



AGENDA

Dallas Economic Development Commission

THURSDAY, September 18 2014 - 12:00 noon

Dallas Civic Center

945 SE Jefferson Street

Chair Nancy Adams, Presiding

1. Approval of Minutes – May 15, 2014
2. Reports
 - a. Commercial Development Report –Chelsea Pope
 - b. Urban Renewal District Activities- Jason Locke
 - c. Industrial Development Update – Jason Locke
4. Member Roundtable
5. Presentation – Tammy McCammon, HALO Program
6. Other Business
 - a) Economic Development Trust expenditure proposal
7. Adjourn

NOTE: The next meeting is scheduled for November 20, 2014.



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, May 15, 2014 – 12:00 p.m.

1 **MINUTES - DRAFT**

2 Members Present: Chair Nancy Adams, Mayor Brian Dalton, Chelsea Pope, LaVonne Wilson, Bob
3 Brannigan, Ken Jacroux, Doris Johnston, and Craig Pope.

4 Members Absent: Jim Fairchild, Jim Fowler, Beth Jones, Jackie Lawson, Peggy Mehl, and Bob
5 Ottaway.

6 Others Present: Suzanne Dufner, Dennis Engle, Susan McKnight, and Karen Cook.

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

9 **CALL TO ORDER**

10 Chair Nancy Adams called the meeting to order at 12:10 p.m.

11 **APPROVAL OF MINUTES**

12 Brian Dalton stated there was a correction to the minutes of the March 20, 2014, meeting. The minutes
13 were accepted with the noted change.

14 **COMMERCIAL DEVELOPMENT**

15 John Swanson reviewed a list of the current vacant commercial property inventory and pointed out
16 Jennifer Hand was the real estate agent for several of the properties and staff would be meeting with
17 her the next week. He stated staff provided business planning assistance and were patient with startup
18 entrepreneurs. Doris Johnston reminded the Commission that businesses should contact the Energy
19 Trust prior to upgrades being done to receive benefits.

20 Chelsea Pope reported the Dallas Area Chamber of Commerce was celebrating many new businesses
21 and the Ambassadors' Committee was working on ribbon cuttings.

22 **URBAN RENEWAL DISTRICT**

23 Jason Locke reported the next Urban Renewal projects would include the south side of SE Mill Street
24 between Main Street and Court Street and the south side of SE Court Street from the Itemizer Observer
25 building to Main Street. They would install a banner pole across Main Street and continue to move
26 forward with the façade grant program.

27 **INDUSTRIAL DEVELOPMENT**

28 Mr. Locke reported that the old TTM building on 1270 Monmouth Cut-off Road was under
29 improvements and the real estate agent would begin advertising it soon. He stated that with a low
30 asking price and \$3 million dollars in SDC credits the property should move quickly. He reported the new

31 owners of the old Weyerhaeuser mill site were looking at the potential of a transloading rail facility and
32 that could be viable.

33 **SEDCOR**

34 Nick Harville stated the new owners of the old Weyerhaeuser mill site had looked at an opportunity to
35 change new railroad boxcars into refrigeration units that would create approximately 30 jobs.

36 **MID-WILLAMMETTE VALLEY COUNCIL OF GOVERNMENTS (MWVCOG)**

37 Suzanne Dufner stated MWVCOG had a new flyer for business loans.

38 **DALLAS SCHOOL DISTRICT**

39 Dennis Engle reported that the Facilities Use Committee prepared an Executive Summary for a bond
40 election that included multiple projects.

41 **CHEMEKETA COMMUNITY COLLEGE**

42 Susan McKnight stated summer enrollment was low but they expected a shift due to students coming
43 home in the summer.

44 **POLK COUNTY**

45 Craig Pope reported that the Polk County budget was tentatively approved and it did not strip down the
46 Sherriff's office - they had an open, vacant position and he was encouraging them to fill it somehow. He
47 gave kudos to Nick Harville from SEDCOR for the work he had done on the old Weyerhaeuser mill site
48 and stated the property owners were interested in investing in the business, they have capital to spend,
49 and would generate prosperity for the area. He stated he was working with on solving issues with the
50 railroad on their behalf and it was very positive.

51 **WEST VALLEY HOSPITAL**

52 Bob Brannigan reported that he was grateful to the City of Dallas for being easy to work with and
53 flexible and to Polk County for being supportive. He stated that Craig Pope sitting on the Coordinating
54 Care Organization Board (CCO) was an asset. He reported that West Valley Hospital was seven months
55 into the fiscal year and they were solidly in the black. He discussed the Chamber of Commerce Board of
56 Directors and stated they were extraordinarily engaged and he was proud to be part of that group. He
57 mentioned Jim Williams' work on the Public Policy Committee as an advocate for business and worked
58 to ensure we had leaders that were knowledgeable about issues important to business.

