



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, May 16, 2013 - 12:00 p.m.

- 1 **MINUTES**
- 2 Members Present: Chair Nancy Adams, Mayor Brian Dalton, Jim Fairchild, Jim Fowler, Ken
3 Jacroux, Beth Jones, Jackie Lawson, Bob Ottoway, Chelsea Pope, Craig
4 Pope, Reine Thomas, and LaVonne Wilson.
- 5 Members Absent: Bob Brannigan, Doris Johnston, and Peggy Mehl.
- 6 Others Present: Nick Harville, Dennis Engle, David Shein, Steve Ames, and Doug Zenn.
- 7 Staff present: Community Development Director Jason Locke, City Manager Ron
8 Foggin, 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 welcomed everyone and
11 asked for roundtable introductions.
- 12 The minutes of the April 25, 2013, Economic Development Commission were approved with the
13 notation that Chelsea Pope was not in attendance.

14 **REPORTS**

15 **Commercial Development**

- 16 John Swanson reported on recent business activity in Dallas and stated there were nine addresses
17 listed as vacant commercial property. He stated that an improvement application came in for an
18 urgent care facility next to the Limeberry yogurt shop. There was a new coffee shop, a new
19 salon on SW Washington Street, and a sporting goods shop moving to SW Court Street. Mr.
20 Swanson announced that the old Safeway building on SW Church Street was under new, local
21 ownership. The building that burned on the south end of Jefferson Street was demolished and
22 the clean lot was ready to go. He stated that Little Caesar's Pizza shop closed unexpectedly.
23 Beth Jones asked about the Cactus Corral restaurant located on E. Ellendale Avenue and
24 mentioned that it had closed and was for sale. Ron Foggin stated that he received notice from
25 Coldwell Banker that the building was listed for sale at \$325,000. There was discussion about
26 the old Safeway building and Jason Locke stated that the new owner had an architect and would
27 remodel. Mr. Foggin stated they would resurface the parking lot and that the roof was in good

28 condition. Mr. Swanson announced that the Sounds of Summer concert series would begin on
29 Thursday, July 11, at the Rotary Arts Stage.

30 Chelsea Pope provided an informational flyer with dates for events and ribbon cuttings. She
31 stated that ribbon cuttings would apply to all businesses, not just Chamber members. The new
32 hours for the Bounty Market were 10:00 a.m. to 3:00 p.m. and they had done extremely well so
33 far this year.

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

35 David Shein discussed the Urban Renewal project for the 800-900 block of Main Street. He
36 stated that the work would begin as soon as Summerfest closed. He reported that the City had
37 recently joined the Oregon Main Street program and Sheri Stuart made a presentation at the
38 previous URDAC meeting. The program offered free technical assistance with downtown
39 revitalization.

40 **Industrial Development Report**

41 Mr. Locke reported that they were working on obtaining redevelopment assistance for the
42 Weyerhaeuser site using a state program called Quick Response where they work with all of the
43 stakeholders. The property would be redeveloped in a manner that suited the community.

44 **Chemeketa Community College**

45 Reine Thomas announced that the Northwest Viticultural Center was having the tenth
46 anniversary celebration on May 24 and it would include a tour and wine tasting.

47 **Dallas School District**

48 Dennis Engle reported that it was a busy time of year with graduation and a science fair at Camp
49 Tapawingo.

50 **Polk County**

51 Craig Pope discussed push back from the senators to the western states for timber solutions. He
52 stated that the county was looking for a tax levy to shore up law enforcement and criminal justice
53 for the county, and would look to cities and businesses to put together a campaign that wasn't
54 based on fear.

55 **SEDCOR**

56 Nick Harville reported he had been in contact with a major shareholder of a company that moved
57 here from Jasper two years ago. They were interested in a large portion of the old Weyerhaeuser
58 site because they had outgrown their present site.

59 **Regional Tourism**

60 Chelsea Pope reported that they provided two services: The Dallas Area Chamber of Commerce
61 and the Dallas Area Visitors Center. The Visitors Center was a 501(c)3 that focused on tourism
62 and were supported by the hotel tax; this year 100% of those dollars would go to funding of the
63 Visitors Center to keep the office open. They assisted 3,000 people in 2012, 13,000 people

64 visited the website, and 200,000 connections were made on Visitors Center Facebook page. In
65 Polk County, tourists spent \$41 million in 2012, mostly at Spirit Mountain. She discussed the
66 importance of the cities and communities in Polk County pulling together to attract more
67 tourism. Visitors spend an average of \$1,300 when they come here. Ms. Pope discussed the
68 Polk County Fairgrounds and stated that they brought in 150,000 people annually and held 600
69 events. They want to push folks into our community to spend money. She mentioned they held
70 RV rallies and those people would come into the community to shop.

71 **OUR DALLAS 2030 VISION PROJECT**

72 Doug Zenn reported on the ‘Our Dallas 2030’ vision project. He stated that outreach had gained
73 traction. The first of a series of workshops was scheduled for that evening and he encouraged
74 people to sign up. He and Mayor Dalton had met with the Associated Student Body (ASB) at
75 Dallas High School who would volunteer on the project. He explained he would use Facebook,
76 email, and the www.dallasor.gov/2030 website to reach people who would be interested. Mayor
77 Dalton asked if the students would be paid and Mr. Zenn said a handful of students would be
78 paid about \$50.00 to work at fairs and festivals. They would take pictures, hand out surveys, and
79 make buttons.

80 Steven Ames talked about six focus areas that would be discussed in depth at the series of
81 workshops. He stated there were a sequence of questions: (1) Where were we now, (2) where
82 were we going, (3) where do we want to be, and (4) how to get there. He explained that Zenn
83 Associations would be working on the first three questions and the six workshops would answer
84 those questions.

85 Mr. Zenn explained how the workshops would be set-up and encouraged participation. After all
86 of the six workshops were completed, a drafting committee of four or five people would write a
87 draft of the 2030 Vision. The draft would be presented at Summerfest for public feedback.

88 Mayor Dalton mentioned the results of the 400 person telephone survey and stated it was
89 remarkably positive and that people loved living here.

90 Jackie Lawson raised issues about engaging people of different temperaments and Mr. Zenn
91 noted they were experienced in those situations and had solutions.

92 Nancy Adams thanked everyone for their participation and announced the next meeting would be
93 July 18.

94 The meeting was adjourned at 1:00 p.m.