



I. Co-conveners Commissioner Cogen, Council President Bragdon and Mayor Adams called the meeting to order and welcomed Team members and guests.

Commissioner Cogen outlined both his personal and Multnomah County's interest, efforts and commitment to sustainability. He expressed enthusiasm about the Lloyd Green District project as a way to continue the region's ability to 'do the right thing and prosper' economically. He highlighted the importance of the Governor's designation of the Lloyd Green District as an Oregon Solutions Project. He thanked participants for attending and he thanked the project sponsors for providing funding for the Oregon Solutions project – City of Portland Planning and Sustainable Development, Lloyd Transportation Management Association, the Portland Development Commission and Metro.

Mayor Adams said this project fits well as one of the six EcoDistricts planned by the City. As the first EcoDistrict the work of this Oregon Solutions Team is very important, in particular as a living lab for developing innovative management and financing tools that will inform the other EcoDistricts. The Mayor also reiterated the City's vision of being the most sustainable city in the world.

Metro Council President David Bragdon expressed his eagerness to continue working with the motivated property owners around the table. The history of collaboration with the creation of the Lloyd Transportation Management Association (TMA) and other efforts provide a stable foundation for taking the next steps together for the creation of the Lloyd Green District. Council President Bragdon also highlighted potentially similar regional opportunities such as Tanasbourne/Hillsboro and others.

Following the introductions by the co-conveners, participants introduced themselves (see page 5 for participants).

II. Commissioner Cogen outlined the Oregon Solutions collaborative process: Community Governance System—

1. **A problem or opportunity defined by the community** that addresses at least one sustainable community objective.
2. **Impartial community conveners** from the local community, appointed by the Governor, who can lead a team to address the challenge.
3. **An Oregon Solutions Team** of federal, state, local, and other government entities, businesses, non-profits, and citizens who are needed, or can contribute to a solution.
4. **An integrated solution** that leverages the resources of the Solution Team to meet the challenge at hand and sustainability objectives.
5. **A declaration of cooperation** that team members sign that commits their resources and time in an integrated action plan.

The co-conveners will chair the meetings. Oregon Solutions provides staff support to the co-conveners, project team and its' working groups, and will provide meeting notes and other information on their website: www.ORSolutions.org/metrohood/lloydgreen.htm

Through the process, team members will work together to find ways to contribute to the implementation of the project.

III. Bert Gregory, President/CEO Mithun gave an overview of the Lloyd Crossing Report (found at http://www.orsolutions.org/docs/lloyd_crossing_sustainable.pdf/)

Bert briefly described two other projects in the works including Project Green in Austin and a Climate Benefit District in Seattle. He reiterated that demand reduction is critical.

He highlighted recommendations in the Lloyd Crossing Report: *Develop a conceptual design for a sustainable, financially feasible, mixed-use development project that will catalyze future private development in the district.*

Bert outlined the benefit of forming a 'Resource Management Association' (RMA) with financing authority(s). A question for consideration is what proportion of savings should be shared back to individual members and to the RMA. He suggested the 20-80 Rule: 20% to property owners and 80% to the RMA.

The team discussed land use and building codes. David Van't Hof, Governor Kulongoski's Sustainability Advisor summarized HB 2181 and a few other energy/climate related legislative proposals and is open to feedback and ideas from the Team as they moves forward in Salem.

Another question from the team was about cost-benefit analysis in the Lloyd Green District. Bert suggested the need for an interdisciplinary team and for ownership of the model. Inputs and outputs are required, along with legal advice.

The team also discussed issues of Right of Way, the importance of baseline and ongoing quantitative and qualitative metrics.

IV. Council President Bragdon invited team members to outline their interests and commitment to the Lloyd Green District Project.

J. Isaacs highlighted the Blazers efforts in the Rose Quarter including that the Rose Garden is powered 100% by Pacific Power's Blue Sky program. The NBA is fully committed to sustainability and the Blazers are considered a leader in this effort. Later this week they will be announcing their plan for becoming a 24-hour green entertainment district

Steve Faulstick followed up by saying that Portland is a green destination for many businesses that seek a sustainable home base. This is a tremendous opportunity.



