



**This meeting has
been postponed to
Monday,
January 22, 2024
at 5:30 pm**



Council Work Session Agenda

Kenneth L. Woods, Jr., Presiding

Postponed Tuesday, January 16, 2024

6:00 pm

Dallas City Hall, 187 SE Court St, Dallas, OR 97338

COUNCIL

Mayor

Kenneth L Woods, Jr.

Council President

Michael Schilling

Councilor

Nancy Adams

Councilor

Carlos Barrientos

Councilor

Larry Briggs

Councilor

Kirsten Collins

Councilor

Kim Fitzgerald

Councilor

Micah Jantz

Councilor

David Shein

Councilor

Debbie Virden

CITY STAFF

City Manager

Brian Latta

Asst. City Manager

Emily Gagner

City Attorney

Lane Shetterly

Police Chief

Tom Simpson

Fire & EMS Chief

April Wallace

Economic &

Community

Development Director

Charlie Mitchell

Public Works Director

Gary Marks

Library Director

Mark Johnson

Finance Director

Cecilia Ward

City Recorder


Kim Herring

AGENDA ITEM

- | | | |
|----|--|-----|
| 1. | ROLL CALL | |
| 2. | Dallas Downtown Association Annual Report | p.2 |
| 3. | Economic and Community Development Annual Report, Part 2 | p.6 |
| 4. | OTHER BUSINESS | |
| 5. | ADJOURNMENT | |



CITY COUNCIL WORK SESSION STAFF REPORT

MEETING DATE: January 16, 2024
AGENDA ITEM NO. 2
TOPIC: Dallas Downtown Association Annual Report
PREPARED BY:  Brian Latta, City Manager
ATTACHMENTS: A – Current City/DDA Contract

RECOMMENDED ACTION:

Information only. No action is recommended.

BACKGROUND:

The City of Dallas maintains a contract with the Dallas Downtown Association to provide Main Street services for the Dallas community. The City provides staffing support to the DDA under this contract, as well as up to \$12,000 of matching funds to fulfill the purposes outlined in the agreement.

The Dallas Downtown Association is required to submit quarterly reports of its activities, including a financial report, to the City. The City has invited representatives of the association to the Council work session to discuss their work performed under this contract in 2023 and what lies ahead for the remainder of the current contract expiring on June 30, 2024.

SUMMARY TIMELINE:

January 16, 2024 – DDA presents report to City Council.

FISCAL IMPACT:

- City provides up to \$12,000 in matching funds to DDA
- City provides staffing to the DDA, which annually costs roughly \$35,600.

RECOMMENDED MOTION:

Information only. No action is recommended.

AGREEMENT TO PROVIDE DOWNTOWN "MAIN STREET" SERVICES

AGREEMENT TO PROVIDE DOWNTOWN "MAIN STREET" SERVICES

This agreement is made and entered into by and between the City of Dallas, Oregon, an Oregon municipal corporation (City), and the Dallas Downtown Association, an Oregon nonprofit corporation (DDA).

RECITALS

- A. City is a municipal corporation organized under the laws of the State of Oregon.
- B. DDA is an Oregon nonprofit corporation, organized for the purpose, among other things, "to promote downtown restoration and improvements that provide broad general public benefit and to promote the health, cultural vitality and the overall attraction of downtown for residents and visitors alike." DDA is also an organization exempt from income tax under Section 501 (c) (3) of the Internal Revenue Code of 1986, as amended.
- C. City has determined that the purpose for which DDA is organized, and its activities in furtherance of that purpose, are aligned with the interests and services provided by City, and that DDA provides a service of value and benefit to the residents and community of Dallas, such that financial and staffing support by City is warranted as fulfilling a public purpose.
- D. City has budgeted up to \$12,000 per year as support for DDA (as outlined below in Sections 1 and 2) for the purposes set forth in this Agreement, and DDA is willing and able to accept such support and perform its obligations under this Agreement.
- E. City is providing a professional staff person to support the organization and further its mission, aiding in DDA's eventual self-sustainability. Terms of the staffing arrangement are detailed in Section 3 below.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants and obligations set forth herein, it is hereby agreed as follows:

