

Summary Meeting Notes

Economic Development Policy Expert Group

Meeting Date: June 20, 2012

Time: 11:30 am – 1:30 pm

Attendees: Steve Abel, Betsy Clapp, Lois Cortell, Kirsten Day, David Ellis, Peter Finley Fry, Tom Foley, Jonathan French, Carol Lee Gossett, Douglas Hardy, Bob Hillier, Gary Hollands, Karen Homolac, Susie Lahsene, Debbie Kitchin, Judith Mowry, Kirk Olsen, Ted Reid, Ryan Schera, Marty Stiven.

View the original [agenda](#), including materials, for this meeting.

Introductions 11:30 am

Presenter: Joe Zehnder, BPS

Facilitator: Joe Hertzberg, Decisions Decisions

Summary: Joe Zehnder welcomed everyone, summarized the overall Comprehensive Planning process, and explained how the PEG fits into the picture. Joe Hertzberg asked people to introduce themselves and explained the process for today's meeting.

Overview of PEG Task 11:40 am

Presenter: Steven Kountz, BPS

Summary: Steve utilized a PowerPoint slide show to give PEG members an overview of the PEG's tasks and background on the Economic Development Policy concepts.

Preliminary Policy Concepts 12:00 pm

Instructions: Joe Hertzberg

Summary: Joe handed out copies of the Preliminary Policy Concepts and asked PEG members to write color-coded comments. These were collected at the end of the discussion and will be reviewed by staff. In addition, the group discussed each of the nine Policy Concepts, and all were captured in detailed notes. Following is a brief summary:

General comments:

- How does the city of Portland fit into the region's strategies for economic development? Portland sits in a sea of jurisdictions and must participate in an intergovernmental strategy.
 - Land use is only one piece of the economic development puzzle.
 - Can we build our local supply chain and reduce our reliance on imports?
1. Traded Sector Business Growth
 - Definition of traded sector: Industries in which member firms sell their goods or services into markets for which national or international competition exists.
 2. Broad Household Prosperity and Affordability
 - Stress the importance of schools (K-12 and higher education) to ensure that we have a workforce with the right skills. Many people want to see a stronger connection between local businesses and educational opportunities for the up-and-coming workforce.
 3. Diverse, Expanding City Economy
 - Create opportunities for new businesses, especially small businesses, in addition to jobs.

- Including a target percentage is too specific for the level of these concepts.
 - Be careful not to phrase this policy in a way that puts Portland in competition with the rest of Oregon. Portland should be a good partner.
 - A nimble regional economy is important.
4. Urban Land Development
 - Land must be used, not just available. Market dynamics are important.
 - Create financial tools for maximizing land supply and a proactive approach to developing land to create local jobs.
 - This may not need to be a stand-alone policy.
 5. Transportation and Public Facilities
 - "Public facilities" is a confusing term. This heading should be re-written.
 - Consider prioritizing facilities and services in areas with low-income populations.
 - Emphasize "maintenance" as well as provision of facilities.
 6. Central City
 - A strong and vibrant central city is important: "Hub" is sufficient without modifiers.
 - Carefully consider the balance between #6 and #9.
 7. Industrial Areas
 - Add "production" to "trade and distribution."
 - Include retention of businesses and jobs.
 - Create corporate headquarters in conjunction with the industrial base.
 8. Campus Institutions
 - "Knowledge economy" sounds good, but it brings up many questions
 - Focus more focus on training and apprenticeship opportunities.
 9. Neighborhood Centers and Commercial Corridors
 - "Complete neighborhoods" offer convenient access to the most common goods and services.

Public Comment and Next Steps 1:20 pm

Joe Hertzberg invited additional comments and reminded the group them that the next meeting will be on Wednesday, July 20th from 11:30 am to 1:30 pm.

For more information, please contact either Steve Kountz (503-823-4551 or Steve.Kountz@portlandoregon.gov) or Joe Hertzberg (503-249-0000 or joe@decision2.com).