



## **AGENDA**

**Dallas Economic Development Commission**

**THURSDAY, March 21, 2013 – 11:45-1:15**

**Dallas Civic Center**

**945 SE Jefferson Street**

Chair Nancy Adams, Presiding

1. Approval of Minutes – January 17, 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 : Doug Zenn – Dallas 2030 Project
6. Other Business
7. Adjourn

NOTE: The next meeting is scheduled for May 16, 2013.



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**MINUTES - DRAFT**

Members Present: Bob Brannigan, Mayor Brian Dalton, Councilor Jim Fairchild, Doris Johnston, Councilor Beth Jones, Councilor Jackie Lawson, Peggy Mehl, Bob Ottaway, Chelsea Pope, Reine Thomas, and Councilor LaVonne Wilson.

Members Absent: Chair Nancy Adams, Jim Fowler, Ken Jacroux, and Craig Pope.

Others Present: Nick Harville, Dennis Engle, Tina Winge, and Suzanne Dufner.

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

**CALL TO ORDER**

Chelsea Pope called the meeting to order at 12:10 p.m.

**APPROVAL OF MINUTES**

The minutes of the November 15, 2012, meeting were accepted as presented.

**REPORTS**

**Commercial Development Report**

John Swanson reported on recent business activity in Dallas and explained that from Thanksgiving to New Year’s Day was an unusual time; people were either in a hurry to get things done before the end of the year or wanted to put things off until the start of the new year.

He reported demolition permits were issued for the buildings on two old Weyerhaeuser property. He noted they did not include the main mill building and the use for that was still undecided.

The House of Floors, located on the corner of SW Mill Street and Main Street, purchased the south half of the old Cooley’s Furniture building, and soon would be moving to that location. The other half of that building had a potential occupant. The building in between House of Floors and the hair salon was vacant and for sale and with House of Floors moving it created a vacancy in a well-managed building.

Mr. Swanson reported that the remodel for the taco restaurant in Ellendale Plaza was complete and they were open for business. West Valley Hospital completed the last phase of the remodel and Bob Brannigan reported that the first surgery in the second operating room was scheduled to take place on February 20, 2013.

He mentioned that he had heard through the grapevine that another person was interested in the TTM building and had attempted to inquire with no response from the owners or management.

30 Mr. Swanson reported the Walmart remodel and expansion that received a lot of attention would probably  
31 not take place in 2013. They would be doing some interior updates that would not have bearing on the  
32 expansion.

33 Mr. Swanson stated that the property managers for the Bittersweet Cupcake shop said they could not get  
34 back on their feet and would clean up the property to get it back on the lease market. He added that they  
35 were anxious to get someone in there and would start for as little as \$500 per month.

36 He announced a new specialty meat market would be coming into the space where the Electric Peddler  
37 used to be. Mr. Swanson explained that the new owner had a good business plan, would sell local  
38 products, and would try to match Safeway's price point. In addition, they would be selling cutlery, pots  
39 and pans, and kitchen gadgets.

40 Mr. Swanson reported that he began work on Sounds of Summer 2013, and noted that January was when  
41 they booked bands and rounded up sponsors.

42 Mr. Swanson mentioned that anyone who would like a copy of the commercial vacancy list should email  
43 him.

44 Councilor Fairchild asked if there had been interest in the old Safeway Building on Church Street. Mr.  
45 Swanson acknowledged that he had heard rumors but nothing official.

46 Peggy Mehl reported that the Dallas City Cleaners was under new ownership; it was purchased by the  
47 Mayor of Falls City.

48 Chelsea Pope distributed copies of the Chamber of Commerce report and highlighted some of the items.  
49 She stated that Chamber luncheons for the first quarter were scheduled and included Chemeketa in  
50 January, the Mayor of Dallas and the new City Manager in February, and the annual membership meeting  
51 would be in March. There would be a Citizens Advisory Committee for Residential Street Funding on  
52 February 12, 2013, geared toward businesses. She explained the Ambassadors' Committee was for  
53 business to connect and network. The Chamber collaborated with Van Well Building Supply for a  
54 contractor's connection on February 20, 2013. She announced they had begun work on the Bounty  
55 Market and would be changing the time of operation from 10:00 a.m. to 3:00 p.m. This allowed  
56 customers to shop during the lunch hour. She announced they would be hosting a tourism workshop for  
57 City and county officials with Travel Salem. Ms. Pope mentioned there would be a book signing for Sue  
58 Rhode's book about Dallas on the next Tuesday. The Community Awards Ceremony was coming up and  
59 she asked for nominations. In response to a question, Ms. Pope stated that home operations would be  
60 categorized under small businesses. She noted that businesses did not need to be members of the  
61 Chamber to be nominated for the awards.