1. City will provide up to \$12,000 to DDA, to be used for the purposes set forth herein, under the following considerations:
 - a. City will provide a 1:1 match, up to \$12,000 per fiscal year, for unrestricted funding raised and secured by DDA, subject to the following:
 - i. In-kind donations are not eligible for matching funds.
 - ii. "Pass-through" grant funds are not eligible for matching funds, nor are funds raised as sponsorships for specific events.
 - b. City may elect to provide event-related funding support for DDA activities outside of this Agreement.
 - c. DDA shall submit invoices to City, with proof of match and eligibility under this Agreement no more frequently than monthly.
2. DDA shall use the funds received from the City for the following purposes:
 - a. To contract with a qualified person(s) or entity(ies) for project management or assistance in support of DDA's purposes as set forth in Recital B, above.
 - b. For administration of the Oregon Main Street program.
 - i. DDA shall maintain a relevant and active status with the Oregon Main Street Program and adhere to the guidelines and criteria for eligibility set forth by Oregon Main Street.

AGREEMENT TO PROVIDE DOWNTOWN "MAIN STREET" SERVICES

- c. For grant application writing for building revitalization and other grants available from the State, the City or other entities.
 - d. To engage a qualified accounting or bookkeeping firm to provide monthly accounting services to DDA.
 - e. To engage an accountant to perform an annual review of financial records.
 - f. For office expenses including but not limited to: rent of an office space, purchase of desks, computers, and other equipment, and utilities associated with having an office space.
3. City shall provide DDA with professional staffing by an employee or employees of City, of not less than an average of 16 hours per week.
- a. Staff shall be utilized to perform the following tasks:
 - i. Board and committee management.
 - ii. Event Assistance
 - iii. Oregon Main Street reporting and compliance.
 - iv. Grant administration.
 - v. Member and community outreach, engagement and communications.
 - vi. Board, committee and volunteer recruitment and engagement.
 - vii. Appropriate training and professional development.
 - viii. Providing relevant assistance to members and other downtown business owners, property owners and other downtown stakeholders.
 - ix. Activities related to securing more diversified and sustainable revenues for DDA for operational purposes.
 - x. Actively seeking new partnerships and collaborations to further DDA's mission and to enhance the health of downtown Dallas.
 - xi. Board and committee work plan tasks or campaigns, as agreed upon by City prior to task assignment.
 - b. Staff shall NOT be utilized to perform any of the following tasks:
 - i. Oversight of the financial activities of DDA.
 - ii. Any activity directly related to the maintenance, management or governance of DDA's non-profit status, including completing tax forms or financial reports.
 - iii. Leading the organization and implementation of DDA events. Staff shall only serve in a support role.
 - iv. Leading the organization's member recruitment efforts. Staff shall not participate in soliciting memberships.
 - v. Perform any activity which is contrary to supporting City goals and objectives or in any way harms the image of City.
 - c. Staff shall remain an employee of City and will report to an appointed City supervisor.
 - d. If the DDA Board of Directors wishes to have the staff member perform tasks outside of the scope outlined above, the board shall submit a request to the staff member's appointed City supervisor.
 - e. DDA, City and staff shall jointly set daily and weekly working schedules.
 - f. Should City staff not be available for an extended period of time for any reason, the terms of this Agreement may be revisited at the request of DDA.
 - g. Staff shall be reimbursed for purchases made for DDA activities by the next board meeting of the DDA after the purchase was made.

