



CITY OF DALLAS
Economic Development Commission
Via RingCentral
Thursday, July 23, 2020 – 12:00 PM

MINUTES

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Members Present: Rita Grady, Bob Tucker, Brandon Schmidgall, Craig Pope, Erik Andersson, Gerard Graveline

Members Absent: Diana Knaus

Staff present: City Manager Brian Latta, City Recorder Sam Kaufmann

CALL TO ORDER: Mayor Dalton called the meeting to order at 12:01 PM

APPROVAL OF MINUTES: It was moved by Craig Pope to approve the Consent Agenda. The motion was duly seconded and CARRIED with a vote of 6-0 with Members Rita Grady, Bob Tucker, Brandon Schmidgall, Craig Pope, Erik Andersson and Gerard Graveline voting YES.

REVIEW OF ENABLING ORDINANCE: Mayor Dalton reviewed the Ordinance which describes the newly appointed economic development commission.

Rita Grady asked if any work described in the ordinance has been initiated. Brian Latta mentioned he's in the early stages of building a strategic economic development plan and marketing plan. Mr. Latta reported he's been reviewing previous economic development plans and is making progress on developing a new plan..

Brandon Schmidgall introduced himself as the Chief Administrative Officer for the West Valley Hospital. Mr. Schmidgall explained the hospital's goals and feels the city's goals are similar in terms of economic development.

Rita Grady introduced herself as executive director of Polk CDC. Ms. Grady felt the EDC can't be narrow minded in their approach and need to look at the whole picture in terms of economic development.

Gerard Graveline introduced himself as the branch manager of Columbia Bank. Mr. Graveline mentioned he would like to grow business capacity within Dallas. Mr. Graveline also wants to see Dallas become self-reliant in regards to economic development.

Bob Tucker introduced himself as the owner of MAK Metals Inc. Mr. Tucker's mentioned Mak metals has participated in multiple enterprise zone applications and wants to promote the program.

Erik Andersson introduced himself as president of SEDCOR. Mr. Andersson felt a strong regional economy starts with strong businesses. Erik believed there's a lot of opportunity available in Dallas.

Craig Pope introduced himself as Polk County Commissioner. Mr. Pope's objective is to promote economic resiliency for Dallas.

38 Brian Latta introduced himself as City Manager for the City of Dallas. Mr. Latta sees the EDC as having a
39 unique opportunity to improve on these unique times. Mr. Latta has experience in planning and
40 economic development in small and large communities. Mr. Latta reported he has started to compile
41 properties in Dallas with commercial and industrial zoning which will help EDC to analyze vacant
42 inventory.

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44 **NOMINATION AND ELECTION OF CHAIR AND VICE CHAIR:**

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46 It was moved by Craig Pope to nominate Gerard Graveline as EDC Chair. The motion was duly seconded
47 and CARRIED with a vote of 6-0 with Members Rita Grady, Bob Tucker, Brandon Schmidgall, Craig Pope,
48 Erik Andersson and Gerard Graveline voting YES.

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50 It was moved by Craig Pope to nominate Rita Grady as vice EDC Chair. The motion was duly seconded
51 and CARRIED with a vote of 6-0 with Members Rita Grady, Bob Tucker, Brandon Schmidgall, Craig Pope,
52 Erik Andersson and Gerard Graveline voting YES.

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54 **OTHER DISCUSSION ITEMS:**

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56 Craig Pope asked to understand the pathway for recommendations to city council on the development
57 of more commercial zoning. Brian Latta replied he would come back with more info on the topic at the
58 next EDC meeting. Mr. Latta added the EOA will determine the amount of commercial industrial land
59 needed for a 1.6% growth factor at 80 acres, which was a safe harbor number. Chair Graveline asked for
60 a timeline to bring this to City Council. Brian Latta responded after the new year, January February.

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62 Rita Grady mentioned she's interested in second story housing in the downtown area. Ms. Grady
63 believes the city can't focus on the economics without focusing on housing. Mr Latta agreed a balance of
64 housing types is necessary in combination with the industrial commercial type projects.

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66 Craig Pope mentioned his frustration with "Dallas, Take Another Look". Mr. Pope encouraged an
67 updated theme which is more focused towards industry and businesses.

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69 **FUTURE MEETINGS:**

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71 The committee agreed to meet on the fourth Thursday of the month at noon until January. In January
72 the monthly schedule will be evaluated.

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74 **ADJOURN:**

75 Chair Graveline closed the meeting at 12:53 PM