



AGENDA

Dallas Economic Development Commission

Thursday, January 25, 2024 12:00 pm

Dallas City Hall

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

Staff Contact: Charlie Mitchell

Chair Rita Grady, Presiding

1. Election of Officers
2. Approval of July 27, 2023 Minutes
3. Staff Reports
 - a. Economic Development Strategy high-level activity updates
 - b. Q&A
4. Survey Summary Discussion - Tyler Ferrari
 - a. National Community Survey Summary
 - b. 791 Main Street Bank Project Survey
5. Commission Chair Discussion
6. EDC member comments; Round-table discussion
7. Adjourn

Upcoming 2024 EDC Meetings

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March 28th

May 23rd

July 25th

September 26th

November 21st



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 1st 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: January 25, 2024
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 JANUARY 2024:

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

- “Phase One” (Concept) of the La Creole Node master plan revision has been approved/adopted by the Planning Commission and the City Council. We are beginning “Phase Two” which will involve appropriate Comprehensive Plan amendments and Zoning Code revisions. We have received a Technical Assistance planning grant from DLCD to assist with this work. We will be using the same consulting team used in the previous phase.
- The Mill Site TGM project is underway; the initial site visit and tour with the consulting team and ODOT took place in December. The first PAC meeting will take place on January 25, 2024.

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

- The Mill Site TGM project, as noted above, is underway after many months of waiting on the State to finalize their contracting strategy. This project will most directly relate to the potential to see near-term Mill Site redevelopment by providing a workable plan to entice redevelopment.
- The South Dallas Urban Renewal District Advisory Committee will meet for the first time officially on this date.

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

- The Building Improvement Grant program continues to be dormant and all projects have been closed out. There is possibility to bring the program back in some limited capacity

next fiscal year, depending upon recommendations by the URDAC and approval by the Agency.

- The Minor Improvement Grant program has exhausted its \$10,000 budget for the current fiscal year. An attempt was recently made by the DDA to recommend allocating additional Urban Renewal Funds into the program, but the Downtown URDAC did not pass the recommendation along to the Agency.
- The Building Improvement Grant program in a modified fashion using ARPA funds has completed all of its 2022 projects and five of its 2023 projects.
- The City/Agency is has acquired the former bank property a 791 Main and has begun salvage operations at the property, which will wrap up by the end of April. We are preparing the site for public safety training and the demolition phase. Staff solicited a project scoping survey with stakeholders; a summary of these findings will be presented at this meeting. Staff is working on securing a consultant to lead the design and market feasibility components of the project.
- The City has partnered with the Chamber & the DDA to hire a RARE participant focused on bringing a Farmers Market back to downtown Dallas. The Farmers Market is set to open on May 4, 2024. We are in the process of accepting and reviewing vendor applications.

Daily Primary Objective: Engage with the Dallas business community and regional partners to facilitate a healthy, growing and diverse local economy.

1. Provide assistance to existing businesses; nurture a pro-business environment.
 - The Dallas Business Inventory (DBI) project - We are utilizing the DBI to do a collaborative survey with the Chamber of Commerce and Downtown Association.
 - The City has developed a new guide for those looking to open short term rentals. This will make it easier for STR owners to be in compliance with permits and TLT.
 - We are in the process of coordinating a "Imagine Your Business Here" campaign in collaboration with DACC, MICC, City of Monmouth, MBA, IDA, and the City of Independence. This will be a county-wide campaign aimed at promoting entrepreneurship and filling vacant spaces in our communities.
2. Attract diverse new businesses, expansions and investment to Dallas (including tourism), with partner support.
 - On the industrial site adjacent to MAK Metals, GPEC recently submitted an updated Land-use Compatibility Statement (LUCS) for their 1200C application. Currently under review with Public Works and Planning. Once these are approved they can finalize their grading permits which are in process and begin work on the site.
3. Support and enhance small businesses, entrepreneurs and start-ups.
 - Planning to host a second CoStarters Entrepreneur Boot Camp in Q1 2024.
4. Help to build community organizational capacity.
 - The Chamber and Visitors Center has hired a new employee to begin staffing the future visitor center. The location is expected to open in March 2024
5. Assess future development capacity and identify and address constraints.
 - We will be updating our Transportation System Plan (TSP) this year. It was last updated in 2012.

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

N/A – information only.



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

MEETING DATE: January 25, 2024
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.

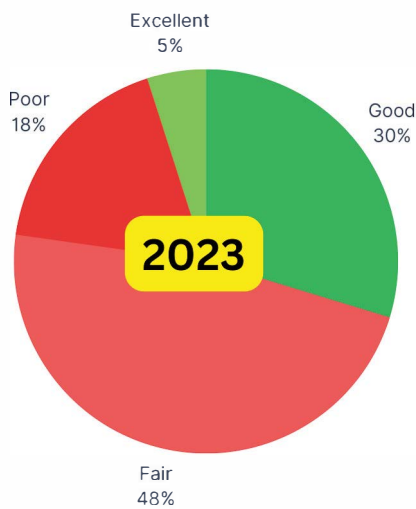
NATIONAL COMMUNITY SURVEY

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

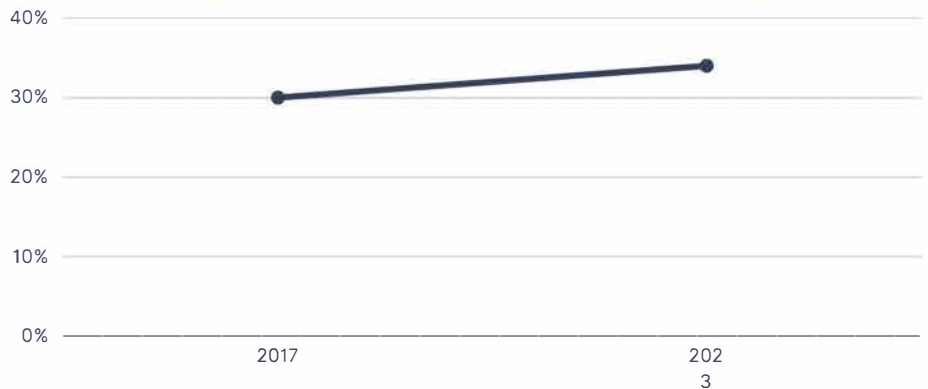
SUMMARY

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.

