



CITY OF DALLAS
Economic Development Commission
 Dallas Civic Center, 945 SE Jefferson St.
 Thursday, July 16, 2015 – 12:00 p.m.

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MINUTES - DRAFT

- Members Present: Chair Nancy Adams, Mayor Brian Dalton, Bob Brannigan, Jim Fairchild, Peggy Mehl, Chelsea Metcalfe, Nancie Rogers, Craig Pope, and LaVonne Wilson
- Members Absent: Jim Fowler, Ken Jacroux, Doris Johnston, Jackie Lawson, Susan McKnaught, Kelly Gabliks, and David Parrett
- Others Present: Dennis Engle, Michelle Johnstone, Jim Williams, and Gene Henshaw
- Staff present: City Manager Ron Foggin, Community Development Director Jason Locke, Planner Suzanne Dufner, and Recording Secretary Margie Pearce

CALL TO ORDER

Chair Nancy Adams called the meeting to order at 12:09 p.m.

APPROVAL OF MINUTES

The minutes of the May 21, 2015 meeting were accepted as presented.

ELECTION OF CHAIR AND VICE CHAIR

LaVonne Wilson nominated, Bob Brannigan seconded Nancy Adams as Chair, yes vote was unanimous.
 LaVonne Wilson nominated, Nancie Rogers seconded Bob Brannigan as Vice Chair, yes vote was unanimous.

INTRODUCTION OF NEW MEMBERS AND ESTABLISHMENT OF TERMS

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|----------------|----------|---------|-----------------|----------|--------------|
| Nancy Adams | Exp 7/17 | (Chair) | Peggy Mehl | Exp 7/17 | |
| Brian Dalton | Exp 7/16 | | Bob Brannigan | Exp 7/16 | (Vice Chair) |
| Jim Fairchild | Exp 7/18 | | Nancie Rogers | Exp 7/17 | (New) |
| Ken Jacroux | Exp 7/17 | | Craig Pope | Exp 7/16 | |
| Doris Johnston | Exp 7/18 | | Susan McKnaught | Exp 7/16 | |
| Kelly Gabliks | Exp 7/18 | (New) | LaVonne Wilson | Exp 7/16 | |
| Jackie Lawson | Exp 7/17 | | David Parrett | Exp 7/18 | (New) |

COMMERCIAL DEVELOPMENT

Suzanne Dufner updated the Commission on the activity around town (Dallas Retirement Village, Department of Human Services, Dallas Charter School, Dallas Yoga and Blue Garden)

Chelsea Metcalfe reported on Blue Garden’s Facebook page and the reception at Pressed on 7/16/15. She reported she was working with a gentleman who is looking for a bakery location and she has been in contact with a local realtor who stated there has been lots of interest in Dallas property. Bounty Market has added Black Rock BBQ as a vendor. Freedom Fest was very successful. The Grand Champion of the BBQ contest was a woman from Everett, WA who grilled on a MAK Grill. Sounds of Summer has added new food trucks to bring in a varied citizen base and Summerfest is around the corner with promotional flyers on the table to be distributed throughout the city.

37 **URBAN RENEWAL DISTRICT**

38 Jason Locke reported the Court and Mill Street projects are almost completed and the Committee is now
39 looking at sections of the district that have been overlooked in the past. The Committee took a walk-
40 about at their last meeting to look over projects.

41 **INDUSTRIAL DEVELOPMENT**

42 Mr. Locke reported that Bob Ottoway's Company was featured in SEDCOR's publication, MAK Metal's
43 expansion is underway and a potential mill site project may be brewing. The auction for the land
44 surrounding the TTM building was not as successful as hoped with only two (2) of the parcels being sold
45 and the TTM building sale is still under negotiation.

46 **DALLAS SCHOOL DISTRICT**

47 Dennis Engle reported the School District construction season was underway with roofing and
48 remodeling going on in various buildings. In the fall they will be looking at a construction excise tax.

49 **POLK COUNTY**

50 Commissioner Craig Pope reported that Polk County was able to donate \$30,000 toward the MAK Metal
51 expansion project.

52 **CHAMBER OF COMMERCE**

53 Bob Brannigan reported that thanks to the Mayor, Dallas Downtown Association and the City of Dallas
54 there will be a new addition to Summerfest called "Business Passport" for the purpose of getting visitors
55 to go inside the downtown businesses.

56 **PRESENTATION – Update of Economic Development Strategy**

57 Mr. Locke shared the "Take a Closer Look" rack cards. He talked about the progress being made in
58 updating the Economic Development Strategy and how sections were being used from the updated
59 Dallas Comprehensive Plan and the Dallas 2030 Vision. At the next Economic Development Commission
60 meeting there will be a working draft.

61

62 **DISCUSSION**

63 Nancie Rogers: What are the benchmarks for measuring goals in the 2030 Vision? Ron Foggins: We used
64 a high and low priority and the City Counselors prepared a document at their retreat that addresses the
65 benchmarks.

66 Gene Henshaw: The budget included marketing strategy but not advertising and hard items. These will
67 need to be budgeted.

68 Bob Brannigan: How are we going to move from a passive to an active stance in developing a step by
69 step process to target bringing in a specific business? Chelsea Metcalfe: Once we have the updated
70 Economic Development Strategy we can start that process.

71 Jim Fairchild: Would it be possible to have an unbiased outsider to come in and make a list of target
72 businesses? Jason: We have used this in the manufacturing sector and it may be possible.

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