



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, March 21, 2013 - 11:45 a.m.

1 **MINUTES - DRAFT**

2 Members Present: Mayor Brian Dalton, Bob Brannigan, Jim Fairchild, Jim Fowler, Doris Johnston,
3 Beth Jones, Jackie Lawson, Peggy Mehl, Bob Ottoway, Chelsea Pope, Reine
4 Thomas, and LaVonne Wilson.

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

6 Others Present: Nick Harville, Dennis Engle, Suzanne Dufner, Chad Freeman, and Doug Zenn.

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

9 **CALL TO ORDER**

10 Chelsea Pope called the meeting to order at 11:49 a.m. She welcomed everyone and asked for roundtable
11 introductions.

12 **APPROVAL OF MINUTES**

13 The minutes of the January 17, 2013, meeting were approved.

14 **REPORTS**

15 **Commercial Development Report**

16 John Swanson reported a meat market that carried local products called the Farmer's Outlet recently
17 opened on E. Ellendale. He stated that the old Cooley's building was occupied by the House of Floors
18 that moved in from the Adolph building. The other half of the old Cooley's building has an entrepreneur
19 that intended to put a business in there. The Adolph building was vacant and available. Mr. Swanson
20 stated that the Court Street Mercantile has opened a retail business across the street from the Dallas Area
21 Chamber of Commerce. The carwash located on Main Street was turning a wand bay into automated
22 wash bay. McDonalds added a second drive thru to the existing building. Mr. Swanson stated that
23 Walmart was not going to move forward with the expansion plan and Mayor Dalton noted they would
24 repurpose the inside and bring in a grocery department. Chelsea Pope reported she had spoken with Bill
25 Barrows from Walmart and he asked that she convey his appreciation to the City for the effort and help
26 they provided on the intended expansion. Mr. Swanson reported that Dallas had been accepted in the
27 Oregon Main Street program. They would come and do a presentation at the May 7 Urban Renewal
28 District Advisory Committee meeting, at 5:30 p.m. and invited the Economic Development Commission
29 to attend.

30 **Dallas Area Chamber of Commerce Report**

31 Chelsea Pope distributed copies of the Chamber of Commerce report and highlighted some of the
32 information. She announced that the Board of Directors approved Jay Epperson as a sales person to help
33 with membership. They also approved the recommendation that ribbon cuttings would be open to all
34 businesses. She asked the Commission to keep Friday lunch times available for ribbon cuttings. She
35 announced that the Bounty Market would open on May 2 and the hours were changed from 10:00 a.m. to
36 3:00 p.m. Ms. Pope stated they had begun planning Summerfest and the theme was “Flower Power”.

37 **Industrial Development Update**

38 Jason Locke gave the Industrial Development update. He reported that Ron Foggin, John Swanson, and
39 he had been exploring the inventory of industrial properties. Moving forward the goal was to use a more
40 active approach. He reported that SEDCOR and the state had been talking with the new owners of the old
41 Weyerhaeuser site and looking into ways to streamline redevelopment. He noted the importance of the
42 direct rail access to that property. Mr. Locke reported that the Forest River factory was under new
43 management.

44 **MEMBER ROUNDTABLE**

45 **Mid-Willamette Valley Council of Governments (MWVCOG)**

46 Susanne Dufner reported that Mid-Willamette Area Transportation (MWAT) selected two Dallas projects
47 on the finalist list. They were working to refine the cost estimates and prioritize the list. She noted that
48 the MWVCOG held a quarterly meeting with Economic Development Professionals from Marion, Polk,
49 and Yamhill counties. She noted Mr. Locke attended and there was collaborative discussion and
50 information sharing.

51 **SEDCOR**

52 Chad Freeman reported that in the past SEDCOR had focused on recruitment. Currently there was a
53 significant trend for big buildings with four requests already this year and noted there was a continued
54 uptake in that. He explained that things were moving forward from the inquiries they received a year ago;
55 they now were working with executives, architects, and engineers as the projects developed.

