

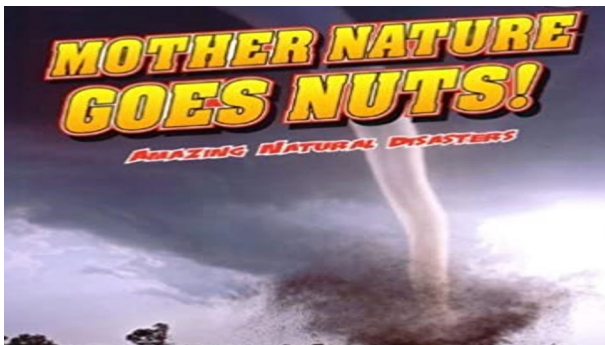
STATE OF THE CITY
DELIVERED JANUARY 18, 2022



Greetings Everybody,
Glad to see you all out there in TV land. Here we go.
Last year I guaranteed that 2021 wouldn't be boring



and I think we were successful at that.
Mother Nature pretty much shaped our year.



It started with the big ice storm



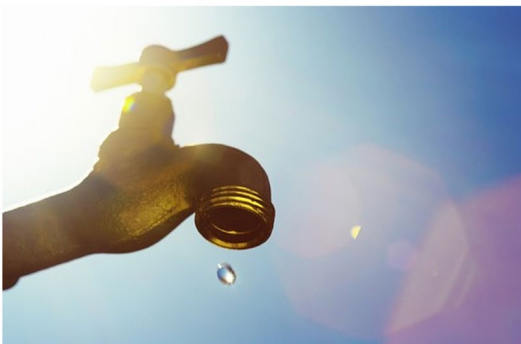
Then, the drought,



And the record high temperatures (106 degrees in Dallas, 117 in Salem),



water use cutbacks,



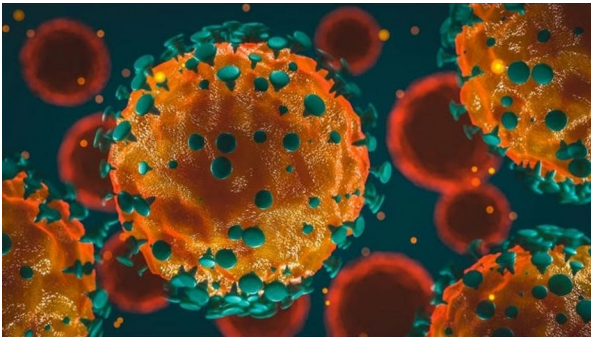
Paradoxically, then the floods,



And finally, the white Christmas snowstorm.



Of course, all year,



Mother Nature's nightmare, the revival of the pandemic. Shame on her.

On the good side, the City rose up to tackle each of these events, one after another after another with vigor



- snow-plows, backhoes, chain saws,



personal protective gear, and so on.

Apart from Mother Nature's strange sense of humor, life in Dallas was relatively tranquil last year, unpunctuated by the various political diversions



that characterized 2020.

Now, in the big picture, Dallas remains immensely popular and continues as one of the fastest growing cities in the state.



In the past 3 years we built about 500 new dwellings, with about 1,300 new residents, way more than one new resident joining us every single day for the past 36 months. Dallas High only has 900 students so 1,300 new residents is a passel.



Here's a photo of 1,300 people in one room in Minnesota – by now, many of them may have moved here.

I think that the key to our success here is plain and simple, first class livability in a great location.



With little fanfare, Dallas has that small town attitude of neighborliness and mainstream good will that makes us ever more popular, fuels our growth and perpetuates the “love Dallas” theme most of us have playing in our heads. Our lifestyle here



is more Kindness Club,



Glow Run,



veterans housing,



Christmas Cheer



and Halloween Trick N Treat

than it is about political theatrics, man bites dog stories and various corrosive distractions seen elsewhere.

Surely, not everything has exactly been smooth sailing. For example, we are seeing an uptick in homelessness



and police work handling mental health issues but we are navigating those issues with integrity and concern.

And, certain businesses are coping with COVID,



supply chain problems



and a dearth of employees – real hardships.



Our hearts go out to them and are glad for their resilience against the odds. They believe in Dallas and we believe in them.

So, when all is said and done,



Dallas is a big success story as a place to grow up and live.

But just how do we keep this going? And going? And going?

Here's the way I think we see it. Dallas is loaded with potential,



but to keep moving forward, we've got to find ways to unlock it. And it can't be business as usual,

there have to be breakthroughs.



and ones that are worth the risk.

