



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, April 25, 2013 – 12:00 p.m.

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MINUTES

- Members Present: Chair Nancy Adams, Mayor Brian Dalton, Bob Brannigan, Jim Fairchild, Jim Fowler, Ken Jacroux, Jackie Lawson, Peggy Mehl, Bob Ottoway, Reine Thomas, and LaVonne Wilson.
- Members Absent: Beth Jones, Doris Johnston, Chelsea Pope, and Craig Pope.
- Others Present: Nick Harville, Dennis Engle, Chad Freeman, Steve Ames and Doug Zenn.
- Staff present: Community Development Director Jason Locke, City Manager Ron Foggin, Planner John Swanson, and Recording Secretary Patti Senger.

CALL TO ORDER

Chair Nancy Adams called the meeting to order at 12:05 p.m. She welcomed everyone and asked for roundtable introductions.

APPROVAL OF MINUTES

The minutes of the March 21, 2013, meeting were accepted as presented.

REPORTS

- Dennis Engle noted that a class for unarmed response to an emergency was scheduled for the community and businesses owners on Tuesday at 6:30 p.m.
- Bob Brannigan noted they had dug up the old generator and depending on weather, they would work on the exterior and planting along SE Miller Street and Uglow Street.
- Reine Thomas brought the summer term schedules. She mentioned the active shooter training was a good thing and suggested participation.
- Jim Fowler noted the Chamber of Commerce’s emphasis on bringing the business community together with the City and the school district to link them with development and public policy.
- Nick Harville stated there had been a tremendous increase in expansion in the region over last few months. He stated that when a business announces and moves forward another new one comes in. Some projects were as large as \$30-35 million.
- Chair Adams announced the Bounty Market would open on May 2, 2013, in the grass area next to the Academy Building.

28 John Swanson reported that Sheri Stuart from Oregon Main Street would be doing a presentation at the
29 Urban Renewal District Advisory Committee (URDAC) meeting on Tuesday, May 7 at 5:30 p.m. He
30 encouraged attendance.

31 **DALLAS 2030 VISION**

32 Jason Locke introduced Doug Zenn and Steve Ames from Zenn Associates.

33 Steve Ames provided a PowerPoint presentation. He stated he had worked with 25 communities in
34 Oregon on a vision process. They had developed techniques that worked well. He noted that the
35 Hillsboro 2020 project was a fantastic example of a community marshaling its energies with key
36 stakeholders and decision makers that included the public. This process unlocked conflicts and helped
37 everyone work towards a long-term goal.

38 Mr. Ames stated that there were a series of questions. First, who was Dallas right now, what were the
39 core values, strengths, and weaknesses. The second was where Dallas was going, what were the local
40 trends economically and environmentally and would they be smart and strategic. The third question was
41 if Dallas was on track to get to where they wanted to go. He stated this stage of the project concluded
42 with Zenn Associates delivering a plan that would be action plan ready.

43 Doug Zenn noted that with the conversations held with the public, he would pull out themes that were
44 heard repeatedly, and so far, it had been about businesses and jobs. The other thing he heard mentioned
45 was the lack of downtown identity, and with prompting he could bring out parks and a caring community.
46 He mentioned that with the schools, the response was mixed although many mentioned the fifth-year
47 senior program was good.

48 Mr. Ames talked about the community profile and trend statement. This would include demography
49 statistics including age group, sex, race, income, homeownership, economy, jobs, growth, land use, and
50 utilities. He stated the profile would include the history, legacy, and timeline. Mr. Ames noted that
51 forecast information was harder to find in a small town due to lack of available data and they might rely
52 on local knowledge. He asked how Dallas would accommodate population growth, where would they
53 live and work. Part of the vision would respond to those trends of change.

54 Mr. Zenn passed out an "About People and Demography" draft document. In response to a question, Mr.
55 Ames noted that the information gathered thus far was preliminary, the data would be checked and the
56 questions could change.

57 Mr. Fowler noted that with the focus on jobs, Dallas had obstacles that would have to be overcome. He
58 asked about livability and quality of life. Mr. Zenn stated that there would be a business forum and
59 quality of life would overlap under the topics of recreation and lifestyle.

60 Mr. Zenn discussed using Facebook and the website to announce the workshops and hoped to finalize the
61 workshop topics at this meeting and hold the meetings beginning May 8 thru early June. He reviewed the
62 six workshop topics listed in the PowerPoint presentation and discussed how they overlapped. There was
63 discussion on how they would fit together. Mr. Locke confirmed that the different workshops would
64 create six manageable pieces of the vision based on specific topics that would be brought together to
65 create a whole vision statement. Mr. Zenn stated he would need a draft committee and that a first draft
66 statement would be ready for Summerfest for public review.

67 Mr. Zenn stated he had a mailing list of about 100 interested parties and asked for networking to get the
68 word out about the workshops. He stated the schools would participate; the high school Associated
69 Student Body (ASB) leadership class would be involved.

70 Mr. Zenn passed out a sign-up sheet to attend the workshops. Mr. Locke asked about participation
71 expectations from this Committee and Mr. Zenn suggested three or four attendees at each workshop. He
72 asked for participants to come to a meeting that evening in the City Manager's conference room.

73 Chair Adams noted it was a crucial time in the life of our community.

74 Chair Adams stated that the next meeting was on May 16, 2013, in the Dallas Civic Center.

75 **ADJOURN**

76 Chair Adams adjourned the meeting at 1:05 p.m.