

**Mayor's Southern Dallas Task Force**  
**Area 2-Far Southeast Dallas**  
**March 10, 2009**  
**Meeting Minutes**

**Members Present:** Jimmy Martin, Norris Booth, Derwin Broughton, Vaughn Thompson, Tom Hendrix, Coen Enright, Theodore Wojtowicz, Harold Magill, Soyini Waltin Dube, Matt Ruibal, Mike Ruibal, Nancy Bingham, Vasavi Mallena, Jarred White, Jim Greenwalt, Philip Donaldson, Ron Patterson, Ken Benson.

The meeting was called to order by Chairman Ken Benson at 5:05PM. Ken welcomed everyone and particularly those attending for the first time and owners of businesses in the area that were invited.

The previous meeting minutes for February were presented.

Ken reviewed with the group a memo from Councilman Tennell Atkins thanking Task Force members for their participation, and emphasizing the need for the various teams to identify and focus on an actionable deliverable for presentation to the full Task Force in May.

Ken also reviewed with the group an email message from the Special Economic Development Team of the Task Force that included 2 suggestions:

- 1) Identify the major commercial corridors that need a current land use plan and need to have its zoning rules updated.
- 2) Form local business associations.

Next, all present were asked to introduce themselves.

Tom Hendricks then gave a Special Projects report on research items he had completed since the last meeting. Tom reported on:

- Dallas Water Utilities- plans for a new pipeline to run through Kleberg along I-20, and some reuse water maybe brought to Kleberg for irrigation purposes and to ensure the canoe launch site planned for Dowdy Ferry Road has sufficient water in the future.
- DART- Union Pacific owns the rail line from the Buckner /Elam Road station into Kleberg.
- Texas Department of Transportation (TexDot)- Projects in the Kleberg area under design work.
- Dallas Trinity River Project-Three components relative to Kleberg
- Dallas MMD&TIF Districts- Vasavi Mallena of Economic Development suggested that Public Improvement District (PID) may be more suitable for Kleberg than an MMD or TIF.
- Dallas Arboretum-The president of the Arboretum was contacted but expressed no interest in Gardening /Horticultural Event focused on Kleberg at this time.
- Commercial Projects in the Area-Shopping center in Balch Springs, The International Inland Port and Big City Concrete Crushers were discussed.
- A new Retirement Community planned for the area Ease of Jordan Valley Rd. has been called off due to the economy.

Jim Greenwalt, retail specialist from the City of Dallas Office of Economic Development, talked about the slow down in retail expansion. He said no retailers were currently expanding because they do not want to make a mistake in locating a store, even if they could get the money, which is very difficult at the present time. Wal-Mart is not planning to open any new stores this year Jim said. Jim talked a little about ALDI, a German Grocery Retailer, planning to launch 27 new stores in the DFW area in April of 2010. These stores are 17,000 square ft. stores, not the big box grocery stores. They generally locate in close proximity to a Target or Wal-Mart. They look for 20,000 residents within a 2 mile radius with Average Household income of \$45,000.

Nancy Bingham said that a major holdback to development is that the City of Dallas offers no “Incentives”.

Harold Magill then spoke about some of the initiatives the City of Seagoville had undertaken to influence development:

- Code Enforcement was identified as the #1 area of focus
- The city budgeted more money for incentives
- Focused on attracting a major shopping store
- Revamped the city’s sign ordinance
- A&M University is expanding
- \$2million available for incentives
- Economic Development Corporation has offices in Seagoville

Ken then asked for suggestions for the Group’s short term goals:

- Nancy Bingham suggested that the group not focus on retail along Hwy. 175 but rather focus on the I-20 Corridor. Get the city of Dallas to raise expectations for the area.
- Bill recommended as a short term goal that group ask for a dedicated professional leadership to represent the Kleberg area at city hall.
- Nancy Bingham recommended a Code Compliance Sweep of hwy 175 from Masters to Seagoville
- Ken and others suggested setting up a Business Advocacy group for the area.
- Tom suggested applying for a grant for legal work to set-up an advocacy group

Ken then review other items of focus mentioned in previous meetings. He is going to highlight the top 5 of the items mentioned most often and send them out to the group for prioritization.

There being no further business to discuss, meeting adjourned at 7:00PM.

Submitted By: Ron Patterson