



PROSPER
PORTLAND

Building an Equitable Economy

Gustavo J. Cruz, Jr.
Chair

Francesca Gambetti
Commissioner

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

William Myers
Commissioner

Peter Platt
Commissioner

Ted Wheeler
Mayor

Kimberly Branam
Executive Director

This document represents the official meeting record of the May 9, 2018 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=1_d1gCIXaOU

1. Call to Order and Roll Call

Chair Gustavo Cruz called the meeting to order at approximately 3:50 p.m. Anne Crispino-Taylor, substitute Prosper Portland Board recording secretary, called the Prosper Portland Board roll:

| | |
|-------------------------------------|---------|
| Chair Gustavo Cruz | PRESENT |
| Commissioner Francesca Gambetti | PRESENT |
| Commissioner Alisha Moreland-Capuia | PRESENT |
| Commissioner William Myers | PRESENT |
| Commissioner Peter Platt | PRESENT |

2. Commissioner Reports

Commissioner Platt

- Attended the Hacienda Community Development Corporation Board meeting on May 4

Commissioner Gambetti

- Attended the opening of Natural Grocers on April 17
- Participated in the developer interviews for the ODOT blocks on April 25
- Attended the fund raiser event for the Open School on May 2

Commissioner Myers

- Attended the State of the City: Address on April 12
- Attended the State of the City: Conversation on April 13
- Attended the opening of Natural Grocers on April 17

Commissioner Moreland-Capuia

- Attended the opening of Natural Grocers on April 17

Chair Cruz

- Attended the State of the City: Conversation on April 13
- Attended the NW District Association Board Meeting on April 16
- Attended the Hispanic Metropolitan Chamber of Commerce Board meeting on April 17
- Attended the Natural Grocers Ribbon Cutting ceremony on April 18
- Attended the Portland Business Alliance Annual meeting on May 1

3. Executive Director Report

- Prosper Portland was a sponsor of the Opportunity Youth Job Fair on April 13

222 NW Fifth Avenue
Portland, OR
97209-3859

503-823-3200 Main
503-823-3368 Fax
503-823-3366 TTY

- Spoke at the two Natural Grocers events on April 17 and 18
- Attended the TechTown Roundtable on April 20
- Welcomed new leaders to the Portland region at a New Market Leaders reception hosted by Greater Portland Inc. on April 26
- Attended the Portland Business Alliance Annual meeting on May 1
- Met with Congresswoman Suzanne Bonamici on May 2
- Prosper Portland was a proud sponsor of the 34th annual Cinco de Mayo Fiesta presented by the Portland Guadalajara Sister City Association
- Earlier today, presented the Proposed Budget to City Council
- Prosper Portland staff participated in three days of Racial Equity Training during the month of April

4. Meeting Minutes

Chair Cruz called for a motion to approve the April 11, 2018, Prosper Portland Board meeting minutes. Commissioner Platt moved and Commissioner Myers seconded the motion.

AYES: Cruz, Gambetti, Myers, Moreland-Capua, Platt
NAYS: None

5. Public Comment for Items Not on Agenda

Chair Cruz called forward guests to testify.

Mara Zepeda, Board Chair, Business for a Better Portland provided a copy of a Call to Action letter submitted to Portland Mayor Ted Wheeler and the Portland City Council by 125 Portland businesses on April 30, 2018 in support of Prosper Portland's proposed budget. (See attachment 1.)

CONSENT AGENDA

6. Action Item: Resolution 7271 - Authorizing Signatories for the U.S. Economic Development Administration Loan Program

Chair Cruz called for a motion to approve Resolution 7271; Commissioner Moreland-Capua moved and Commissioner Gambetti seconded the motion.

