



## AGENDA

### Dallas Economic Development Commission

Thursday, November 16, 2023 12:00 pm

Dallas City Hall

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**Members:** Rita Grady, Peter Cairns, Bob Tucker, Craig Pope, Erik Andersson, Brian Dalton, Jim Bauer

**Staff Contact:** Tyler Ferrari

Chair Rita Grady, Presiding

1. Approval of July 27, 2023 Minutes
2. La Creole Node – Master Plan Update  
Jon Legarza, Healthy Sustainable Communities
3. Staff Reports
  - a. Economic Development Strategy High-Level Activity Updates
  - b. Q&A
4. National Community Survey Summary  
Tyler Ferrari
5. Commission Chair Discussion
  - a. Ash Creek Update
6. EDC Member Comments; Round-table discussion

**Next EDC Meeting -- January 25, 2024**



## Economic Development Commission

Engineering Conference Room  
187 SE Court Street, Dallas, OR  
July 27, 2023 at 12:00 pm

1 **ROLL CALL**

2 Members Present: Chair, Rita Grady; Vice Chair, Peter Cairns; Bob Tucker; Craig Pope; Brian Dalton; Erik  
3 Andersson; and Jim Bauer  
4 Staff present: Economic and Community Development Director, Charlie Mitchell; Economic Development  
5 Specialist, Tyler Ferrari; and Recording Secretary, Benjamin Curry.  
6

7 **INTRODUCTIONS**

8 The Commission welcomed Jim Bauer as the newest member of the commission, and Ms. Grady facilitated a  
9 round of introductions.  
10

11 **MINUTES**

12 Ms. Grady, presiding, opened the meeting at 12:07 p.m. and presented the minutes dated May 25, 2023.  
13 Mr. Andersson motioned to approve the minutes with the following correction to Line 17: "Mr. Cairns informed  
14 the commission that he has applied for a ~~\$1,400,000~~ \$100,000 shovel-ready grant..."  
15 Mr. Pope seconded the motion. The minutes were approved unanimously with corrections.  
16

17 **STAFF REPORTS**

18 Economic & Community Development High-level Updates:

19 Mr. Ferrari read from the staff report and provided high level updates on the following topics:

- 20
- 21 • Transportation Growth Management (TGM) Grant project
  - 22 • Urban Renewal Grant Program & Minor Improvement Grant (MIG) Program
  - 23 • American Rescue Plan Act (ARPA) 2023 Grants
  - 24 • 791 Main Street Bank project
  - 25 • Dallas Business Inventory (DBI)
  - 26 • Entrepreneur Boot Camp event

27 **EDC CHAIR COMMENTS**

- 28 a. Alleyways
- 29 a. Ms. Grady spoke about her concerns and priorities regarding alleyways. She reported that Polk  
30 CDC is planning on building a 5-story mixed-use building on the SW corner of Washington and  
31 Church Street with commercial on the 1<sup>st</sup> floor and affordable housing on the upper floors. She  
32 has also been approached by Habitat for Humanity who was interested in potentially bringing  
33 a ReStore to Dallas in the South Dallas Urban Renewal District.
- 34 b. Overhead Power Lines
- 35 Ms. Grady requested that staff follow-up with Pacific Power about the cost of undergrounding  
36 city power lines downtown. The commission discussed potential factors and costs associated  
37 with such an initiative.
- 38 c. South Dallas Urban Renewal District
- 39 Mr. Mitchell provided an update on the South Dallas Urban Renewal District (SDURDAC) noting

40 that the committee will have a better idea of the revenue that the district is generating at the  
41 January meeting in 2024. At that time it will become important for the body to determine a  
42 plan for how to best direct those Urban Renewal dollars. He clarified that the role of the EDC  
43 will be as an advisory body.

44 d. Washington Street

45 Ms. Grady talked about her concerns with automobiles parked along Washington Street and  
46 the importance of keeping the downtown clean and safe. Mr. Dalton reported that the Dallas  
47 Downtown Association (DDA) presented a letter at the most recent Urban Renewal District  
48 Advisory Committee (URDAC) meeting which recommends that the Urban Renewal District  
49 boundaries regarding streetscape improvements be modified to include the 100-200 block of  
50 Washington Street.

