

J. Scott Andrews
Commissioner Chair

Aneshka Dickson
Commissioner

John C. Mohlis
Commissioner

Steven Straus
Commissioner

Charles A. Wilhoite
Commissioner

Sam Adams
Mayor

Patrick Quinton
Executive Director

This document represents the official meeting records of the October 10, 2012, Portland Development Commission (PDC) Board of Commissioners' Meeting held at 222 NW Fifth Ave., Portland, OR 97209. The full video recording of this meeting can be found at <http://www.youtube.com/watch?v=56EmnGF1kA&feature=plcp>.

1. Call to Order and Roll Call

Acting Chair Mohlis called the meeting to order at approximately 8:03 a.m. Ms. Gina Wiedrick, Board recording secretary, called the Commission roll:

Commissioner Scott Andrews	PRESENT [see note below]
Commissioner Aneshka Dickson	PRESENT
Acting Chair John Mohlis	PRESENT
Commissioner Steven Straus	ABSENT
Commissioner Charles Wilhoite	PRESENT [see note below]

Commissioners Andrews and Wilhoite participated in the meeting by phone.

2. Commissioner Reports

Commissioner Dickson

- On October 5, attended the Neighborhood Economic Development group meeting after two months off in the summer. The group is very energized and looking forward to the fall work.

Commissioner Andrews

- Nothing to report.

Commissioner Wilhoite

- Tied in his participation to the dedication of the Heritage Markers event with his participation in the Urban Renewal Advisory Committee (URAC) Summit. Participation in the summit is reflective of how people view Portland and how we own it. The Heritage Markers on MLK Blvd. was a long time in coming and there was a lot of support and pride in that project and does a lot for the area. The summit was a roomful of people with whom staff can interact and obtain guidance on what help they want from PDC to shape their communities. Commended staff for putting together the summit.

Acting Chair Mohlis

- Along with some current legislators and legislative candidates attended a TriMet-hosted tour of the Portland-Milwaukie light-rail line.
- Took a tour of the new life sciences building in the South Waterfront.

3. Executive Director Report

- On October 2, received news that the Hacienda Mercado project was awarded nearly \$800,000 in federal funding. It is slated to be developed in the Lents Urban Renewal Area in a property owned by PDC.

- Received word that Magnum Boots, an affiliate of Hi-Tec (moved to Portland about one year ago), an Athletic & Outdoor company, moved from California and consolidated their operations here.
- On October 5, the Mayor recognized National Manufacturing Day and made a proclamation declaring Manufacturing Day in Portland. On the PDC website there is a slideshow showing the current state and the history of manufacturing in Portland.
- On the software side, Portland continues to receive national attention on what is happening here; various index rankings put Oregon in top 10 lists.
- On September 20, attended the URAC Summit hosted by Commissioner Wilhoite.
- On September 22, spoke at the grand opening of the new eastside streetcar.
- On September 26, presented the three-year update to the Economic Development Strategy to City Council.
- On September 27, spoke at the Greater Portland Inc. Annual Economic Development Summit.
- On September 27, along with Chair Andrews and Commissioner Straus, attended the ribbon cutting for SoloPower's new facility in Rivergate.
- On October 2, attended the Urban League's Equal Opportunity Day Awards Dinner; Commissioner Wilhoite is an active member of that board.
- On October 5, along with Chair Andrews, attended the ribbon cutting for the Oregon College of Oriental Medicine.
- On September 21, participated in PDC's annual golf tournament at Heron Lakes; Chair Andrews also participated.
- Upcoming events:
 - On October 23, EcoDistrict Summit;
 - On October 24, hosting a large delegation from Kampala, Uganda; looking to Portland as model for some of the work they are trying to do; and
 - On October 25, PDC is holding the Neighborhood Economic Development Summit hosted by Immigrant & Refugee Community Organization. Commissioner Mohlis will be speaking, Senator Merkley is the keynote. For more information go to PDC website.
- At end of September, wrapped up PDC's participation in the Bike to Work Challenge with a record participation of almost 30 percent and riding collective around 3,500 miles.
- Introduced new employees:
 - Michael Gurton, Business Development Officer in the Business & Industry Division;
 - Alison Wicks, Project/Program Coordinator in the Neighborhood Division;
 - Paul DeBruler, Business Systems Analyst IV in the Information Technology Department; and
 - Jay Watts (not present), student workers in the Information Technology Department.

Commissioner Wilhoite asked if there was a significance to October 5 being designated national manufacturing day; did something happen on that day that we should be aware of? Executive Director Quinton responded that he is not sure but will definitely look into it.