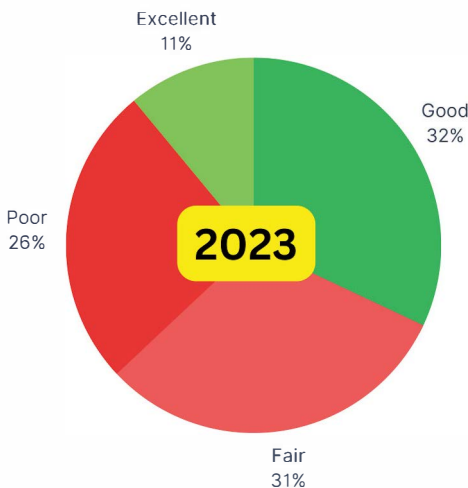
OVERALL ECONOMIC HEALTH OF DALLAS



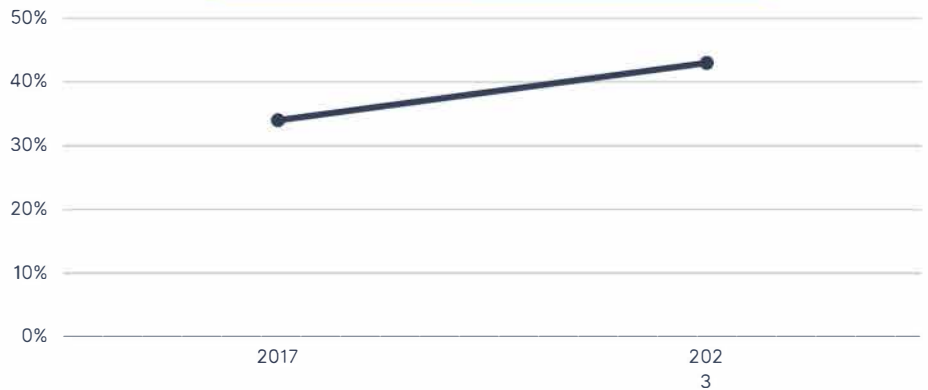
Change from 2017 to 2023



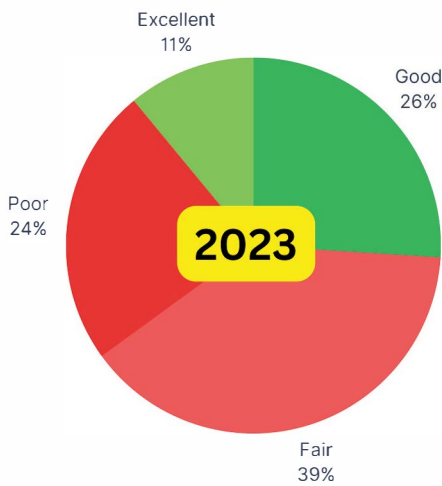
DALLAS AS A PLACE TO WORK



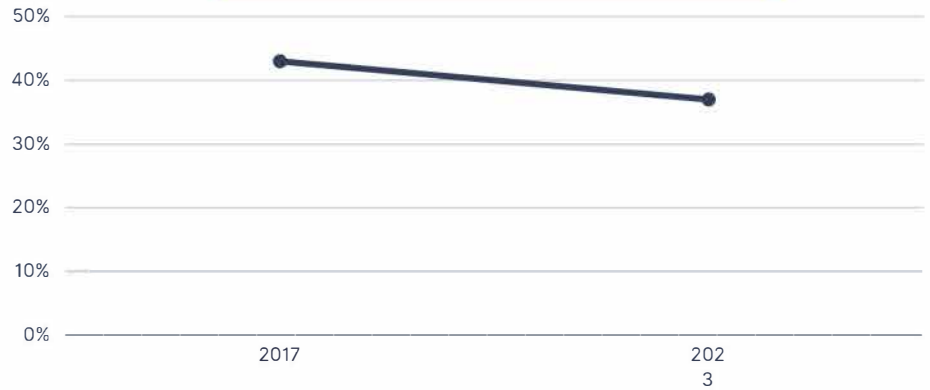
Change from 2017 to 2023



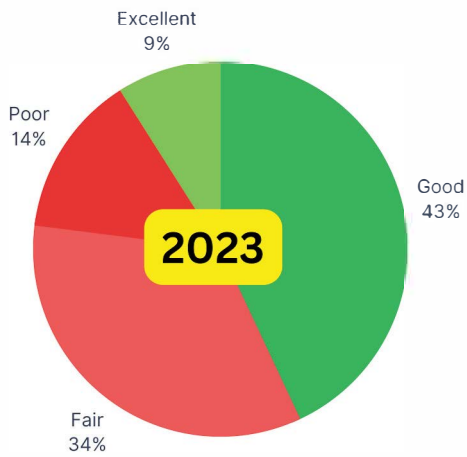
DALLAS AS A PLACE TO VISIT



Change from 2017 to 2023



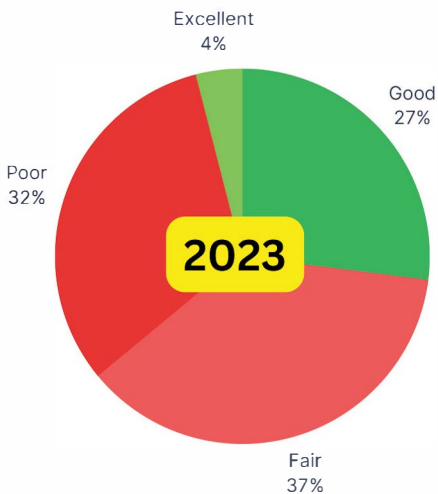
OVERALL QUALITY OF BUS. AND SERV. ESTABLISHMENTS



Change from 2017 to 2023



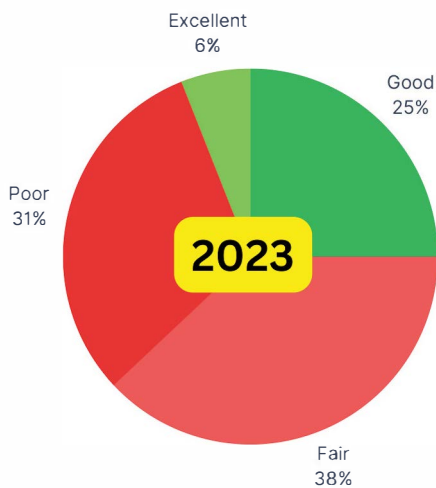
VARIETY OF BUS. AND SERV. ESTABLISHMENTS



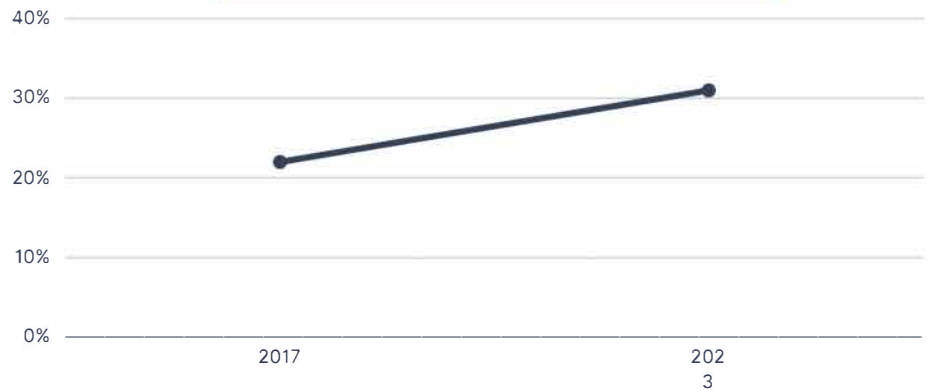
Change from 2017 to 2023



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



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

MEETING DATE: January 25, 2024
AGENDA ITEM NO.
TOPIC: 791 Main Street Initial Survey Results
PREPARED BY:
APPROVED BY:
ATTACHMENTS: 791 Main Street Survey Presentation

RECOMMENDED ACTION:

N/A – Information only.

BACKGROUND:

The City of Dallas sent out a survey to an initial group of stakeholders to garner high-level feedback on the general direction the beginning stages of the project should take. The survey had 28 total respondents encompassing 5 different organizations.

NATIONAL COMMUNITY SURVEY:

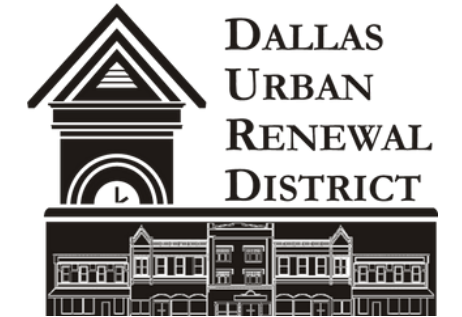
The following presentation covers the survey results regarding Uses & Scope, Design, Building & Construction, other Potential Uses, Temporary Uses, the Role of the Public, and staff recommendations.

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

N/A – Information only.



791 MAIN ST.

INITIAL SURVEY RESULTS

General Purpose

Redevelopment

This survey was sent out to an initial group of stakeholders to garner high level feedback on what general direction the beginning stages of the project should take

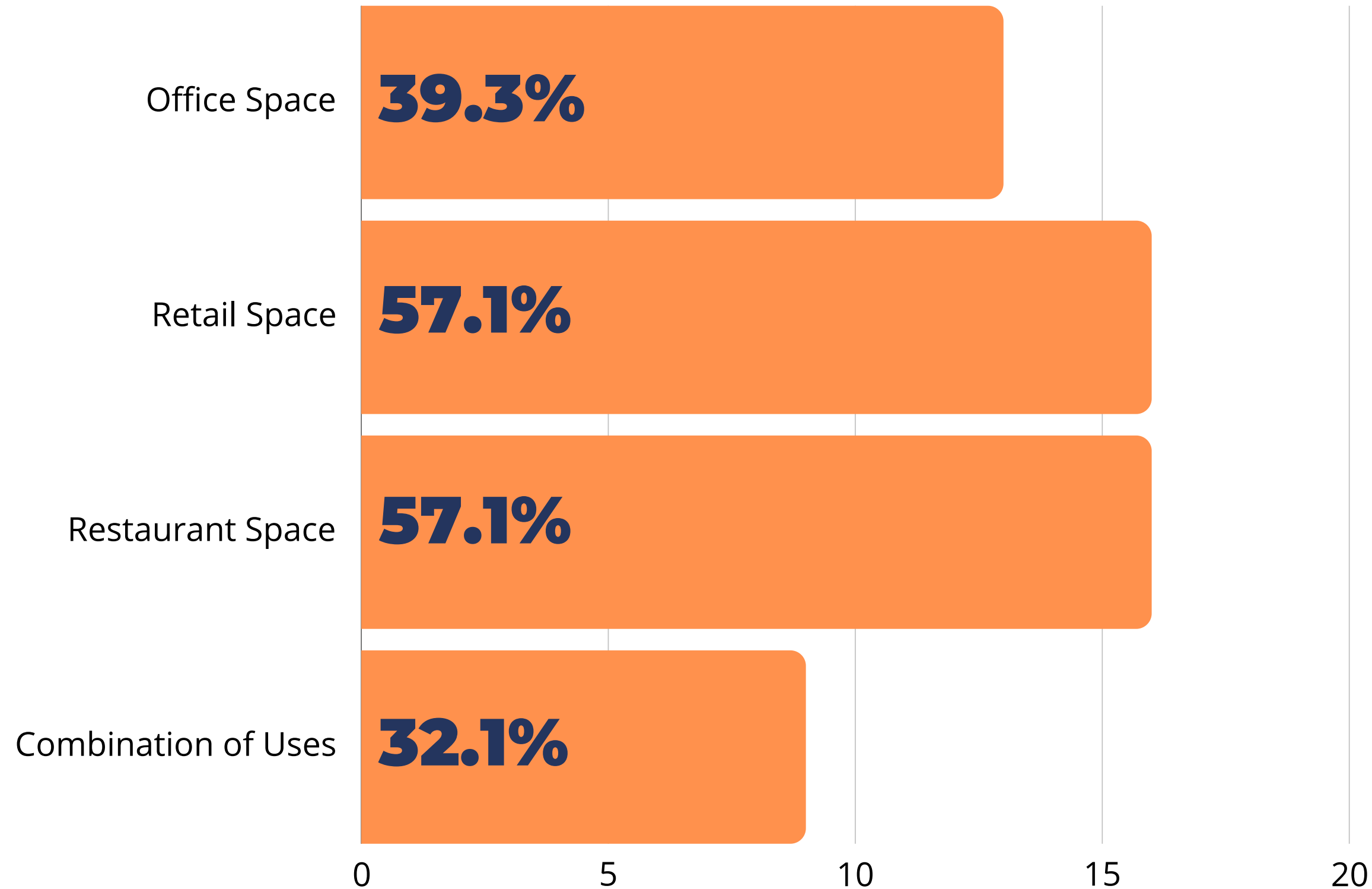
We had 28 total respondents

Stakeholder Groups

- City of Dallas Economic Development Commission
- Dallas Urban Renewal Advisory Committee
- Dallas Area Chamber of Commerce
- Dallas Downtown Association
- Polk County Association of Realtors