AGREEMENT TO PROVIDE DOWNTOWN "MAIN STREET" SERVICES

- 4. DDA shall submit a report of its activities, including a financial report, to City not later than thirty days after the end of each calendar quarter during the term of this Agreement, and not later than thirty days after the end of the term of this Agreement, and shall permit City to inspect and copy its books and records, as City may reasonably require to ensure compliance with the terms of this Agreement.
- 5. This Agreement may be terminated by City before the end of the term provided herein in the event of any of the following:
 - a. IF DDA ceases to be a nonprofit corporation per the Oregon Secretary of State, Corporation Division;
 - b. If DDA becomes insolvent; or ceases to do business;
 - c. If DDA's status as an entity exempt from taxation under Section 501 (c) (3) of the Internal Revenue Code of 1986, as amended, is revoked;
 - d. If DDA otherwise fails to perform any obligation provided in this agreement.
- 6. DDA agrees at all times to conduct its business and activities in compliance with all applicable local, state and federal laws, rules, ordinances and regulation.
- 7. The term of this Agreement shall commence on July 1, 2023 and shall end on June 30, 2024.

Dated June 22, 2023

CITY OF DALLAS, OREGON

By: [Signature]

City Manager

APPROVED AS TO FORM:

[Signature]

City Attorney


DALLAS DOWNTOWN ASSOCIATION

By: [Signature]

Title: PRESIDENT



**CITY COUNCIL WORK SESSION
STAFF REPORT**

MEETING DATE: January 16, 2024
AGENDA ITEM NO. 3
TOPIC: Economic & Community Development Department Annual Report, Part 2
PREPARED BY: Charlie Mitchell, Economic & Community Development Director
APPROVED BY:  City Manager
ATTACHMENTS: None

RECOMMENDED ACTION:

Information only. No action is recommended.

BACKGROUND:

Economic & Community Development Director Charlie Mitchell will present the 2023 annual report for his department. The annual report is broken down into two parts. Part I will include Planning, Code Services and Historic Preservation. Part II will include Building Inspection, Economic Development and Urban Renewal.

SUMMARY TIMELINE:

January 2, 2024 - presentation of E&CD report, part one
January 16, 2024 – presentation of E&CD report, part two

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

Information only. No action is recommended.

City of Dallas

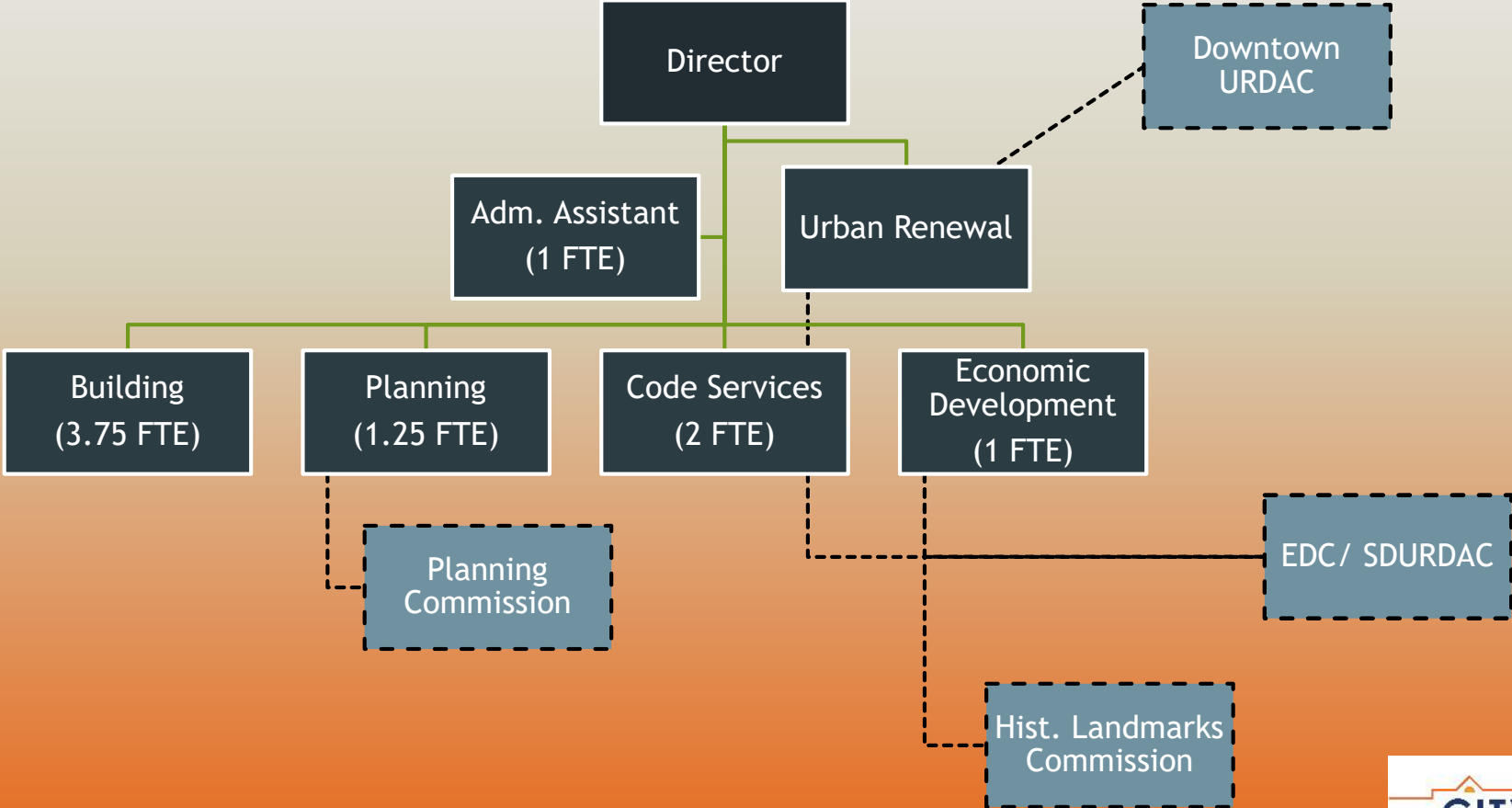
Economic & Community Development Department

