also the, the way that this is a time limited investment, the can the and the city both felt that it was appropriate here to take those dollars that would otherwise be going back and reinvest them into the urban renewal areas. That's what the iga between the city and county is. It's something that my colleagues and I feel is a good, wise investment and I hope that you will support it, as well. And so, and the only other thing, as mayor Adams suggested, the county is also beginning to look at other ways in which we can make investments that can help leverage this and partner with this. For example, we have new microloan program that we are, we are, this we have just begun in recent months, which will allow small targeted investment for business as it is focused on the same general area and also, focused on businesses that are started by immigrants, women, people of color, so hopefully, it's going to work well so that some of the urban renewal investments can be partnered with the microloan investments and I think that there are other ways we can partner with you on this. So I thank you for your partnership and urge to support this.

**Adams:** Thank you. Thank you for your leadership on this and very exciting. Thank you. And we know you are very busy, so if you want to sit through city council session, you are more than welcome, mr. Chair, but if you need to leave, that's fine.

**Cogen:** I will stay for the presentation and then I think I will leave. Thank you.

**Adams:** Commissioner, welcome.

**Aneshka Colas-Dickson:** Thank you. Good morning. Thank you, mayor Adams and commissioners. It's a pleasure to be here today. I am a commissioner over at the Portland development commission. And obviously, this is a very exciting monumental day for our agency as

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the county and the city and pdc are working together. It is very exciting to me to be part of this potential neighborhood district. We have appreciate all your support and encouragement to the neighborhood prosperity initiative districts and the enthusiasm in the neighborhoods is evident. I've been able to tour all of the neighborhood proposed districts, as well as meet with a lot of the neighborhood leadership groups in rosewood. I was able to lead that group in rosewood and the enthusiasm in the neighborhood and the ability for people in their communities to really have a voice is what really makes this whole initiative seem so important. And I think it is receiving such positive support from community members, residents, and neighborhoods and obviously, the city and the county, as well as the Portland development commission. I'm also the liaison for the neighborhood economic development leadership group over at the Portland development commission and just a week ago, that team voted unanimously to support the npi districts, as well. What I really love about these, again, is that they are community-led districts. It's more than just a policy initiative. It's a message of hope to areas that have long been underserved and are now top priority of the city, as well as our members in east Portland. As we have mentioned, they have oftentimes been left out of opportunities. Our board, the pdc board of commissioners voted to recommend approval for the npi districts after hearing so many impressive testimony from leaders and members and neighborhoods and business leaders and the neighborhoods, speaking to our board and so, we were, of course, very enthusiastic and looking forward to being able to pass the initiative so, on behalf of the pdc board of commissioners, I would like to underscore our support for the creation of the districts, and to ask for your approval, as well. Thank you.

**Adams:** Commissioner dickson, I don't want the moment to pass without remarking on what a fantastic new contribution that you've been making as commissioner on the Portland development commission. This initiative is an example of that and I want you to know I know I speak for everyone up here, how much we appreciate the long hours you put in. We're facing some difficult budget cuts so we might have to cut your salary. [laughter]

**Colas-Dickson:** Oh, no.

**Adams:** Yes. To zero.

**Colas-Dickson:** I will have to walk.

**Adams:** She's a volunteer.

**Patrick Quinton, Executive Director, Portland Development Commission:** I cut the parking.

**Colas-Dickson:** Parking has been cut. And all the perks are gone.

**Adams:** We're classy operation, aren't we? In all seriousness, thank you.

**Colas-Dickson:** Thank you very much.

**Fish:** Your father and brother get all the perks on the boards that they are serving on. You chose the one with the fewest.

**Colas-Dickson:** Of course, but for the community, it's well worth it, so thank you, I appreciate it.

**Adams:** Thank you. Director Quinton.

**Quinton:** It's my, my honor to walk you through kind of the details of the actions in front of you. But, I do want to second what mayor Adams said about commissioner dickson and her leadership on this initiative and other initiatives since she's been on the board, she really has, in addition to picking up the entire business of pdc, which is a steep learning curve, she has made neighborhood business development and equity the focus of her work, and so we're happy to have her as, you know, showing leadership on all these initiatives. So it's great. And the entire board has been supportive of this and other similar initiatives of the entire neighborhood economic development strategy. Strategy has enjoyed their, not just their supported, but they are committed to seeing it, it being implemented as it was envisioned. I do want to just walk you through what this is all about and there, actually, are eight actions you are taking, so there is six new urban renewal areas created, so those are six actions, and we'll talk about that in a second, but there is also two igas, one between the city and the pdc. And it's not really debt but we have to call it debt, and the second iga, that the

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chair cogan referred to, which is an iga around the revenue sharing agreement between the county, the city and pdc. And then after i'm done you will hear from, from a number of our partners and there have been many on this. In addition to the six districts, who are all represented here, you are going to hear from the other partners instrumental in this work. It really differentiates this work from stuff we have done in the past. I want to start with making sure that we understand that the context is this fits squarely within, obviously, our neighborhood economic development strategy, which we proposed last summer and you adopted, and so this is part of the implementation of that. That strategy sits within the economic development strategy, that we've been working under for the past almost three years now. It fulfills one of the three tenets of that strategy, which is, in the economic development strategy, we talked about stimulating neighborhood business vitality and the strategy is the fulfillment of that. But, it's also -- it also fits squarely within the Portland plan and I think later this month, you will be hearing -- taking look at the Portland plan. We work closely with our partners at the bureau of planning sustainability to make sure that the entity strategy and the npi initiative fit the values of the Portland plan, and they, obviously, worked closely with us to make sure the actions we were taking on both the economic development front, as well as the neighborhood economic development front were, incorporated into the Portland plan, so you see that. And in particular, you know, there is, obviously, the economic prosperity and affordability goal of the Portland plan that this fits into. But, there is also the equity framework for the entire Portland plan and this -- our neighborhood economic development strategy and this initiative is about, is about equity, in addition to economic growth. It really is providing, as the chair and commissioner have said, it's about providing the resources and the opportunities to, to neighborhoods, business districts that, that haven't really seen the same opportunities as elsewhere so we are, we are committed to that, and obviously, it's a big part of the Portland plan. So, since we adopted this neighborhood economic development strategy, we hit the ground running and obviously, we're going to talk about the, the six districts today, but I want to point out that we established the, the neighborhood economic development leadership group that commissioner dickson referenced. It is the advisory group and they are really the leadership for this strategy, so this group has met, I think, three times now, and it is a diverse group representing interests across the city, and represents the various communities' color across the city. It also represents different types of expertise. Business interests. Real estate interests. They represent neighborhood residents. They represent lenders so, it's an impressive group in all respects and they are providing the guidance for us as we implement this. We have also put dollars to work immediately through our small business technical assistance program. To do that, we sent those dollars out to five different coalitions of organizations, to provide small business, technical assistance. We're businesses are, so we have groups like nea, working with the native american businesses. We also have organizations like fbdc and the legal clinic that are city-wide resources, so we feel like we have a rational system for providing small business technical assistance. The last accomplishment I want to point out is one that the mayor announced in the state of the city address last month, which is the partnership that we have with an organization called "craft 3," formerly known as shore bank enterprise cascadia. They are one of the largest nonprofit lenders in the northwest. They have significant resources, and they are committed to serving underserved neighborhoods. And they have committed to putting \$1.5 million to loans in, primarily east Portland so we are happy to bring not only those dollars into the neighborhoods, but also, that organization and their commitment to this work.