AYES: Cruz, Gambetti, Myers, Moreland-Capua, Platt
NAYS: None

REGULAR AGENDA

7. Information Item: Update on the Evaluation and Selection of Beam Development for Redevelopment of the ODOT Blocks in the Central Eastside Urban Renewal Area

Prosper Portland staff presenting this item:

Lisa Abuaf, Development Manager

Alison Wicks, Project Coordinator II

Ms. Abuaf introduced the item and provided a historical overview of the acquisition of the ODOT Blocks property. Ms. Abuaf detailed how, when developed, the property will be an economic development engine and job center for the Central Eastside. Ms. Abuaf also noted the project's alignment with Prosper Portland's 2015-2020 Strategic Plan, including affordable industrial space and job creation.

Ms. Wicks provided information around the main goals for acquiring the property, the project timeline and shared about the collaborative stakeholder process which resulted in the selection of Beam Development as the preferred development partner. Ms. Wicks noted that some of the project's goals have come at odds with one another and asked the commissioners to state their priorities.

Chair Cruz called forward guests to testify.

Jonathan Malsin, Beam Development, shared that his firm is very passionate about working with small businesses and building relationships with entrepreneurs and helping them grow. Mr. Maslin noted that partnering with Colas Construction helps drive their equity outcomes.

Andrew Colas, Colas Construction, spoke in support of working with Beam Development on the project.

Jessy Ledesma, Beam Development, spoke in reference to the challenges of maximizing density and providing and affordable industrial space.

8. Information Item: Update on the Prosperity Investment Program

Prosper Portland staff presenting this item:

Tory Campbell, Entrepreneurship & Community Economic Development Manager

Sue Lewis, Project Coordinator II

Mr. Campbell introduced the item and provided an overview of the Prosperity Investment Program (PIP) and its accomplishments. Mr. Campbell referred to the action plans that guide businesses and emphasized the positive impact of the relationship managers who work closely with each business.

Ms. Lewis provided data around program investment and leverage as well as the equity impact of the program.

Chair Cruz called forward guests to testify.

HongAnh Nguyen, owner of the Cha Lua Deli and accompanied by her mother, told her story of coming to the United States, obtaining an education and opening a family business utilizing the PIP Grant.

9. Adjourn:

There being no further business, Chair Cruz adjourned the Prosper Portland Board meeting at approximately 4:57 p.m.

Approved by the Prosper Portland Commission on June 13, 2018





April 30, 2018

Dear Mayor Wheeler and Portland City Council:

As detailed in a recent report from the Oregon Office of Economic Analysis, while the Portland region has thrived economically, there have been no real income gains in East Portland since 2005. Our city boasts the fourth highest concentration of small businesses in the country. Yet despite this astonishing growth, too many business owners are being left behind.

In 2016, the median white family held ten times as much net wealth as the median black family, and more than eight times as much wealth as the median Latino family. Business ownership drives much of the disparity in multigenerational wealth. Research shows that gains in employment and income show little progress in erasing these differences.

Business for a Better Portland members believe that our city thrives when everyone is given equal access to economic opportunity. Investing in underrepresented business owners is one of the most promising paths to creating economic mobility — something that's inextricably tied to solving the city's most pressing challenges, including affordable housing. When diverse business owners thrive, the overall economy thrives — and local communities that have been shut out of economic growth share in the beneficial impacts of that growth. We believe the strongest economy is one that lifts all communities up, erasing the disparities that have too often plagued Oregon.

Recognizing the need to build an economy that lifts up all communities, Mayor Wheeler convened a Council of Economic Advisors in 2017 that included over 40 community leaders. In partnership with Worksystems and Prosper Portland, the Council recommended \$900K in spending to support efforts in workforce development, youth skills training, and access to capital for women and minorities.

Prosper Portland, the main bureau responsible for ensuring that public dollars are invested to create equitably distributed economic opportunity, submitted an additional budget request of \$1.8MM. The funding will go to support small businesses through innovative, grassroots programs like the Inclusive Business Resource Network. It will also increase workforce development and foster growth at the neighborhood business level. Funding these programs and leveraging the City's investment to secure private and philanthropic funding will create a model for public/private partnerships in the years to come. Most importantly, it is a signal to



marginalized communities that they have a place in the future of Portland, that they are valued members of our City, and that they will not be left behind.