**PART TWO - Building Inspection, Economic
Development & Urban Renewal**

Jan. 16, 2024

Economic & Community Development Department

Organizational Structure/ Components



Economic & Community Development Department

Challenges and Opportunities Ahead

- Continued efforts to strengthen our community organizations & increase civic engagement
- Mill Site TGM project
- 791 Main Bank property project
- La Creole Node Master Plan project, final phase
- Closing out remaining Round Two ARPA building grants
- TSP update



Economic & Community Development Department

Challenges and Opportunities Ahead

- National Historic District
- Building increment;
marketing plan for SDURD
- First full year of new tourism
program arrangement w/
Chamber
- Farmers Market



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BUILDING INSPECTIONS

2023 - ANNUAL REPORT



City of Dallas Building Inspections Division

Functions:

- The Dallas Building Division is the established building codes service department that is under the administrative and operational control of the building official.
- The division enforces the provisions of the building codes adopted by the City of Dallas and State of Oregon.
- There are three basic functions of the division:
 1. Reviewing building plans submitted by the public for compliance with the building codes;
 2. Inspecting stages of construction work for compliance with the building codes;
 3. Providing written and oral interpretations of the code.

City of Dallas Building Inspections Division

2023 Accomplishments:

- During 2023, the Building Division :
 - Completed 327 plan reviews
 - Issued 727 permits
 - Conducted 4,768 inspections
 - Issued 153 certificates of occupancy



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City of Dallas Building Inspections Division

2023 Accomplishments:

- We maintained full staffing levels; Building Official assumed supervision of the Planner position.
- We are finishing up our first Mass Plywood Panel construction project in Dallas for Open Road.
- Our electronic permit process helps us to successfully fulfill our customer service obligations as the Dallas population increases.
- We were able to meet the needs of our Spanish speaking community by having a bilingual inspector.