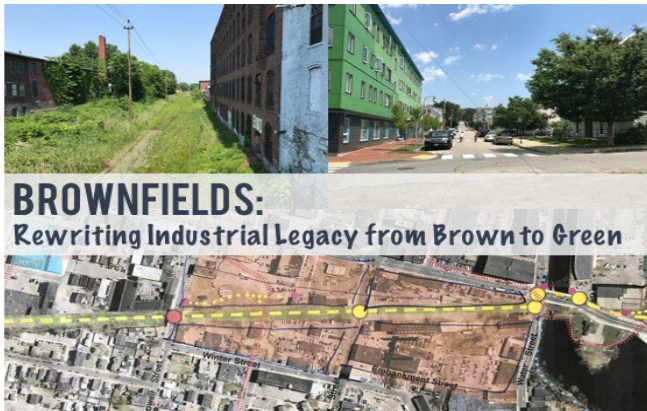
I'll pick three, endeavors we have talked about and done some planning, but this year I believe we can break out into the open for action.

First is creating and executing a truly transformative plan



for the abandoned 66-acre Weyerhaeuser Mill Site that remains derelict after its closure some 13 years ago. Half-way measures and false starts have brought no good results, so a truly radical plan seems in order to jump start this thing. The basics have been proposed and this year seems the time for action. Here's a vision for it.

How about punching a wide street bisecting the site connecting Main Steet to the Monmouth Cutoff



which grants access to a wide variety of medium sized lots which could accommodate both industry and various forms of commerce, expanding our central core to the south.

How about view properties



above the site, building to a planned unit development of residential units surrounded by parkland, preserving much of our existing high visibility urban forest, so visible right from downtown if you look?

How about a well-structured



Urban Renewal District where the taxes on the incremental improvements to this forlorn property are channeled back into the property to build more infrastructure which will attract more development

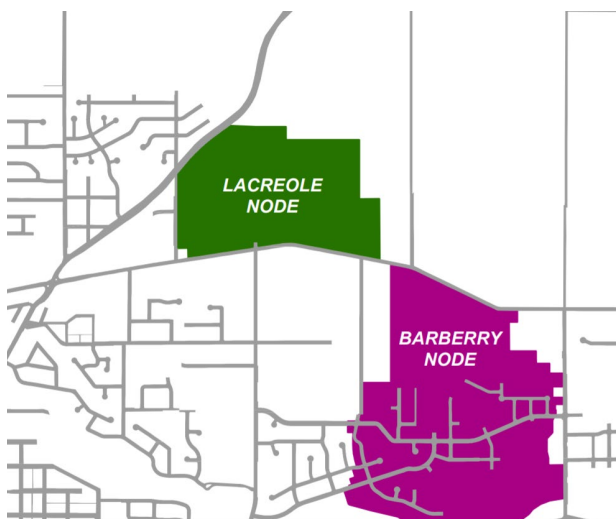


which will mean more tax dollars to pour back into the district inspiring more improvements and so on in a virtuous cycle to turn this ugly duckling into



our swan?

Second, let's fully tackle the La Creole Node east of Polk Station Road



to finally open up possibilities for more commercial development in north Dallas. We have so few lots left for commercial development in town, maybe a fast-food restaurant or two, we really don't have any good options in the short term for commercial development other than to move fast forward with developing this Node.



Here's an old plan for the Node – believe it or not, 1998 – but a lot of water has gone over the dam since then and we need a really dynamic, and better plan now that we have identified a sobering deficit of 94 acres of zoned General Commercial land. Time to fast-track this work.

Third, the drought was a stark reminder that we need more water.



Right now, our water supply will see us through about 2035, but what then? The climate forecast is for drier summers and wetter winters and we are seeing this already.

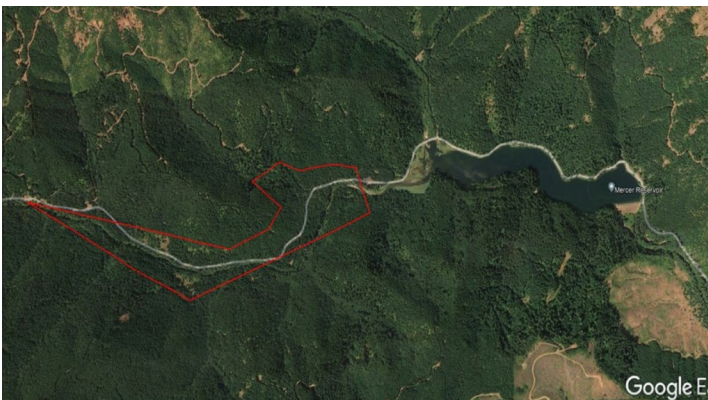


To illustrate, this slide shows our Rickreall Creek by the Aquatic Center at the height of the drought this summer – algae, moss and a trickle of stagnate water.

