

Randy began discussion w/few introductory comments and asked that group one-by-one comment/reflect on what they had heard in past two days:

Portland and Charlotte are different!

Govt and private sector present single 'public' voice. (note: there was quite a bit of discussion on this point and while it was acknowledged in Portland we LIKE diversity of opinion, it was nonetheless impressive how every speaker/leader 'knew the script')

Business leaders have/are taking risk and stepping forward to make the city the best it can be.

Public and private sectors are on the same page when it comes to strategies for success – e.g. business development is good!

Very much a can-do spirit; singular vision for the future. (it was noted that it will be interesting if the spirit will prevail when faced with job losses and other economic adversities)

Charlotte has common vision around 'direction' – Portland is viewed as having it around 'projects'.

Negatives not exposed 'outside the family' – again, Portland's diversity of opinions make for front-page stories and commentaries which can have negative impacts on site selectors, prospects.

Charlotte is GREAT at selling itself!

Livability starts with a job.

Portland needs a can-do attitude.

Charlotte has one message – Portland has multiple messages, some of which could be viewed at odds.

Streamline – i.e. focus on a few strategies and make a difference – e.g. safety, community, transportation, economic development and smart growth.

Brownfields – return contaminated lands to inventory.

No Atlanta!

Work regionally (the Charlotte regional partnership includes 16 counties and 3 states)

Business community in Charlotte has been educated and is very sensitive to all the variables that make for good community.

The key to success is strong public-private relationship/leadership.

Business is good.

It doesn't matter how 'attractive you are' if you don't work at it, jobs will be lost to more aggressive communities.

Invest in neighborhoods – i.e. strive to make all communities attractive, vital.

Branding is an important vehicle for communicating internally/externally who you are, where you want to go.

Schools. Schools. Schools. – every community throughout nation is struggling. North Carolina appears to be taking innovative measures (e.g. state pays standard base salary for teachers and communities can 'supplement').

Unless we want to see Portland/Oregon 'gives up on schools' on the front page of the New York Times – we better get to work.

Portland/Oregon must get angry about state of our school system and where it is headed. We are at crisis stage now. Cannot wait for jobs to leave state because of schools before we take action.

Portland has too many voices – and different messages. We need leadership. We need lead private sector organization (PBA has best opportunity to assume this position and make difference).

Remember 1980-81?

Region must compete more aggressively on international level – we're not there yet. (it was noted that region does work together and there has been good relationships built – possibly too much behind the scenes)

PSU and community colleges need to work more collaboratively – e.g. is there a technical dimension as in Charlotte/NC's system.

Portland cannot just work together during bad times.

Maybe problems not be addressed in Portland (due to lack of public funds) should be addressed by business community.

How can Portland get broad based involvement of business community vs. just a few big guys carrying the load. (it was noted Portland's 'big guys' are not in same position and cannot be expected to compete w/'big guys' in other cities which lead fortune 500 headquarters).

Need clear vision – forge better public-private partnerships.

Portland is facing many many big issues – where will leadership come from to tackle, make difference and succeed?

Without vision, people perish!

Closing remarks:

Charlotte does very good job of presenting itself – internally and externally. But most agreed everything is not as rosy as was presented. And, while the Portland contingent was very impressed by the contributions of the Charlotte business community to implement strategic plans and activities ... it was predicted that they too will feel the pinch of corporate (e.g. banks.utilities) belt-tightening in the not so distant future. That being said, Charlotte has their regional (and city specific) act together and as they were proud to say ... they intend to be shamelessly aggressive in their pursuit of new business development. So any community that will be competing with them had better be forewarned.

It was announced that all interested should attend the 12/9 Oregon Business Plan economic summit.