

Metropolitan Economic Policy Task Force (MEPTF)
Meeting Summary - April 8, 2003
Portland State University, Smith Memorial Student Union, Room 327

Chairman Rob Drake convened the meeting at 6.30 pm.

The following MEPTF members attended: David Bragdon, John Castles, Steve Clark, Rob Drake, Erik Hovee, Vera Katz, Kim Kimbrough, Kathy Long Holland, Michael Jordan, Don Mazziotti, Craig Pridemore, Bob Terry, Jose Tornero, Diane Vines.

Not attending: Jesus "Jess" Carreon, Ron Johnson, Carl Talton, Rick Willams, William Wyatt.

Introductions

Rob Drake welcomed task force members and the audience to the sixth meeting of the Metropolitan Economic Policy Task Force. Following short introductions, Ethan Seltzer, Director of the Institute of Portland Metropolitan Studies, reviewed the work the Task Force and the Technical Advisory Committee accomplished.

He then asked Task Force member if they had any comments before discussing short-term and long-term objectives.

Don Mazziotti mentioned that the Regional Economic Development Partners met earlier that day and that they are ready to develop a 6-month regional economic development strategy. He said that such a strategy would help guide business recruitment efforts that are taking place at the moment. Besides the 6-month strategy, MEPTF and the Regional Partners (RP) could also engage in a long-term vision discussion. Mazziotti added that private sector involvement is missing. Such involvement is critical because of the private sector's expertise and connections as well as resources. He challenged the RP to return with an action framework within the next four weeks.

Steve Clark agreed that it makes sense that the RP will be charged with preparing such a framework. He also agreed with the necessity for private sector involvement.

Diane Vines commented that the region needs more than a marketing and recruitment strategy. She argued that the region needs to grow from within and that a strategy should focus on existing industrial strengths and emerging industry clusters.

Discussion about short- and long-term objectives

Ethan Seltzer presented the Task Force with a framework developed by the Technical Advisory Committee. The framework (see attached) is intended to guide the short- and long-term discussions.

Kathy Long-Holland commented that in the long-term a strategy needs to take into account what it takes to retain a competitive advantage for industry clusters.

David Bragdon suggested changing regulatory reform to business climate in the chart to reflect an ongoing process.

Eric Hovee commented that the cost of doing business in Portland is a significant issue for firms in the region. Bragdon cautioned that the issue of business costs is relative and needs to be viewed in perspective.

Seltzer asked Task Force members for suggestions for a 6-month strategy. Suggestions were recorded on a flipchart (see comments at the end of this document).

Don Mazziotti mentioned that the greatest challenge would be to get the private sector involved. Adding to this point, Michael Jordan suggested that the region's business organizations should be leveraged.

Steve Clark mentioned that efforts need to focus on where they can make a difference. He also said that communication to the public is key. In response, Rob Drake said that existing community organizations such as neighborhood associations and the Regional Partners would be great resources for communication.

Don Mazziotti reiterated the need for a strategy and for public support. Vera Katz mentioned that workforce development and education is key to the public.

Michael Jordan cautioned that the 6-month strategy needs to be in sync with the longer-term strategy. Rob Drake agreed and highlighted the need for long-term visioning. Vera Katz seconded this view and emphasized the need to focus on the key findings the Task Force developed at previous meetings.

Diane Vines mentioned that innovation and diversification of the economy are key.

Seltzer suggested that the 6-month strategy could set a path for the long-term discussion.

Bob Terry asked for clarification on aspects of marketing and recruitment. Mazziotti answered that these will be provided in the 6-month plan.

Michael Jordan highlighted the need to use a consistent framework for the short- and the long-term strategy.

Eric Hovee asked for clarification regarding organizational capacity for regional economic development.

Rob Drake mentioned that it is important to identify allies for going forward with a strategy.

Bob Terry mentioned that implementation is important and that the action plans needs to address this.