Uses and Scope



Question:

The zoning of the Central Business District requires that the ground floor of a building be for commercial uses. What uses would you prefer on the ground floor of the new development

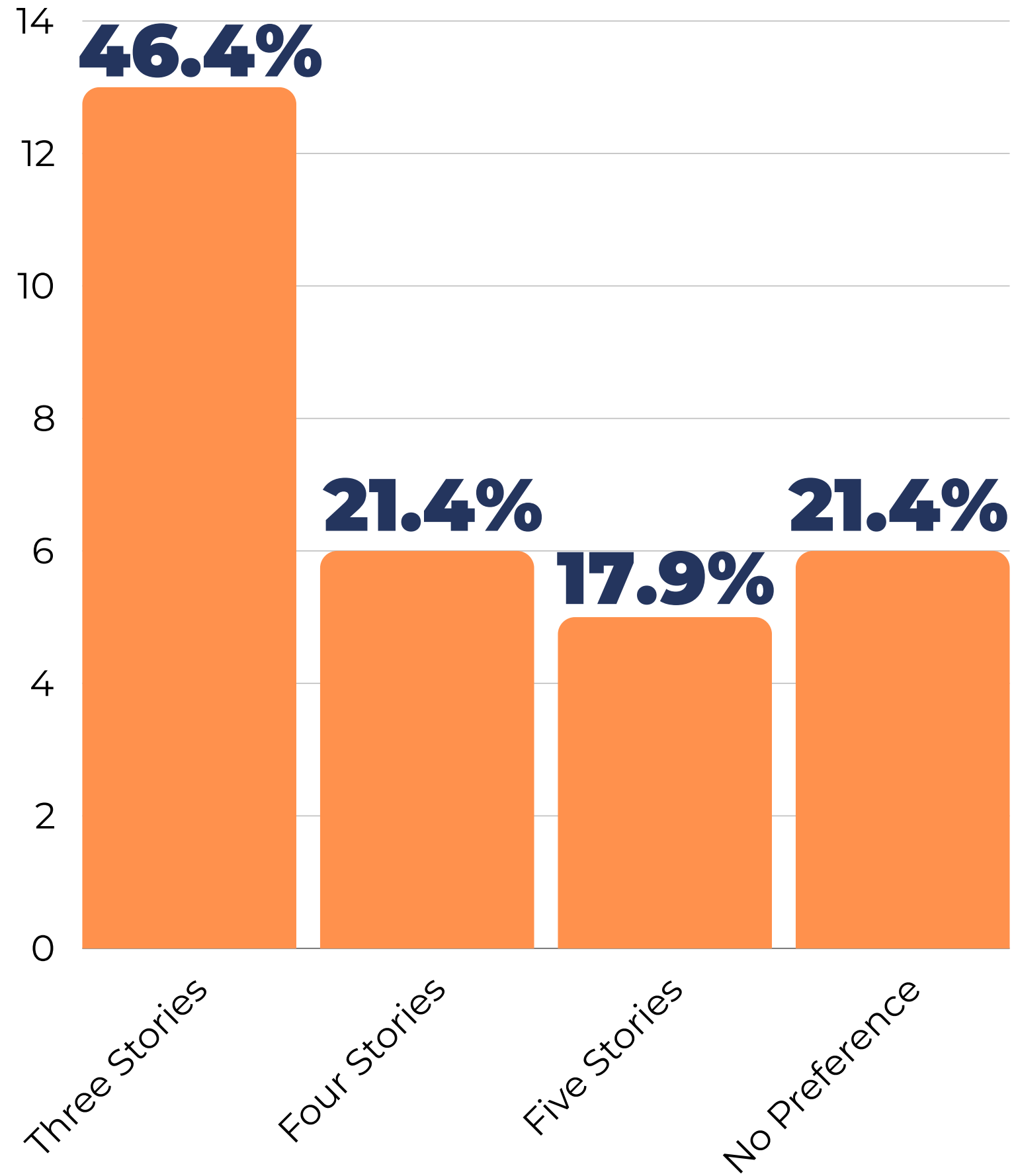
Notes

- More than one option could be selected

Staff Recommendation

Staff recommends focusing on having a variety of commercial spaces on the first floor. This variety should likely include general retail space, and space specific to a restaurant (space for a commercial kitchen)

Uses and Scope - continued



Question:

What number of stories is best for this building?

