



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, November 21, 2013 – 12:00 p.m.

1

MINUTES

2 Members Present: Chair Nancy Adams, Bob Brannigan, Mayor Brian Dalton, Jim Fairchild,
3 Ken Jacroux, Doris Johnston, Peggy Mehl, Bob Ottaway, and LaVonne
4 Wilson.

5 Members Absent: Chelsea Pope, Craig Pope, Beth Jones, Jackie Lawson, and Jim Fowler.

6 Others Present: Dennis Engle, Nick Harville, and Doug Zenn.

7 Staff present: City Manager Ron Foggin, Community Development Director Jason
8 Locke, 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.

11 **APPROVAL OF MINUTES**

12 The minutes of the September 19, 2013, Economic Development Committee Meeting were
13 accepted as presented.

14 **REPORTS**

15 **Commercial Development Report**

16 John Swanson reported he had been working closely with downtown business and building
17 owners during the Main Street project and announced the ribbon cutting for the “Grand
18 Reopening” would be the next Saturday at 10:00 a.m. Mr. Swanson stated that the tenant
19 vacancy rate was stable and that White’s Collision Service was expanding to a location on SE
20 Jefferson Street. The Adolph building took advantage of the Façade Loan Program. He reported
21 that the Planning Commission approved a Conditional Use Application for the Walnut Plaza and
22 then the applicant decided it might not have been the right location for them. The Capital Auto
23 Group would be moving to the old McMullan auto dealership location and would try it for a year
24 before deciding if it would become a permanent home.

25 Mayor Brian Dalton reported that Tiga Sushi would move to a new location in Salem next
26 January. He stated that they had several conversations to try to persuade them to stay in Dallas,
27 but were unsuccessful.

28 **Chamber Report**

29 Chair Nancy Adams reviewed the upcoming Chamber of Commerce activities and announced
30 Winterfest would be celebrated on December 6, 2013, from 5:00 p.m. until 8:00 p.m.

31 **Urban Renewal**

32 Mr. Locke stated that the 800-900 blocks of Main Street had been the primary focus for the last
33 couple of years. He stated that the Urban Renewal Agency and Advisory Committee would look
34 at other projects. He stated that the Adolph building was the first to use the matching grant
35 program and used \$4,000 of Urban Renewal dollars to upgrade and repair the façade. He stated
36 the desire to get other folks to use the program.

37 **Industrial Development**

38 Mr. Locke reported that they were working with the new owners of the old Weyerhaeuser site
39 about the potential of trans loading for agricultural limited rail, which could lead to other users
40 that need access to rail.

41 Bob Ottaway asked if it the rail was operational and Mr. Locke stated that he understood it was.

42 **Pacific Power**

43 Doris Johnston reported about a law firm and consultants that were approaching cities about
44 forming utility districts. They were pitching that it would be better for the consumers and had
45 recently approached Millersburg to become an electric municipality. She said that the Mayor of
46 Port Townsend, Washington reported that they had formed a utility district based on the
47 information they received from these consultants and the cost ended up being double what they
48 were quoted. She explained that in Klamath Falls the price increased by more than 10%. She
49 stated that the Albany Herald newspaper ran a blog that included some research to show that it
50 wasn't in Albany's best interest to form a utility district. She asked that the City of Dallas be
51 aware they were low-balling and asked to be contacted when approached.

52 **West Valley Hospital**

53 Bob Brannigan reported that West Valley Hospital had ended the budget year in September. The
54 next year included plans for technology replacement including at CT scan. He stated they had
55 replaced the emergency generator and donated the old one to Polk County. He announced that
56 Salem Health was looking for a new partner affiliated with organizations that have insurance
57 built in, something Salem Health did not have. He explained this development would impact
58 West Valley Hospital and may take six to twelve months.

59 **SEDCOR**

60 Nick Harville reported that he continued to work with the City and the new owners of the old
61 Weyerhaeuser site to get the proposed project moving forward. He stated that the inventory of
62 buildings over 500,000 square feet was very low.

63 **School District**

64 Dennis Engle reported that they were reviewing joint facility usage and was looking forward to
65 the report.

66 **Our Dallas 2030 Vision Project**

67 Doug Zenn reported that the vision was 95-98% completed. He stated that he had worked with
68 125 participants, had feedback from 600 total surveys, and was working with six to eight
69 language experts to help with wording the final draft. He reviewed each section of the Vision
70 with the Commission and asked for feedback.

71 After reviewing the section about Our Community & Identify, Mr. Foggin indicated he had a real
72 problem with the term “middle-income” because it implied that Dallas was not inclusive of high-
73 end income levels. Ms. Adams pointed out that living wage earners and mid-wage earners
74 tended to be more active in the community where higher-end income earners may not. There
75 was discussion that the 20-40 year old demographic was not in Dallas due to lack of job
76 availability but they returned in their 50s and 60s. Mr. Locke indicated that the demographic and
77 wages were separate issues. Mr. Brannigan suggested “diverse economy” or “diverse wage
78 group”. Mr. Engle mentioned the job polarization study and asked why put language in the
79 document about something that was going away. Mr. Brannigan talked about the traditional
80 workforce changing over the next 20 years and that many people may work from home and jobs
81 would not be geographically dependant. There was also discussion about the need for the 20-40
82 year old demographics to ensure a population to support the schools. Mayor Dalton suggested
83 using the word balance instead of diversity.

84 Mr. Zenn read the Education and Learning portion of the draft document. Ms. Johnson
85 suggested that in 20 years there might be different colleges, trade schools, and educational
86 institutions; the wording limited the focus to what we currently had. Mr. Locke pointed out that
87 the other sections of the vision statement were not at this specificity level and using more vague
88 language would keep it in line with the rest of the document. Jim Fairchild suggested using the
89 term “local school districts” or “public education and community college resources”.

90 The Commission listened as Mr. Zenn read the Growth and Development portion of the draft
91 document. Mr. Foggin asked that “affordable housing” be replaced with “housing choices” and
92 suggested “affordable housing” meant “low income”. Mr. Locke suggested using “cost levels”.

93 Mr. Zenn read the Health and Safety draft vision statement. Mr. Foggin suggested using “rapid”
94 instead of “fast reliable”. He asked if our programs were responsive or proactive. Ms. Johnston
95 suggested that West Valley Hospital might have a different name.

96 There was discussion about differentiating ourselves from others with the language. Mayor
97 Dalton thought many of the words were cliché and suggested finding more creative words to
98 describe our uniqueness. Ms. Johnston reported that she had been to the Downtown Association
99 Conference in Astoria and stated that she learned a vision or mission statement needed to be

100 unique to every community and if another community could plug their name into it, it wasn't a
101 good one. She also stated that the best way to change a town was block by block.

102 Mr. Zenn thanked the Commission for their input and asked them to send an email of feedback
103 soon.

104 The meeting adjourned at 1:05 p.m.