



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, March 20, 2014 – 12:00 p.m.

1

MINUTES

2 Members Present: Chair Nancy Adams, Beth Jones, Bob Brannigan, Mayor Brian Dalton, Doris
3 Johnston, Jim Fairchild, Jim Fowler, LaVonne Wilson, and Peggy Mehl.

4 Members Absent: Bob Ottaway, Craig Pope, Jackie Lawson, and Ken Jacroux.

5 Others Present: Nick Harville

6 Staff present: City Manager Ron Foggin, Community Development Director Jason Locke, and
7 Recording Secretary Patti Senger.

8 **CALL TO ORDER**

9 Chair Nancy Adams called the meeting to order at 12:05 p.m.

10 **APPROVAL OF MINUTES**

11 The minutes of the January 16, 2014, Economic Development Commission meeting were accepted as
12 presented.

13

14 **COMMERCIAL DEVELOPMENT**

15 Jason Locke reported that Pressed Coffee & Wine would be having their open house and ribbon cutting
16 on the upcoming Saturday, Carly's Closet was a new business on Main Street, and the new owner of the
17 Majestic had begun holding monthly concert events with about 100 people in attendance at the first
18 one. He stated the Dallas Area Chamber of Commerce had their annual membership meeting and they
19 were gathering feedback from the members. The Dallas Area Visitor's Center was preparing for Bounty
20 Market, Sounds of Summer, Freedomfest, and Summerfest the following summer and would be looking
21 for sponsors. The Polk County tourism group would host Oregon's Rural Tourism Studio in Independence
22 in April.

23 Mr. Locke reported the Urban Renewal District Advisory Committee (URDAC) would be nailing down
24 projects for the summer. The three he listed were upgrades along the south side of SW Mill Street
25 between Main Street and SW Church Street, the south side of SW Court Street between SW Jefferson
26 Street and Main Street, and the addition of banner poles to simplify the use of street banners across
27 Main Street at SW Academy Street.

28 Jim Fowler arrived at 12:11 p.m.

29 Mr. Locke reported that Pressed Coffee & Wine used an Urban Renewal Façade Grant and noted his
30 desire that a number of other buildings along the 500-900 blocks of Main Street would as well.

31 **INDUSTRIAL DEVELOPMENT**

32 Mr. Locke reported the TTM Building was under new ownership, that it had been cleaned up, and they
33 were working to get it ready for to put on the market for \$2-3 million. He indicated if anyone were
34 interested in looking at it, he would make the arrangement.

35 Mr. Locke stated that the new owners of the old Weyerhaeuser site would be doing more building
36 demolitions.

37 Mr. Locke reported that the Oregon State Department of Administration was in the process of
38 geographically consolidating office space in Dallas and it may be an opportunity for the old Safeway
39 building to be repurposed for that use. Mayor Dalton indicated that he understood they would not be
40 abandoning space, just gaining.

41 Beth Jones announced Freedomfest was a fourth of July celebration that would hold a sanctioned two-
42 day barbeque competition and be a qualifier to Kansas City. Her vision was to put Dallas on the map as
43 the place to go in the Northwest for this competition. She indicated she arranged to have fireworks at
44 the LaCreole Middle School with visibility from Roger Jordan Community Park and almost everywhere in
45 town. She hoped to see this continue indefinitely.

46 **Pacific Power**

47 Doris Johnston from Pacific Power reminded everyone when working with new commercial and
48 industrial businesses to suggest they look at Energy Trust of Oregon for grant dollars that are only
49 available before upgrades have been made. She announced the kick-off of a campaign for women and
50 minorities as contractors with brochures written in Spanish.

51 **Strategic Economic Development Corporation (SEDCOR)**

52 Nick Harville from SEDCOR reported that they continued to work with City staff on several projects
53 including Weyerhaeuser and the TTM Building. He announced that SEDCOR, in cooperation with
54 Economic Development for Central Oregon (EDCO), would be hosting the publisher of Forbes Magazine
55 for a unique speaking engagement about the economy. Mr. Harville stated they were participating with
56 Job Growers and the Mid-Willamette Valley Council of Governments (MWVCOG) on "How to Make it in
57 America" to start making things here that have been made offshore with a \$2 million dollar grant. He
58 was interviewing many companies including Mak Metals and Forest River for this project. He talked
59 about the Energy Trust of Oregon dollars that with a substantial number of expansions in the Willamette
60 Valley, that he was directing them to that.

61 **Fowler Homes**

62 Jim Fowler reported that things were going well and that they closed on 25 homes; they were the third
63 highest in Polk County and that showed an uptick in the economy.