As business owners who have benefited from countless opportunities not afforded to historically disadvantaged communities, we call on the Mayor and Council to fund the full requests advised by the Council for Economic Advisors, and submitted by Prosper Portland. In this time of unprecedented economic growth, business owners must stand together to ensure that everyone shares in the prosperity created.

Respectfully,

Noah Oken-Berg & Erin Hunt
CEO & Co-Founder President & Co-Founder
Above the Fray Design, Inc.



Marcela Alcantar
President
Alcantar and Associates LLC



Mia Allen
Owner - Film
Director
Alight Films



Rebecca Alexander
Co-Founder & CEO
AllGo



April Rinne
Founder
April Worldwide



Anna Hutson
Founder & CEO
Avenue



Phil Barber
Director of Operations
Axiom Event Productions



Sarah Shaoul
Owner
Black Wagon



Chris Adamo
Chief Business Officer
Bridgeliner



Leslie Carlson
Principal
Brink Communications



Mitch Daugherty
Board Chair
Built Oregon



Sean Igo & Craig Olson
Co-Owners



Bridgid Blackburn
Co-Owner
Cargo Inc



Bill Hart
Principal
Carleton Hart Architecture



BUSINESS FOR A BETTER PORTLAND

Scott Swigart
President
Cascade
Insights



Courtney Veraldi
Membership
Lead
CENTRL Office



Marcus Estes
CEO
Chroma



Paige Hendrix Buckner
CEO
ClientJoy



Jason Grigsby
CEO
Cloud Four



Kent Snyder
CEO
Community Forest
Products / Nurtured



Gino Zahnd
CEO
Cozy



Leslie Bevan
Force for Good
Deeper Funner
Change



Patrick Quinton
CEO
Dweller Inc.



Mason Walker
CEO
East Fork Cultivars



Emee Pumarega
Owner
EJP Events LLC



Ryan Buchanan
CEO
eROI



Sean Carey
Owner
eSSee
Consulting



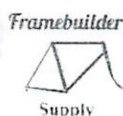
Lyf Gildersleeve
Owner
Flying Fish
Company



Holly Levow
CEO/Owner
Foundation



Tony Tapay
Founder
Framebuilder
Supply



Stephen Aiguier
Owner and
President
Green Hammer



Lisa Sedlar
Founder &
CEO
Green Zebra
Grocery



Kristy LaFollette
Co-Founder and
COO
Health Equity
Partners



Sue Hildick
Founder
Hildick Strategies



Sam Pardue
CEO
Indow



Gregg Semler
President &
CEO
InPipe Energy



Gordon Feighner
Owner & CFO
Jam on Hawthorne



Kathy Kniep
Principal
Kathy Kniep
Consulting



**BUSINESS FOR
A BETTER
PORTLAND**

Juan Barraza
Founder
Latino Founders



Chris Bonner
Principal
Broker
Love Portland Group,
Hasson Company



Lilah Givens
Owner
Made You
Look



Steve Potestio
CEO
Mathys +
Potestio



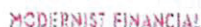
Kim Allchurch Flick
Founder
Mighty
Epiphyte



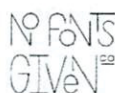
Mike Mercer
Principal
MMercer
Consulting



Liliya Jones
Director of
Operations
Modernist Financial



Lindsay Goldner
Owner &
Designer
No Fonts Given Co



Chloe Steinhoff-Smith
Co-Founder
Nocturne Collective



Brad Davis
Business Owner
Nomad Cycles



Cindy Abernethy
Owner
NW Fiber Arts
LLC (dba Pearl Fiber Arts)



Noah Brimhall
Director of SEO
& CRO
Obility



Eli Spevak
Owner
Orange Splot LLC



Missy Gerber
Owner
Organizers Northwest



Rick Turoczy
Cofounder &
General
Manager
PIE



Lynne Duddy
Founder
Portland Story
Theater, Inc.



Mac Prichard
President
Prichard Communications



Rebecca Channer
CEO
ProsperCity



Kristine Campbell
CEO
Rankfull Inc.



