



AGENDA

Dallas Economic Development Commission

THURSDAY, September 19, 2013 - 12:00 noon

Dallas Civic Center

945 SE Jefferson Street

Chair Nancy Adams, Presiding

1. Approval of Minutes – July 18, 2013
2. Reports
 - a. Commercial Development Report – John Swanson/Chelsea Pope
 - b. Urban Renewal District Activities – David Shein
 - c. Industrial Development Update – Jason Locke
4. Member Roundtable
5. Presentation: Nick Harville, SEDCOR, Business Retention and Expansion
6. Other Business
7. Adjourn

NOTE: The next meeting is scheduled for November 21, 2013.



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, July 18, 2013 - 12:00 p.m.

1 **MINUTES - DRAFT**

2 Members Present: Chair Nancy Adams, Bob Brannigan, Mayor Brian Dalton, Jim Fowler, Ken
3 Jacroux, Beth Jones, Jackie Lawson, Bob Ottaway, Chelsea Pope, Craig Pope,
4 Reine Thomas, and LaVonne Wilson.

5 Members Absent: Jim Fairchild, Doris Johnston, and Peggy Mehl.

6 Others Present: Suzanne Dufner, Dennis Engle, Nick Harville, Jim Williams, and Doug Zenn.

7 Staff present: City Manager Ron Foggin, Community Development Director Jason Locke,
8 Planner John Swanson, and Recording Secretary Patti Senger.

9 **CALL TO ORDER**

10 Chair Nancy Adams called the meeting to order at 12:05 p.m. She thanked the Commission for the time
11 they put in for the community.

12 **APPROVAL OF MINUTES**

13 The minutes of the May 16, 2013, meeting were approved as presented.

14 **MEMBER ROUNDTABLE**

15 **Chemeketa Community College**

16 Nancy Adams reported that Reine Thomas was retiring from Chemeketa Community College and
17 resigned from her position on the Economic Development Commission; she thanked her for her
18 contribution. Ms. Thomas thanked the Commission for the opportunity to serve with them. She stated that
19 she would be replaced by Susan McNaught and the transition would take a month or so. She announced
20 Chemeketa would be branching out to work with Central School District in the next year.

21 **Dallas School District**

22 Dennis Engle reported that the teachers had participated in a survey and one of the questions asked was
23 what motivated them to stay working in Dallas Schools. He reviewed the results of that question and
24 stated that 38 of the 126 teachers surveyed mentioned “the community” one way or another in their
25 answers. Mr. Engle elaborated that their answers were about the community when that wasn’t
26 specifically what the question asked. He noted that it said a lot about how much the teachers liked the
27 community.

28 **Polk County**

29 Craig Pope stated that conversations were coming up about the Salem River Crossing. He explained that
30 the oversight team recommended Option 4D as the best option, that it was the largest and most expensive,
31 and could be built in stages. He reported that the City of Salem rejected the recommendation and was
32 proposing an alternative and moving forward with it by taking it to the monthly mayors' breakfast the
33 next day. In addition, the City of Salem publicized that the recommended option was a huge, expensive
34 monster, that they held all of the cards, and the land use issues made it clearly their decision. He
35 acknowledged that they had not met with the Polk County Commissioners and he wanted to see
36 comparison studies of what they were prosing. He indicated their plan would not be able to be built in
37 stages and would use all of the money at once and would cause tolling issues. Mr. Pope reiterated why the
38 Option 4D was good for Polk County rural areas and the importance of I-5 access. He stated that he
39 would fight hard and asked his peers to support him

40 Doug Zenn arrived at 12:17 p.m.

41 **SEDCOR**

42 Nick Harville announced that SEDCOR would be hosting a meeting the next Wednesday at 9:00 a.m. in
43 the auditorium at his office that would discuss rural business retention and expansion through OSU Rural
44 Studies. He explained how the program worked and noted that it was based on a program from the
45 University of Minnesota. Ms. Pope noted she could not attend the meeting but wanted Dallas to be
46 included in the program.

47 Mr. Harville reported about Career Technical Education (CTE). He stated that he did a presentation with
48 the Chamber about skill-sets and it was getting a lot of attention. He explained a private individual met
49 with the Salem-Keizer School District and started a program at McKay High School to teach technical
50 education including health care, construction, and high technology. This would create a pool of trained
51 individuals for companies to recruit from. BOLI proposed a bill at the state and Jeff Merkley proposed a
52 bill at the federal level to provide money for CTE programs based on what has been done in Marion and
53 Polk Counties.

54 **Mid-Willamette Council of Governments (MWCOG)**

55 Susan Dufner reported that MWCOG submitted for a \$2 million grant that would focus on jobs and
56 provide workforce development in Marion, Polk, and Yamhill Counties. She stated that Portland State
57 University Planning Masters' Class provided students with geographic mapping technology.

58 **Dallas Area Chamber of Commerce**

59 Chelsea Pope reported that a ribbon cutting would take place at the BBQ Shack on the corner of Main
60 Street and SW Washington Street on Friday at noon. She announced Summerfest began next week on
61 Thursday. She stated that Polk County would have their first presence at the Oregon State Fair with the
62 tourism group and they would also be at the Polk County Fair in August. Ms. Pope mentioned the Bounty
63 Market was going well.

