## PDC reorganization

By Larry Norton, community blogger

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Recently, in discussing the police department I noted that an organization's morale is key to its efficacy. If that is true - we might as well shut PDC down.

4 directors have been canned - oops - are transitioning out of their current positions and pursuing opportunities outside of PDC. This is the PDC version of "spending time with their families."

The 4 - Matt Baines, General Counsel; Lolita Burnette, Director of Community Relations and Business Equity - (huh?); Cheryl Twete, Development Director; & Andrew Wilch, Housing Director.

See the bios of all involved.

Wonder woman - Erin Flynn - will head a new department which apparently will combine her present department - Economic Development - with the Development and Housing departments.

See additional info about her at futureworks, Mt. Auburn Associates & Portland Business Journal.

This new department - not yet named - will have teams: Downtown Development, Neighborhood Development, Traded Sector, Finance. GO TEAM!

July 1 seems to be the date for the completion of the restructuring resulting in an organizational structure (vertical or horizontal is not clear): Executive Office, Urban Development (Erin Flynn's?), Central Services, Human Resources, Communications and Business Equity, and Legal Services.

Now this is an organization that has been in turmoil for some time. Remember this was non-union shop that organized to solve pay and management (lack thereof) issues. The city council castrated PDC with assumption of budget control and taking over of the legal department. Turnover has been abnormally high apparently with no end in sight.

Talk about low morale - it is my understanding that some employees were openly crying at the Thursday meeting. Absent were members of the board. Not a smart move on their part to have no representative at the meeting.

Is Warner the instigator of the restructuring or the fall guy?

Word too is that Bruce Warner is transitioning out. That may be wishful thinking by many PDC employees, because it is clear that he does not have their confidence or support. That could be seen that despite his assurance to the staff that he was staying - no visible support was evident.

Like or not he has been tagged for the low morale at PDC. Too bad for everyone that he found out too late that ODOT and PDC are not birds of a feather. He was a Mayor Potter choice.

Another Mayor Potter choice was the PDC Chair Mark Rosenbaum. I think it is fair to say that he has been a disappointment to many. His main failure seems to be isolation, i.e., he is the PDC phantom. He is there but not visible when he should be.

In the restructuring - the chair should have been front and center. Or is there is message here?