

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: February 11, 2009

TO: Board of Commissioners

FROM: Bruce A. Warner, Executive Director

SUBJECT: Report Number 09-21
Create a new position on the North Macadam Urban Renewal Advisory Committee to represent the South Portland Business Association and appoint Bradford Nase to fill this new position.

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

Adopt Resolution No. 6676

ACTION SUMMARY

This Resolution will authorize two actions:

The creation of a new position on the North Macadam Urban Renewal Advisory Committee ("URAC") to represent the South Portland Business Association (SPBA.) When the URAC was established on June 14, 2006 (Resolution No. 6367), it did not include a seat for a Neighborhood Business Association, a type of URAC member organization identified in the Portland Development Commission ("PDC") URAC Policy (Resolution No. 6614), because there was no such organization in the North Macadam Urban Renewal Area (URA) at the time. The SPBA was organized in the summer of 2008. In December 2008, the SPBA officially requested to become an Organization Member of the North Macadam URAC.

Appointment of Bradford Nase to the North Macadam URAC as a Regular member representing the SPBA for a term ending on June 30, 2012, in accordance with the PDC URAC Policy. Mr. Nase currently a member of the SPBA and has extensive experience as a volunteer for other local organizations, including the Central Eastside Industrial Council, United Way, and Oregon Public Broadcasting. Mr. Nase lives and works in the North Macadam area.

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

PDC staff has consulted with stakeholders in the North Macadam URA and they are in agreement about the need to add the SPBA and its representative to the North Macadam URAC.

North Macadam URAC members were also briefed about this proposed addition, and they officially expressed support for adding this position to their committee.

The public is continually advised of the opportunity to serve on a URAC, and encouraged to apply for appointment.

COMPLIANCE WITH ADOPTED PLANS AND POLICIES

This action complies with the URAC Policy as revised by the Board of Commissioners on July 9, 2008 (Resolution No. 6614) that requires the Board to identify and appoint regular organization members to URACs that the Board has created.

This action complies with and 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, financial or operational risks resulting from this action.

WORK LOAD IMPACT

The major workload associated with the creation of new positions on a URAC and the appointment of new URAC members is communicating the decisions to the URAC and providing new members with an orientation session and related material specific to their URACs. These activities are coordinated by Public Participation staff, and included in existing work plans.

ALTERNATIVE ACTIONS

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

CONCURRENCE

In accordance with PDC's URAC Policy, the SPBA through its Chair, Brian Alfano, has nominated Bradford Nase to serve as its representative on the North Macadam URAC.

BACKGROUND

On September 14, 2005, the Board adopted Resolution No. 6293 which established a formal policy regarding the composition and operations of URACs. This policy was adopted in response to the Board's desire to ensure consistency in the procedures for creating and operating URACs and to emphasize the agency's commitment to public participation and involvement. This Policy was most recently revised by the Board on July 9, 2008 (Resolution No. 6614).

Pursuant to that Policy, the Board has established the following URACs:

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

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 SPBA, staff is requesting consideration of the creation of a new regular organization member position on the North Macadam URAC for the SPBA, and the appointment of Bradford Nase as the member's representative in accordance with the PDC URAC Policy.