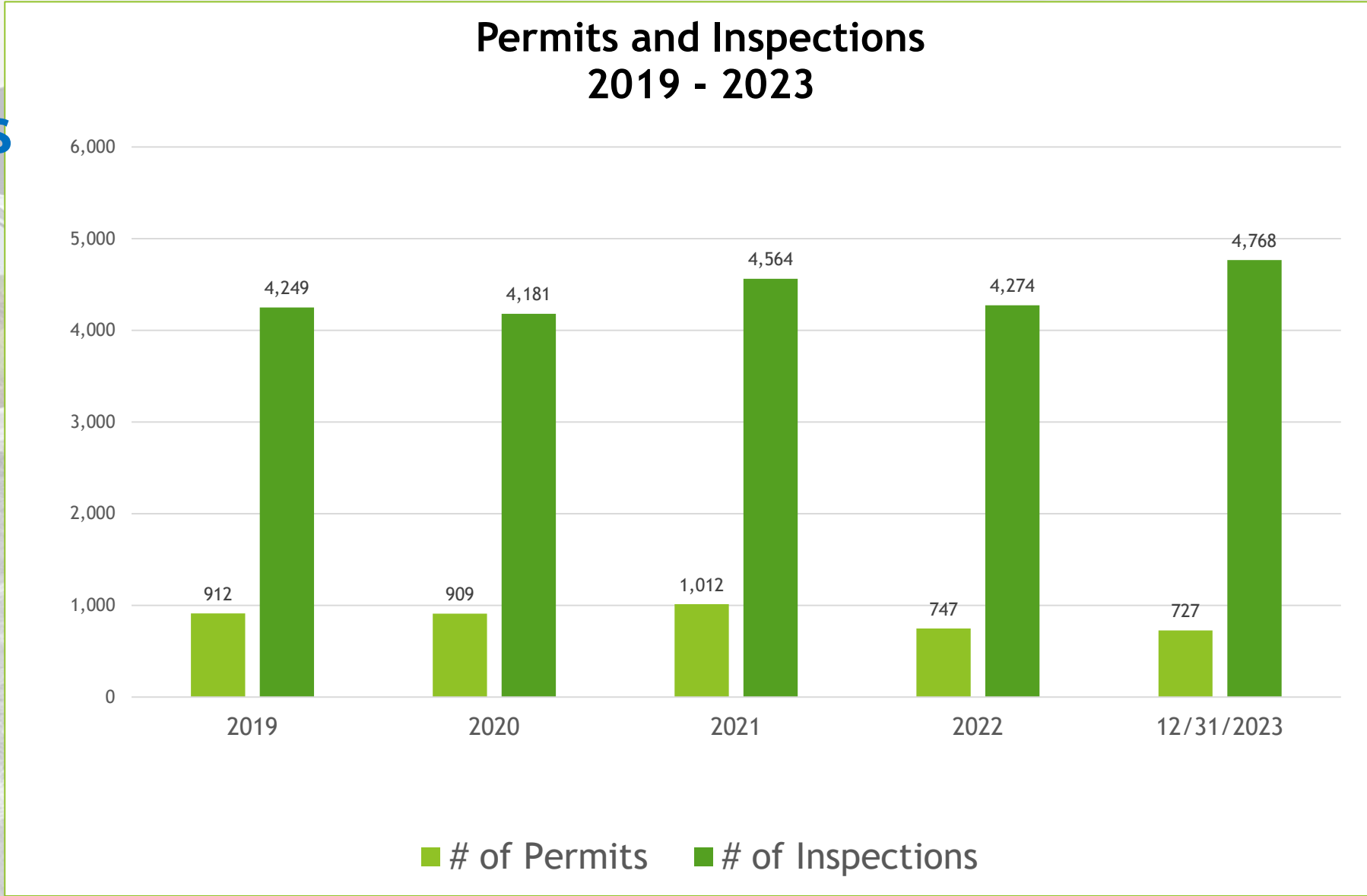
City of Dallas Building Inspections Division

Challenges & Opportunities Ahead:

- The housing and homelessness crisis will likely be addressed during 2024, bringing challenges to current land use rules. If and when shelters and other temporary housing are approved, our department will ensure they meet required building codes. We continue to learn about new materials and methods in the construction industry and how they affect new codes.
- We continue to educate and facilitate contractors in meeting newly adopted Oregon residential and plumbing specialty codes. Building inspectors continue to study and test to obtain additional commercial certifications to keep up with increased demand for commercial projects.