**Saltzman:** You say established cba, solar power? What's cba?

**Quinton:** A community benefits agreement. It's the next step up that, that, in terms of agreements with the companies and the projects that we're working on to make sure that the benefit of these, of the assistance that we provide to a company or project flows to residents. So, in the case of solar power, we negotiated, if it was a mutual agreement, that they would work with local work source

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providers, work with pcc to fill their job openings and also work with local suppliers and they have been fulfilling that promise. They have been running a number of job fairs so that's, for us, the model going forward. And you see it on the projects like the veteran's coliseum project or the Oregon sustainability center we're we negotiate with a variety of partners to make sure the projects work for the community.

**Saltzman:** Thanks.

**Quinton:** So, the neighborhood prosperity initiative? It's a new way of doing urban renewal, as chair cogan mentioned. We will establish six districts and each of the districts will be community driven, community-led. These districts will, you know, prepare their own budgets and work plans. They will develop their own business development at this times and implement these activities and they will include things that you typically see in a, in a main street program, which is business district promotion and some, some small scale revitalization projects, has dollars allow and the vehicles through, which, you know, you pull the community in and pdc's role will be very different than what it has been in the past. We're going to serve as a technical assistance provider and, basically, a coach and in helping as the mayor mentioned, helping the organizations achieve their business plans, but also, we're going to be a grant administrator so we'll -- the money will flow through us and we will make quarterly grants to the districts, and we'll be the ones who make sure that the money is, is spent proper. And I think that there is a lot being made about, about this, as a new model, for urban renewal. Also, we should point out and I will show more detail later, but there are other dollars brought to bear on this. Not just tax increment dollars. The revenue-sharing dollars are an example of that but there is also general fund and other moneys that are being aggregated to this. There is opportunity for more as chair cogan mentioned. In terms of bringing together other programs, the microenterprise program, we have a microenterprise program, technical assistance, so it's a way to really coordinate resource delivery and in targeted areas. So as I mentioned, the districts are, are based on the, the main street model and so what we have learned from the main street model is that there is a ramp up period, so the first year is really about building the capacity of the organizations managing each of these districts. And also fundraising goals in getting these resources aggregated so that's really the first year, about helping to build the capacity, understanding what's, what strengths are there and pdc and our role as a technical assistance provider help build that capacity. There will be dollars provided as part of that. And then the results start to appear, as we see in the main street model, in subject years, two, three, four and beyond and in those results, we're going to measure. We're looking for real business results. We're looking for growth in revenues and jobs. We're looking for, you know, a lower vacancy rate in these areas. We're looking for all the metrics that you would expect to see in healthy, thriving business districts. There are six districts, 42nd avenue and cully, northeast Portland, parkrose and also northeast Portland, but along the columbia corridor, and then three primarily in east Portland. Rosewood, as commissioner dickson mentioned and the two along division, one is the midway area. Division 122nd. Then division and 82nd. Those are the six, six areas and they were chosen, you could see, for a variety of reasons, but couple with explicit criteria. We were willing to go outside the urban renewal area. That was the goal of this, to bring resources we're we have not them in the past. And we, we established, out of northeast, the priority areas so we, we -- that's we're we looked, but we also wanted to see certain things going on in these neighborhoods. Concentration of locally owned and minority-own businesses. Concentration of businesses that serve their local districts and we also wanted to see some, some capacity organizational capacity for these -- to help manage the districts. Basically, we wanted to see the underserved districts but ones with real potential, but districts with a potential to really benefit the local residents in these neighborhoods. It's taken a lot to get to where we are at today. And, and pdc has done some of the work, but there's been a lot of people in this room who have done a lot of work to get we're at. It started with mayor Adams and chair cogan kicking off a meeting at irco in november with a packed house there and I

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think that, even by itself, was a sign how different this was. Incredible reaction to that event alone.

And then since that time, we have had 60 community meetings and, you know, all across the six areas. Of all different sizes. We brought everybody together. 150 people, at one meeting. We have taken an aggressive approach to, to making sure that our efforts reflected the cultural diversity in these communities. A lot of our communication has been done in spanish, and then some of the other communities have translated their documents into other languages on 82nd and division as an example. They have communicated a lot of their work in chinese, so, it's been, once again, is a different flavor to this really reflecting what is going on in the communities now. So, a bit about the districts, themselves, as you could see, each of them is, is a different size, and that's really, really based on the assess the value and what gets us to, to, to 1.25 million each. So that's why you have different sized districts. What I want to point out when, we first started this process, we proposed boundaries for the districts. We gave them to the communities and the communities redrew the boundaries. And mostly in ways that made a lot more sense than how we drew them in the first place. And as long as we can legally do it, we were fine. It was great. So, the boundaries do reflect the districts as the communities see the districts. The second thing, is and we'll talk about this in more detail, but the -- this is pay as you go, tips so there is no, no long-term debt issued when the districts expire, there is no tail so basically, there is no lingering obligation. We could move on elsewhere. And, and there is no ongoing obligation to, to the city. The -- so one of the igas, between the city and pdc really does cover this, which is we get tax increment as it is realized and we use that to make grants to the neighborhood organizations.

**Fritz:** Could you just explain that for folks watching at home? It says indebtedness, but we're not borrowing money for these districts.

**Quinton:** It does say that, that's right. Yeah, that's confusing term. So legally we have got to use the term "debt." I was talking with the folks outside, we have to use that because it's contractual debt, but it's really more, as the increases in property taxes materialize and the revenues come to the city that we, even, that money gets passed through to us. Those are the actual dollars that we use for these activities. Which is different than our normal urban renewal area we're there is projection made as to the growth and property taxes and the city sells bonds based on that growth in property taxes and as they materialize, they are used to pay off the debt from those bonds. Under that model, when you finish issuing debt, your activities in a district, you are left with debt, with bonds after they are paid over 10, 20 years. So, you really do tie up not just the city bond capacity. But you tie up those areas that can't be used for future urban renewal or other purposes. The revenues don't flow to the other jurisdictions, the city, the county, the public schools, until the debt is paid off. So this is, this makes a shorter time period and lessens the impact significantly.

**Fritz:** To clarify, we're not borrowing for these districts?

**Quinton:** Correct.

**Fritz:** And we're using indebtedness, and it might be like a du jour debt that we do sometimes?

**Quinton:** Before I answer a question, I have to ask, maybe after we're done I can bring up some of the folks --

**Fritz:** I think it would be helpful because the photo that I received and everybody received, perhaps we could have more explanation about that, the whole issue of that, of debt. I really appreciate this approach. I think it does take care of a lot of the concerns the community has had and the county have had about long-term borrowing. So I just wanted to make sure that we have that clear before you finish the presentation.

