



AGENDA

Dallas Economic Development Commission
THURSDAY, January 17, 2013 - 12:00 noon
Dallas Civic Center
945 SE Jefferson Street

Chair Nancy Adams, Presiding

1. Approval of Minutes – November 15, 2012
2. Reports
 - a. Commercial Development Report – John Swanson/Chelsea Pope
 - b. Urban Renewal District Activities – David Shein
 - c. Industrial Development Update – Jason Locke
3. Member Roundtable
4. Discussion: Dallas Marketing Packet and Dallas 2030 Project
5. Other Business
6. Adjourn

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



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, November 15, 2012 – 12:00 p.m.

1 **MINUTES - DRAFT**

2 Members Present: Chair Nancy Adams, Mayor Brian Dalton, Jim Fairchild, Ken Jacroux, Doris
3 Johnston, Beth Jones, Jackie Lawson, Bob Ottoway, Chelsea Pope, Reine
4 Thomas, LaVonne Wilson.

5 Members Absent: Craig Pope, Bob Brannigan, and Jim Fowler.

6 Others Present: Nick Harville, David Shein, Dennis Engle, and Suzanne Dufner.

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

9 **CALL TO ORDER**

10 Chair Nancy Adams called the meeting to order at 12:07 p.m.

11 **APPROVAL OF MINUTES**

12 The minutes of the September 20, 2012, meeting were approved as corrected.

13 **REPORTS**

14 **Commercial Development Report**

15 John Swanson reported that the Electric Peddler had moved into the other half of the former Guys
16 Hardware building and was doing well. All of Main Street was currently occupied except the old Blue
17 Garden building. He asked for referrals for the twelve commercial buildings available for lease. Mr.
18 Swanson reported that the City of Dallas Planning Commission approved a Conditional Use Permit
19 allowing Stiff Zombie Coffee to remain at their current location and change their permit from itinerant
20 to permanent. He noted there had been a good article in the Itemizer Observer that highlighted
21 entrepreneurship and the businesses in Polk County. Mayor Brian Dalton asked about the new Korean
22 Restaurant and Mr. Swanson stated it was the same owner with a new staff. Nancy Adams asked about
23 the bike shop on Main Street and Mr. Swanson explained the owner had demolished the house and
24 obtained permits and would be moving forward on the project. He bought the property next door and
25 would be using the existing building in the meantime. Beth Jones asked about the taco restaurant in
26 Ellendale Plaza and Mr. Swanson indicated that they were leasing the space and would be moving inside
27 after the remodel. He noted that selling in front of the building was a permitted use.

28 Chelsea Pope distributed copies of the Chamber report and highlighted some of the information. She
29 encouraged participation in the Cash Mob on the fourth Wednesday of every month. She announced
30 the Chamber Board formed a public policy committee and tackled topics that affected the local

31 community specific to business. Ms. Pope reported that Dallas hosted the largest tour during the
32 League of Oregon Cities conference with 42 people in attendance. She stated that at least one city had
33 contacted EVCOR about benches as a result of the downtown tour. Bounty Market had a very good
34 third season with 10,000 people that came to downtown and spent \$60,000. There were 800
35 participants in the trick-or-treat event. She stated that Santa was scheduled to appear at Winterfest on
36 November 30. Preparations were being made to hang the Christmas streetlight decorations by Pacific
37 Power and the Fire Department. She noted they were in need of funding assistance for the lighting. She
38 announced she was looking for nominations for the community awards and they were working with the
39 Readiness Center for the ceremony in February.

40 Dave Shein asked about extending the Bounty Market indoors in future years. Ms. Pope stated they
41 were exploring those options and noted there was much more cleanup involved when markets take
42 place indoors.

43 **Urban Renewal District Update**

44 David Shein gave the report on Urban Renewal District Advisory Committee (URDAC) activities. He
45 reported that the sidewalks on east side of the 800 block of Church Street were being rebuilt and
46 expected to be completed soon. At the last URDAC meeting, the plans for the 800-900 blocks of Main
47 Street had been refined. He stated that after one more look, they would be sent to the Urban Renewal
48 Board for approval with the project getting underway next summer.

