



**CITY OF DALLAS**  
**Economic Development Commission**  
**Ad hoc Economic Development Plan Strategy meeting**  
**Via Zoom**  
**Thursday June 24, 2021 - 12:00 PM**

1 **MINUTES**

2 **Members Present:** Diana Knous, Erik Andersson

3 **Staff present:** Economic and Community Development Director Charlie Mitchell,  
4 Recording Secretary Margie Pearce

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6 **Members Absent:** Rita Grady, Bob Tucker, Brandon Schmidgall, Gerard Graveline, Craig Pope

7 **Others:** Mayor Brian Dalton,

8 **ECONOMIC DEVELOPMENT PLAN:**

9 Mr. Charlie Mitchell reviewed the draft ED Plan. He stated he relied upon the Dallas 2030 Plan, the  
10 Dallas 2022-26 Strategic Plan and the 2021 Economic Opportunity Plan to put the draft together. He  
11 shared a timeline working toward final adoption. He identified 30 strategy tasks with the top two being  
12 (1) preparing the former mill site for redevelopment and (2) Identify and develop a process to address  
13 the deficiency of commercially-zoned property within the City of Dallas. Mr. Mitchell included several  
14 charts and tables in various forms to show the different aspects of each item. Mayor Dalton suggested  
15 making downtown a third priority. Mr. Erik Andersson suggested more about Agriculture-business focus  
16 and alignment, along with downtown/ retail/ point-of-sale connections. He also suggested adding a  
17 "leads and resources" matrix.

18 Ms. Diana Knous was concerned about the length of the document maybe too long; too ambitious.  
19 Mayor Dalton stated the last ED Strategy Plan was general and a list of can do projects. He felt this new  
20 plan was aspirational, long ranging and on the right track for Dallas. He had three statements regarding  
21 the process. 1) Dallas is a bull's eye for industry and commercial due to the fact the other jurisdictions  
22 were tapped out /with no more property. 2) be prepared for hard questions, and 3) give people  
23 something to remember Dallas. He discussed the benefits of regional-focused tourism, parks and quality  
24 of life. Mr. Andersson discussed aligning assets and strengths. Everyone agreed it was imperative to  
25 collaborate with the city's business and tourism partners.

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27 The meeting adjourned at 1:05pm.