Commissioner Wilhoite thanked PDC for its continuing support of the Urban League and its work.

4. Public Comment for Items Not on Agenda

No public testimony was presented.

5. CONSENT AGENDA

A. Action Item: Reappointing Frieda Christopher and Ted Gilbert to the Gateway Regional Center Urban Renewal Advisory Committee for Terms Ending September 30, 2013

With this action the Board is being asked to reappoint two Urban Renewal Advisory Committee (URAC) members whose terms ended June 30, 2012, for terms ending September 30, 2013.

This action and duration of reappointment is consistent with the Board-approved URAC Policy and the previous reappointment of eighty-one URAC members on June 13, 2012 (Resolution 6952). These two established members of the Gateway URAC were inadvertently omitted from Resolution 6952.

B. Action Item: Authorizing the Executive Director to Commence and Respond to Litigation

With this action the Board delegates to the Executive Director all authority necessary to initiate and respond to litigation on any matter delegated to him or her in order to timely protect the interests of PDC.

C. Action Item: Requesting City Council to Issue Short-Term Subordinate Urban Renewal and Redevelopment Bonds for the City's Urban Renewal Areas and Pledging Revenues from Those Areas to the Bonds

With this action the Board requests City Council to authorize the issuance of taxable, short-term subordinate urban renewal and redevelopment bonds through the end of Fiscal Year 2016-17 and authorizes the City Council to pledge tax increment revenues from the relevant urban renewal areas to pay the bonds.

Acting Chair Mohlis called for a motion to approve Resolutions 6971, 6972, and 6973; Commissioner Dickson moved and Commissioner Wilhoite seconded the motion.

At approximately 8:23 a.m. Commissioner Wilhoite stated that Commissioner Andrews had communicated to him that his call was dropped and he was no longer on the phone. At approximately 8:26 a.m. reconnected with Commissioner Andrews and Acting Chair Mohlis confirmed that there were four commissioners and proceeded to voting.

AYES: Andrews, Dickson, Mohlis, Wilhoite

NAYS: None

REGULAR AGENDA

6. Action Item: Authorizing a Grant Agreement with Portland + Oregon Sustainability Institute in an Amount Not to Exceed \$105,000 for Delivery of Sustainability Activities, Including EcoDistrict Development within the Pilot Areas in North Macadam, Lents Town Center, and Gateway Regional Center Urban Renewal Areas

Portland Development Commission staff presenting this item:

Mr. Lew Bowers, Central City Division Manager

With this action the Board authorizes the PDC Executive Director to enter into a grant agreement with the Portland + Oregon Sustainability Institute (POSI) in an amount not to exceed \$105,000 for the delivery of pilot EcoDistrict-related developments. PDC Board of Commissioners' (Board) approval of this expenditure is necessary because the total aggregate expenditure by PDC on grants for this entity on this project and others over multiple fiscal years is \$942,000, greater than the \$500,000 expenditure authority of the Executive Director.

POSI's EcoDistrict initiative was developed as a three-year partnership with the City of Portland (City) and PDC starting in FY 2009-2010. Based on this partnership, it was anticipated FY 2011-2012 would be the final year of significant grant agreement investment; however, this fourth year of incremental investment in the South Waterfront (North Macadam Urban Renewal Area (URA)), Growing Gateway (Gateway URA), and Foster Green (Lents URA) pilot areas will ensure projects are actively under way across the five pilot areas identified at the beginning of the initiative.

Acting Chair Mohlis asked if either POSI board members wanted to come up and make a statement; they declined.

Commissioner Wilhoite asked if this money is going towards planning and non-directed production activities, will it leave projects unfinished. He added that it would be better to fund the two projects underway in the Lloyd Center and South Waterfront and finish them rather than provide funding to begin planning for new projects. Mr. Bowers responded that there are dollars in the URAs for implementation, and the money in Lents is for this feasibility stage development. He added that this is trying to move all five ecodistricts to a state where they each have a pilot project that they could move on.

Commissioner Andrews spoke in favor of the project, the partnership, and likes the neighborhood aspect of the project.

Commissioner Dickson spoke in favor of the project and hopes that they will find non-PDC funding to continue with their initiatives.

Acting Chair Mohlis asked for the dates of the EcoDistrict Summit. Mr. Bowers and POSI staff responded that it is October 23 – 26. Acting Chair Mohlis expressed his hope that it will attract the interest and more momentum to get these efforts to move forward. Mr. Bowers and POSI staff added that there are over 300 people registered and over 500 are expected to attend, many internationally.

