



PROSPER  
PORTLAND

Building an Equitable Economy

**Tom Kelly**  
Chair

**Gustavo J. Cruz, Jr.**  
Commissioner

**Mark Edlen**  
Commissioner

**Alisha Moreland-Capuia, M.D.**  
Commissioner

**William Myers**  
Commissioner

**Ted Wheeler**  
Mayor

**Kimberly Branam**  
Executive Director

This document represents the official meeting record of the May 10, 2017, Prosper Portland Board of Commissioners (Board) meeting held at 222 NW Fifth Ave., Portland, OR 97209.

The full video recording of this meeting can be found at [https://www.youtube.com/watch?v=GyW\\_QWZ5YX0](https://www.youtube.com/watch?v=GyW_QWZ5YX0) (See notes)

Due to technical difficulties the recording begins at item number 7.

**1. Call to Order and Roll Call**

Chair Tom Kelly called the meeting to order at approximately 3:33 p.m. Pam Micek, Prosper Portland Board recording secretary, called the Prosper Portland Board roll:

Chair Tom Kelly	PRESENT
Commissioner Gustavo Cruz	PRESENT
Commissioner Alisha Moreland-Capuia	PRESENT
Commissioner Mark Edlen	PRESENT
Commissioner William Myers	ABSENT

**2. Commissioner Reports**

Commissioner Cruz

- On April 17, attended the Northwest District Association Board meeting
- On April 18, attended the Hispanic Metropolitan Chamber Board meeting
- On April 20, attended the Prosper Portland Inclusive Entrepreneurship RFP meeting
- On May 1, attended the Northwest District Association Executive Committee meeting
- On May 2, attended the Portland Business Alliance Annual meeting and breakfast
- On May 3, attended the Meals On Wheels Annual Luncheon
- On May 4, attended the Oregon Hispanic Bar Association Cinco de Mayo Reception
- On May 5, attended the Hispanic Metropolitan Chamber Annual Scholarship Luncheon
- On May 6, attended the Portland Center Stage Annual Gala event
- On May 8, attended the Prosper Portland Strategic Communications and Brand Plan event

Commissioner Edlen

- Attended the following meetings and events. North De Las Salle School, Ecotrust, Bullitt Foundation, Pacific Northwest College of Art, Prosper Portland, Imago Theater, Alberta Kerr and various Broadway Corridor meetings.

Chair Kelly

- Attended the ground breaking for the Asian Health Services Center on April 22
- Testified at Portland City Council on May 11

**3. Executive Director Report**

- Attended the Women of Influence luncheon on April 20

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- Joined Mayor Wheeler and spoke at the Asian Health and Service Center groundbreaking event in Lents on April 22
- As part of Design Week Portland Festival 2017, presented at the Green Loop event on April 24
- Attended the NAYA Early College Academy Luncheon on April 26
- Prosper Portland celebrated National Small Business week May 1 through May 5 by highlighting some of the great work of our local small businesses and our Neighborhood Prosperity Initiative and Main Street networks
- Prosper Portland, in partnership with the Oregon Department of Transportation, hosted a drop-in Open House for Union Station on May 3
- Attended the APANO Voices of Change event on May 4
- Noted that Prosper Portland led the Pop-Up Portland trade mission to Japan in late April and early May and thanked Mitsu Yamazaki and Sue Bal for all of their efforts to make it such a popular event
- Presented at the Hispanic Metropolitan Chamber Scholarship Awards Luncheon on May 5
- Provided an update on our communications strategy to key stakeholders and partners on May 8
- Will attend the Oregon International Business Awards and Consular Corps Scholarship Gala on May 15
- Provided an update on Prosper Portland’s collaborative work with VOZ Workers’ Rights Education Project (VOZ). She noted that Prosper Portland staff Mayra Arreola and Damian Crowder have regularly met with staff and representatives from VOZ and that discussions regarding VOZ’ interest in long-term ownership of the Prosper Portland-owned property at NE Martin Luther King, Jr. Boulevard and NE Everett Street have been progressing. Prosper Portland and VOZ are currently discussing the terms of a Letter of Intent and will continue to provide updates at every Prosper Portland Board meeting.

#### **4. Meeting Minutes**

Chair Kelly called for a motion to approve the April 12, 2017, Prosper Portland Board meeting minutes. Commissioner Cruz moved and Commissioner Edlen seconded the motion.

AYES: Kelly, Cruz, Edlen, Moreland-Capuia

NAYS: None

#### **5. Public Comment for Items Not on Agenda**

Stan Herman from the History Collection non-profit group requested help with canoes and kayaks for kids and a soccer field.

### **REGULAR AGENDA**

#### **6. Information Item: Update on the Union Station Rehabilitation Strategy**

Prosper Portland staff presenting this item:  
*Elise Hendrickson, Construction Services Coordinator*

The purpose of this item is to update the Prosper Portland Board on the proposed improvements to stabilize and rehabilitate the Prosper Portland -owned Union Station located in the River District Urban Renewal Area and build capacity to be able to accommodate future forecasted passenger rail traffic.

Ms. Hendrickson provided an update on the grant milestones completed for the Union Station Building and Tracks Project (Project). Ms. Hendrickson also provided the following items, a description of the proposed improvements, a summary of the public outreach process, and remaining milestones.