51 e. Dallas Mill Site

52 Mr. Cairns shared an announcement on an initiative to relocate and open up the Ash Creek  
53 which runs through the middle of the Dallas Mill Site. The proposal is to divert the creek to run  
54 along the South of the property. Early meetings are still taking place and they are working  
55 towards a “one-stop” meeting with the relevant State and local non-profit agencies that may  
56 be able to help secure funding. He commented that he was approached about utilizing a  
57 portion of the Dallas Mill Site for use as a potential site for a homeless shelter. He commented  
58 on the significant challenges involved with developing such a site in an industrial zone.

59

60 **EDC MEMBER COMMENTS; ROUND TABLE DISCUSSION**

61 Mr. Dalton shared comments on the City’s current general fund. He noted that Salem Hospital has purchased  
62 55 acres, which is not being utilized, and he expressed a hope that it would not sit empty for 20 years. Mr.  
63 Dalton also suggested that a discussion of the city’s recent public survey results would be a good agenda item  
64 for the next meeting.

65

66 **ADJOURNMENT**

67 Ms. Grady adjourned the meeting at 1:12 PM.

68 Next meeting September 27, 2023



**CITY OF DALLAS**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**STAFF REPORT**

**MEETING DATE:** November 16, 2023  
**AGENDA ITEM NO.**  
**TOPIC:** Economic Development Strategy Activity Updates  
**PREPARED BY:** Charlie Mitchell  
**APPROVED BY:**  
**ATTACHMENTS:** N/A

**RECOMMENDED ACTION:**

N/A – Information only. Staff appreciates any feedback and recommendations as they arise.

**BACKGROUND:**

This regular report will enhance accountability and allow the Strategy to be a living, active document that is kept at the forefront of the EDC’s work plan.

**STRATEGY PROGRESS REPORT FOR NOVEMBER 2023:**

**PRIORITY #1. Address the Commercial Lands deficit in Dallas.**

- Efforts to revise the 150-acre La Creole Node Master Plan and rezone additional lands to Commercial is underway. UPDATES: The size of the Node is proposed to increase to over 222 acres. The Technical Advisory Committee has met five times, and one public open house was held with around 90 attendees. A schedule has been set for the Plan adoption round of work sessions and public hearings with the Planning Commission and City Council:
  - Oct. 10 – Planning Commission Work Session
  - Oct. 16 – City Council Work Session
  - Nov. 14 – Planning Commission public hearing
  - Nov. 20 – City Council public hearing
- The City is working with the COG to obtain a DLCD TA grant to move the Plan, once adopted, forward toward comprehensive plan amendment, zoning changes, zoning text updates, codification, etc. in 2024.
- The Mill Site TGM project is underway, which ultimately may include additional commercial land. ODOT and the consultant are working to schedule a project kickoff meeting.

**PRIORITY #2. Prepare the Dallas Mill Site for development.**

- The Mill Site TGM project, as noted above, is getting underway soon.
- Western Pallet has opened in the former Fred Tebb & Sons property on Holman and is also considering a second operation at the Mill Site.

- The Mill Site has obtained a Business Oregon SRF/TA grant to help prepare the site for redevelopment; property owner is working with Jacobs Engineering to determine how best to utilize the grant funds to continue engineering efforts in the N. Fork Ash Creek study.
- GPEC is still proceeding to develop the site for their business operations on the vacant lot east of MAK Metals on Monmouth Cutoff Rd.

PRIORITY #3. Continue Urban Renewal and downtown revitalization efforts.

- The Minor Improvement Grant program, due to increased program awareness and increased grant amounts, continues to see new activity with several new projects underway or recently completed.
- The Building Improvement Grant program in a modified fashion using ARPA funds updates – 2022 projects have been all completed and/or closed out; several 2023 projects have already completed.
- The City/Agency has acquired the former bank property at 791 Main Street. Salvage operations are underway.

**FISCAL IMPACT:**

N/A

**RECOMMENDED MOTION:**

N/A – information only.