**Saltzman:** So the \$1.25 million, does that mean that's the maximum amount of property tax revenue that they can receive over ten years, or --

**Quinton:** Yes, the maximum that each district will receive.

**Saltzman:** Over ten years.

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**Quinton:** It's not all tax increment. My next slide shows you different pots of money, but the \$1.25 represents the combination of tax increment, the pay as you go and plus the revenue sharing and that we talked about, plus general fund that we need to, particularly in the early years, to provide funding while the increment ramps up.

**Adams:** The general fund in the budget.

**Quinton:** Yeah. The other thing that I want to point out, is that because of the -- and this relates to commissioner Saltzman's point, whether you think about \$1.250 million over ten years it implies a different set of activities than what people associated with urban renewal. So large scale redevelopment is out of the question. These are small pots of money that definitely need to be matched and leveraged, but that go to smaller scale activities, but ones that are more consistent with what we have seen used successfully to promote growth in business districts.

**Adams:** As everyone knows here, not the general fund but the urban renewal is sticks and bricks, as we say so having the microenterprise partnership allows for a much more holistic approach to assistance. Urban renewal.

**Quinton:** Even applies to revenue sharing. Let me walk you through this. The total cost for this initiative and we are being all-inclusive here in terms of administrative costs, as well, is a little over \$12 million over ten years. So, the, the actual tax increment that's generated as part of this is less than half of that. It's \$5.4 million. And that flows primarily to the districts, as well. And we have the two different revenue-sharing pots of money, which are a little over a million each. And those are added to the mix as well, so it's a million each. The revenue-sharing, the impact of the county and the city is the same so they have the same revenue-sharing, so both the county and the city have agreed to put that into the mix, to increase the amount of money for each of the districts, and then as I mentioned and the mayor mentioned, there is about 4.7 million left to complete the initiative, that will come out of the general fund and at our current appropriation, will come out of what we currently get from general fund. It involves us shifting our priorities around for general fund, but we feel like this is priority initiative for us. But it does, long-term, we will have some ongoing general fund obligations out of the general fund allocation. And so, we talked about it already, the \$5.4 million is not, is in debt. It's pay as you go, the revenue-sharing comes from, from the iga that, that is before you today, and then we have our general fund dollars and a lot of it is the first two years we're we see the least amount of tax increment and revenue sharing to bring to bear on this. I don't want to move on that too quickly.

**Fish:** Are you through?

**Quinton:** No, I have a couple other slides. I just wasn't sure if you want to do this.

**Fish:** Let's hear the whole thing.

**Quinton:** I want to acknowledge our partners here. They are here, they are here -- they deserve recognition in addition to the ones coming up and providing testimony. The six that are here, we have had tremendous help from, obviously, the county, but also, from venture Portland and venture Portland was a critical partner for us in providing technical assistance to all six of the areas, as they prepare to apply for these districts. And so, i'm not sure that we would be here without them.

**Adams:** Can we take a round of applause for the great leadership of venture Portland? It's fantastic. [applause]

**Adams:** We're going to hear from heather in a minute, but we could not have done this without many partners, but I would just want to underscore you've been working full-time on this for quite a while now, so thank you.

**Quinton:** Heather, I think, would acknowledge she received ton of assistance from the, for the nonprofit association of Oregon, which really helped -- it helped in the capacity-building side, and in addition, we've been working with partners on the small business side and including the hispanic chamber of commerce, irco, naya, the sbdc, the small business legal clinic -- they have been our partners on the ground in terms of getting you know, we got those dollars to work right away, and

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they have been working in east Portland to help small businesses and I think you read some of the success stories. They have been in the Oregonian, and now there is, you know, we have had -- it's been great to see the private sector's support. Craft 3 is a private non-for-profit, but umpqua bank has had somebody on the leadership group. They have been involved the entire time. They are heavily involved in adventure Portland, but burgerville has a big presence in east Portland and dan cogan has been at so many meetings and is a big part of the 82nd group, so it's great to see the private sector support, not just in terms of the business district but getting involved in the community organizing aspect. And I think it's also worth pointing out in rosewood, the software association of Oregon has been involved in rosewood long before we started this initiative. And is still one of the key partners in helping with the rosewood effort, so it has been an incredible effort and as i've been saying, a different way of doing business for pdc. So, that's the end of the presentation. I really do appreciate the opportunity to present this and we look forward to your support.

**Fish:** Patrick, thank you. It was an excellent presentation. I have two questions. The first has to do with the administrative expenses for this program and you said it's about 1.25 million per district. And what's the, what's the, the apportion attributable to pdc expenses in administering the program?

**Quinton:** Out of the, you know, I need to get, I think I -- I need to follow-up on that, and I can get you the exact numbers on the administrative piece of it out of the 12. Because of 12.1, 7.5 go to the community, so there is -- I can get the breakdown of that.

**Fritz:** If I might interject, something you told me is that you were going to have one staff person working on all six ongoing, is that correct?

**Quinton:** Yeah. Each of the, the administrative overhead for each of the districts is, is ending up being small so we don't, have a ton of staff dollars.

**Fritz:** So you have had more staff dedicated to set them up, but ongoing, it's going, the management is going to rest with the communities and I really like that model.

**Quinton:** Right.

**Fish:** Since it's a smaller pot and a more focused approach, you are not going to have the same cost structure you do with larger urban renewal districts, but I want to be sure that we are getting maximum dollars into the community and a limited amount of administrative costs. I would like to see those numbers compared to some of the other urban renewal districts. The second question I wanted to ask you has to do with what are some of the eligible expenditures? And could you give us examples of what one of the recipient districts might choose to invest in to grow business? What are some of the things you anticipate the money going to?

**Quinton:** So, the -- you have -- we have different pots of money. So we do have different rules. The tif portion would be used for tif-eligible expenses so that would be something that will be, be, be physical improvement and here we go, thanks. But, but, you know, we could do small scale storefront improvements and small scale kind of street enhancements, street furniture, and things like that and signage, and light. The non tif dollars could be used for staff costs. To have staff managing the districts as they do in the main street model. And they can be used for promotional activities and organizing events, things that are not typically tif eligible.

**Fish:** One of the reasons that I want to tee this up, you are coming back to us shortly to do the pdc budget presentation, and then I think next month you come back we're we serve as the budget committee. Mayor, one of the things that i've been struck by as you talk to people in neighborhoods about what investments generate jobs or prosperity, you have ten people, you get 20 ideas and answers. There are some people who believe that, that the storefront investments, loan programs, other things are critical to creating jobs. Others who say that because of the particular history of the area, having streets paved, sidewalks that are enhanced, critical to prosperity and I know that, that we're I live in hollywood, the community is rallying around a central plaza of some kind to host

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farmers markets and other things and likewise in gateway, there's been a discussion of a plaza that would be a linchpin. Some people think housing and investments in parks are critical to enhancing quality of life and therefore, the climate for job creation. And I look forward to the chance of the council having that discussion because while we have -- while we have made a big push towards jobs and a focus at pdc, I don't think we have had the chance to have the sort of in the dirt discussion about what investments actually produced the greatest outcome around jobs. And I don't think this there is a one size fits all. And I hear that when i'm out in the neighborhoods. But, I look forward to having that discussion because in this instance, we'll be guided by what communities think they need and want. But, counselor also has to weigh in on what are those kinds of investments that we think do lead to jobs and I think that we'll have that chance when you come back.