Ethan Seltzer then asked the Task Force about the need for a sounding board for the strategy. Don Mazziotti said that the RP talked about this as well and that they were clear that there is a need for performance metrics and an oversight body such as METPF. Katz mentioned the work the Portland-Multnomah Progress Board and the Oregon Progress Board have done to develop benchmarks.

Jordan said that the 6-month plan ought to be like a business plan that clarifies the roles of the economic development implementers. He added that there is a need for consensus among the stakeholders regarding implementation.

Jose Tornero said that the fast-growing ethnic communities like the Russian and Hispanic community and economic development efforts as they pertain to these communities need to be included in a strategy. Jordan added that the theme of the strategy should be about creating a continuum for economic development opportunities. The continuum should range from creating opportunities for micro-businesses to larger firms.

Bob Terry reminded the Task Force to distinguish between tactics and strategy and that the Partners should come back with a plan that identifies elements of each.

The Task Force then discussed the timeline for developing the 6-month strategy. They agreed that the next meeting should be in June and that the Partners should use the time in between to develop the strategy.

What will be different in five years because of a strategy?

Ethan Seltzer asked Task Force members what would be different in five years because of a regional economic development strategy.

Jordan said that the region would be administratively and politically more efficient in decision-making. He added that the region would be more diverse and more sustainable and resilient.

Kimbrough said that the region would have added 50,000 net new jobs.

John Castles mentioned the regional community would be healthier and stronger.

Rob Drake said that there will be a supportive business climate and that the community supports business and industries.

Vera Katz said that the region would have a short list of what differentiates it from other regions.

Don Mazziotti mentioned the goal of being a collaborative region.

Kathy Long-Holland said that there would be a viable finance plan for education.

Eric Hovee mentioned that existing businesses have successfully repositioned themselves and that there will be emerging industry clusters.

Vera Katz mentioned that the region would be an international region.

David Bragdon added that there will be a higher percentage of GDP coming from international trade, which is an indicator for how competitive the region's traded sectors are.

Craig Pridemore said that he looks forward to seeing the 6-month plan.

Jose Tornero said that there would be a one-stop center for permitting.

Don Mazziotti hopes for developing stronger capital formation for businesses and nonprofit groups. He added that the region would have a world-class post secondary education system.

Next Steps

The group will not meet in May. This will give the Regional Partners time to prepare the 6-month action plan. At the June meeting, the Task Force will review the action plan.

Next Meeting

The Task Force decided to not meet in May. The next meeting is scheduled for Tuesday, June 10, 6.30 pm to 9 pm, in Portland State University's Smith Memorial Student Union, Room 236/4.