49 **Industrial Development Update**

50 Jason Locke gave the Industrial Development update. He reported that not much had changed from last
51 time this committee had met. The new owners of the old Weyerhaeuser property were still in the
52 process of evaluating what they had and demolition permits had been issued on some of the old
53 buildings. He reported that staff had been in contact with them and were assisting when possible.

54 **MEMBER ROUNDTABLE**

55 **Chemeketa Community College**

56 Reine Thomas reported that they were ready to launch winter term and that registration was underway.
57 They were offering a new Criminal Justice Program winter term and enrollment was strong.

58 **Dallas School District**

59 Dennis Engle stated that there had not been much activity to report.

60 **Westview Products, Inc.**

61 Bob Ottoway reported that they had a job in Alaska and things were picking up. He asked about the mill
62 property and Mr. Locke stated that discussion about opening up the culverts were taking place and
63 explained there were some problems with day-lighting a creek that had been culverted for more than
64 100 years.

65 **Pacific Power**

66 Doris Johnson reported that they were preparing for winter storms and had provided information on
67 their website to keep folks informed. She stated there were programs out there that people could

68 utilize to help pay utility bills. She mentioned the incentives in the Energy Trust of Oregon and that
69 everyone pays into those and encouraged people to use them. John Swanson complimented Pacific
70 Power on the positive working relationship between them and the City.

71 **MWVCOG**

72 Susanne Dufner reported that they had updated the Small Business Lending Brochure and it included
73 information on a new loan program including the ILP, which came from a million dollar award obtained
74 for businesses in Marion, Polk, and Yamhill counties, with a maximum of a \$20,000 loan. Ms. Dufner
75 noted that the regional economic strategy work plan they were focusing on in the coming year was
76 infrastructure development.

77 Ms. Johnson mentioned that she now served on the board for Cascade West Financial Services, Inc.

78 Dave Shein offered kudos to the MWVCOG for their help in the organization of the interview process for
79 the new City Manager. He summarized that it was designed well and did what it was supposed to do.

80 **SEDCOR**

81 Nick Harville reported that he stayed in communication with Jason Locke with his efforts to help the City
82 and county. He was working with two businesses in town on exporting products to the European
83 markets. Mr. Harville noted that he had two very good prospects that he and Mitch Gee were trying to
84 move into the TTM building, but after numerous phone calls and emails, they got no response from the
85 owners of the building. Mr. Locke noted this issue was discussed at a previous meeting and in answer to
86 a question mentioned that they owe back taxes which may send it into foreclosure after another year.

87 Mayor Brian Dalton reported that there were budget stresses within the City with pressure from a letter
88 to the editor to reduce things to a bare minimum, but the Council desired to continue support of
89 economic development.

90 Mr. Harville announced that Chad Freeman was the new President of SEDCOR and was his new boss. His
91 background included commercial business development, economic development in John Day, Work
92 Force programs, and Business Oregon. He stated that the atmosphere and energy had changed within
93 the SEDCOR organization, that he brought good ideas, and was working to meet people as fast as he
94 could.

95 Ms. Adams asked about where the City was in the process of hiring the new City Manager. Mayor
96 Dalton explained that there were three good candidates and that they had been in negotiations with
97 one in particular and it looked favorable that person would be interested. He stated he thought that a
98 decision would be announced at the Council meeting on November 19.

99 **DISCUSSION**

100 **2030 Project Request for Proposals**

101 Mr. Locke reminded the Commission that they had reviewed the consolidated development strategy
102 and recommended two projects to City Council, which the Council approved. The development of a
103 marketing packet project was immediate and the 2030 Project would be a longer-term project. He

104 explained that the consensus was for this body to take an active role in economic development matters
105 in the community.

106 He reported that this project had initially been discussed at the Council but it did not actually move
107 anywhere. He explained that there were monies available for economic development that could be
108 used to contract with a professional to come in and engage our community in discussions about the
109 future and what they were hopeful for and what issues they thought were of concern. He noted that
110 some communities spend hundreds of thousands of dollars on this type of project and we had \$50,000
111 to spend.