## 62 **Urban Renewal District Update**

63 Jason Locke reported on Urban Renewal District Advisory Committee (URDAC) activities. He reported  
64 that the Urban Renewal Agency acted on the recommendation from URDAC to proceed with engineering  
65 for the 800-900 block of Main Street and explained it was a major milestone and the project was moving  
66 forward. Commencement of construction would be the day after Summerfest ended. URDAC was  
67 looking into ways to assist building owners with upgrades to their buildings and signage; he noted it was  
68 an important part of the streetscape.

69 **Industrial Development Update**

70 Jason Locke gave the Industrial Development update. He reported that the redevelopment of the old  
71 Weyerhaeuser site was underway with removal of the structurally unsound buildings and indicated he  
72 would be meeting with the owners in the next month or so. He stated he was working to secure a grant  
73 for consulting to help with site development and other partners such as SEDCOR.

74 He mentioned that the Praegitzer Trust had listed 60 acres of industrial property behind the TTM building  
75 for sale.

76 **MEMBER ROUNDTABLE**

77 **Strategic Economic Development Corporation (SEDCOR)**

78 Nick Harville noted he continued to work with Chelsea Pope and Jason Locke. He stated that they  
79 donated a Miller MIG-Welder to the Perrydale High School shop class to allow them to work with  
80 stainless steel. A local manufacturer donated enough supplies and blue prints for five projects.

81 **Chemeketa Community College**

82 Reine Thomas reported that the next Merit Small Business training would be held at the Independence  
83 Civic Center on February 6, 2013. The Chemeketa Scholars' applications were due in early March and  
84 could be now be done online. There was a large number of Dallas High School graduates that  
85 participated in the two-year program who qualified with a 3.5 grade point average. Internally, Chemeketa  
86 was working on the budget; she noted the legislature was considering a major change in the funding  
87 formula. They also were immersed in emergency preparedness and active shooter training. Ms. Pope  
88 added that if it were possible to require small businesses to participate in the Merit program she would  
89 because it was such an excellent program.

90 **Mid-Willamette Valley Council Of Governments (COG)**

91 Susanne Dufner reported that the annual dinner would be held on January 30, 2013, at 6:00 p.m. in the  
92 Independence Civic Center and registration was due during the week. They Mid-Willamette Area on  
93 Transportation (MWAT) were reviewing and ranking transportation requests for 2016 and Dallas had a  
94 number of projects requested. COG worked with the University of Oregon masters students on planning  
95 and economic related projects.

96 **Travel Salem**

97 Tina Winge stated that she was promoting the membership base for Travel Salem and was looking  
98 forward to getting travelers to Dallas in the summer. Ms. Pope noted that there had been an increase in  
99 hotel stays and that travel was increasing.

100 **Dallas School District**

101 Dennis Engle reported on the school bond project and stated that Christy Perry, the superintendant, was  
102 proud that they had used local vendors. He noted that there were 156 students taking courses on-line and  
103 28 home school students that have come into the Dallas School District.

104 He mentioned the District was working with police on emergency response, specifically unarmed  
105 response to an armed intruder.

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107 **Pacific Power**

108 Doris Johnson reported that the federal energy assistance program runs from November to April and  
109 suggested the Committee help get the word out to those who need assistance. She gave out the phone  
110 number for Pacific Power that they could call, 888-221-7070.

111 **West Valley Hospital**

112 Bob Brannigan reported that the hospital construction project began a new phase of planning that  
113 included the back parking lot, the exterior of the building, and replacement and relocation of an  
114 emergency generator. He noted that ophthalmologists had begun doing cataract surgery in December,  
115 which allowed people to have the surgeries in Dallas and not travel to Salem or Tualatin.