64 **Commercial Development Report**

65 John Swanson reported that a sporting goods shop opened on SW Court Street and the BBQ Shack
66 reopened after moving to a better location with outdoor seating. He stated that the project on Main Street
67 to open a bike shop would be abandoned and the building was now up for sale. He noted that there was a
68 lack of commercial vacancy in Dallas and this would provide some opportunities. He mentioned that he

69 was hearing good things about the car wash on Main Street that put in the automated unit. Mr. Swanson
70 mentioned that Sounds of Summer kicked off the week before and invited everyone to attend every
71 Thursday night until the end of August.

72 **Industrial Development Report**

73 Jason Locke reported that he attended a stakeholder's meeting for redevelopment of the old Weyerhaeuser
74 mill site. Another demolition permit was issued for a building to come down but they were leaving the
75 large building at this point. The new owners were open to ideas and would most likely divide the property
76 for different types of employment uses. He added that this was funded through Oregon's Transportation
77 Growth Management (TGM) quick response program and was no cost to the City other than staff time.
78 Ken Jacroux asked about the total acreage and Mr. Locke stated there were 60-65 useable acres. Mr.
79 Locke pointed out that the property adjoins Forest River, who was using every square foot of space, and
80 suggested they may expand their operation. He said the owners were not just in the property flipping
81 business, but have redeveloped other sites and maintained ownership as long term investments.

82 Jackie Lawson asked about the old Safeway Building. Mr. Locke responded they were doing repairs and
83 creating office space.

84 **Our Dallas 2030 Vision Project**

85 Doug Zenn reported that they were beginning the next phase of the vision process. Each topic group had a
86 draft statement that they would present at Summerfest and ask for feedback. He asked for people to work
87 at the booth and provided a sign-up list. He presented a sample survey and noted it would be passed out at
88 Summerfest and posted on-line. They would be running through this portion of the process through
89 September. He would provide packets for people to take to other meetings if they wanted. Jim Williams
90 asked if there was a residency requirement when asking for feedback and Mr. Zenn stated that it was open
91 to everyone who had an opinion. He stated they were looking for qualitative and extremes, and wanted to
92 know what captured the attention of the community. Chair Adams added that it was important that the
93 information in the booth would be from the citizens input and not the City Council. Mr. Zenn noted that
94 they continually pushed the message that it was City sponsored and community driven.

95 **West Valley Hospital**

96 Bob Brannigan discussed the hospital budget and noted that the budget margins were slightly ahead of
97 expectations. There was discussion about how commercial insurance offset the costs of Medicare. Mr.
98 Brannigan stated that they recently completed an employee fundraising campaign and noted that they had
99 45% employee participation compared to the industry standard of 15-20%. He announced that the annual
100 Hospital Gala was scheduled for Friday, August 23, at the Nesmith Readiness Center. Mr. Brannigan
101 mentioned a lawsuit mediation would ultimately improve transparency at the hospital.

102 Mr. Pope announced the Polk County Fair was scheduled for August 8-11.

103 Chair Adams stated the next meeting was scheduled on September 19, 2013.

104 The meeting adjourned at 12:50 p.m.

From: **Doug Zenn** <dzenn@zennassociates.com>
Date: Tue, Sep 10, 2013 at 8:15 AM
Subject: RE: status
To: JASON LOCKE <jason.locke@dallasor.gov>

Hi Jason,

For September, we are making one more push with the survey through the mailing list and beginning outreach to promote both the survey and the October community event. The students will again be up and running at the High School next week. We're waiting to hear from the new ASB instructor (the one we had worked with previously, last year, left for McMinnville, which is unfortunate). The emails we sent last week bounced back due to some new server spam policies (no more than 50 per hour). We have that issue corrected and have resumed the survey e-mailings.

We're aiming for **Oct 26 (Saturday mid morning)** for the event. We're now checking community events with Christy, Chelsea and you to see if that conflicts with other city events. Can you check the various calendars that you have?

As I mentioned in the last invoice we would carry a revised version of the vision to that meeting for final vetting, discuss the survey and turn our attention to actions that have been suggested (the beginning of action planning regardless of which direction we take with it.) From that meeting, we have the final vision, suggested actions for the focus areas and several actions that might serve as "accelerator projects."

Should we launch action planning, we will start to assemble small oversight groups for each of the focus area that will help shepherd the actions into a plan (including commitments from lead partners and timelines) I will have the formal proposal to you tomorrow (including budget..we haven't yet added the number of trips needed) for the action planning phase.

We're pretty much still on track with our timeline from the summer (attached). In short, our activities for the remainder of September and October include:

- HS program outreach (ASB students)
- Presentation at DRV
- Emails to groups re: Survey and updates
- Scheduling of drafting committee (for mid October)
- Planning Community event (Oct 26 tentative)
- Key stakeholder assessment and outreach contacts 10 (calls)
- Event materials development

Feel free to give me a call. No hurry; I haven't heard back from Christy or Chelsea, but we would like to pin down the October date as soon as we can.

Hope your summer went well. I'm aiming to be there next Tuesday for much of the day. Would you like to set some time aside?



Doug Zenn
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