59 **PRESENTATION – JOB GROWERS**

60 Karen Cook from Job Growers discussed their programs. She explained that they used federal and state
61 funding and channeled it down to local and regional trainings, workshops, and vocational scholarships. A
62 key element was to create and support certified, work-ready communities to make the area more
63 attractive to businesses.

64 Ms. Cook talked about work ready initiatives and the benefit to Polk County. They worked with schools
65 and other organizations to get people tested in aptitudes employers would be looking for in the
66 workforce such as reading for information and applied mathematics. The results were rated as bronze,
67 silver, gold, and platinum and reported on the website (www.nationalcareerreadiness.org). She

68 reviewed the key elements of the website and clarified it was for states and counties but not individual
69 cities. Ms. Cook explained it was a tool to demonstrate the skill level of the workforce in a community. In
70 answer to a question, she stated the statistics demonstrated a reduction in employee turnover, which
71 was a direct benefit to employers. She noted it was a free test, anybody could register to take the test, it
72 was 55 minutes long, and the certification was good for five years.

73 Mayor Brian Dalton reported that the Downtown Association meeting was well attended.

74 Chair Nancy Adams announced that FreedomFest was going to be held on July 4, 2014, at the Roger
75 Jordan Community Park and there would be a barbeque competition and fireworks.

76 The meeting adjourned at 1:10 p.m.



Community Development Department

Memo

To: Economic Development Commission
From: Jason Locke, Community Development/Operations Director 
Date: September 18, 2014
Re: 2014 Spending Plan

In the attached memo, from January 2014, the Commission approved the ongoing work plan. In that memo was a recommended expenditure for:

- 1) Develop a full community profile and marketing Packet. The ability to put this together has improved based on the completion of Dallas 2030. Our plan would be to select a contractor to design and put the packet together to our specs. **Revised Estimated cost: \$15-20,000**

As part of the ED Trust Policy adopted by the City Council (attached), the EDC makes a recommendation to the Council regarding expenditures of Trust funds. There is approximately \$22,000 in the budget this fiscal year. Staff is recommending that we proceed with the Branding and Marketing packet. We will develop a Request For Proposals (RFP) and proceed from there to begin the project with EDC input.

Based on the cost range we are anticipating, we may come back to the EDC with additional expenditure requests depending on the final cost of the B&M project.



Community Development Department

Memo

To: Economic Development Commission
From: Jason Locke, Community Development/Operations Director
Date: January 16, 2014
Re: 2014 Goals

The Consolidated Economic Development Strategy you received in your packet was adopted in 2012. We have since completed the Dallas 2030 project Phase 1. Staff is proposing that we set the following goals for 2014:

- 1) Develop a full community profile and marketing Packet. The ability to put this together has improved based on the completion of Dallas 2030. Our plan would be to select a contractor to design and put the packet together to our specs. **Estimated cost: \$15-20,000**
- 2) Continue to pursue downtown building improvements via our various grant and loan programs.
- 3) Strengthen relations and coordination protocols with our ED partners, including SEDCOR, the Chamber, and Polk County so that we are aware of and able to take advantage of appropriate opportunities when they arise.
- 4) Work with SEDCOR and other jurisdictions in the upcoming Business Retention and Expansion program currently being developed.
- 5) Continue to encourage a broad variety of commercial activities in appropriate and desirable locations to serve the public by working with building and business owners.
- 6) Encourage the development of agricultural-related industries and products that are locally grown and produced, such as wine, and other value-added ag products.



TITLE ECONOMIC DEVELOPMENT TRUST FUNDING POLICY

PURPOSE To establish a process for directing economic development funding expenditures for the City of Dallas.

REFERENCE

Dallas City Code 2.900 establishes an Economic Development Commission to oversee economic development activities of the City of Dallas. Included in these activities is making recommendations to City Council on the expenditures of Economic Development Trust funds.

POLICY Following approval of the annual budget and prior to October 1 of each year, staff will prepare a recommended Economic Development Trust funds spending plan for Economic Development Commission consideration. The Economic Development Commission recommendation, as accepted from staff or revised, will be presented to City Council for their consideration following Economic Development Commission Action.

REVIEW AND UPDATE

This policy will be reviewed by City Council every two years.

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| Date Approved: | 12/3/12 Res 3257 | Date Amended: |
| Mayor: | | |
| Attest: | | |