56 **Dallas School District**

57 Dennis Engle reported that the series of training for unarmed response to intruders had been successful.
58 He stated that teachers and staff appreciated the program and that the Dallas Police Department wanted to
59 bring this training to the business and community members. He praised the Dallas Police Department for
60 their excellent work.

61 **Pacific Power**

62 Doris Johnson reported that online training was available on topics such as motor systems and energy
63 efficiency investments. She reviewed a list of webinars and provided dates. Jim Fairchild reported that
64 he had to use the Pacific Power website for a problem in his neighborhood and noted it was an easy
65 system to use and the staff was out right away.

66 **Chemeketa Community College**

67 Reine Thomas reported that Chemeketa would launch spring classes, workshops, and training on April 1.

68 **West Valley Hospital**

69 Bob Brannigan reported that an old, noisy, diesel emergency generator with a satellite dish would be
70 removed and a \$750,000 generator with multiple fuel sources would replace it. The building on the
71 corner of SE Uglow and Miller Streets would receive a face-lift with new paint to make it more
72 presentable and would include a fire suppression system on the inside.

73 **Urban Renewal District Advisory Committee (URDAC)**

74 Jason Locke reported that the 800-900 blocks of Main Street preliminary designs were approved and they
75 were moving forward. They were in meetings with Polk County, pre-engineering had begun, and
76 URDAC is refining a façade grant program to coincide with the project to spruce up some buildings at the
77 same time. Peggy Mehl asked if this required matching funds and Mr. Locke noted that was undecided.
78 Ms. Mehl stated that the program was successful when it was offered in Monmouth.

79 **DISCUSSION**

80 **Dallas 2030 Vision Project**

81 Jason Locke explained that this group was the Steering Committee for the Dallas 2030 Vision project.
82 The request for proposals was complete and Zenn Associates was awarded the project. He introduced
83 Doug Zenn.

84 Mr. Zenn announced that his associate, Steven Ames, was unable to attend this meeting but would be at
85 future meetings. He explained that the approach would be to include input from many people in many
86 different ways. He wanted to offer opportunities to people in the community who are not usually
87 involved by putting forward multiple ways to gain their input. He discussed the trends in gathering
88 feedback, noted that some people do not use some of the modern technology available, and suggested that
89 using multiple ways to gather information was best. He explained that newsletters and fact sheets were
90 not good for everyone. He stated that they would have websites and staff people to work face to face with
91 the community. They would rely on this Commission as a network resource and be available to staff a
92 booth during Summerfest.

93 Mr. Zenn stated that Steven Ames had worked on 40-60 of these projects and that he had worked on six.
94 They had learned many lessons along the way and explained that it was best to start out slow. He
95 explained that they needed to know where the community was before they could say where they wanted
96 to go. There would be many conversations with groups of about 8-12 people in the next three or four
97 weeks. They would talk about arts, education, transportation, and publish a small community profile.
98 Mr. Zenn talked about social trends, such as trust in government, that take place at a national level and
99 can influence communities at the local level. They needed to understand the economy and the industrial
100 base.

101 Mr. Zenn explained that the vision was different from the strategic plan. The vision would work to keep
102 things moving in the right direction, would be completed in a relatively short amount of time, and include
103 the values that everyone in the community could get behind. It would be unique to Dallas and include
104 what this community would like to see happen. The action plan would come after the vision and be the
105 path to get there.

106 Mr. Zenn stated that the vision project would require working with multiple agencies. He explained this
107 included the sponsoring group, the City Council, the School District, the Chamber of Commerce, and an

108 economic coalition. This provided an avenue that that brought people in who may not have gotten
109 involved in another way. It also linked groups that had like-minded aspects and got them working
110 together. He stated that he wanted this Commission to meet more regularly with monthly meetings and
111 provide a small core group to meet with more heavily.

112 Mr. Zenn discussed citizen engagement. He explained that the City of Tualatin had an oversight
113 committee that offered direction for people who want to be part of the process. They had three people
114 who started on the project who were now City Councilors and another one was head of the Chamber.