**Quinton:** Ok.

**Adams:** The neighborhood economic development strategy really put that issue through the appropriate rigor. And although it is different for the context is different for, you know, for these npi districts, each of them different, it's not simply based on experience. It's not simply based on perception. We did put that very issue front and center as part of the neighborhood economic development strategy. And so, we have performance measures. Based on that. And we'll be happy to go through that again.

**Quinton:** Commissioner, I was given the numbers on the first question, so I can respond now. It's roughly around 20, 25% of the dollars are going to what you would called admin, but most of that, about, about 2 million is really the staff that pdc will have to provide technical assistance, and then there is about 800,000 that would go towards what we would associate as overhead. The overhead of the organization. The 8.7 of the 12.1 million would be going to the district, so that's the breakdown.

**Fish:** And that's been discussed by the partners. Is it fair to say that's something of a cap? There is a hard cap on that?

**Quinton:** I think that we have different -- we have somewhat of a hard cap in the iga around the revenue sharing and we have not put a hard cap because we don't really know how it will play out, but our goal is to, is to get as much out to the districts as possible. Those are the numbers that the districts are going to use to plan, you know, what they are going to do. So, they are going to create expectations about how much money they are going to get. It's really -- and I just want to say, I appreciate and I share the desire to make sure the administrative costs are as low as possible. We are learning new way of doing business. We learn in terms of how do we get the dollars at the door without being heavily involved? That's new model for us because we run programs and projects that are inward, so our work has been intensive in the past, so it's new model for us to do business.

**Adams:** Any other discussion? Anything any of you want to add? Thank you very much. Thank you, sir. Thanks, ma'am. All right, can we have heather, rey and caroline. They are from venture Portland coalition of communities of color and npi and 42nd avenue npi. Welcome back. Glad you are here. Would you like to begin?

**Heather Hoell:** Sure. Thank you, mayor and commissioners. Again, I am heather hoell. I am the executive director of venture Portland. Approximately 50 unique neighborhood business districts thrive in Portland, and since 1986, venture Portland has supported these critical commercial corridors with training technical assistance and grants funding. And in fact, over the last 15 years, we have invested \$1 million in grant funds to business districts that have leveraged an additional \$3 million in private investment. And in 2011, alone, we provided 1300 hours of training and technical assistance to business district leaders from emerging and established districts. Portland's neighborhood business districts represent a majority of the city's businesses. They also employ Portlanders making up about half of the city's jobs. Unfortunately, many of these districts have lacked the investment, infrastructure and incentive to build their local economy and increase their

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economic competitiveness. Pdc's commitment to meeting the districts where they are and helping them grow and succeed through the long-term investment of an urban renewal program is incredibly exciting. As you well know, healthy connected neighborhood business district create a healthy economy for Portland. The reality of today's economic environment requires creativity and a commitment to work together from business owners, residents and community and government partners. Venture Portland has been a proud partner with pdc through the formation of both the ned strategy and the neighborhood prosperity initiative, and looks forward to continuing our work. Together, we're able to provide an outstanding continuum of services to the city's diverse business districts. And in particular, I want to recognize patrick, kimberly and john's leadership and kate, dana and justin for their outstanding implementation of the program. It has been a privilege to work with them. The six designated areas have already seen significant growth since the announcement of the neighborhood prosperity initiative and in fact, the four areas that had an existing business association. 42nd avenue, 82nd avenue, and midway and park rose, all saw significant growth last year. An overall 29% increase in membership and a 38% increase in revenue. Due in large part to the excitement and energy created by npi. I'm confident that more good things lie ahead for all of these districts. Again, thank you for your support of the neighborhood economic development strategies and the exciting neighborhood prosperity initiative. I strongly encourage you to adopt these urban renewal programs.

**Adams:** Thank you. Hi.

**Carolyn Mistell:** Hi. I am Carolyn mistell. I own business, delphina's bakery, on 42nd avenue and I am here to speak to the 42nd avenue npi. I am committed to not only building my business, but also, building a stronger, healthier community around my business. First I want to thank you city council, the city, pdc, venture Portland for all the support they have given to 42nd avenue over the past few years. They have provided originally a couple of grants. Pdc provided grants for matching storefront funds for my business to improve the face of my building, and it pushed me to spend precious money of my own during a time when I was struggling just to keep my doors open, and pay my basic bills. To put money into some storefront improvements. To turn my building from a gun metal grade prison box into a beautiful, storefront on 42nd avenue, and it's thriving, and I appreciate what you have done to help me. We have been working on organizing 42nd avenue for number of years. We have an active business association. Thank you for providing funds to our association for, for enabling us to do things like design and implement banners on the streets that helped to identify the district for the community, for the businesses around it, and for the people that drive through our district. We could not have done this without your help. We have worked as a community effort to address the future of the whitaker, Adams site. A great deal of work went into put together the 42nd avenue target area study and the cully-concordia assessment and action plan. We were privileged to go through the main street application process last year. As a result of this collaborative process, new momentum was created that is bringing people in this district together to rebuild community. We already know a lot about ourselves. We know that 42nd avenue is the nearest commercial area to a very ethnically, racially, linguistically and economically diverse population. And even though we are a small business district, with only a third the number of businesses that our neighboring districts have, we are surrounded by three residential neighborhoods who would benefit by revitalization of the area. By creation of new jobs. By filling vacant business spaces. And by providing goods and services, the vast majorities of which the residents now have to travel outside the district for. The npi is a chance for us to match the development of our district with the needs of our people. The beauty that I see in this initiative is that it provides opportunities for community-driven solutions. To issues identified by and within the community, itself. And by working for change in this way, we can minimize the risk of gentrification and displacement. Thank you for seeing that this critical component of listening to the people in the community is key to the success of the initiative.

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**Adams:** Thank you. Are you done?

**Mistell:** A bit -- if Portland wants to be a city of complete, prosperous, educated, healthy and equitable communities, socioeconomically diverse areas like 42nd avenue and the other npi districts, are important to the achievement of this goal. We cannot build this city on these building blocks without 42nd avenue. We are the only business area serving a large number of people living in the surrounding neighborhoods. If we are going to thrive, we are going to need your help. We cannot do it without you and I promise you, with time, we will work very hard to make your generous investment pay off, and in comparison to that, the potential return to you will get -- the potential return you will get back from the community is, is, should be a prosperous, educated, healthy and equitable people. Thank you for listening.

**Adams:** It is so nice to hear the mission, the proposed mission of the city, the forward mission of the Portland plan and the, the proposed mission statement for the city come back to us. So thank you thank you very much. Very smart.