**CITY OF DALLAS  
ECONOMIC DEVELOPMENT COMMISSION  
STAFF REPORT**

**MEETING DATE:** November 16, 2023  
**AGENDA ITEM NO.**  
**TOPIC:** National Community Survey Results Summary  
**PREPARED BY:**  
**APPROVED BY:**  
**ATTACHMENTS:** National Community Survey Summary

**RECOMMENDED ACTION:**

N/A – Information only.

**BACKGROUND:**

The City of Dallas contracted with a professional polling firm to conduct a scientific community survey. The survey covered a wide range of questions related to the City of Dallas, with a focus on specific areas like the economy. At the previous meeting of the EDC, it was requested that this item be placed on the agenda.

**NATIONAL COMMUNITY SURVEY:**

The following is an excerpt of results from the National Community Survey that was commissioned by the City of Dallas in 2023. These questions were highlighted by staff as ones that directly relate to the work of the EDC. If you would like to see the full survey, please let us know and we can accommodate that request. While many of the results are lower compared to other participating cities, many of these results are also higher than in 2017. Further, some responses to questions may be responses to national and international economic influences, and less so local ones.

**FISCAL IMPACT:**

N/A

**RECOMMENDED MOTION:**

N/A – Information only.

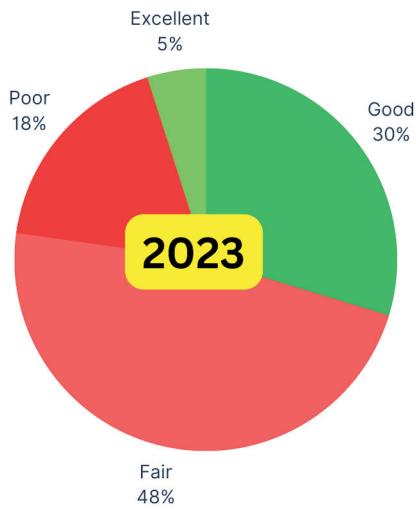
# NATIONAL COMMUNITY SURVEY

Questions of Interest to the  
Dallas Economic Development Commission (EDC)

## SUMMARY

The following is an excerpt of results from the National Community Survey that was commissioned by the City of Dallas in 2023. These questions were highlighted by staff as ones that directly relate to the work of the EDC. If you would like to see the full survey, please let us know and we can accommodate that request. While many of the results are lower compared to other participating cities, many of these results are also higher than in 2017. Further, some responses to questions may be responses to national and international economic influences, and less so local ones.