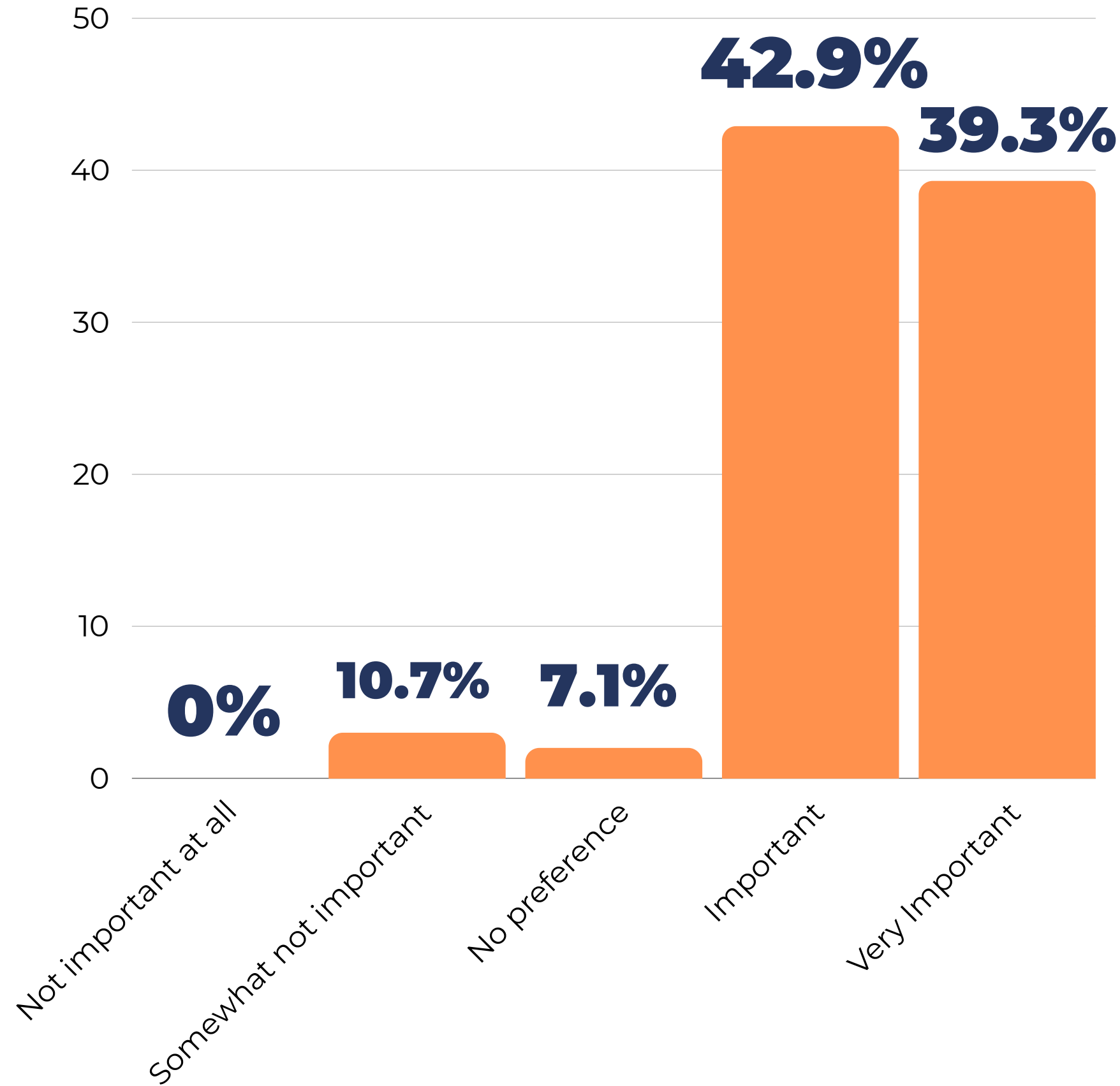
Notes

- The Central business district requires that buildings be at least two stories.

Staff Recommendation

Staff recommends that future work with a professional consultant include an economic study to better provide insight on how many stories could be economically supported by the project, given current and future economic conditions. However, three stories or more would be ideal for the site.

Design



Question:

How important is it to you that the architecture of this new building match the look of historic buildings in downtown Dallas?

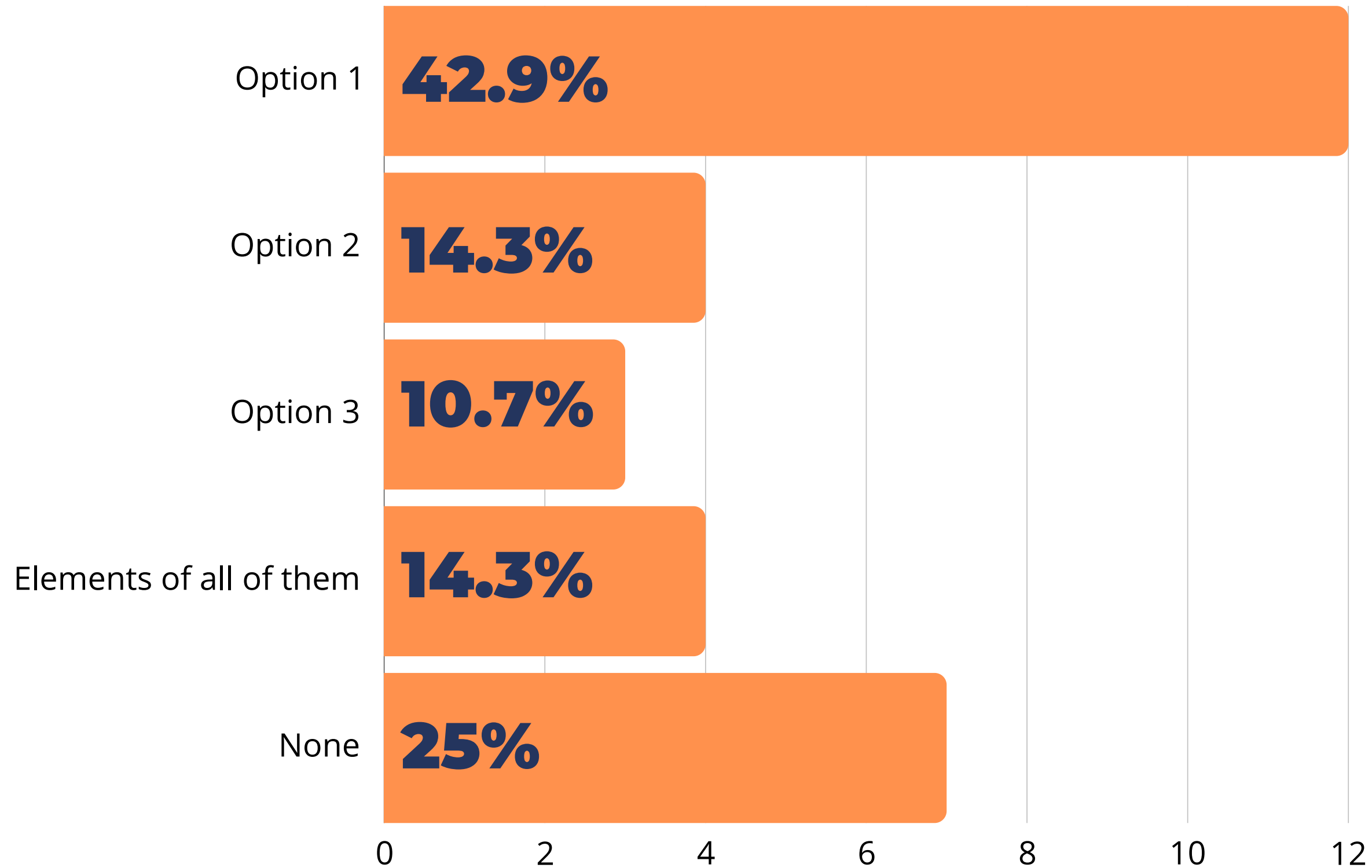
Staff Recommendation

Staff recommends that any design work on the building focus on best matching the look and feel of other historical buildings in downtown Dallas, while also taking into account the cost of building materials that may increase the cost of the project

Design - continued

Question:

Which of these building designs appeal to you the most?



Design - continued

Question:

Which of these building designs appeal to you the most?