64 **West Valley Hospital**

65 Bob Brannigan reported that the Hospital had recruited a new ob-gyn after about one year of recruiting;
66 they would work in Dallas one day per week. He stated Salem Health announced it was developing a
67 partnership with Oregon Health and Science University (OHSU) and anticipated six more months to

68 finalize the partnership. He explained they intended future partnerships to provide a broader scope of
69 services.

70 **Dallas Area Chamber of Commerce**

71 Mr. Brannigan reported the Dallas Area Chamber of Commerce held their annual meeting and presented
72 the members with a survey to be able to move forward in a direction that was productive. He stated
73 they were working to change the focus to events with the Dallas Area Visitors' Center and business
74 development activities with resources within the community. He explained they wanted to work with
75 the businesses to gather their opinions on public policy issues to be able to create a Chamber opinion.

76 **Dallas School District**

77 Dennis Engle reported that there would be fireworks at LaCreole Middle School for the fourth of July
78 celebration and noted he appreciated the joint meetings between Dallas City Council and the School
79 Board. In answer to a question, he stated the students and staff were preparing for spring break.

80 Brian Dalton reported No. 2 saw logs were down to \$390 per thousand in 2008 and they currently sold
81 at \$725 per thousand. He reported City Council passed a resolution about e-commerce. Mayor Dalton
82 discussed the façade grant opportunities and pointed out the state also had money available. He stated
83 Dallas and Klamath Falls were the only two cities in the state that were not going after them. He
84 mentioned a local, experienced grant writer, Katheryn Ross, had volunteered numerous hours grant
85 writing. He said the City had looked at the "Diamonds in the Rough" park and recreation program. He
86 announced that the old Blue Garden building on Main Street was on the market for \$340,000, and
87 suggested the City put together a rent study so the property owners would be able to list buildings that
88 were for sale at a realistic market price. Mr. Locke presented an article by Margaret DeWitt, titled
89 "Landlords must enter the twenty-first century if small downtowns are to thrive", a copy of which is
90 attached to these minutes. Ms. Jones commented that the article could have been referring to Dallas.

91 **PRESENTATION**

92 **City Incentives for Business and Industry**

93 Mr. Locke reported that he had done a presentation to City Council of all of the incentives the City
94 offered for new and existing businesses. He explained it was good information for the Economic
95 Development Commission as business owners and/or in their interactions with other business owners.

96 Mr. Locke said the Enterprise Zone provided three consecutive years of relief from property taxes on
97 qualified property, with the potential of an additional two years under certain circumstances. Mr. Locke
98 stated that Independence, Monmouth, Rickreall, and Dallas were part of the Enterprise Zone and that
99 he was the Zone Manager. He explained rural zone hotels and resorts could take advantage of that and
100 that Best Western, Tyco, Praegitzer, and Mak Metals each had three years of abatement on building
101 improvements or other applications such as equipment purchases. Mr. Harville pointed out that it was
102 not a one-time deal and that it could be re-applied for every time there was \$50,000 used for the
103 building or new equipment. Mr. Locke stated that Dallas had other incentives in the Enterprise Zones
104 that included waiving minor fees and demolition permit fees. There were also incentives if they created
105 additional jobs. This rewards financial upfront costs with creations of those jobs.

106 Mr. Locke talked about the Commercial Enterprise Zone and explained where it was in Dallas. He noted
107 they were looking at revamping it to make it more effective. He stated that Dallas, Independence, and
108 Monmouth were looking at e-commerce designation that allowed for corporate income tax. He
109 discussed façade grant and loan availability and explained they were for the outside of the buildings, not
110 roofs or the inside.

111 Mr. Locke discussed the Micro Loan program and the idea of a business retention program as well as the
112 current new business program. This puts revolving loan fund money to work.

113 Mr. Locke reviewed the Business Assistance Tool Kit with the Commission and explained it provided
114 information about what the City and the regional partners offered. It is available on the City website and
115 in paper copy in the Community Development Department of City Hall and the Chamber of Commerce
116 office. He noted the new website portal for Business Express provided information as well.

117 Jim Fairchild mentioned home window replacement credit from the Energy Trust and Mr. Harville said
118 they were helping with a hop storage unit in Brooks. There was mention of the School District, the
119 Rickreall Dairy, and others using these resources. Mr. Locke summarized there were many up-front and
120 back-end savings options.

121 Mayor Dalton announced there was a Downtown Association meeting that evening at 6:00 p.m.

122 Ms. Adams announced the next meeting was scheduled for May 15, 2014.

123 The meeting adjourned at 1:04 p.m.