**Rey Espana:** Mayor Adams and commissioner, it's always a blessing be to be with you. I, too, am living my, lending my support and voice to the proposed actions. I want to acknowledge mayor Adams' leadership, chair cogan's leadership, the pdc commission chair andrews. Commissioner dickson -- leadership has been very important in promoting a first innovative approach for revitalization efforts. The work that i've been doing specifically has been in the cully boulevard area. I worked with carolyn and mr. Granger on the 42nd street. As you know, one of my other hats I wear is on behalf of naya, I do the community development work. It's very important that I want to acknowledge what this proposes around equity and insuring access to resources and access to build communities, which I think is critical in these days and times. I participated in the leadership group, as well as the group that advised pdc staff in terms of the economic development strategy, and bringing that forward. The initiative you are hearing today, creating the micro-urban renewal areas is very innovative and is critical with community building activities. Launching the initiative, at least in the cully neighborhood, I think I speak in support of the others, has afforded the community to come together and begin to build very strong alliances of business, residents, nonprofit organizations, to begin to build and be self determinant, to be very much focused on addressing their priorities of our respective communities. I can speak directly to the cully experience. As much as that we are currently very much actively engaged in what I would call the capacity building question and the capacity question, the capacity building initiative, requires not just critical thinking in terms of how we should organize ourselves, but it also implies connecting and bringing the community with us so we're taking our time to, to be sure that all voices are heard in our community. With that, I would just close by saying that I want to acknowledge director quinton, miss ranum, mr. Jackly, dana, kate-- all the staff that have worked directly with us, I represent those very appreciative of the opportunity to serve and to, and to commit resources. We are very actively involved in the implementation phase. I want to share commissioner, to assure commissioner Fish and cully as well, we're looking at this very broadly. The commercial district, it is an important core we're we want to be sure our businesses are responsive to our residents. That we create local ways -- people become employed. Inch -- I think we're very active in the microenterprise and small business development aspect of this, but well, we want healthy communities, healthy services, appropriate housing for all to stay and not be displaced. I think our vision is one of a nurturing, thriving neighborhood and I think that -- I stand in support of the work today.

**Adams:** Thank you, sir. Thank you very much. Our last panelists are joe rossi, jerome funchess, lori boisen and nancy chapin, from respectively parkrose, rosewood, division midway. 82nd avenue and division. Welcome back.

**Joe Rossi:** Good morning mayor and city council members. Thanks for the opportunity. I just want to say that I represent the parkrose spokesperson from the parkrose prosperity initiative.

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We're really excited about the opportunity that we've been given. We have a really good group of vision people that have assembled. Quite a few meetings and where, for a historic business district, which has fallen into decay, and some vacancies, and so this is a real strategic investment by our city. And I think it's very smart market approach to do this. Targeting a small area, in a way that involves our citizens. One of the biggest comments I have had and is that, is that, you know, how much is government involved and want to participate. But, it's very nice to tell our citizens that the ideas from our community are what's going to drive this and I think that's been one of the biggest assets moving forward. So, we are, we are excited about the opportunity, and so we're engaged with a lot of people and I just want to say we have kind of started the process of revitalize parkrose, and we're now the host community. The Portland immigrant statue, which celebrates the diversity of the city, all our ancestors were immigrants at one point and we have a lot of immigrant population this is our city. Especially parkrose has a great big, huge, representation and all our, all of our immigrants coming forward should be recognized because they really made a good contribution. So, that being said, I just want to make this short. We have had a lot of meetings. A lot of participation. And we're ready to move forward. These hurdles that we have to achieve are pretty high. But, you have given us something to unite our citizens around a common theme. And also, pdc, I have to say, has been real, real supportive. Every has been great, and especially dana and justin. Have been really engaged in our meetings and help to mentor us through the process. So I want to say thanks a lot.

**Jerome Funchess:** I am Jerome funchess with the rosewood community. I want to say thank you to the mayor and the commissioners. And everybody, the support staff. With the city of Portland's approval and support, creating the urban renewal area and in the rosewood neighborhood with the epicenter at 162nd and stark, will provide a catalyst that can be used to improve current conditions that are degrading the social fabric of our community. The creation of the rosewood ura will not only provide tools for obtaining the existing businesses within the neighborhood, but also give us significant tools for attracting businesses to expand the number of goods and services offered in our community. I would also provide marines to, to jumpstart job creation and encourage commercial development of areas within our community that are deteriorating and underutilized. The creation of the rosewood ura would link businesses, and partnerships with those in the community who desire to create change. The partnership would not only manifest community driven projects that will improve the store fronts, street infrastructures, but also facilitate the process of building community capacity that can and will be used to solve other problems within our neighborhood. This capacity will also provide new-found sense of community identity, which will be reflect in the ura as a sense place and purpose that will be helpful in attracting new businesses and new customers and residents alike. With the city's approval, the formation of the rosewood ura would be a step in the rosewood community's effort to establish itself on the map as a neighborhood that is on the rise. And working towards positive changes. It would enhance our ability to create a place that has a commercial and a social definition out of a neighborhood that was once considered a no-man's land or at worse, to be forgotten. The rosewood ura will illustrate the way to overcome economic deterioration is by pulling together partnerships that share community vision and assets. It also will illustrate that the formation of urban renewal areas, along with community-driven projects, are an essential part of renewing business districts. It will reflect it's not enough for a community to desire change. But it's also necessary to engage in the process of actively building a community's capacity to bond public and private sectors into working partnerships. These working partnerships that share vision and goals, are a means to create and maintain a thriving and prosperous community. I again, want to say thank you for the commissioners and the time to speak before you today. Rosewood has really been working on getting lighting and fixing some of our safety issues to improve our business districts. I just would hope that you, again, support the npi initiatives and the efforts of all

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the people here today within the community that are trying to push forward growth and prosperity in the city of Portland.

**Adams:** Thank you very much. Appreciate it. [applause]

**Adams:** Yeah, rosewood.

**Nancy Chapin:** Good morning, mayor Adams and members of the council. Nancy chapin, representing the 82nd avenue of roses business association for dan cogan and others who could not be here. I just want to say that I concur with the stories the other folks have, have presented here today. And appreciate all the thank you's, and i'm here today to support the 82nd and division jade district, npi, urban renewal plan.

**Adams:** Is that a new name?

**Chapin:** That is a new name.

**Adams:** Jade district. That's great.

**Chapin:** The association is pleased to have this primarily multi-culturally asian pacific area identified within the 82nd avenue business district. We believe it can grow and thrive with the care and nurturing offered through the assistance and resources of the npi urban renewal plan. We're looking forward to communication, identification, of business and economic growth that come from, from the jade district's existence and will, undoubted, go beyond it's boundaries on 82nd. And in fact, the last five years the businesses in the jade district community have insisted with the parade, every year, and we are looking forward to another successful community for the sixth annual parade with drag dancers and other ethnic and, and multi-cultural entertainment for you so we hope that you will all be on 82nd avenue on april 28 for the parade. We encourage your support of this project.

