



OFFICE OF MAYOR SAM ADAMS  
CITY OF PORTLAND

September 21, 2010

Dear Stakeholder Advisory Committee,

Since our first meeting in August 2009, we have been aware that successfully determining the renovation and reuse of Memorial Coliseum would call for adaptability and flexibility and require on-going open and honest community conversations. That perspective still applies as we initiate the Rose Quarter District Planning phase of our process. Our next SAC meeting on Tuesday, September 28 kicks off our consideration of a holistic set of Rose Quarter improvements which includes more precisely defining the future of the Memorial Coliseum.

Together we have accomplished a great deal over the past year. We have:

- Heard from a broad cross-section of our community and learned from each other over the course of 13 SAC meetings;
- Convened and received invaluable feedback from a veterans' advisory group;
- Hosted a Memorial Coliseum Future Use Marketplace event that attracted more than 650 participants and included 33 concept slideshow presentations and information tables;
- Received more than 27,000 visits to [www.RoseQuarterDevelopment.org](http://www.RoseQuarterDevelopment.org) and logged hundreds of comments, questions, reuse ideas and blog entries;
- Crafted an [Aspirational Statement](#) calling for preservation of Memorial Coliseum as a community-focused, neighborhood friendly, accessible, multi-purpose facility;
- Developed Evaluation Criteria for analyzing Coliseum concept submittals and screened 96 applications down to three finalists and two alternates; and
- Produced a Memorial Coliseum recommendation that was adopted by City Council last April.

Over the past weeks, I have continued my conversations with the Blazers and PDC regarding our district planning approach and the status of development rights during that process. In addition, the Community Benefits Agreement subcommittee has been meeting to develop recommendations on maximizing local benefits from Rose Quarter development. You will receive progress updates on all these fronts at our next meeting.

We will also be welcoming Faye Burch to the SAC. Faye is a Vice President of National Association of Minority Contractors of Oregon and will replace Andrew Colas.

The SAC has played a critical role in the development of this process and I look forward to this committee building on our own previous decisions and on the solid foundation of public input we have received thus far. Thanks for volunteering your time and wisdom.

Sincerely,

Sam Adams