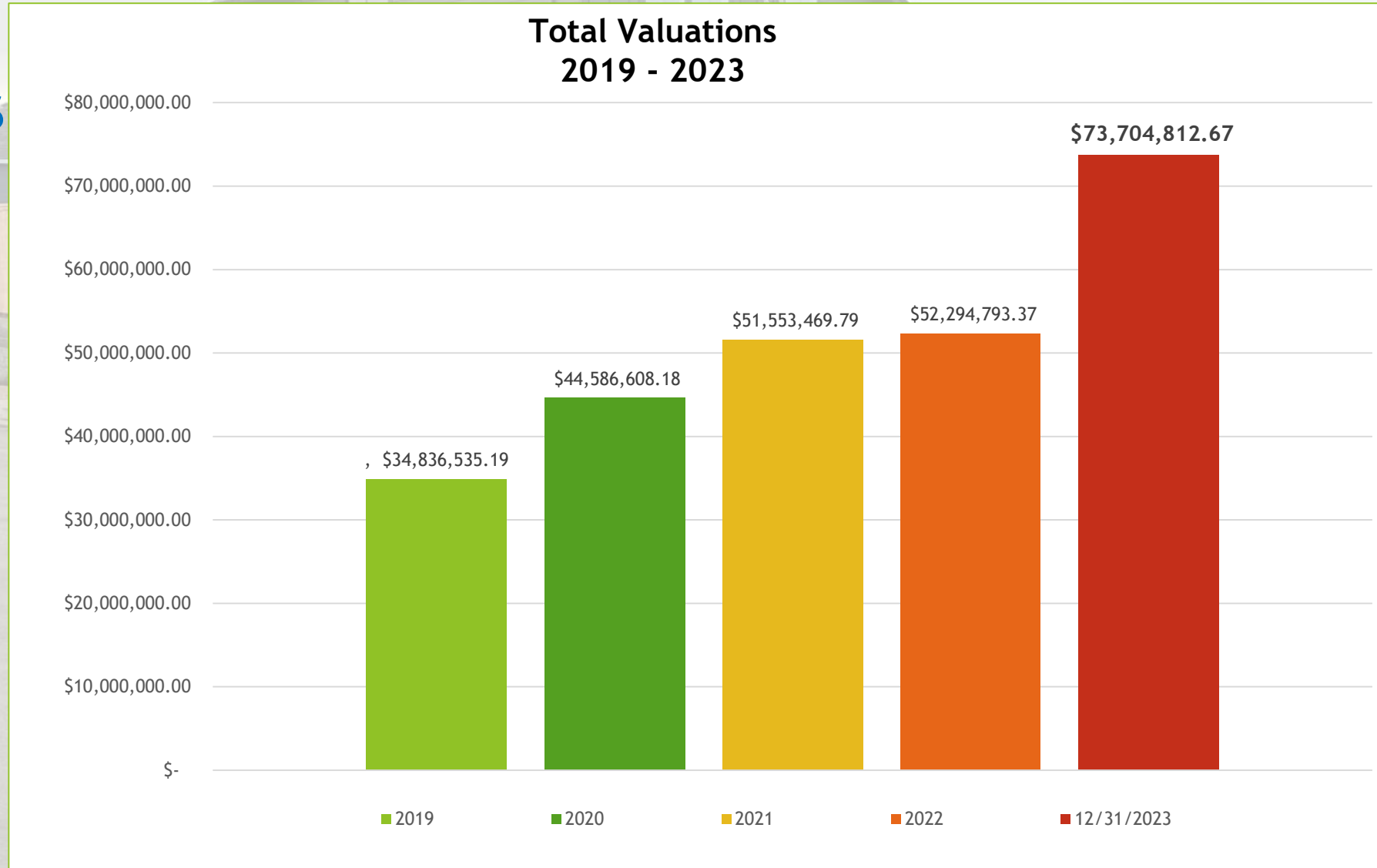
City of Dallas Building Inspections Division