**Adams:** Thank you, the jade district, that's fantastic.

**Lori Boisen:** Thank you, mayor Adams and council. I am lori boisen, secretary of the midway business association and a dedicated midway npi volunteer. We are proud of the local family and minority owned businesses who continue to struggle through there recession. However, the recent loss of albertson's and subsequent vacancies has been devastating. The large hole in the commercial corridor has created a sense of desperation for the community. When the city council and county announced the npis in november of 2011, our group recognized the opportunity to, to improve our business district and the surrounding community. Midway members joined with represents from the neighborhood association, david douglas school district, human solutions and other nonprofit agencies to form our steering committee. Since then, our scrappy group of individuals facilitated 14 public meetings, attended by 100 people, translated information into spanish, vietnamese, russian and somali and distributed materials to 2,000 residents and businesses uniting around this vision. In the year 2025, the division midway neighborhood prosperity initiative business district is a center of community life for southeast Portland. With neighborhood shopping, community-gathering places and thriving businesses. Two large quality grocers, anchor both for the district, family-centered restaurants and shops, affordable locally owned stores, and a wide range international businesses add unique flare. The businesses offer a fresh and friendly look with unified signage, warm light, open doors and storm windows that sparkle, welcoming neighbors and visitors alike. Southeast division street is safe and easy to get around on foot and bike or car, with crosswalks, trees and lighting that invites people to slow down, enjoy the streetlights and shop a fine variety of goods and services that are so accessible to all. Division midway npi is a lively multi-cultural district we're neighbors and businesses take pride in a spirit of community and caring. We appreciate the recent funding commitments for sidewalks along southeast division but we believe a lot more work needs to be done. The community members and the division midway npi are up for this. We urge city council to adopt the new urban renewal areas into the annual budget. Thank you for supporting the division midway neighborhood prosperity.

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**Adams:** Thank you all. Appreciate it very much. So, folks, I have gone way over the allotted -- you are welcome to return. Way over the allotted time for this action. We have five people signed up. You are welcome to pursue that testimony. I'd ask that you be very quick. If you feel like your comment has already been captured, foregoing the opportunity to testify is also welcome. But, you've signed up and you have the opportunity to testify.

**Dan Johnson:** Hello good to see you, Commissioners, again. My name is dan Johnson, current president of the Beaumont business association up in northeast Portland, which is from 42<sup>nd</sup>-52<sup>nd</sup> aves. I'm also the managing partner at pride financial partners who recently opened our second location on Fremont street. The reason we did that is we believe in the local connectivity of businesses connecting with community. This initiative is very important because it will enable communities to self-fund themselves and support efforts that actually allow them to flourish. So I do support the effort. I would only make one comment. I know it's called neighborhood prosperity initiative, it's a 10-year program. I hope somewhere in the conversation we're going to talk about sustainability. Most boards are in place for about 2 years. That means you're going to go through five different presidents during this period of time. That's a lot of transition. I know you've addressed it, but I just wanted to make that point clear. However, we'll take the money. The business community needs your support. So please don't hesitate to give us the cash.

**Fish:** By the way, congratulations on the new grand central bakery.

**Johnson:** Thank you very much. It's going to be a wonderful asset to the community. There's amazing development all over the city. We are a city of community, and you have to recognize the communities. That's the most important thing that drives this city to be the city that it is.

**Adams:** Welcome.

**Daniel LaGrande:** My name is dan lagrande. I'm a board member of the beaumont business association, and I just want to echo dan's comments and just thank the council for making the commitment to providing some resources to the east side. We all admire and support our downtown Portland, but we also acknowledge that ae major portion of the city lives on the east side. A major portion of our small businesses are on the east side, and so thank you for recognizing that and for providing some support to our east side neighborhoods and businesses. We share boundaries and look at ourselves as collaborators and work together, so we support both those initiatives as well as the others. Thank you.

**Adams:** You have a great business district.

**Clarence Larkins:** I appreciate the opportunity to get to speak this morning. When I walked in here this morning, I saw a lot of community faces. First mr. Jackson. He's one of the first faces I saw. He patrolled our streets in Portland for 25, 30 years. I've been known as family pretty much all my life. And when I came in, he said, what you guys doing here today? I said, well, we're talking about urban renewal for 42nd avenue. He said, wow. You guys don't want that, do you? [laughter] but being from northeast Portland, I see where he's coming from. I'm going to tell you why he said it, though. Because growing up in northeast Portland, there's been a change in our community. We all grew up there, knew each other's families. But now our community has changed because of a lot of the urban renewal. We don't have the community that we had before because of all the work that's been done in northeast Portland. Most of our families have to move over to the gresham area and to vancouver and to other sides of town. So i'm in favor of this npi because it brings a lot of different things to the table. One thing is jobs, because that's what it's going to take for people to be able to stay in the community. It's going to take jobs. As far as the npi, mr. Adams, i'm president of the 42nd association, and sam Adams has come to our meetings since about 10 years ago.

**Adams:** I was young then.

**Larkins:** You weren't even married. [laughter] anyway, you used to come to our meetings, and we used to talk about vacant property on northeast 42nd avenue and something that could be done. I'm

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really happy that he's hung around long enough to actually seeing something getting done on 42nd.

**Adams:** Thanks for your patience. Only took a decade.

**Larkins:** But we appreciate it, and hopefully we can get something done this time and it won't be just conversation. Another thing. I wear two hats. I'm president of the 42nd avenue business association, also president of straight path in. It's a second-chance program. We're putting people to work. People that used to live in northeast Portland would like to get back to northeast Portland, and it's going to take jobs. I have a nonprofit program. We focus on families and employment. So i'm not as familiar a faces a john jackly from pdc. He and I put people to work, people with criminal records trying to turn their lives around and getting jobs. I was working with john jackley, and I used to call him and look at different job sites. I'm looking at these job sites, and I don't see none of our people on these jobs. Some on mlk and all throughout the neighborhood, but I don't see any minorities on the job, and mr. Jackley used to straighten it out in short order. I'm happy for this opportunity.

**Adams:** Thank you, clarence. Appreciate it.

**Valerie Salazar:** Good morning. I want to apologize for my appearance. I had to work late last night. My name is valerie salazar. I do the outreach for human trafficking, gangs, youth, things like that. I'm also here representing the neighborhood, all the people of the rosewood area. We need help. I've lived in the area, also worked in the area for the past year, so i'm establishing my roots. As my career has sped forward and my successes happened, I had a choice to move out of the area, and I chose not to. So i'm, like, right in the heart of it. And these people that live in the area are worth investing in. They're worthy of investment. They're worthy of partnership and help. They're just as capable as anyone else. It's not a wasteland. The area needs to establish roots and needs stability. I've sat with pdc and the npi project, and I know the investment will help greatly. We'll continue to work together as a community, and we're all people, and there's a lot of community members -- even though there's unfortunate things that happen in the area, higher than other areas, I will say that it is a community, and the people, they strive for better jobs and better homes, and sometimes we just have to change our mind-set. So when we have investors that encourage us to change our mind-set, we move forward.