Public Comment

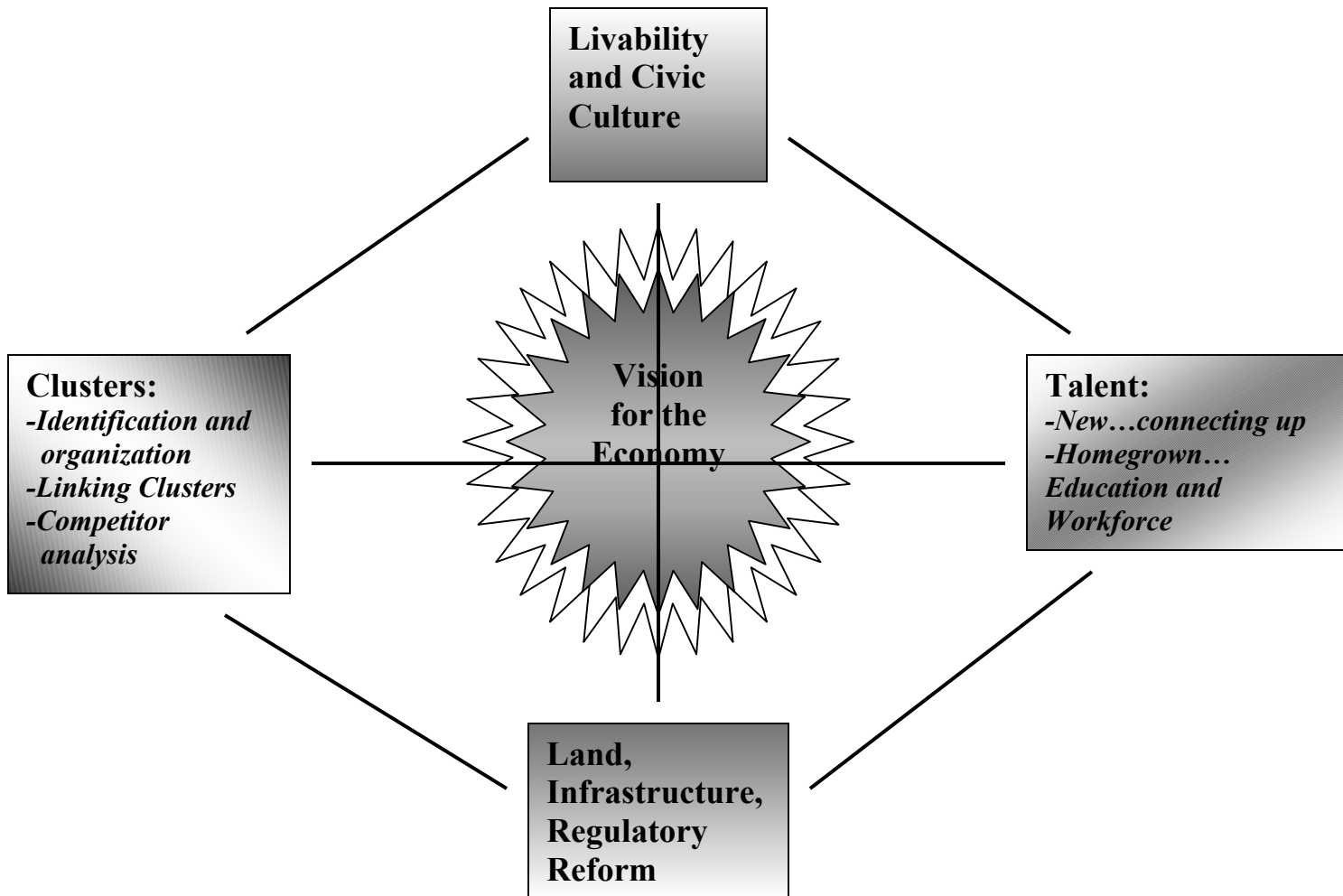
Rob Drake gave the audience the opportunity to make public comment.

Robin Roberts made an announcement about an upcoming hearing of the Governor's Industrial Land Task Force. The hearing will take place somewhere in Portland either in the week of April 22 or May 6.

Eric Johnson mentioned that the Oregon's Workforce Investment Board is very energized and that it is interested in establishing more links between workforce and economic development.

Drake closed the meeting at 8.30 pm.

Strategy Framework



MEPTF meeting April 8, 2003 -flipchart

6 months

- Private sector leaders involved
What makes a difference? Security of employment
What gets the public involved?
- Communications
- Business Plan
The ED Implementer
- Validation of plan
- Articulate clear message
- Common themes / short list from existing strategies and all 4 “points”
- Getting to the base for the long-term
Planting the seeds
- Marketing plan
”Branding”?
- Use a consistent framework (1 month for 6, 6 months for 20 years)
- Organizational capacity / \$’s
- Identify allies
- Ongoing role for task force? Metrics? Benchmarks?
- Outreach to fast-growing ethnic communities
- Continuum of opportunities ...
Microlending to “Microsoft”
- Strategy & tactics

Long-term: 5 year list

- Administratively and politically more efficient in decision-making
- More diverse and sustainable and resilient (stable and secure)
- 50,000 net new jobs
- Healthier, stronger regional community
- Supportive business climate
- Short list of what differentiates us
- Collaborative region
- Viable ED funding
- Repositioned existing businesses and emerging clusters
- International region -> growing percentage of trade
- Decision-making more integrated (space, time, policy)
- One-stop regulations and licenses
- Robust capital formation
- World-class post secondary education
- Commitment to vision