Stats



City of Dallas Building Inspections Division

Stats





ECONOMIC DEVELOPMENT

2023 - ANNUAL REPORT



ECONOMIC DEVELOPMENT COMMISSION

Economic Development Commission Members

Chair

Rita Grady

Vice Chair

Peter Cairns

Craig Pope

Bob Tucker

Brian Dalton

Jim Bauer

Erik Andersson



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City of Dallas Economic Development Division

Functions:

- Provides staffing support to the Economic Development Commission
- Carries out Economic Development Strategic Plan
- Liaison to local & regional partners
 - Ex-officio on Dallas Downtown Association Board + contract
 - Ex-officio on Dallas Area Chamber of Commerce Board + contract
 - Contract with SEDCOR
 - DHS, SBDC, OEN, Business Oregon & other local, regional partners
- Coordinates business retention, expansion and attraction activities
- Staffs (both) Urban Renewal Districts
- Business advocate

City of Dallas Economic Development

- **FACILITATOR!**
- **CATALYST!**
- **CONVENER!**
- **COLLABORATOR!**
- **CONNECTOR!**
- **PROBLEM-SOLVER!**
- **BUSINESS ADVOCATE!**



City of Dallas Economic Development Division

2023 Accomplishments:

- Launched Dallas Business Inventory Project (DBI)
- New Tourism agreement w/ Chamber
- Mill Site TGM grant finally underway
- La Creole Node Master Plan update, phase one completed
- Round 2 of ARPA building grants (9 projects; \$108,000 in grants; 5 complete)
- New Business Resource Guide & New small business/ entrepreneurship program offerings (next slide)



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City of Dallas Economic Development Division

2023 Accomplishments:

- Partnered with the DDA and Reinventing Rural to host a bootcamp for entrepreneurs in August. This was a very successful bootcamp with eight people attending. One of these entrepreneurs has now opened her own CPA firm here in Dallas
- Created the City of Dallas's new business resource page and brochure. These new resources provide all the information Dallas residents and others need to know to start or expand their business in Dallas



CITY OF DALLAS
OREGON

Business Resources

Everything you need to start or expand your small business in Dallas

Access the free resources and the step-by-step guide by visiting:

bit.ly/DallasBusinessResources

City of Dallas Economic Development Division

Tourism/Visitor Efforts

2023 Highlights

Successfully facilitated the rejoining of the Chamber of Commerce and Visitor Center.

Currently assisting the board of the Dallas Area Visitor Center in establishing baseline metrics to measure performance over the term of the new contract.

2024 Goals

Help establish a physical visitor center that will serve as a hub for visitors as well as a home to Dallas' nonprofit organizations.

Work with the board of the visitor center, and chamber of commerce to attract and sustain new tourism assets to the Dallas Community



Economic Development - RARE Program/Dallas Farmers Market

- ▶ Dallas was selected to host an Americorps RARE participant for 11 months beginning September 2023.
- ▶ Mikayla Slawosky, a recent graduate of the University of Oregon, began work for the City of Dallas in September as our Agribusiness Development Coordinator.
- ▶ So far, Mikayla has been able to facilitate the December 2nd Christmas Market, which resulted in nearly \$2,500 in sales in only one day!
- ▶ One vendor, a small local baker, sold out of her items in less than three hours

Christmas Market 2023



Economic Development - RARE Program/Dallas Farmers Market

- ▶ Beginning in 2024, Mikayla will begin the process for applying for the ability of the Dallas Farmers Market to accept SNAP benefits, increasing access for Dallas residents
- ▶ In addition to reviving the market, Mikayla will be working on developing an agribusiness/agritourism guide that will help the city and business capitalize on business opportunities in the area.