Option 1



Option 2



Option 3



These are not proposals, just examples of building designs

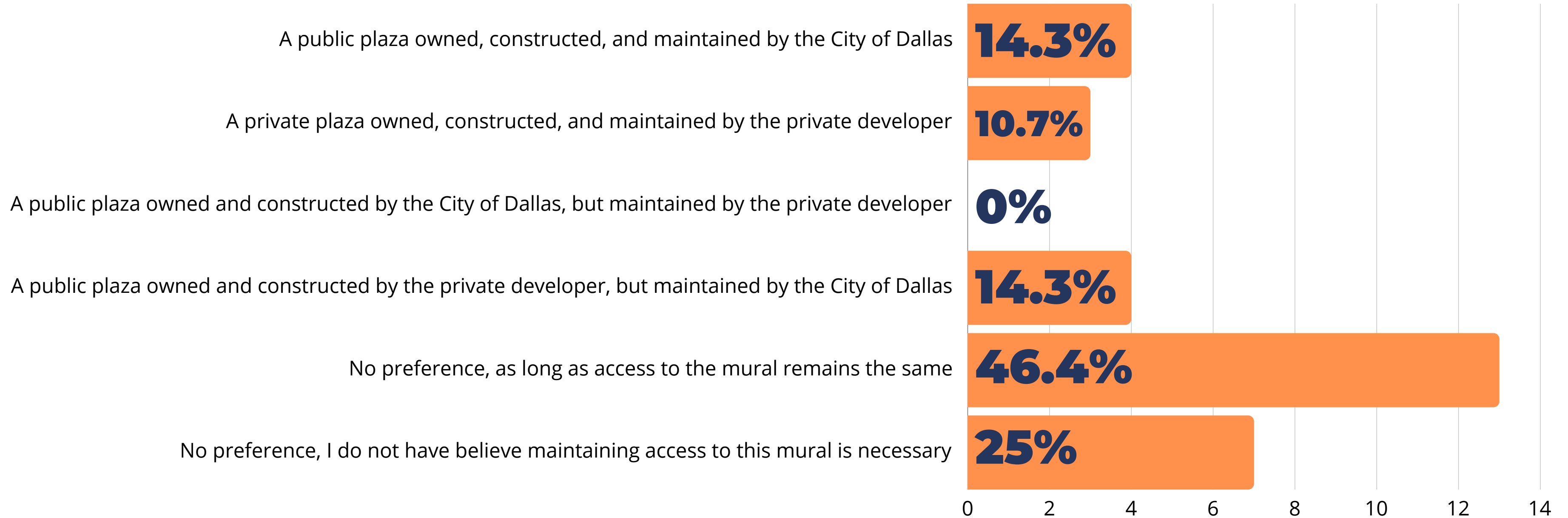
Staff Recommendation

Staff recommends moving forward with option one as a starting point for a potential architect to build off of while focusing on having the design best match the historic downtown architecture.

Design - continued

Question:

The train mural below is painted on the building adjacent to the 791 Main Property. In order to maintain visual access to this mural, which one of these options would you prefer?



Notes

- In the options where the City of Dallas owns and maintains a plaza, that plaza would be considered public property, much like a park, and would be accessible to anyone in the community.

Design - continued

Question:

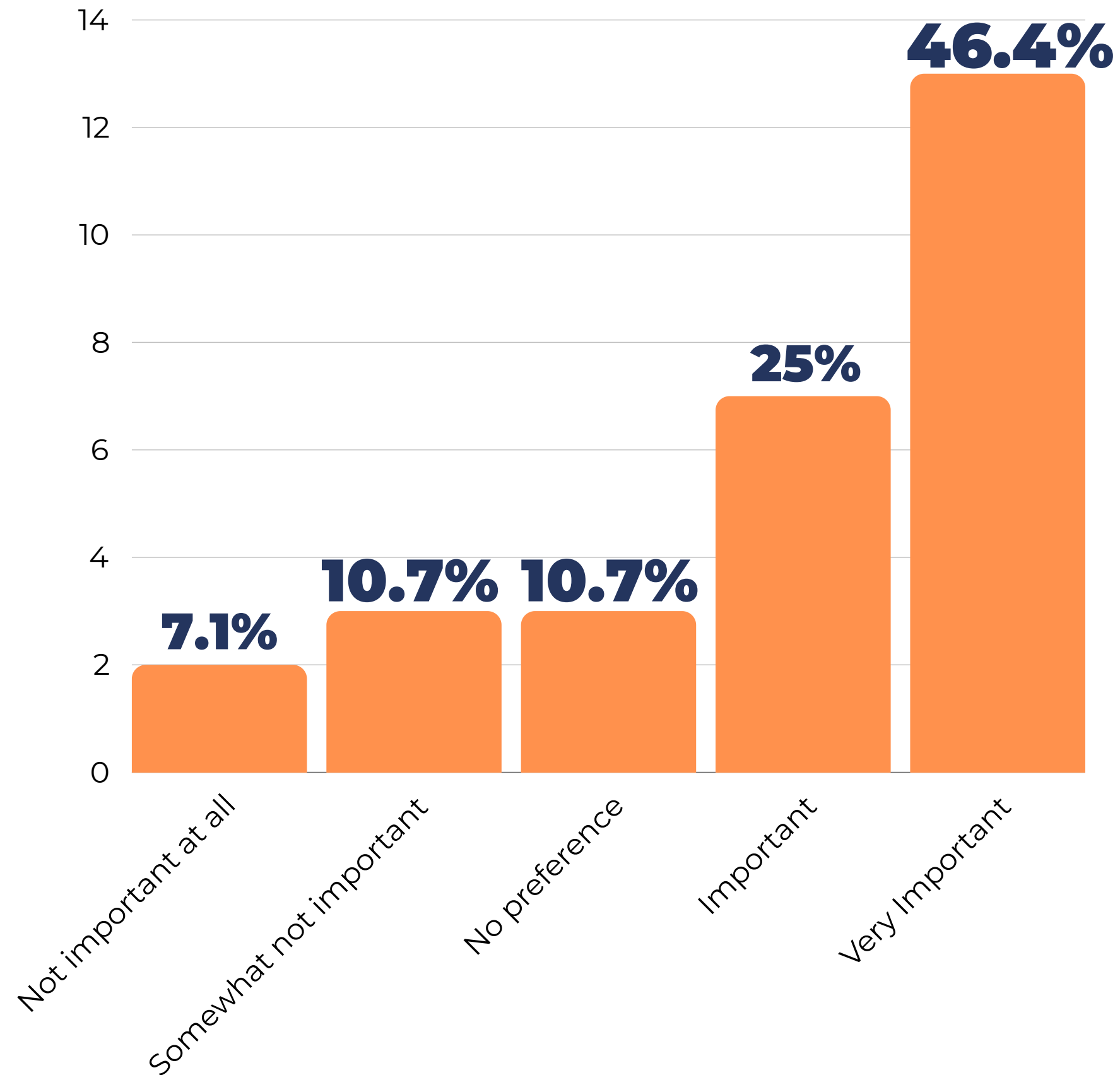
The train mural below is painted on the building adjacent to the 791 Main Property. In order to maintain visual access to this mural, which one of these options would you prefer?