Acting Chair Mohlis called for a motion to approve Resolution 6974; Commissioner Dickson moved and Commissioner Wilhoite seconded the motion.

AYES: Andrews, Dickson, Mohlis, Wilhoite
NAYS: None

7. Action Item: Adopting Guidelines for Micro and Small Business Development Programs and Rescinding Prior Economic Opportunity Initiative Microenterprise Program Guidelines Adopted Through Resolution No. 6919

Portland Development Commission staff presenting this item:
Ms. Gina Bell, Project/Program Coordinator

With this action the Board will adopt a single set of guidelines for two PDC business development programs: the Economic Opportunity Initiative Microenterprise Program (EOI-Micro) and the Small Business Development Program (SBDP). This unified set of guidelines is intended to replace the existing Economic Opportunity Initiative (EOI) Microenterprise Program Guidelines adopted by the PDC Board via Resolution No. 6919 on February 8, 2012, and to formalize the SBDP. The new guidelines will apply to both the EOI-Micro Program and the SBDP so that PDC will have one set of guidelines governing its business development programs.

The EOI-Micro works in conjunction with the SBDP. Together, these two programs provide a continuum of business development services for low- to moderate-income micro and small businesses owners and serve 500 businesses per year throughout the city.

PDC has separate grant agreements with each of the six EOI Microenterprise providers and two SBDP providers which articulate grant disbursements, approval processes, reporting obligations, and other program-specific issues.

Commissioner Andrews spoke in favor of the programs and of aligning the guidelines and acknowledges their importance in assisting small businesses in the neighborhoods.

Commissioner Dickson also spoke in favor of the programs and of aligning the guidelines. She asked if there is a need to pay attention to any specific guidelines because these programs are indeed different and would have different problems and needs. Ms. Bell responded that the guidelines are very general and will be able to manage both programs and added that each program does have its own set of rulebooks to address their specific needs.

Commissioner Wilhoite echoed the comments made by Commissioners Andrews and Dickson and commended staff for streamlining the process through one set of guidelines, and also commended Ms. Bell in her presentation of the objectives and outcomes which makes it easier to show the public how PDC is serving them. Commissioner Wilhoite asked if the demand for services outweighs the resources available, and is there a way for PDC to provide more. Ms. Bell responded that there is a greater need than there are resources and with declining revenues it is necessary to look for additional resources. Ms. Bell added that the service providers do a great job with what resources they do receive.

Commissioner Wilhoite recommended that PDC look internally as to how to expand funding for these programs.

Acting Chair Mohlis seconded all comments made by the commissioners and agreed that it made sense to streamline the guidelines and make it more user-friendly.

Ms. Bell introduced her guest, Corinne Phillips, of Pretty Petals, a native and woman-owned business. Ms. Phillips is an EOI-Micro client who opened her business in the Cully Neighborhood Prosperity Initiative.

Ms. Phillips spoke about the great neighborhood she is working at, how she began her business, how the Native American Youth and Family Center (NAYA) approached her and got her started with informational classes on business ownership, and taking additional floral classes.

Commissioner Dickson asked what programs or assistance has been the most beneficial and would be good to let others know that wish to start a new business, especially in neighborhoods. Ms. Phillips responded that she knows that she can receive the answers and support that she needs. Commissioner Dickson agreed that any help one can get with troubleshooting when starting their own business is great and it is good to know that these programs are a great resource.

Commissioner Wilhoite asked if Ms. Phillips heard about PDC's programs and services through NAYA. Ms. Phillips responded yes.

Commissioner Andrews echoed the other commissioners thanks to Ms. Phillips for coming and for letting people know about the program and how it has helped her.

Acting Chair Mohlis echoed all prior comments and confirmed the store's location. Pretty Petals is located at 5713 NE Fremont. Ms. Phillips was also urged to read out the business's phone number, which is (503) 422-7731.

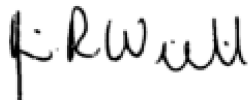
Acting Chair Mohlis called for a motion to approve Resolution 6975; Commissioner Dickson moved and Commissioner Wilhoite seconded the motion.

AYES: Andrews, Dickson, Mohlis, Wilhoite
NAYS: None

8. Adjourn

There being no further business, Acting Chair Mohlis adjourned the meeting at approximately 8:56 a.m.

Approved by Portland Development Commission on October 24, 2012



Gina Wiedrick, Recording Secretary