112 He explained the first step of the process was a Request for Proposals (RFP), which was similar to getting
113 quotes, but more detailed. The RFP would be sent to various companies and posted on our and the
114 League of Oregon Cities websites. After the proposals were received and reviewed, the project would
115 be awarded and carried out.

116 Mr. Locke reported that the RFP was under draft and he was looking for feedback. It would look at
117 emerging trends and issues and included identification and analysis of core community values and
118 identity. It included creation of a vision statement that would represent the vision for the next 20 years.
119 It allowed a certain bit of latitude that a consultant could take with their method and approach.

120 The scoring system was outlined on page six of the handout. He explained that in this particular RFP the
121 dollar amount would not be the issue because the funding had been dedicated to the project. The
122 criteria were based on the consultant's understanding of the project and their qualifications. He noted
123 that the proposed approach would get the bulk of the points. Other criteria included budgeting and
124 clarity.

125 Mr. Locke explained that this body had such a variety of community institutions represented and this
126 provided an opportunity for the Commission to get more active and involved. This would be the
127 steering committee to oversee the process and direct the consultants. He mentioned it would not be on
128 a day-to-day basis, but could increase the meeting schedule. He noted that the expertise in this group
129 was impressive and that the City would provide staff to serve project.

130 Bob Ottoway asked about a timeline. Mr. Locke explained the project would take about one year and
131 the RFP included how many meetings they would be expected to attend with this body and their job
132 would be to put a cost to the community outreach mechanism proposed.

133 There was discussion about the project that had been done by Market Tech over ten years ago. Mr.
134 Locke clarified that study was narrowly focused and this project would require reaching out to the
135 community with more in-depth questions and not just pulling data. It was noted that would probably
136 cost more than the previous study.

137 Dave Shein clarified that this portion of the process would not include the strategy for implementation
138 and Mr. Locke acknowledged that was correct. Mr. Shein asked how the visionary statement would be
139 implemented and Mr. Locke explained that this would be a precursor to updating the Comprehensive

140 Plan, which encompasses many things addressed in the study, and would provide outlines for other
141 committees.

142 Jon Nelson stated that a vision plan was aspirational; it included education, health care, and culture, it
143 cut across all of the major areas. He said that other communities may spend an additional \$100,000 on
144 implementation plans, which could become rigid, which in itself was an obstacle. He suggested this
145 would also be used by City Council for goal setting.

146 Jim Fairchild questioned if there would be a reality check - if after going to the community we received
147 results that were not attainable. He indicated he did not want a plan that would sit on the shelf. Mr.
148 Locke explained this Commission would be the reality check. Ms. Adams noted that in the proposal it
149 was a broad cut and this Commission, acting as overseer, had the opportunity to make sure this would
150 be a document of value.

151 Mayor Dalton indicated that a unified vision would keep the Council goals consistent from year to year
152 and be more useful.

153 Reine Thomas stated that she was in agreement with what had been laid out so far and mentioned that
154 the Community Capitals Framework listed seven broad resources of a thriving community and suggested
155 that those would be good discussion points. Jackie Lawson suggested a video used by the Ford
156 Foundation that showed the difference between a dying and a thriving community.

157 Beth Jones suggested working with other cities in this process. Mr. Locke clarified that Monmouth and
158 Independence were uniquely different and noted that Dallas was the county seat. Suzanne Dufner
159 suggested it would be good to collaborate with them because of the similarities. There was discussion
160 that the community went further than the City limits and that outside residents would have the
161 opportunity to participate as well.

162 In answer to a question, Mr. Locke stated that the selection process would begin and the new City
163 Manager would be brought into the process after that person was hired.

164 Ms. Adams thanked the commission for their participation and stated that she was glad to be involved in
165 this. She announced the next meeting would be January 17, 2013.

166 Mr. Locke indicated that he would bring a draft of the marketing packet to the next meeting.

167 Adjourned at 1:04