**Adams:** Thanks for all the work you do. Appreciate it. And our last?

**Miles Curtis:** Good morning, mr. Mayor and city commissioners. I'd like to take a few words to speak in support of the npi in general but rosewood in particular. I am currently at the oliver sun school so was pleased to hear the testimony in support of the sun program earlier. Oliver is in the centennial district, so I was really glad to see the testimony from the superintendent earlier today. But I am touched by three of the proposed npis. Besides oliver, right next to rosewood, the midway association, and I live in the montavilla neighborhood, so I would be impacted by the 82nd and division which I guess is the new jade district. So i'm excited to hear that development today. About rosewood, i'm doing -- my duties at oliver sun school are community engagement. I've been doing this since january. I'm very pleased to find the rosewood initiative right next to the sun school which allows me to help serve the oliver community. I describe it as ground zero for community development in the area. It's right on the borderline between Portland and gresham, and it's doing a lot of work that has been kind of ignored or neglected over the past few years. What I find most appealing through the npi process is the ability to create local jobs. There was a stat that I had just read last night that two-thirds of the jobs in Portland are from small local businesses. If you drive along the stretch -- this proposed npi stretch on rosewood, on stark from 148th to 162nd -- I would imagine the percentage of jobs by small local businesses are higher than two-thirds. Pretty much you don't see any kind of national, large business or corporation minus the occasional 7-eleven or subway. So it's very much a small local business district that could be developed here. These areas, all six of the npis, are areas that have been disinvested for far too long, and it's time for

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reinvestment. Grocery stores have closed in these areas. Perhaps another fantastic appealing portion of the npi process is that this opens a new chapter for the pdc. They haven't really taken actions like this in the past, and the fact that they are doing so is great and should be worth the city council's support. Earlier, when we were discussing the sun program, we were discussing potential possible budget cuts. If these investments are made in the npi, that could lead to increased revenues for the city council as well as for the local school districts, which would perhaps make such discussions for budget cuts unnecessary. Finally, as my time is up, i'd like to end by saying these investments are wise. They're prudent. As you said, mayor Adams, they provide muscle to the city's commitment towards equity. Thank you.

**Adams:** Thank you very much. [applause] so these are nonemergency, which means we actually vote on them next week. Are there any comments? You probably won't all come back next week, which is fine, but are there any comments anyone would like to make before we move on in our agenda and take a brief recess?

**Saltzman:** Well, sure. I'll start. This is a fantastic idea. I want to thank -- it's hard to believe somebody didn't think of this a long time ago. So kudos to mayor Adams and the pdc for really sort of embracing the common phraseology that you hear and every candidate out there running for this office talks about embracing neighborhoods, embracing small businesses. This is really the most tangible putting that phraseology to work that i've encountered in my career here on city council. I have high hopes for this. I think it's going to provide -- it's not a lot of money, but it provides money to do important things in neighborhoods, neighborhood business districts. So I really want to thank mayor Adams, commissioner dickson from the pdc, and all the other members of pdc who have made this work. And you, all of you, who are going to roll up your sleeves and make decisions and also raise some local matching funds, too. I have great hopes for something as simple as investing in neighborhood business districts. As I said, it's amazing nobody thought of this a long time ago. So, again, kudos to everybody.

**Fritz:** I thank you for coming down today. It's not that far from any part of Portland to get to downtown. It's not that far from downtown to get to any part of Portland, so I appreciate your time in coming on a business day. And the work you've done over the last six months has been extremely intensive, and what a great outcome. Thank you for taking the final step to come down and show you support, whether you spoke or not. I've been partnered with these Portland neighborhoods for 20 years, and i'm very happy to see this done. I do need to state that I am a member of several of the business associations that are represented here. Not a conflict of interest since I don't own a business or have any kind of financial investment.

**Fish:** I hope not, that would indeed be a charter violation.

**Fritz:** It indeed would. So that's why I thought I'd state it in case anyone was wondering. I am a member because the participants asked me to become a member. I said yes because I appreciate the work the small business districts do. I will be at the parade on april 28th. It's my birthday, so I hope everybody will be very nice to me. These community events that are sponsored by the business districts are really important in attracting attention, in having people come to visit just for a morning or for a day to the street fairs, to the Portland expo, to the cathedral park jazz festival. There are so many wonderful things happening in our communities, and they happen a lot because of the business districts, because the local businesses invest in support. And venture Portland helps with the organizing. And nancy chapin has also done so over many, many years. This is part of what is great about Portland. I noted down the last speaker who said, these investments are wise. They are prudent. And they provide muscle to the equity work. That's exactly what we're doing here, and we are investing in the community and the community is investing in itself, that you are going to be doing the decision making, providing the coordination and the volunteer work. This is investment. Again, thank you to mayor Adams for making this a reality and for his leadership on this. It's not just been talk about getting sidewalks on division and 122<sup>nd</sup>—which we've actually

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done that in these tough times. This is a great experiment moving forward. I hope it will expand to other areas when you're successful.

**Fish:** Also i'd like to add my voice of congratulations to pdc, to the communities that have come to the table to craft this unique proposal, to mayor Adams and his team and to my colleagues. I've either been a candidate or elected official over the past 10 years, and I remember 10 years ago -- randy and I actually remember -- that a key thing that we heard out in the community was what is city hall doing for small business and is city hall listening to the concerns of neighborhoods? And nancy's nodding her head, because it was a recurring theme. 10 years later, through some very intentional actions -- and I think many of them led by this mayor -- we have things like action plans in parts of the city that have been left behind previously, where we have intentional planning like the east Portland action plan, cully concordia plan. We have a small business advisory council that gives us regular feedback on how to do a better job. We've gone through some hard work on permit reform and consolidation 'cause we keep hearing that certainly in permitting goes a long way. We've initiated things like mapping to see where our money's being spent so we can have an honest conversation with people about priorities and how we're investing. Now we're creating neighborhood-based economic urban renewal districts. That's just a sample. All of that is because the folks in this room and the people who were listening were telling us we didn't have it right, and these are responses to what we have heard as elected officials. I think a lot of the heavy lifting has been done because mayor Adams said neighborhood economic prosperity is one of his priorities. If you don't believe that, read the Portland plan, because it is right there at the center of that. I want to thank sam. I want to thank pdc. And I especially want to thank the folk whose have been making the loudest noise that we needed to do more, because I think we're making progress.

**Adams:** Folks have been very generous in their praise for me. You should know that this city council has invested more in small businesses than any other city council that i've observed or while i've worked in this building. And i've worked here for a long time, so this is very much commissioner Fish and commissioner Saltzman and Fritz did a nice summary. We have a lot more work to do, but we really have put forward the metrics, the policies, and the resources. Don't forget that these folks up here have been fantastic on these issues. These are six wonderful parts of Portland that Portland doesn't know enough about, so i'm excited to provide you with the kind of public/private partnership resources to help you help yourselves. I worked for a day at judith's classic floors on stark, an excellent flooring company. I answered the phones, and I stacked some carpet. I drove business away like you wouldn't imagine with my lack of knowledge of what's going on. And then I also worked at the burgerville, the best burgerville in Portland on northeast glisan and 82nd, worked the drive-thru, again creating dozens of unsatisfied customers, but it was a drive-thru, so they were down the street. In all seriousness, i'm really pleased to have been part of this team effort. I want to thank my office staff as well. We've heard and deserve recognition again the great pdc commission, patrick quinton, kimberly branham, justin douglas, kate dean, morgan masterson, dana DeKlyen. Great staff at pdc. Thank you all, and this will be voted on next week. I think we have the support on council. So give yourselves a round of applause. Thank you. [applause] we'll do a quick four-minute break.