116 **City Council**

117 Mayor Brian Dalton reported that there were budget stresses within the City with pressure from a letter to  
118 the editor to reduce things to a bare minimum, but the Council desired to continue support of Economic  
119 Development.

120 **DISCUSSION**

121 **Dallas Marketing Packet**

122 Jason Locke reported that he was working with the Chamber of Commerce and Visual Media Center on  
123 the marketing packet project and that they had an initial outline and were now working to incorporate that  
124 into a graphic form. He stated that he wanted it to be all-encompassing and to include things that  
125 businesses would want to know prior to locating or expanding to Dallas. The packet would include  
126 information about schools, utilities, demographics, attractions, and the unique nature of Dallas. It would  
127 also include links to partners such as Workforce Oregon, COG, and SEDCOR. The packet would have  
128 information about the permit process, local financial institutions, Small Business Administration (SBA)  
129 loan programs, and various other programs and incentives. He summarized that it would tell the story of  
130 Dallas rather than just lay out statistics. He noted that that he expected to have a full draft soon and the  
131 final packet would be primarily available in electronic form and available in paper format.

132 Ms. Dufner suggested inserts and map. Ms. Pope noted that an unanticipated obstacle was how much  
133 information was available and what to include and what to leave out to make it an easy read. Mr. Locke  
134 mentioned he had been contemplating “Dallas, Oregon, We’re waiting for you” as a tag line.

135 **Dallas 2030 Vision Project**

136 Mr. Locke reported that they received eight proposals in response to the Dallas 2030 Vision Project RFP.  
137 He stated that the review committee consisted of Peggy Mehl, Chelsea Pope, Ron Foggin, Nancy Adams,  
138 and himself and they would be moving forward with the selection.

139 **OTHER**

140 Ms. Pope welcomed the new City Manager, Ron Foggin, to Dallas and offered him gratitude for selecting  
141 Dallas to be his home. Mr. Foggin stated that one of his passions was Economic Development and that he  
142 liked the work being done on the marketing packet and acknowledged the challenge of letting people  
143 know about the community and why this one was better than another one. He noted that Dallas was a  
144 wonderful community to market with a population that worked hard.

145 Ms. Pope announced the next meeting was scheduled on March 21, 2013, at 12:00 p.m. in the Dallas  
146 Civic Center.

147 **ADJOURNMENT**

148 The meeting was adjourned at 1:10 p.m.



# Dallas 2030 Project

## Zenn Associates Team

### Scope of Work

February 2013

This scope provides directions and expected timelines for tasks associated with the Dallas 2030 project. Doug Zenn with Zenn Associates (ZA) will serve as the main point of contact for this project and will take responsibility for all deliverables. The project is broken into two phases. The first—**Foundation Building**—establishes a solid base for ongoing community conversations. It includes assessments of community resources and development of a *Community Profile and Trends Report*. This report will include both key community information, as well as data on emerging trends and issues that may have an impact on Dallas. From the first phase findings, ZA will refine its outreach approach and develop a framework for the Dallas 2030 vision to ensure the most robust community involvement and informed visioning activities during the second phase—**Vision Development**. The tasks outlined below are not necessarily in sequential order and will overlap with one another. Estimated timelines are included with each task. The corresponding budget is included at the end of the tasks descriptions.

#### Phase One – Foundation Building

##### 1.1 Ongoing coordination with staff

This includes regular communications with Dallas project staff via email and phone at a minimum. Unless otherwise arranged, the communications will include, at a minimum, biweekly regular phone check-ins.

**Timeline:** Ongoing through Phase One; (continues with Phase two task: Ongoing through 2013)

**Deliverables:** Bi-weekly regular phone check-ins, at a minimum, unless otherwise agreed upon by Zenn Associates and The City of Dallas.

##### 1.2 Stakeholder interviews (15) and focused discussions (6), data collection and report development

The Zenn Associates team will conduct at least 15 interviews, some by phone, some in person. The team will also arrange and recruit participants for six one-to-two hour evening focused discussion groups including between 4 and 12 people in each. The groups will be determined through early-round conversations and in consultation with City of Dallas project staff.