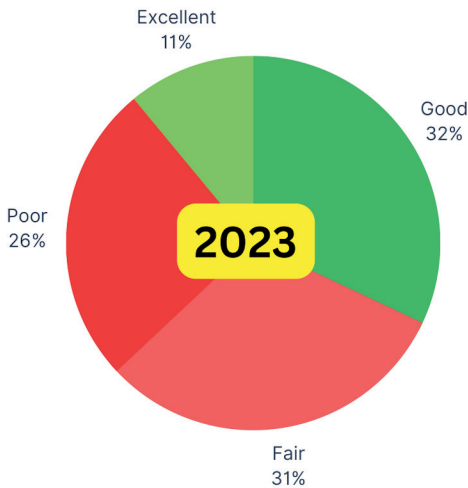
### OVERALL ECONOMIC HEALTH OF DALLAS



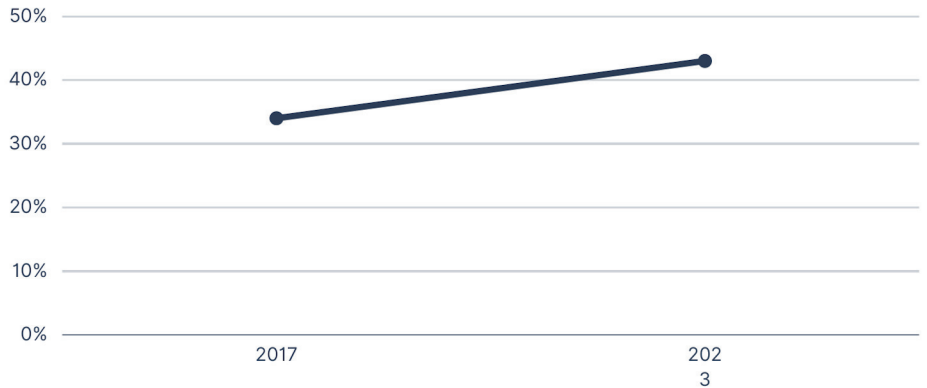
**Change from 2017 to 2023**



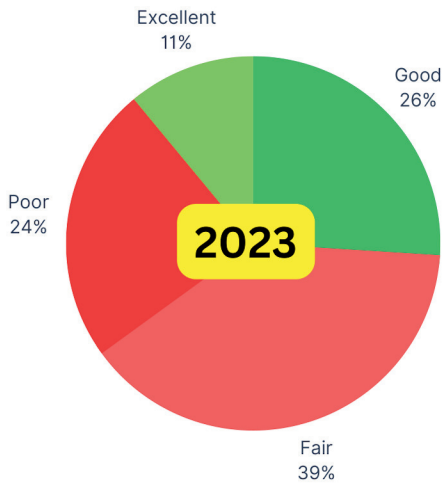
### DALLAS AS A PLACE TO WORK



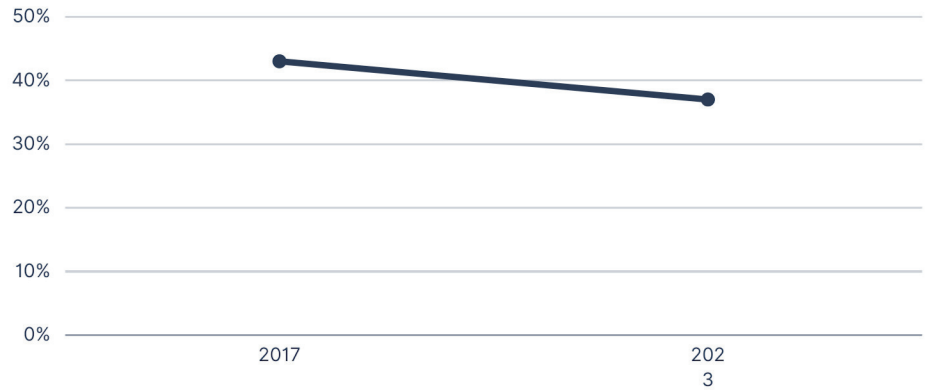
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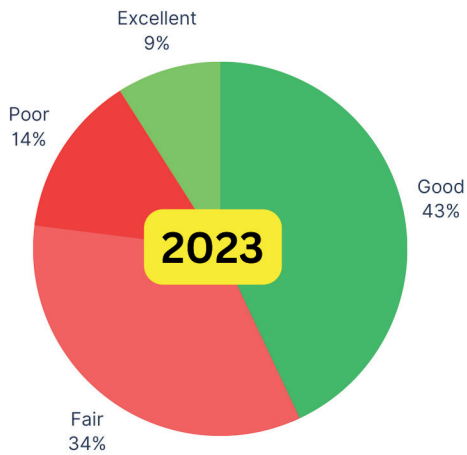
## DALLAS AS A PLACE TO VISIT