Wade Lang said that Ashforth Pacific is a landowner in Lloyd district and they are in a unique position because their business is in “land owning”. They need to understand the intersection of business and sustainability and how easements and other tools affect businesses.

Peter Cogswell said that Bonneville Power Administration (BPA) has 1500 employees in the District. BPA is committed to this project and will provide technical assistance on energy efficiency as needed.

Jeff Blosser said that we can promote the Lloyd Green District and the regions overall sustainability efforts as a competitive advantage.

Fred Wearn agreed that PDC is committed to the project.

Steve Day, Pacific Power, many land owners in the area are Blue Sky participants with even greater opportunities for clean energy and energy efficiency.

Daniel Deutsch, with the Left Bank project wants to promote the creative side of Portland. He also added that LEED is challenging in existing buildings.

Michael Jordan, Metro, offered that the issue is our ability to update our thinking about return on investment and the relationship between public financing and private investment.

Mayor Adams said the City has a “build to suit” business expansion and recruitment strategy with upfront number crunching.

Justin Zeulner of the Lloyd District Community Association and the Rose Quarter suggested the need to be cautious of “green washing”. As a representative of the community association he hopes to be an attractor for livability and keep the commercial District vital.

Gwen Baldwin of the Lloyd Executive Partnership (LEP) reiterated that the commitment is already there with the work of the TMA, BID and the LEP for the Eastside Streetcar. There is a history of thoughtful and strategic investments. It’s important to be an equal and collaborative partner. Gwen also cautioned that LEP members needed to know what the anticipated outcomes were from Oregon Solutions and how these outcomes will affect property values before they could commit and agree to a governance or financing plan. This is very important to the group.

Mayor Adams added that a Development Agreement with PDC and City of Portland helps to clarify roles and responsibilities.



David Van't Hof – This collaborative effort fits into Governor's "Oregon Way". Governor Kulongoski created The Oregon Way Advisory Group to compete more effectively for these grant dollars and to identify opportunities to use formula dollars for projects that elevate Oregon's green leadership.

Peter Murchie and Jim Johnson summarized the meeting and gave an overview of the next steps. Upcoming meetings are scheduled for April 3, May 8, June 12, and July 17.

Individual efforts are happening and this project is about what the team can do together. In the near term, working groups will explore the selection and implementation of projects to showcase the collective efforts and district-wide financing and management mechanisms. For the next meeting there will be a short list of potential project ideas. Jim summarized potential governance and financing options being explored at the next meeting.

Commissioner Cogen closed the meeting by thanking all team members for their thoughtful contributions. The next meeting date is Friday April 3, 2009. It is important for all participants to attend in order to accomplish our ambitious objectives.



Meeting Participants:

Mayor Sam Adams
Commissioner Jeff Cogen
Metro Council President David Bragdon
Daniel Deutsch, the Left Bank Project
Gwen Baldwin, Lloyd Executive Partnership
Rick Williams, Lloyd TMA
David Van't Hof, Governor's Office
Wade Lang, Ashforth Pacific
Michael Jordan, Metro
J.E. Isaac, Trailblazers
Jeff Blosser, Oregon Convention Center
Bert Gregory, Mithun
Steve Faulstick, Doubletree Hotel
Fred Wearn, Portland Development Commission
Peter Cogswell, Bonneville Power Administration
Steve Day, Pacific Power
David Slawson, Oregon Tower
Justin Zeulner, Rose Quarter/Lloyd District Community Association
Susan Anderson, City of Portland Planning and Sustainable Development
Corie Harlan, Metro Nature in Neighborhoods
Lisa Miles Metro
Warren Fish, Multnomah County
Kimberly Schneider, Mayor Adam's Office
Peter Murchie, Oregon Solutions
Jim Johnson, Oregon Solutions
Steve Bryant, Oregon Solutions
Kim Travis, Oregon Solutions
Bill Ruff, Lloyd District Community Association
Michael Armstrong, City of Portland Planning and Sustainable Development
Irene Bowers, Portland Development Commission