

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** April 9, 2008

**TO:** Board of Commissioners

**FROM:** Bruce A. Warner, Executive Director

**SUBJECT:** Report Number 08-44  
Appointments to Gateway Regional Center and Lents Town Center Urban  
Renewal Advisory Committees

### EXECUTIVE SUMMARY

#### BOARD ACTION REQUESTED

Adopt Resolutions 6571 and 6572.

#### ACTION SUMMARY

This action will authorize the following two appointments:

Lee Harfield to the Lents Town Center Urban Renewal Advisory Committee as a Regular member representing the businesses at-large in the Urban Renewal Area for a term ending in June 2011. Mr. Harfield is the owner and operator of a PostNet business center franchise located inside the Lents Town Center Urban Renewal Area. He is interested in business, economic development, and neighborhood revitalization issues, and has served on numerous committees and boards in California, Washington, and Oregon.

David Russell to the Gateway Regional Center Urban Renewal Advisory Committee as a Regular member representing Adventist Medical Center (AMC) for a term ending in June 2011. Mr. Russell is the Vice President of Business Development at AMC, one of the largest employers in the Gateway Regional Center Urban Renewal Area, and he is interested in participating in the redevelopment and growth of the local community. He has experience in marketing, communication and community involvement as related to health care management, financial planning, and construction.

#### RELATIONSHIP TO 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 6293) that requires the Board to 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 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."

#### 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.

### **FINANCIAL IMPACT**

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

### **RISK ASSESSMENT**

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

### **WORK LOAD IMPACT**

The major work load associated with the appointment of new URAC members is providing new members with an orientation session and related material specific to their URAC's. This activity is coordinated by Public Participation staff, and included in existing work plans.

### **ALTERNATIVE ACTIONS**

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

### **PUBLIC PARTICIPATION AND FEEDBACK**

The public is continually advised of the opportunity to serve on urban renewal advisory committees, and encouraged to apply for appointment.

### **CONCURRENCE**

In accordance with PDC's URAC Policy, Adventist Health Northwest Network, through its President/CEO, Mr. Deryl Jones, has nominated Mr. Russell to serve as its representative to the Gateway Regional Center Urban Renewal Advisory Committee.

Because Mr. Harfield is filling a Business at-large representative seat, his nomination resulted from staff review of his interests and qualifications.

## **BACKGROUND**

On September 14, 2005, the Board of Commissioners ("Board") adopted Resolution 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. Lents Town Center
2. Central Eastside
3. Interstate Corridor
4. Gateway Regional Center
5. Oregon Convention Center
6. North Macadam

The process for identifying potential URAC members includes:

- Ongoing recruitment and acceptance of applications via the PDC website;
- Assessing the range of existing and potential stakeholders in a particular urban renewal area in relation to the existing URAC composition and diversity;
- Personal outreach and recruitment by PDC staff and URAC members;
- Review of applications by PDC staff and URAC chairs.

Adventist Medical Center currently has one organization member seat on the Gateway Regional Center Urban Renewal Advisory Committee (GRC URAC). Since January 31, 2008 this seat has been empty due to the resignation of its former holder. On March 6, 2008, the Adventist Health Northwest Network President/CEO, Mr. Deryl Jones, nominated Mr. David Russell to fill its open GRC URAC member seat. Staff is requesting consideration of Mr. Russell's appointment based on the organization's nomination and the submission of his application for service on the GRC URAC.

At present there are two business at-large representative seats open on the Lents Town Center Urban Renewal Advisory Committee (LTC URAC). Staff is requesting consideration of Mr. Harfield's appointment based on his interests and qualifications, as well as the need for additional business at-large representatives on the LTC URAC.

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