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.

CC: J. Jackley, Executive Department Operations Manager
    J. Jensen-Classen, Public Participation Manager
    J. C. Ocaña-Chiú, Public Participation Coordinator
    M. Baines, General Counsel
    J. Cody, Interim Central Services Director