

Riverfront Board Minutes

August 17, 2011

Members Present: Stacey, Loomis, Green, Klein

Absent: Martin, St Clair, Thompson

Minutes

July minutes were approved as written (4-0).

Capital Campaign

Herrigel introduced Betsy Wright, Mark Sherman and Linda Laviolette, members of the C3 consulting team that is developing the feasibility phase of a capital campaign for the Riverfront Park. Mark Sherman went over the draft case description (see attached) which the team plans to use in interviews with potential funders over the next few weeks. Interviewees will be asked to provide the team with input on how attractive the riverfront park might be to funders as it is currently designed.

Comments from the board on the draft:

- Klein: Are phase 1 and 2 construction phases? (Mark: no, they are phases of the capital campaign)
- Green: Consider expanding the “user” radius to within 20 minutes, rather than 15 minutes so it incorporates downtown Portland
- Stacey: Under Boat Launch - Change steelhead to salmon
- Klein: Does the \$7.5 million include Klein Point costs? (Team to clarify)
- Green: Is the intent to build the park elements as funds are raised or to wait until all funds are in hand? (Mark: our comfort zone is to raise about 85% of the funds before beginning construction. In this case we would complete phase 1 and get well into phase two before construction.)
- In response to Mark’s question regarding finding 60 funders in the city who could give 15K each – board noted that it was doable if businesses were

included along with Oak Lodge, Waverly and maybe Dunthorpe. It was suggested that perhaps half the funders might be just outside the City.

- Group agreed that using an alternative name for the park that widened its appeal to those outside Milwaukie was acceptable.
- Green: who would be on the Steering Committee? (Mark: a few Riverfront Board members but mostly people who have committed funds and can help pull in other funders.)
- Herrigel: Said she would get the team a list of the Oregon Solution partners so that supporters might be listed in case description.
- Green: Described the Trolley Trail and Springwater Trail convergence in Milwaukie and suggested that the park might include a “Trail’s End” area which would attract funders.
- Herrigel said she would get the team a tally of funds spent to date on the park

Meeting adjourned before remaining items discussed.