City of Dallas Economic Development Division

Economic Development Strategic Plan

- Adopted by Council in 2021
- **Top Priorities**
 - Address Commercial land deficit
 - Prepare Mill Site for redevelopment
 - Continue Urban Renewal revitalization (Downtown)
- **Daily Primary Objective**
 - Engage with local & regional stakeholders to facilitate a healthy, growing, and diverse local economy



City of Dallas, Oregon

Economic Development Strategy

2022-2026

Final Draft

November 2021

Adopted by the Dallas City Council
November 15, 2021

City of Dallas Economic Development Division

Economic Development Strategic Plan - Daily Primary Objective

1. Provide assistance to existing businesses; nurture a pro-business environment.
2. Attract diverse new businesses, expansions and investment to Dallas (including tourism), with partner support.
3. Support and enhance small businesses, entrepreneurs and start-ups.
4. Help to build community organizational capacity.
5. Assess future development capacity and identify and address constraints.



City of Dallas, Oregon Economic Development Strategy

2022-2026

Final Draft

November 2021

Adopted by the Dallas City Council
November 15, 2021



DOWNTOWN URBAN RENEWAL

2023 - ANNUAL REPORT

DOWNTOWN URBAN RENEWAL DISTRICT ADVISORY COMMISSION (URDAC)



URDAC Members	
Chair	Rich Rohde
Vice Chair	Tory Banford
	Ken Woods
	Sam Dufner
	Trevor Petersen
	Bob Brixius
	Marlene Cox

Downtown Urban Renewal District

Functions:

- Carry out Downtown Urban Renewal Plan
 - Promote development of a unified & cohesive downtown
 - Promote a mix of retail, commercial and residential uses oriented to pedestrians
 - Enhance the pedestrian environment on streets, in public parks and green spaces and other public gathering space
 - Promote high quality design standards and development compatible with the historic architectural theme of Dallas' CBD
 - Increase employment and business activity in the downtown

Downtown Urban Renewal District

Functions (cont.):

- Provide staff support to the URDAC
- Work with DDA & others to catalyze (re-)development
- Work w/ URDAC on UR projects
 - TIF - Reinvest in the District



Downtown Urban Renewal District

2023 Accomplishments:

- Minor Improvement Grants
 - 16 applications; 6 denied/withdrawn
 - 7 projects completed
 - \$10K project budget allocated
- 791 Main Bank property acquired
 - Salvage operations began
 - Initial demolition & building assessment
 - Stakeholder survey
 - State Environmental grant
- Interpretive sign project finalized
- Active DDA support with City staffing



Downtown Urban Renewal District



Dallas Downtown Association

- Led efforts to update organizational
- Increased membership dues have led to more members & higher revenues
- \$200,000 Oregon Main Street Grant for the former IOOF building
- First-ever summer movie series, raised over \$4,000. ¼ of that was donated to relief efforts in Hawaii



Downtown Urban Renewal District

Dallas Downtown Association

- Led efforts on successful 2023 Tree Lighting event in coordination with other community volunteers
- Coordinated training with state partners at Oregon Main Street to prepare the organization for self sufficiency beginning in 2025



Downtown Urban Renewal District

Challenges & Opportunities Ahead:

- BIG may be able to resume again in 24-25
- Focus continues on MIG, but that is dormant as well
- Some existing debt will soon be retired
- Oregon Main Street Revitalization Grants (& others)
- 791 Main bank property project - into design phase; demo phase
- National Historic District finalization & new signs
- Continued, active DDA support (w/ City staffing); getting the DDA closer to self-sufficiency



South Dallas Urban Renewal District

Nothing yet, but stay tuned for next year!

- Tax revenue is now starting to be received
- SDURDAC first real meeting scheduled 1/25



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Economic & Community Development Department

THANK YOU!

WE LOOK FORWARD TO GREAT THINGS IN 2024.

