



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

1

**MINUTES**

2 Members Present: Chair Nancy Adams, Mayor Brian Dalton, Doris Johnston, Beth Jones, Susan  
3 McNaught, Peggy Mehl, Bob Ottaway, Chelsea Pope, and LaVonne Wilson.

4 Members Absent:

5 Others Present: A.J. Foscoli, Nancie Rogers, and Corey Bradshaw

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

8 **CALL TO ORDER**

9 Chair Nancy Adams called the meeting to order at 12:07 p.m.

10 **APPROVAL OF MINUTES**

11 The minutes of the November 20, 2014, Economic Development Commission meeting were accepted as  
12 presented.

13 **COMMERCIAL DEVELOPMENT**

14 Chelsea Pope reported Gentle Dental moved into the old Quiznos spot in the plaza on E. Ellendale  
15 Avenue and Dallas Select Supermarket would re-open in a smaller, minimart style market, after a  
16 Facebook campaign encouraged them to re-open the store. She announced ribbon cuttings at Harvest  
17 Cross-Fit, Parkside Self Defense, and Dallas Church.

18 Chair Adams asked about the upcoming WinterFest event on December 5. Ms. Pope stated that the  
19 downtown businesses were participating and there would be 1,500-2,000 people attending the event on  
20 the Courthouse lawn.

21 **URBAN RENEWAL DISTRICT**

22 Jason Locke reported about streetscape projects taking place in the next year. He announced the Urban  
23 Renewal District Façade Improvement Grant was increased to \$10,000 and was hopeful it would spark  
24 interest in the 75% dollar match. Nancie Rogers asked how about an average cost to repair a façade and  
25 Mr. Locke indicated the Urban Renewal Agency decided that painting was of primary importance and  
26 costs were around \$10,000; other improvements were variable depending on the projects. Mayor Brian  
27 Dalton noted that a grant called “Diamonds in the Rough” was a state grant that businesses would be  
28 eligible for that would double the funding and noted if a business put up \$3,334, and they received  
29 \$10,000 from the Urban Renewal grant, they could have over \$26,000 for the project with this second  
30 grant.

31 **INDUSTRIAL DEVELOPMENT**

32 Mr. Locke reported that the old TTM building was generating interest and seemed to be moving  
33 forward. He stated that the City had received an Enterprise Zone Abatement application for Mak

34 Metals/Mak Grills and they would be expanding up to 15,000 square feet. Mr. Locke mentioned there  
35 was nothing new to report at this time about the old Weyerhaeuser Mill site.

36 MEMBER ROUNDTABLE

37 Pacific Power

38 Doris Johnston noted that many of the communities she visited had enquired about larger buildings, and  
39 surmised it showed empty buildings had have been filled but created a need for vacant buildings. She  
40 reminded everyone that there were energy assistance programs available for those in need and Energy  
41 Trust of Oregon had funds for upgrades to reduce energy consumption.

42 Chemeketa Community College

43 Susan McNaught reported that they were part way through the fall term and they were gearing up for  
44 the next term and the year ahead. She announced they were looking for more partnerships with  
45 businesses in the area and wanted to bring programs in Salem over to Polk County.

46 Dallas School District

47 Corey Bradshaw reported that the school facilities maintenance levy passed and they would be putting  
48 together a citizens' oversight committee.

49 SEDCOR

50 A.J. Foscoli reported that the TTM building was on many companies radar, including a food-  
51 manufacturing business.

52 WEST VIEW PRODUCTS

53 Bob Ottaway reported that he was encouraged by activity picking up elsewhere and they were brining  
54 dollars back to Dallas. He was looking at a project for Pike Place Market in Seattle, their largest project  
55 to date at the University of Montana in Missoula, and other jobs in Colorado and Salt Lake.

56 Jim Williams reported about interest about the policy of downtown development versus rural Oregon  
57 and moving leases outside of the downtown core.

58 DALLAS AREA CHAMBER OF COMMERCE AND VISITORS' CENTER

59 Ms. Pope reported the Polk Rural Tourism Studio would be discussing economic development and  
60 tourism at the upcoming January meeting. She stated they had identified that more lodging was needed  
61 in Polk County and they were working on ways to engage millennials and start a young professional  
62 network.

63 Mayor Brian Dalton reported that Polk County was wrestling with the law enforcement issue and were  
64 tending toward a levy in May 2015, which did not allow much time for an education campaign. He  
65 acknowledged that not having law enforcement assets affected the economy and tourism.

66

67 **PRESENTATION : Nancie Rogers, Widermere Real Estate**

68

69 Chair Adams introduced Nancie Rogers from Windermere Realty. Ms. Rogers explained that residential  
70 real estate and commercial real estate were dependent on each other. She provided handouts that  
71 showed monthly and annual residential sales statistics for Dallas, Monmouth, and Independence. She  
72 also reviewed the Willamette Valley Multiple Listing Service (MLS) that showed price averages since  
73 2004. Ms. Rogers explained commercial properties, business relocation, and residential home sales went  
74 hand in hand and recognized Dallas was bringing in business and jobs.

75 Ms. Rogers mentioned the article in the Daily Journal of Commerce about rural tourism and a growth  
76 spurt in Independence pointing out that bringing in more housing, hotels, restaurants, and jobs would  
77 spur more homes to be built.

78 Ms. Rogers discussed commercial properties and explained that Nancie said with commercial properties  
79 has brokers that do commercial properties somewhat, and does not have any professional commercial  
80 property marketing brokers because in order to market properties that are commercial and you need to  
81 belong to Loopnet and puts those properties everywhere and costs \$ 600 per month to belong and when  
82 you sell small properties where is the value there to do that if you had large commercial properties in  
83 Salem then it would be cost beneficial to do that. The sellers are not realistic about values and what  
84 people have to do to make those buildings ready. It is kind of a vicious circle, commercial brings people,  
85 needs housing, lose millions of dollars to Salem, bedroom, retirement people live here to enjoy lower  
86 costs and spend money over there and come back. Dallas is getting a lot of people who are retired, and  
87 are considered a bedroom community. What are we going to do about that trend?

88 City Manager Foggin stated that we are not a bedroom community, we are a full service community, a  
89 suburb of Salem. Almost as many commute in as commute out. He went on to talk about how getting  
90 some of the more visible sites like the mill and the TTM Building occupied and running, which would  
91 create a domino effect for commercial and residential development. He said that Dallas has  
92 manufacturing and offers a lot of services. We have solid industry base that is doing great things, Mak  
93 Grills got recognized by US Made in America folks for example.

94 Chair Adams thanked Nancie Rogers for coming and explaining things.

95 **Other**

96 The Marketing and Branding RFP was out and Chelsea, Nancy, and Peggy would assist in the selection  
97 process.

98 The meeting adjourned at 1:15 p.m.