

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: January 11, 2011

TO: Board of Commissioners

FROM: Bruce A. Warner, Executive Director

SUBJECT: Report Number 11-02
Reappoint David Lorati to the Central Eastside Urban Renewal Advisory Committee representing the Central Eastside Industrial Council

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

Adopt Resolution No. 6843

ACTION SUMMARY

This action will authorize the re-appointment of David Lorati to the Central Eastside Urban Renewal Advisory Committee (CES URAC) as regular organizational member representing the Central Eastside Industrial Council for a term beginning January 11, 2011 and ending in June 30, 2013. This position was created by the Portland Development Commission Board of Directors in 2006. Mr. Lorati was first appointed to the CES URAC in 2007.

Mr. Lorati is the current chair of the Central Eastside Industrial Council and is the president of School Specialties of Oregon Inc, the largest manufacturer of cheerleader pom poms in Oregon. This multi-generational family owned business started in the Central Eastside in 1957 in the building at East Burnside Street and SE 11th Avenue currently occupied by Hippo Hardware. School Specialties of Oregon has been in the current location on SE 3rd Avenue and SE Taylor Street for 11 years and has approximately 20 employees.

PUBLIC BENEFIT

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

This action will support the following PDC goals:

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

PUBLIC PARTICIPATION AND FEEDBACK

The public is continually advised of the opportunity to serve on an urban renewal advisory committee (URAC), and encouraged to apply for appointment.

COMPLIANCE WITH ADOPTED PLANS AND POLICIES

This action is consistent with the Urban Renewal Advisory Committee Policy adopted by the Board of Commissioners on September 14, 2005 (Resolution No. 6293) and amended on July 9, 2008 (Resolution No. 6614) that requires the Board to create membership positions and appoint members to Urban Renewal Advisory Committees (“URAC’s”) that the Board has created.

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

FINANCIAL IMPACT

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

RISK ASSESSMENT

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

WORK LOAD IMPACT

The major workload associated with the appointment of a new URAC member is providing that person with orientation training and related materials specific to their URAC. This activity is coordinated by the Public Participation staff and included in existing work plans.

ALTERNATIVE ACTIONS

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

CONCURRENCE

In accordance with PDC’s URAC Policy, Mr. Lorati was nominated by the Central Eastside Industrial Council to serve on the CES URAC.

BACKGROUND

On September 14, 2005, the Board of Commissioners (“Board”) adopted Resolution No. 6293 establishing a formal policy regarding the composition and operations of Urban Renewal Advisory Committees (“URACs”). Pursuant to that policy, the following URACs have been formally established by the Board:

1. Central Eastside
2. Gateway Regional Center
3. Interstate Corridor
4. Lents Town Center
5. North Macadam
6. Oregon Convention Center
7. River District

The process for identifying potential URAC members includes:

- Ongoing recruitment and acceptance of applications via the PDC website.
- Assessing the range of existing URAC composition and diversity.
- Personal outreach and recruitment by PDC staff and URAC members.
- Review of applications by PDC staff and URAC chairs.

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

Acting upon the request made by the Central Eastside Industrial Council, PDC staff is requesting consideration of this appointment.