Ms. Hendrickson took the opportunity to brief the Prosper Portland Board on how work at Union Station is consistent with and complements the Broadway Corridor Framework Plan.

Ms. Hendrickson anticipates returning to the Prosper Portland Board at the end of the preliminary engineering phase to present any modifications to the Project, cost estimates, proposed implementation scheduling and funding opportunities.

Chair Kelly called for questions, none were offered.

## **7. Action Item: Resolution 7232 – Adopting the PDC Communications Strategy**

Prosper Portland staff presenting this item:

*Mayra Arreola, Director Social Equity, Policy & Communications*

*Shawn Uhlman, Public Affairs Manager*

With this action, the Prosper Portland Board will adopt a new name for the agency that more accurately reflects its core work and mission. In addition to identifying a new name, the Communications Strategy recommends a new agency tagline, logo, key messages, and implementation plan.

Mr. Uhlman provided a brief history of the agency since its inception in 1958, discussion both positive improvements it has made and also those actions that have led to the destruction of Portland neighborhoods.

Ms. Arreola reviewed the cultural, procedural, and professional growth changes the agency has enacted over the past several years and described the intricate research process conducted by outside agencies leading up to the name change request from Portland Development Commission to Prosper Portland with the following tag line: Building an Equitable Economy.

Commissioner Cruz stated that the name change and tag line fit in well with the 2015-2020 Strategic Plan. He also felt the name was less bureaucratic and warmer.

Commissioner Edlen thanked Prosper Portland for embracing its past. He commended Executive Director Branam's leadership and noted the shift in agency focus to equity and widely-shared prosperity since Ms. Branam came on board as the Executive Director. He added that it is up to all of us to live up to our stated values.

Commissioner Moreland-Capuia appreciated Mr. Uhlman and Ms. Arreola showing how the name change reflects the shift in culture at Prosper Portland that has already begun. She requested that as an agency we continue to reference our past. Commissioner Moreland-Capuia stated that this is not just a name change but a pivot. She added that it is about what we do not what we say.

Chair Kelly commented that Prosper Portland has done this process in the right order by changing the culture prior to changing the name.

Chair Kelly called forward guests to testify.

Jonath Colon, Hispanic Metropolitan Chamber, Vice President of Business and Economic Development. Mr. Colon stated that he has been an external/internal partner with Prosper Portland for approximately 15 years and has watched the transition and the new policies. He remarked that he has seen a shift in the past five to seven years. Mr. Colon continued by saying that he has observed Prosper Portland walking the talk and has helped inform the Hispanic Metropolitan Chamber's technical assistance program for small businesses. Mr. Colon stated that others are watching and are aware of Prosper Portland's history and observing how it has turned around and they are trying to learn from them. He continued by saying, that as an outcome, this will not only help create a prosperous Portland but a prosperous region.

Marion Haynes, Portland Business Alliance (PBA) on behalf of Sandra McDonough, President and CEO, PBA. Ms. Haynes thanked Executive Director Branam for leading the effort. She stated that PBA supports the agency's strategic direction and feels that the branding and communications strategy support the efforts that have been embarked on beginning years ago. Ms. Haynes remarked that PBA applauds this step forward and offered her congratulations.

Justin Douglas, Prosper Portland Policy Manager, provided Resolution No. 7232 to the commissioners and Chair Kelly.

Chair Kelly called for a motion to approve Resolution 7232; Commissioner Cruz moved and Commissioner Edlen seconded the motion.

Additional public testimony arrived at approximately 4:22 p.m.

Karis Stoudamire-Phillips, Moda Health, stated that she has worked with Prosper Portland and served on several Prosper Portland committees over many years. She remarked that she was very excited after Executive Director Branam shared the new name with her. She stated that Executive Director Branam provided a great history and reasons for the name change. Ms. Stoudamire-Phillips remarked that the name change definitely reflects the work Prosper Portland does and what the organization wants to do in the future.

Chair Kelly called for a motion to approve Resolution 7232; Commissioner Cruz moved and Commissioner Edlen seconded the motion.

AYES: Kelly, Cruz, Edlen, Moreland-Capua

NAYS: None

## **CONVENE EXECUTIVE SESSION**

### **8. The Executive Session is Held in Accordance with Oregon Revised Statutes 192.660(2)(e) to Conduct Deliberations Concerning Real Estate Negotiations**

At approximately 4:32 p.m. Chair Kelly adjourned the regular meeting and read the following statement: "The PDC will now meet in executive session for the purpose of deliberating with persons designated by the Commission to negotiate real property transaction. The executive session is held pursuant to ORS 192.660(2)(e). Only representatives of the news media and designated staff will be allowed to attend the executive session. All other members of the audience are asked to leave the room. Representatives of the news media are specifically directed not to report on any of the deliberations or discussions made

during the executive session, except to state the general subject of the session as previously announced. No decision may be made in the executive session.”

### **ADJOURN EXECUTIVE SESSION**

At approximately 5:04 p.m. Chair Kelly adjourned the Executive Session and reconvened the Prosper Portland Board meeting.

### **9. Adjourn**

There being no further business, Chair Kelly adjourned the Prosper Portland Board meeting at approximately 5:05 p.m.

Approved by the Prosper Portland Commission on June 14, 2017



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Pam Micek, Recording Secretary