**Item 350.**

**Adams:** Please read the title for the next item. Mr. Aebi, welcome back.

**Andrew Aebi, Bureau of Transportation:** The ordinance before you today would amend the lid boundary of the northeast alberta street phase one lid to allow us to construct a storm pipe 106 feet south of the existing lid boundary so that we can properly drain the alberta street intersection. Pbot has worked very closely with bes and, in the course of design of the project, bes asked us to install that storm pipe to make sure that the intersection were properly drained. There's two other changes that this ordinance before you would do. We did receive additional opt-in support from a new property owner at the southeast corner of northeast 78th avenue and alberta street, and the

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ordinance would add the northernmost 50 feet of northeast 78<sup>th</sup> avenue to the scope of the project. We'd be billing an additional 50 feet of street improvements in cully which very much needs those improvements. We're currently at 95% plans. We would like to get this project out to bid so we can get the project constructed this summer. So for that reason there is an emergency clause on this ordinance. By the way, we've received no remonstrances against any of these changes.

**Adams:** Any discussion from council? Anyone wish to testify on this matter?

**Moore-Love:** No one signed up.

**Adams:** Please call the vote.

**Fish:** Aye. **Saltzman:** Aye. **Leonard:** Aye.

**Fritz:** Thank you for your good work. Aye.

**Adams:** Aye. So approved. Please read the title for item number 346.

**Item 346.**

**Saltzman:** Did anyone provide you with amendments or substitutes? I just need to move the substitutes?

**Moore-Love:** Yes, those were passed out yesterday with the Tuesday memo.

**Fish:** So moved.

**Fritz:** Seconded.

**Adams:** And the substitute is --

**Moore-Love:** Amend directive a. The new language is: The commissioner of public affairs is authorized to execute a contract with the lowest responsible bidder for the purpose described in section 1.

**Adams:** Great. Please call the vote on the motion to substitute.

**Fish:** Aye. **Saltzman:** Aye. **Leonard:** Aye. **Fritz:** Aye.

**Adams:** Aye. Motion passes. It's now substituted, so it remains an emergency ordinance.

**Moore-Love:** It's actually a nonemergency, so it will go to a second reading because it was amended today.

**Adams:** Do you want to put an emergency on it?

**Saltzman:** No.

**Adams:** Moves to a second reading. Please read the title for 348. Commissioner Saltzman?

**Item 348.**

**Saltzman:** Well, I pulled this ordinance -- proposed ordinance -- because I believe -- I am just concerned that we are facing a lawsuit questioning expenditures of both water and sewer and storm water rate payer dollars, and the main remedy being sought is general fund reimbursing, sewer and water rate payers. I believe this particular ordinance is ill timed and, for that reason, I will oppose it.

**Fish:** Commissioner Leonard, is this ordinance time sensitive? Would you entertain a motion to set it over one week?

**Leonard:** I had, but I do need to respond to the inaccurate information just given. I'm happy to set it over but I don't want it to be left in the way commissioner Saltzman just framed this. As I would hope dan would remember, each of the last successive budget cycles, the council has, at my request, allocated general fund dollars for the purchase of the loos, and that money has been used to design, construct, and install them. This ordinance simply creates a vehicle by which my office gets inquiries and the water bureau that gets inquiries from other cities to divert them to the three named individuals in the contract who would market the loos if and when we sell them. We've sold one to victoria, b.c., so far. The city that wants to buy one or the entity that wants to buy one agrees to a purchase price, and madden manufacturing manufactures the loo. They pay us, and we pay madden, and on the one sale we generated revenue. I'm happy to set it over, happy to take the emergency clause off, but the way you framed the issue is not accurate, and I actually think -- I

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would have hoped you would have talked to the city attorney before you said what you did given there is a lawsuit, 'cause it's not true that we use water bureau funds to sell them or make them.

**Adams:** This is a general fund enterprise?

**Leonard:** Each year i've asked for a special appropriation from the general fund for the construction and installation of loos.

**Fritz:** Pertaining to this agreement, will the city get any revenue from the sale of the loos?

**Leonard:** Absolutely.

**Fritz:** Will that go to the general fund or to the water bureau?

**Leonard:** It goes to a fund in the water bureau to maintain the loos, but I will give you an analogy. The council has authority to do whatever it wishes with that money. Frank ivancie in 1979 had generators installed at the dam at bull run. The proceeds of which there is about \$4 million a year, some of that goes to retire the debt of the cost of installing those generators, but the balance of that revenue goes to the general fund of the city. But the council can do whatever it wants with that revenue.

**Fritz:** If it takes off and we start getting a lot of revenue, the council could -- currently it's allocated to servicing the loos?

**Leonard:** Right. Again, if we want to set it over, that's great.

**Adams:** Anyone want to testify?

**Moore-Love:** Yes. Floy jones.

**Floy Jones:** Good morning. Thank you, commissioner Saltzman, for pulling this from the consent agenda. I'm here representing citizens for water accountability, trust, and reform. The city did receive a letter from our attorney, john de lorenzo, on the 2nd. As we state in the letter, we do not believe that any further water funds should be appropriated for this project. The project manager is a water bureau employee. As we state in our letter, it says in your letter to me -- this is a letter from the city attorney, terry thatcher, to mr. De lorenzo. It says, in your letter to me of march 19th, 2012, you said that, for the last two fiscal years, the water bureau's capital investment for construction of the loos was \$101,436. Operation and maintenance in that period was \$75,000, and budgeted for the current fiscal year of \$60,000. In that you have the water bureau project manager involved in this -- and I do want to mention that this is not the only nonmission critical project for which this project manager, ann hill, has been involved. She was also involved in the waterhouse, and she traveled to Washington, d.c., to present at a conference on the waterhouse. So you have personnel involved. The figures that were provided in this letter from the city attorney, there's some concern that those aren't the total dollars amounts that have been expended on construction. The water bureau put together a project profile this last fall on a variety of projects. On page 48 of that document is the southwest Washington and naito parkway loos, and it lists higher numbers. So in fact there may have been more money spent -- water bureau money spent -- on construction of the loos than as noted in the letter we received from the city. So we respectfully request that there be no further expenditures by the water bureau on the loo project.

**Adams:** Anyone else wish to testify? Thank you, ms. Jones.

**Leonard:** I would move to remove the emergency clause and set it over for a second reading next wednesday.

**Fish:** Seconded.

**Adams:** Moved and seconded to remove the emergency clause. Please call the vote on removal of the emergency clause.

**Fish:** Aye. **Saltzman:** No. **Leonard:** Aye. **Fritz:** Aye.

**Adams:** Aye. Emergency clause is removed. It will be considered next week. Does that get us to the end? Thank you all. We are adjourned.

At 11:41 a.m. Council adjourned.

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