



CITY OF DALLAS
Economic Development Commission
Dallas Civic Center, 945 SE Jefferson St.
Thursday, May 21, 2015 – 12:00 p.m.

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MINUTES - DRAFT

Members Present: Chair Nancy Adams, Mayor Brian Dalton, Bob Brannigan, Jim Fairchild, Jim Fowler, Ken Jacroux, Doris Johnston, Chelsea Metcalfe, and LaVonne Wilson.

Members Absent: Jackie Lawson, Susan McKnaught, Peggy Mehl, Bob Ottaway, Craig Pope

Others Present: A.J. Foscoli

Staff present: City Manager Ron Foggin, Community Development Director Jason Locke, City Planner Suzanne Dufner, and Recording Secretary Margie Pearce.

CALL TO ORDER

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

APPROVAL OF MINUTES

The minutes of the March 19, 2015 Economic Development Commission meeting were accepted as presented.

COMMERCIAL DEVELOPMENT

Suzanne Dufner reported that a new business *A Little Donut Therapy* had opened on Main St., *NW Guns and Ammo* had moved to E. Ellendale Ave., DHS had applied for a building permit on W. Ellendale Ave., and *Blue Garden* had applied for a Diamond In The Rough grant.

Chelsea Metcalfe reported the Dallas Area Chamber of Commerce was hosting a goal setting workshop on 6/2/15, Young Professionals Networking was going well and the Dallas Area Chamber of Commerce and Visitor’s Center office had moved to 168 SW Court St.

URBAN RENEWAL DISTRICT

Jason Locke reported that part of the sidewalk on the south side of Court St. had been updated, the bids for the Mill Street improvement project were being opened on 5/22/15 and the Courthouse electrical upgrades were still on the short list of things to accomplish.

INDUSTRIAL DEVELOPMENT

Mr. Locke reported that the land surrounding the TTM building had been sold at auction on 5/20/15 and the results were not known as of yet (Mr Foggin stated that the building was to close escrow on 5/22/15 if all goes well), MAK Metal was expanding (Ms. Metcalfe stated that the Tucker family was nominated for a Small Business Family award),

SEDCOR

A.J. Foscoli stated they were promoting a Polk County Job Fair sometime in early July.

33 **PRESENTATION – Barney and Worth Branding and Marketing Project Update**

34 Mr. Worth gave a short review of March’s presentation and presented five icons (Bird Watching, Biking,
35 Wineries, Small Town Identity and Business) in three formats (Promotional Sheets, Rack Card and
36 Posters) all of which used the Dallas logo and a magnifying glass with the tagline “take a closer look”. He
37 spoke about conference display banners, seasonal street banners, social media and websites, business
38 cards, cinema ads, refrigerator magnets, and Summerfest giveaways as different ways to promote the
39 city. Discussion followed about other ways to reach the community, state, national and international
40 level.

41 Mr. Worth led the discussion into Tourism issues. Ms. Metcalfe stated that the Rural Tourism program
42 had grants to promote many of the same niches that had been discussed earlier. Mr. Clark asked what
43 the commission thought was needed most. Their responses were:

- 44 • Bakery
- 45 • RV park and camp area
- 46 • Stores to support the niches
- 47 • Clothing store

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49 The discussion followed about how to more actively promote the Dallas community, e.g. money, staff,
50 community leadership, WOU marketing grad project, QR codes on items such as drink coasters, and
51 flash drives with information on them.

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