



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, September 19, 2013 – 12:00 p.m.

1

MINUTES

2 Members Present: Mayor Brian Dalton, Bob Ottoway, Chelsea Pope, Doris Johnston, Jackie
3 Lawson, Jim Fairchild, Jim Fowler, Ken Jacroux, Peggy Mehl, and LaVonne
4 Wilson.

5 Members Absent: Beth Jones, Bob Brannigan, Craig Pope, and Nancy Adams.

6 Others Present: Dennis Engle, Nick Harville, Doug Zenn, Jim Williams, Gene Henshaw, and Joe
7 Koubek.

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

10 **CALL TO ORDER**

11 Chelsea Pope called the meeting to order at 12:00 p.m. The minutes of the July 18, 2013, meeting were
12 accepted as presented.

13 **COMMERCIAL DEVELOPMENT**

14 John Swanson announced that staff focus had been on the 800-900 blocks of Main Street Urban Renewal
15 project. He explained his role was to keep businesses and property owners happy and informed during the
16 process. He noted he had been providing daily email updates, he delivered “Open For Business During
17 Construction” signs to every business, and a large banner was hung across Main Street in front of the
18 project stating that businesses were open during construction. He reported the improvements at the old
19 Safeway Building on SW Church Street would bring in more office space and the former supermarket on
20 the corner of SE Miller and SE Uglow that was owned by the hospital was being renovated. Mr. Swanson
21 stated that an application for a conditional use at the Walnut Street Plaza would go before Planning
22 Commission. An application for a bed and breakfast was submitted for a property on SE Jefferson Street.
23 He announced that the owner of the Electric Peddler informed him that they would be going out of
24 business. Mr. Swanson mentioned that the Adolph Building on the corner of SE Oak Street and Main
25 Street was going through a remodel for a new use and the building on Main Street across from the car
26 wash had an interested party looking to put in an art studio. He announced that Courtyard Coffee House
27 was under management.

28 Jackie Lawson asked for more information about the Adolph Building and Mr. Swanson explained that it
29 was still under development and more information could not be announced yet.

30 Mayor Brian Dalton reported that the Motor-vu Drive-in was up to win an \$80,000 projector in a contest
31 sponsored by Honda. He encouraged everyone to participate.

32 CHAMBER REPORT

33 Ms. Pope reported that she brought printed material listing the upcoming Chamber events. She stated that
34 surveys would be put out to gather feedback on the Bounty Market for 2014 planning. They had a booth
35 at both the Polk County Fair and the State Fair. She announced Travel Oregon named Polk County in the
36 Rural Tourism Studio and noted branding would be big part of that would focus on certain marketing
37 areas such as agriculture or wine. Ms. Pope reminded the Commission that all new business, members or
38 not, were invited to contact the Chamber to arrange ribbon-cutting ceremonies for new business grand-
39 openings.

40 URBAN RENEWAL DISTRICT

41 David Shein stated that the 800-900 blocks of Main Street Urban Renewal Project were underway. He
42 praised the construction crew and indicated if the weather conditions allowed, the project would be
43 wrapped up near the end of October. Ms. Pope commented that businesses were open during construction
44 and encouraged everyone to continue shopping downtown.

45 INDUSTRIAL DEVELOPMENT

46 Jason Locke reported that the new owners of the old Weyerhaeuser site and other stakeholders met
47 together and looked at various concepts for redevelopment of the site including agriculture and
48 transportation. Mr. Locke mentioned that he was working with another local manufacturer on preliminary
49 expansion plans and would report back if things moved forward.

50 OUR DALLAS 2030 VISION PROJECT

51 Doug Zenn of Zenn Associates reported that the Vision 2030 project was gearing up for fall workshops
52 and they should have a version of what the final vision will look like after the October 19 workshop. He
53 stated that they continued to promote the online survey weekly. Peggy Mehl asked about the participation
54 in the workshops compared to other communities and Mr. Zenn it was comparable and that it would
55 continue to grow over the next few weeks.

56 PACIFIC POWER

57 Doris Johnston said things were smooth with Pacific Power and that fall had not hit them yet.

58 SCHOOL DISTRICT

59 Dennis Engle reported that it was a smooth transition back to the school year.

60 SIGN CODE

61 David Shein reported that the Planning Commission would be looking at an extensive revision of the
62 Dallas Sign Code. He stated that there were a lot of issues that needed to be fixed. Ms. Pope announced
63 that she and City Planner John Swanson were in the process of pulling together a task force to look at the
64 issues they were facing.

65 REPRESENTATIVE JIM THOMPSON'S OFFICE/OREGON HEALTHCARE

66 Ms. Pope reported that Jim Williams was here for Jim Thompson's office and that they had done a
67 presentation on the changing Oregon healthcare laws and information would be provided on the Chamber
68 website. Ken Jacroux asked if this was within the state legislature and was it Oregon's answer to
69 healthcare. Mr. Thompson explained options were offered to the states under the federal health insurance
70 law and a quasi public agency to cover Oregon was up and operating with applications for coverage
71 beginning on October 1, 2013, and coverage beginning January 1, 2014.

72 Ken Jacroux announced that the meeting following this one that was scheduled to take place at the school
73 district would be held in the Civic Center instead.

74 SEDCOR – BUSINESS EXPANSION AND RETENTION

75 Nick Harville, the Expansion Manager from SEDCOR made a presentation about a business expansion
76 and retention program developed by the University of Minnesota. The program has been modeled all over
77 the country and he said it was a good process. The key was community leaders talking to businesses
78 instead of consultants. They would go out into the business community and gather information and look
79 for red-flag issues. He stated that the University of Minnesota certified Bruce Sorte from Oregon State
80 University (OSU), and he would help find commonalities and create priority lists of what needed to be
81 done. He explained that 16 other Oregon communities were interested in the program. He presented a
82 video for the Commission to watch.

83 Ms. Pope stated that a small group of community leaders recently surveyed the local businesses and Mr.
84 Harville pointed out that this would be a more formal plan that would provide specific information to help
85 City staff identify commonalities, priorities, and red-flag issues. Mr. Jacroux asked about how it was
86 organized and what the action plan was if Dallas were to participate. Mr. Harville answered that
87 SEDCOR was in partnership with OSU and Bruce Sorte would be the catalyst and point of contact. In
88 answer to a question about what group would head the project, Mr. Harville stated the Economic
89 Development Commission had substantial business community representation. There was discussion
90 about costs and where the money would come from but there were no concrete answers. Mr. Harville
91 noted the program would be customized for every community. Gene Henshaw pointed out the need for
92 strong leadership as this moved forward.

93 Jim Thompson suggested embracing the business community segment of the Dallas 2030 Vision Project
94 and move forward with those priorities. He indicated Zenn Associates was looking for community
95 champions to take on those projects and pointed out that a collective buy-in would show the priorities.
96 He mentioned his preference to expand local businesses rather than bring in big business.

97 Jackie Lawson asked about the cost of the program and if it would repeat what was being done with the
98 Vision 2030 Project. Mr. Harville stated that he needed to find out if there was interest before he could
99 come up with costs and pointed out that Mr. Thompson was correct when he indicated it complimented
100 the 2030 Project, and added there would not be overlap.

101 Ms. Johnston said she did a survey seven or eight years ago and explained the process they used.

102 Ms. Pope announced that Susan McKnaught would take Rene Thomas' place on the Commission but was
103 unable to make it to the meeting.

104 Ms. Pope recognized the Oregon fallen firefighters and stated that the state had lost four so far this year.

105 The meeting adjourned at 1:02 p.m.