**Timeline:** Interviews: Mid February through Mid March; Focused Discussion Groups: March

**Deliverables:** Written Conversation Summaries (one summary for all individual interviews and summaries for each of the group discussions)

### 1.3 Dallas 2030 Vision Team events/meetings coordination (2)

Along with the Steering Committee, ZA will meet with a team of 8-20 community volunteers who will assist with the vision development, primarily during Phase Two. During Phase One, this group will meet at least twice to coordinate and assist with preliminary vision development activities.

**Timeline:** Meetings in April and May

**Deliverables:** Meetings notifications, agendas and brief summaries for each (2) meeting

### 1.4 Communications and Outreach Plan refinement

Using information from interviews and discussion groups, ZA will develop a Communications and Outreach Plan outlining specific techniques for the program's outreach and ongoing communications.

**Timeline:** Draft Plan, Mid March; final plan, Early April

**Deliverables:** Draft and Final Communications and Outreach Plan

### 1.5 City Council Briefings (1)

The ZA team will provide a City Council Briefing to discuss the Community Visioning project and discuss ideas and suggestions from the council. The Phase One briefing will provide an introduction to community visioning in general, to the Dallas visioning project and the specific process that will be used to create the community's vision.

**Timeline:** March at the convenience of City Council

**Deliverables:** Presentation and Council hand-out materials (two weeks in advance of the meeting)

### 1.6 Steering Committee Meetings (2)

The project's steering committee will meet to guide the project. The ZA team will meet with Steering Committee a minimum of two times during phase one, including a kick-off meeting.

**Timeline:** Kickoff meeting in March; one other during phase one in April or May

**Deliverables:** Meetings agendas, hand-outs and summary action item summaries from each (2) meeting

### 1.7 Community Profile and Trends Report Development

Built with input from stakeholders and background research, the Community Profile and Trends Report helps to establish a shared understanding of "where we are now?" and "where are we going?". It also allows us to create a shared "knowledge base" and bring more new stakeholders into the process since we can easily bring them up to speed on the sets of facts from which we will be building our opinions and preferences for the future. ZA will produce an abbreviated, user-friendly community profile of about 10-15 pages, with a one-two page executive summary, that is accessible to both decision-makers and citizens.

**Timeline:** Draft report for committees review: mid April; final draft, mid May

**Deliverables:** Outline for discussion, draft report for committees review and final report

## Phase Two – Vision Development

### 2.1 Ongoing coordination with staff

This includes regular communications with Dallas project staff via email and phone at a minimum. Unless otherwise arranged, the communications will include, at a minimum, biweekly regular phone check-ins.

**Timeline:** (continues Phase 1 task) Ongoing through 2013

**Deliverables:** Bi-weekly regular phone check-ins, at a minimum, unless otherwise agreed upon by Zenn Associates and The City of Dallas.

## 2.2 Support element development

This includes miscellaneous fact sheets, invitations, notification emails, etc., as defined by the Communications Plan.

**Timeline:** (continues Phase 1 task) Ongoing through 2013

**Deliverables:** Bi-weekly regular phone check-ins, at a minimum, unless otherwise agreed upon by Zenn Associates and The City of Dallas.

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## 2.3 Drafting committees (phone and in-person conversations)

The ZA team will facilitate discussions of the Vision drafting committees (in the development of the draft and final vision documents. The drafting committee(s) will likely include 3-5 volunteers identified among members of the Dallas 2030 Vision Team. Some of the work will be done in person; some by phone conference call. The task will include coordinating meeting times and preparing documents for committee drafting, review and broad distribution. This task includes 2-4 drafting committee conversations.

**Timeline:** Mid August - mid September

**Deliverables:** Coordination of committee and meetings, draft Vision Statements

## 2.4 Vision document development

With input and feedback from community members, the information and ideas (Vision Elements) for the Vision Statements will be assembled and categorized by the ZA team for the drafting committee. This will include information in four-seven topic areas, depending on the input received.