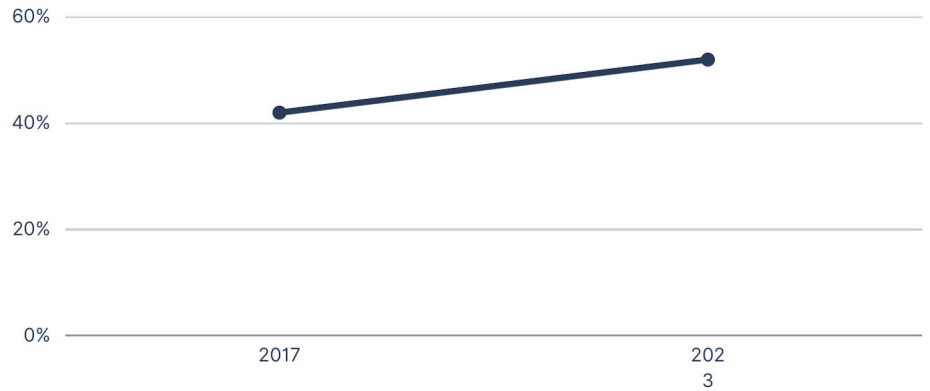
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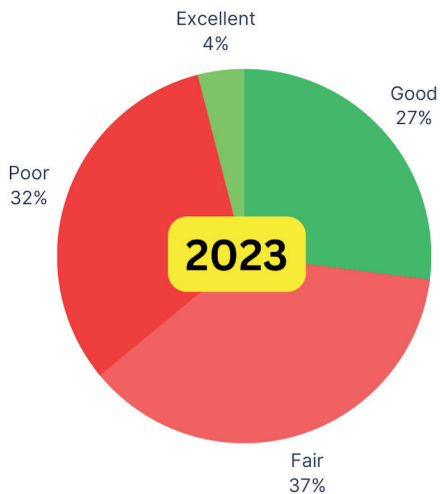
## OVERALL QUALITY OF BUS. AND SERV. ESTABLISHMENTS



### Change from 2017 to 2023



## VARIETY OF BUS. AND SERV. ESTABLISHMENTS

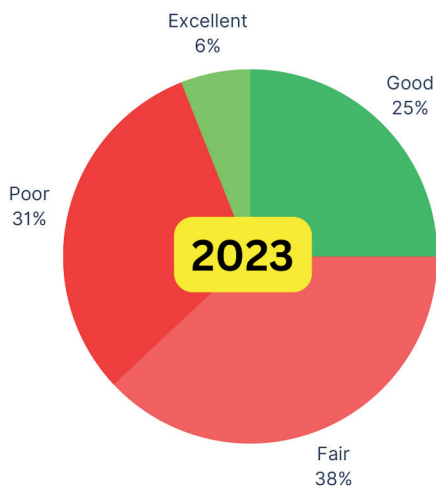


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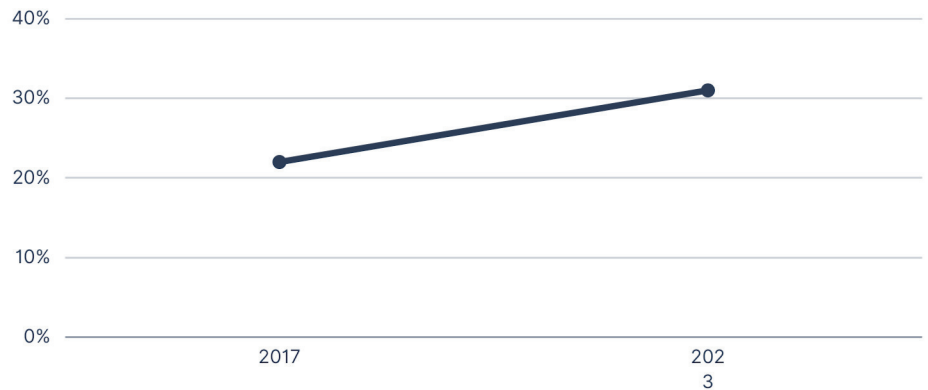




## VIBRANCY OF DOWNTOWN/COMMERCIAL AREA



### Change from 2017 to 2023



## HOW WE ADDRESS THESE AREAS

The Economic and Community Development Department, with the assistance of the City Council, Urban Renewal Agency, EDC, Local Landmarks Commission, and community non-profits, have made great strides on addressing many of these areas of interest. Below is a brief outline of current and future initiatives the department is working on.

- Staffing support and matching funds to the Dallas Downtown Association
- New agreement with the Dallas Chamber of Commerce that includes \$60,000 of TLT funding for visitor center/tourism activities
- New LaCreole Node Master Plan
- New South Dallas Urban Renewal District
- New BR&E efforts
- Increased cooperation with the Dallas School District and Chemeketa Community College
- Purchase and future infill development of 791 Main Street
- Development of business resource guide - coming later this year
- Investment in the Dallas Farmers Market with increased staffing support through the Americorps RARE Program
- Distribution of \$200,000 in ARPA funds for downtown building projects