115 Jim Fairchild noted there was a strong invisible majority and asked how to pull them in and get them
116 involved. Doug Zenn responded that with events such as open houses but not necessarily called that. He
117 suggested going to where those people were such as the park or Summerfest, and reaching out to the
118 people who were not generally engaged. He noted most people were busy and it needed to be made easy
119 for them to both come in and to exit.

120 Mr. Zenn stated that the short-term plan was to do interviews with discussion groups and build
121 partnerships as they went along. He stated they would ask participants to take two pictures of what they
122 liked and disliked and ask them what they would like to see more of and less of in the year 2030. This
123 would provide multiple objectives by bringing in ideas and generating interest. They would also use
124 websites to gather and receive information. They would put surveys into classrooms and gather feedback
125 from students.

126 Mr. Zenn explained that from the information gathered, the focus topics would emerge to use for the next
127 phase of the plan in vision workshops. They would determine how those subjects fit together or if they
128 were large enough topics to stand-alone. The vision workshops would consist of three or four persons to
129 prepare a draft vision and bring that back to the larger group. They would then bring these ideas back
130 together to create the full version of the vision.

131 Mr. Zenn stated it would make sense to unveil the full draft at Summerfest. This would be an opportunity
132 to receive public feedback, take note of what was missing, and make refinements. He noted that the
133 outcome would naturally include input on how to get these things done; these would be noted and brought
134 back when it was time to develop the action plan.

135 Mr. Zenn stated that the long-term portion of the plan included final refinement after Summerfest and
136 confirmation that they got it right. Then they would bring it to City Council for approval and ask other
137 bodies for endorsement. Mr. Zenn stated at that point, they would be action plan ready. The process
138 would take about six months.

139 Mr. Locke acknowledged the importance of Mr. Fairchild's point to engage people who did not generally
140 participate. He stated the idea of reaching out to the schools appealed to him because those were the
141 people who would be around in 2030; he noted it was a novel approach. Lavonne Wilson agreed and
142 stated that the youth of today were the future of tomorrow and supported that. Jim Fairchild noted he
143 liked the idea to involve high school students and suggested bringing the discussion to neighborhoods.
144 He mentioned that there were nine City Councilors who lived in different neighborhoods; he suggested
145 that if they each held neighborhood gatherings that it would bring in new ideas. Jackie Lawson suggested
146 the Dallas Ministerial Association and noted with the high church attendance in this community,

147 information put into church bulletins would be productive. Mr. Zenn suggested the possibility of using a
148 raffle.

149 Bob Ottoway stated if the survey was broken down into sections by topic that it would bring better
150 response. Mr. Zenn pointed out that the process was enjoyable and that is should be worthwhile and
151 meaningful individually for people.

152 Ron Foggin emphasized the importance of this project to the community. He stated that he had sent a
153 memo to the elected officials and asked them about the strengths and weaknesses of the community; the
154 majority answered that the community did not know who they were or who they wanted to be. He
155 discussed the importance to this process and noted a small group of the community believed we are just
156 here to feed Salem - this was an opportunity for citizens to tell us their thoughts. Mr. Foggin stated that
157 he believed that Zenn Associates was the right firm and the City had a dedicated staff. His desire was for
158 a vision and brand to market to businesses and people who want to move here. He summarized this was
159 an extremely important process and asked the participants to share with their neighbors, employees, and
160 people we may not generally hear from. He thanked everyone for their participation.

161 Chelsea Pope reminded the Commission of the invitation to the May 7 Urban Renewal District Advisory
162 Committee meeting at 5:30. Mr. Locke noted an additional Economic Development Commission meeting
163 would be scheduled in April. Ms. Pope announced Bounty Market would begin on May 2.

164 Ms. Pope stated that after seven years of discussion, it was nice to move forward with a project and have a
165 product at the end stating who we were and where we were going.

166 **Adjournment**

167 The meeting adjourned at 1:00 p.m.