**Timeline:** July - August

**Deliverables:** Categorized and summarized Vision Statement background materials for Drafting Committee use.

## 2.5 City Council Briefings (2)

The ZA team will provide a City Council Briefing to discuss the Community Visioning effort and discuss ideas and suggestions from the council. The phase two briefings will include 1) a mid-point update with discussions of the draft vision elements, and 2) a presentation of the draft Vision Statements prior to the last round of community events.

**Timeline:** Late Summer and mid-late October at the convenience of City Council

**Deliverables:** Presentation and Council handout materials (two weeks in advance of the meeting)

## 2.6 Community-wide events (2) and support element coordination

ZA will provide coordination, preparation, facilitation (as needed) and presentations at two (2) community-wide events. The first will summarize Community Profile and Trends Report information, introduce the vision focus areas and key vision elements and gather visionary input on them; the second will present the

Vision Statements for input and feedback. The events will likely be 2-3-hours in length and could include hands-on activities.

**Timeline:** Late May and mid-late October

**Deliverables:** Coordination and facilitation of events; development of agendas and support materials for events

#### 2.7 Vision Ideas and Vision development workshop(s)

The vision focus area workshops will bring together cross sections of community members, public agencies and community organizations to work together to define and develop raw vision elements and refine them for community review. At these workshops, the ZA team will take the information received through outreach efforts and the Community Profile and Trends Report thus far and work with community members to assemble the initial framework for the vision. The focus areas will spur additional thoughts on what community members would like to see as part of their Dallas 2030 vision and contribute to increased awareness about the program. Two rounds of up to three workshops will be held. They will be two-hours in length.

**Timeline:** 1<sup>st</sup> round: late April/early May; second round: September

**Deliverables:** Coordination and facilitation of events; development of agendas and support materials for events

#### 2.8 Dallas 2030 Vision Team events/meetings (4)

ZA will continue to meet with this team of 8-20 community volunteers who will assist with the vision development. During phase two, this group will meet up to four times to coordinate and assist with workshops, drafting and community-wide events.

**Timeline:** Meetings in June, August/Sept., October and November

**Deliverables:** Meetings notifications, agendas and brief summaries for each (up to 4) of the meetings

#### 2.9 Steering Committee Meetings (4)

The project's steering committee will meet up to four times during phase two to guide the project and assist with information distribution. The steering committee will receive regular updates about the project's progress and provide input into event planning and coordination.

**Timeline:** Meetings aligning with regularly scheduled meetings in/or around June, September, October and December

**Deliverables:** Meetings agendas, handouts and summary action item summaries from each (up to 4) of the meetings.

## Task and Expenses Budget

<b>TASKS</b>		
<b>Phase 1 Scope Refinement, Resource Allocation and Phase 1; Building the Program Foundation</b>		
1.1	Ongoing coordination with staff	\$2,060
1.2	Stakeholder interviews (15) and focused discussions (6), data collection and report development	\$4,768
1.3	Vision Team events/meetings coordination (2)	\$1,524
1.4	Communications and Outreach Plan refinement	\$909
1.5	City Council Briefings (1)	\$824
1.6	Steering Committee Meetings (2)	\$1,428
1.7	Community Profile and Trends Report Development	\$4,380
<b>Task total</b>		<b>\$15,893</b>
<b>Phase 2 Envisioning Dallas' Preferred Future</b>		
2.1	Ongoing coordination with staff	\$2,685
2.2	Support element development	\$1,332
2.3	Drafting Committees (phone and in-person conversation)	\$4,610
2.4	Vision Document development	\$2,430
2.5	City Council Briefings (2)	\$1,074
2.6	Community-wide events (2) and support element coordination	\$4,970
2.7	Vision Ideas and Vision development Workshop(s) ( 6)	\$5,580
2.8	Vision Team events/meetings (4)	\$2,768
2.9	Steering Committee Meetings (4)	\$2,428
<b>Task total</b>		<b>\$27,877</b>
<b>EXPENSES</b>		
	Printing	\$150.00
	Travel (mileage @ .485/mile)	\$960.00
	Community Resource Development	\$5,000.00
	Postage (non-mass mailing)	\$20.00
	Misc.	\$50.00
	Meeting supplies	\$50.00
	<b>TOTAL</b>	<b>\$6,230.00</b>
<b>TOTAL Base BUDGET</b>		<b>\$50,000.00</b>