Alan Bates
Market
Manager
ReachNow, LLC



Fred Ruff
VFX Producer
Refuge



Brian Gotts
Founder & CEO
Serenity
Studios



Wendy Kotila
Founder + CEO
She Gets
Business /
Wendy Kotila Intl, LLC



Galen Emanuele
Owner
Shift Yes



**BUSINESS FOR
A BETTER
PORTLAND**

Talie Smith
Partner
Smith &
Connors



Leslie Poston
Owner
Story Engage, LLC



Debra Dunn
Synergy
Resources
Group



Nate Frazier
Owner
Swell



Mara Zepeda
CEO
Switchboard



Pat Wilson
CEO
Teak



Jen Thomas
Partner
The Beauty Shop



Susan Landa
President &
Owner
The Fossil Cartel



Justin Howe
Attorney
The Howe
Law Firm



**Kati Reardon &
Michelle
Battista**
Proprietresses
The Nightwood Society



Tara Horn
Founder &
Principal
The Praxis
Department



Tali Ovadia
Business Owner
The Whole Bowl



Kristin Wolff
Owner
thinkers +
doers, llc



Kathleen Krushas
Founder
To the
Point



Zane Taylor
Owner
Total Design
Shop



Marcelino J. Alvarez
CEO
Uncorked
Studios



Robin Scholetsky
Principal
UrbanLens Planning



Darren Buckner
President &
CEO
Workfrom, Inc



Lisa Wagner
President
Xinnia LLC



Andy McMillan
Co-Founder
XOXO



Amber Faist
Business Resource
Navigator
Oregon Native
American Chamber



April Severson
Owner & Producer
April Severson Events, LLC

Pete Mahoney
CEO
Arise Capital

Kristine Bella
Owner
Arte Soleil, LLC



687

Brad Malsin
Principal
Beam Development

Hope Beraka
Manager & President
Beraka Real Estate Group

Joey Gleason
Owner
Buckman Coffee Factory,
Marigold Coffee

Josh Hinerfeld
Principal
Cambium Strategy

Kate Kilberg
Catalyst Law, LLC

Eric Paxton
CTO
CMDSense, Inc

Eric Paine
CEO
Community Development
Partners

Alando Simpson
Vice President
City of Roses

Jason Glaspey
Founder
Department Interactive

Charles Stilwell
Owner
Devil's Food Catering LLC

Chris Guinn III
Co-owner
Dwell Realty LLC

Michael Kanter
Founder
Eliot's Adult Nut Butters

Tim Miller
CEO
Enhabit

Toni Tabora-Roberts
CEO
Esper House

Thomas M. Barreto
President & Owner
Eyes on Broadway

Jason Dryden
Owner
Fire Mountain Carpentry

Ann Griffin
Principal
Griffin Planning &
Development LLC

Peter Platt
Founder, President
La Costa Verde LLC, dba Andina
Restaurant

Alan Hickenbottom
Principal
Latitude45 Associates

John Connor
Founder & CEO
MadeHere PDX

Luis Vargas
CEO/Founder
Modern Adventure

Noah Siegel
Founder and Director
MSH Strategy

Lindsey Murphy
Owner/CEO
Murph Media LLC

Ken Weber
Founder & CEO
NewBridge Advisors LLC



Augusto Carneiro
Founder
 Nossa Familia Coffee

Benjamin Turner
Principal Software Developer
 Octodot Labs, LLC

Kat Schon
Owner
 Penneykat LLC

Sil Pienovi
Owner & President
 Pienovi & Company, LLC

Kate McNulty, LCSW
Owner
 Portland Counseling

Randy Miller
President
 Produce Row Property Mgt Co

Mira Kaddoura
Founder
 Red&Co.

Susan Remmers
Owner
 Remmers Consulting

William Henderson
CEO
 Ride Report

Astrid Scholz
CEO
 Sphaera

Kate Kaye
Host and Producer
 The Credentialed Podcast

Paul Reynolds
CRO
 Torch 3D Inc

Erin Fish
CEO
 Wanderwell

Andrew McGough
Executive Director
 Worksystems