



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, March 19, 2015 – 12:00 p.m.

1 **MINUTES**

2 Members Present: Chair Nancy Adams, Mayor Brian Dalton, Bob Brannigan, Jim Fairchild, Ken
3 Jacroux, Jackie Lawson, Susan McKnaught, Peggy Mehl, Chelsea Metcalfe, and
4 LaVonne Wilson.

5 Members Absent: Jim Fowler, Doris Johnston, Bob Ottaway, and Craig Pope.

6 Others Present: A.J. Foscoli and Jim Williams.

7 Staff present: City Manager Ron Foggin, Community Development Director Jason Locke,
8 Planner Suzanne Dufner, and Recording Secretary Jeremy Teal.

9 **CALL TO ORDER**

10 Chair Nancy Adams called the meeting to order at 12:00 p.m.

11 **APPROVAL OF MINUTES**

12 The minutes of the January 15, 2015 Economic Development Commission meeting were accepted as
13 presented.

14 **COMMERCIAL DEVELOPMENT**

15 Suzanne Dufner noted that the Capital Auto property has been listed for a new State office project and
16 that Platinum Spa & Salon would move to East Ellendale by Rugged Wear.

17 Chelsea Metcalfe reported there would be a commercial vacancy next to Center Market on Washington
18 Street as of July and the Buchanan property on the corner of Church and Mill Streets hadn't had any
19 movement. She noted it was summertime and there were a lot of events going on and she was excited
20 about the new membership tiers and Chamber website. She commented that the Chamber would be
21 hosting three workshops this year, and social networking would be the first at Chemeketa.

22 **URBAN RENEWAL DISTRICT**

23 Jason Locke reported the City was moving forward on projects and should be done in last two months of
24 fiscal year, including the south side of Mill Street between Main and Church, and the north side of Court
25 Street between Main Street and the Itemizer. He noted other projects taking place, included upgrades
26 to the electrical on the Courthouse lawn and banner poles. He stated that the Façade Grant Program
27 was almost out of money for this year.

28 Mr. Brannigan asked what businesses applied for the façade grant program. Mr. Locke reported that
29 Taylor's, the Locksmith, House of Floors, and Pressed Coffee and Wine Bar.

30 Ms. Lawson asked if the money would be renewed in the new fiscal year. Mr. Locke noted that was
31 correct, based on a recommendation by the Urban Renewal District Advisory Committee.

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33 **INDUSTRIAL DEVELOPMENT**

34 Mr. Locke stated the City was working with SEDCOR to ensure upgrades to the rail system at the
35 Weyerhauser site, and that NW Demolition was open to ideas with solid plans. He reported that parties
36 interested in the Tyco building had risen and this was the only building over 100,000 sq ft in the area. He
37 commented that Mak Grills and Metals was looking at expanding their building, and looking at the
38 property next to them to purchase.

39 **SEDCOR**

40 A.J. Foscoli stated the Precision Farming Expo showcased remote drones doing aerial video and noted
41 video would be a better selling point for businesses looking at property. He shared that Mak Metals did
42 a presentation at the high school to help encourage students with welding and other trade crafts for
43 possible jobs in the future.

44 **CHEMEKETA COMMUNITY COLLEGE**

45 Susan McKnaught reported spring term registration was going well and was excited about Chamber
46 using the facility. She thanked the City Council for using the facility last Saturday.

47 **LEGISLATION**

48 Jim Williams reported on the education budget. He stated no decisions had been made, and no hearings
49 set as of yet. He noted that Senate Bill 322 may hurt fifth year students looking at going to college and
50 that was the hot topic.

51 **PRESENTATION – Barney and Worth Branding and Marketing Project Update**

52 Clark Worth and Libby Barg presented the new marketing strategy highlighting birding, mountain biking,
53 wine tasting, industry, and small town feel. Mr. Worth noted the design was enduring and flexible to
54 adapt over time and would draw in a higher educated and higher income group of visitors. He explained
55 that 70% of visitors to a destination return and open a business. Ms. Barg stated the enduring part of
56 the design was that it started with the original City logo and only added the eye glass to take a closer
57 look. Ms. Barg explained how the design could be cross plat formed to the web, posters, or rack cards to
58 fit any occasion or campaign.

59 Mr. Locke stated he liked the design and believes this captured what City had been looking for.

60 Ms. Lawson noted it was a nice balance and would cover a lot of different activities.

61 Mr. Williams asked if the biking and wine interface had been considered.

62 Mr. Locke stated there were an infinite number of items to highlight in Dallas and the surrounding areas.

63 Mr. Fairchild noted a hole in Dallas was no RV or camping sites for people. He noted the hotel vacancy
64 was constrained in the summer and limited the number of people that could visit Dallas.

65 Mr. Jacroux applauded Barney & Worth for staying with the logo and the addition of the magnifying
66 glass that flows together to a key point.

67 Mr. Locke commented this would help with the tourism aspect having people stay for dinner and try a
68 restaurant in Dallas and encourage the entrepreneur aspect. He noted the tourism was important to get

69 people to open their eyes and see the potential for the City.

70 Mr. Clark noted he would be back for another presentation on May 21.

71 **OTHER BUSINESS**

72 The meeting adjourned at 12:57 p.m.