And here we are in December with a little movie of that same stretch of water.



So, to fix this, what if we built a new dam up above the old one



that has 4 times the acre-feet of our old dam



and could capture part of the flow each spring to push it downstream in the dry summer to increase the flow, cool down the creek,



making the fish and the humans happy? Do this and we've got water for another 100+years no matter how big we grow.



THREE VISIONARY PROJECTS

So, I have just outlined three big deal projects

- 1. The Mill Site
- 2. The La Creole Node
- 3. The New Dam

each very difficult but all of them forging us ahead to a bright future.

Here's another way to look at it.

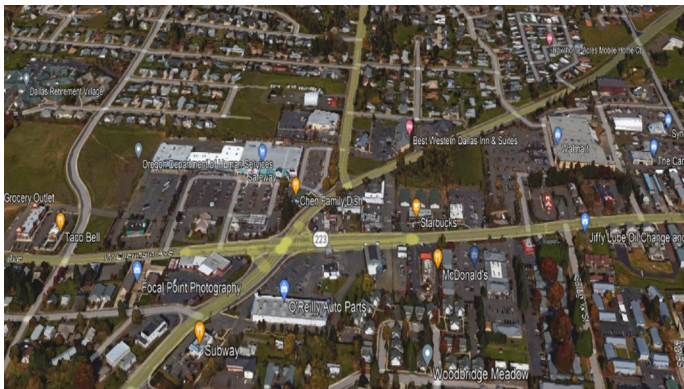
Though these 3 may seem like tough, expensive and radical projects to us now, what if we think back in time and how our history teaches us in bold terms exactly what we need to do.

Take the The Mill Site.



The local Gerlinger family developed this same derelict property and took it from broken down, swampish land into a vigorous industry which employed a great many of Dallas generations with family wage jobs, turning this now abandoned site into Willamette Industries, a billion-dollar corporation.

Then, The La Creole Node.



How large, robust and desirable would Dallas be without the 106 acres of modern commercial development in North Dallas? What if our ancestors never took the leap – took the risk - and rezoned that land for commercial development and we woke up today with no shops, businesses, food stores and eateries up there like we've had for years, just maybe a couple of gas stations and a used car lot or two? Thank our lucky stars for their foresight.

And finally, the dam.



What if our forebearers didn't want to spend the money, \$238,000, to build our Mercer Dam 63 years ago? By about 1970, the creek would have dried up every single summer, pumped dry and our civilization as we know it would have never occurred.

There is the Greek proverb, "*Society grows great when old men plant trees in whose shade they know they shall never sit.*"



Our ancestors did much for us, what shall we do today for our children, grandchildren and beyond?



At this time, I'd like to honor a few of us whom we have lost in the past 12 month, folks who gave a lot back to our community during their lives. We will miss their selfless deeds and voices.

Gordon Kunke – Hired to teach math and PE at the Academy building in Dallas in 1947 and rising to our much loved and honored School Superintendent for 14 years, passed away this year at age 99.

Charlotte Lamb – Matriarch of the Lamb Family, a Dallas institution with an incredible range of community public service, from the City Council to the Chamber of Commerce to the amazing institution of Christmas Cheer, the volunteers who feed over 400 families for the past 40+ years over the cold winter holidays. Passed at 93.

Stanton Rickey – Last year at 100 years of age, our Council honored Colonel Rickey for his amazing service to this country. A B-17 pilot during WWII, on his 28th combat mission over Germany he was shot down, evaded capture for 6 days before being taken prisoner. He survived all that to serve in not only in the Korean War but Viet Nam as well. He passed away in November at 101. A true hero, we were proud to know him.

Not to be a downer or anything, but let me leave you with a slide of our biggest challenge, the one thing that keeps many of our citizens anxiously awake at night, a true threat to our way of life and mark my words, we'll be heroes if we somehow solve this problem.



That's it!



To wind up, COVID goes away this spring – you heard it here - then, it's off to the races in Dallas, Oregon 2022.

Be well.