Staff Recommendation

Staff recommends including some kind of pedestrian access to the mural, but leaving open the preference of access to the building developer. This would also depend on the uses on the first floor. If a restaurant is the predominant use, then the access could take the shape of an outdoor patio for the restaurant

Building/Construction



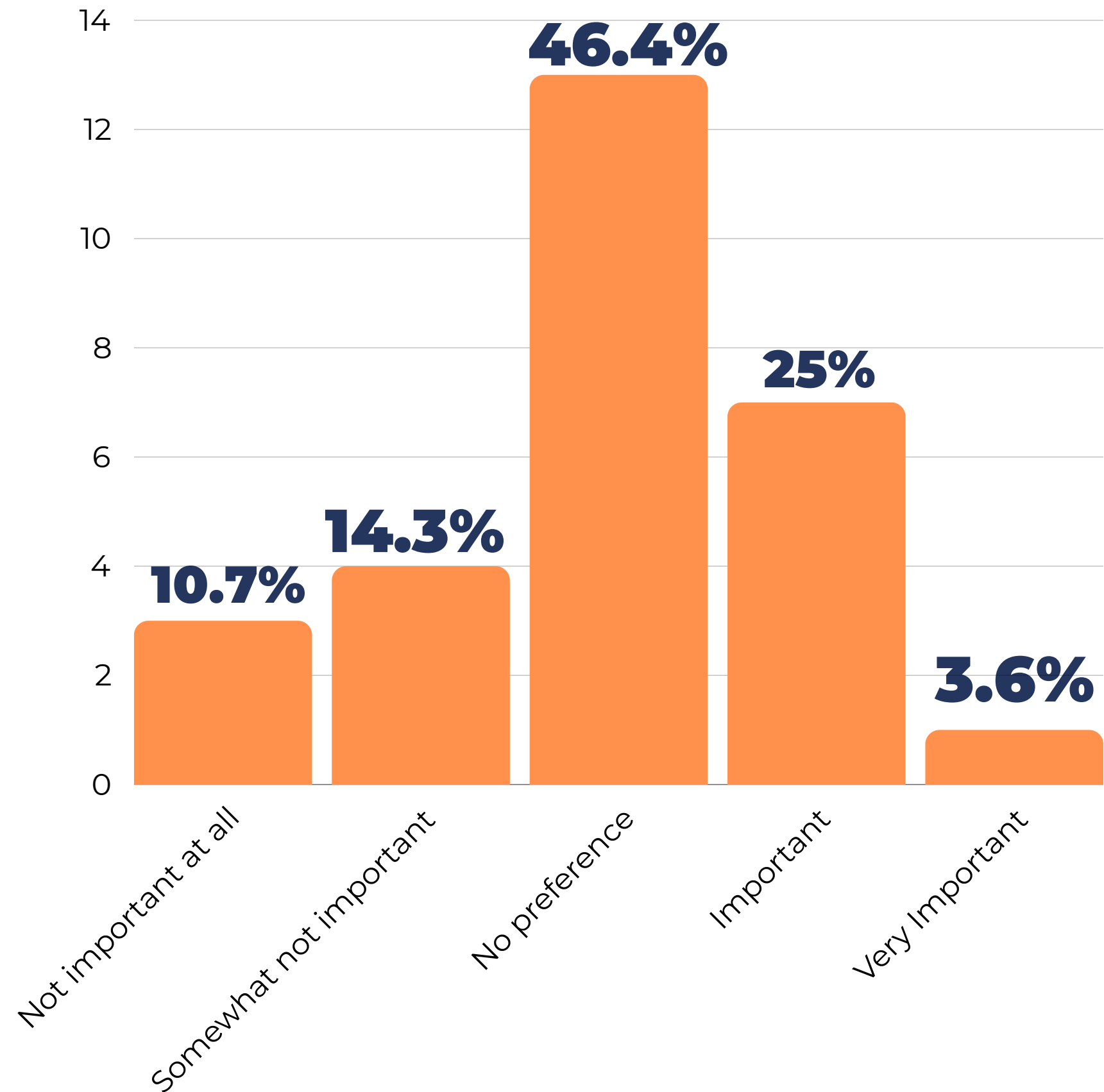
Question:

How important is it to you that the building be built by an Oregon-based developer?

Staff Recommendation

Staff recommends moving forward with the RFP process when time is appropriate, but in that process noting that familiarity with and/or being headquartered in the community would be an additional consideration if there are two similar proposals

