



CITY OF DALLAS
Economic Development Commission
Via RingCentral
Thursday, November 19, 2020 – 12:00 PM

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MINUTES

Members Present: Rita Grady, Bob Tucker, Brandon Schmidgall, Erik Andersson,

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

CALL TO ORDER: Vice Chair Grady called the meeting to order at 12:01 PM

APPROVAL OF MINUTES:

It was moved by Erik Andersson to approve the August meeting minutes. The motion was duly seconded by Bob Tucker and CARRIED with a vote of 4-0 with Members Rita Grady, Bob Tucker, Brandon Schmidgall, Erik Andersson, voting YES.

DOWNTOWN ECONOMIC DEVELOPMENT SURVEY RESULTS

Brian Latta introduced his staff report on the EDC survey. Mr. Latta noticed responses were all over the map and there was no singular narrative among responses.

Rita Grady asked what the city is doing to create an identity for Dallas. Brian Latta replied the city council is set to address this issue within the City’s 2021 strategic plan.

Bob Tucker mentioned he saw many comments regarding the sign code. Brian Latta replied these issues may have been apparent because of recent issues with the sign code. Mr. Latta also mentioned the sign code has been revised, which may help these issues moving forward.

Erik Andersson mentioned many Willamette Valley small cities should focus on branding which relates to local industry such as wine and manufacturing.

Erik Andersson mentioned the Mac Market in McMinnville is a good idea as a business incubator and community space.

MONMOUTH CUTOFF STREET EXTENSION CONCEPT

Brian Latta introduced his staff report on the Monmouth Cutoff Street Extension Concept. Mr. Latta mentioned a Comprehensive Plan amendment is necessary to extend Monmouth Cutoff Rd. Mr. Latta also recommended applying for a Transportation and Growth Management Plan Grant.

It was motioned by Brandon Schmidgall to present the Monmouth Cutoff Street Extension Concept to the Dallas City Council. The motion was duly seconded by Bob Tucker and CARRIED with a vote of 4-0 with Erik Andersson, Brandon Schmidgall, Bob Tucker and Rita Grady voting YES.

OTHER:

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30 Rita Grady mentioned she would like to see documentation regarding previous EDC strategies used by
31 the City of Dallas. Brian Latta replied he plans on showing past EDC strategies at upcoming EDC
32 meetings.

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34 **ADJOURN: 1:02 PM**