Building/Construction - continued



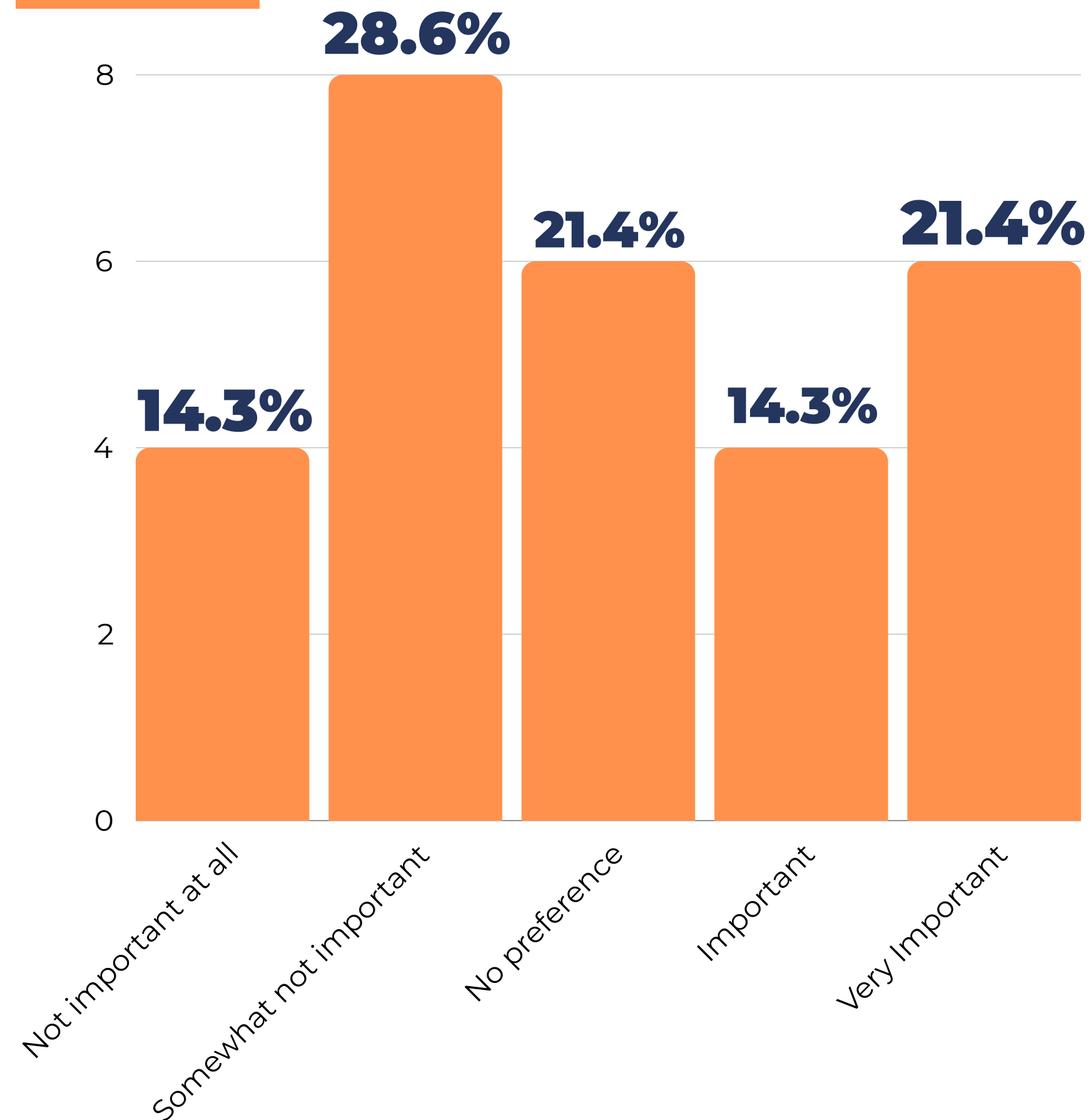
Question:

How important is it to you that the building obtain LEED or other sustainable (environmentally friendly) certifications?

Staff Recommendation

Staff recommends that this type of certification should be considered, if the builder is able to access funding to help offset the costs of this type of construction. If this type of construction is too costly for the project, then the certification should not be considered

Other Potential Uses



Question:

How important is it to you that the building contain a community "flex space" or meeting room that can be used by nonprofits or other organizations?

Staff Recommendation

Staff recommends reaching out to local nonprofits and other entities to gauge interest in this type of space. If there is a need, then that consideration should be made. However, it is important to note that the nonprofit status may impact potential property tax revenues for the Urban Renewal District.

Temporary Uses

Excerpts of Responses

Question:

What would you like to see the property used for between demolition of the old building and construction of a new building?

Farmers Market

Short Term Rental Uses

Food Truck Area

Outdoor Community Event Space

Pop-up Market

Parking

Youth Facility

Public Gathering Space

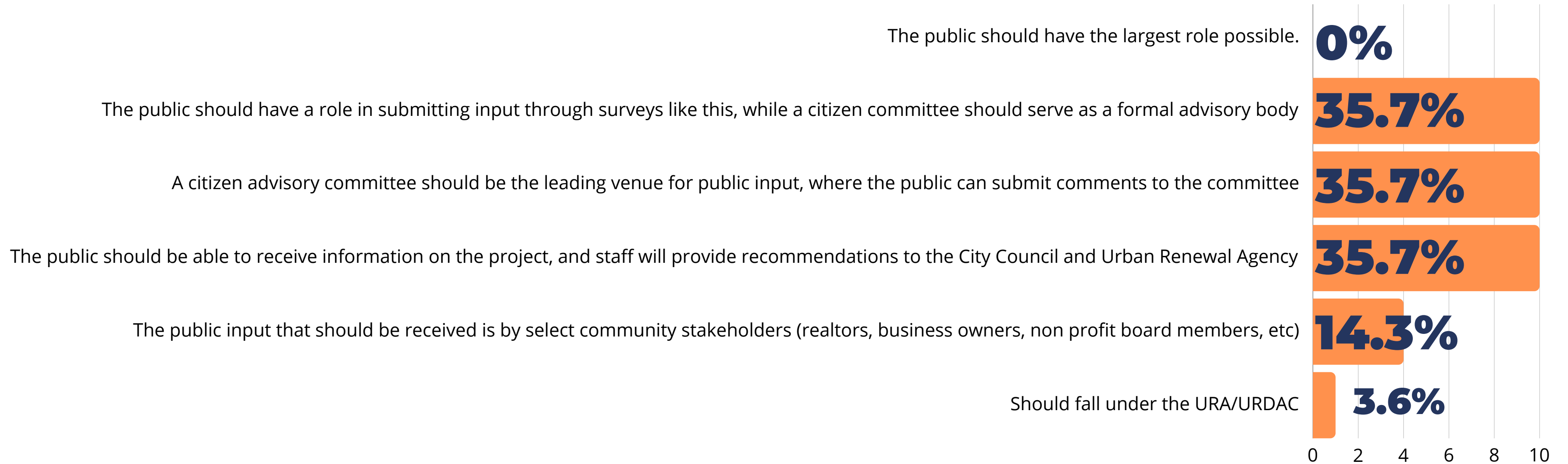
Notes

- Orange highlight represents ideas mentioned more than once

Staff Recommendation

Staff recommends evaluating the site after demolition to best find a good fit for the temporary use of the site. Since this use would only be temporary, staff cautions against using the site for a regularly occurring event and/or for parking, since these will be disrupted once the building is constructed.

Public Role



Question:

What role do you believe the public should have in crafting the vision for this project?

Notes

- More than one option could be selected

Staff Recommendation

Staff recommends the formation of a committee whose sole focus is this project. This committee will consist of a variety of different stakeholders.

It is important to note that this will be an advisory committee, not an official decision-making body.

Overall Staff Recommendations

- Move forward with the project
- Conduct a robust public outreach process with the committee and open house-style meetings
- Contract with an architect to design a building that fits the community
- Reinforce that the economic feasibility of the project is the #1 priority
- Recruit potential developers for project
- Assess potential increased parking needs from the project and address them during the design period.