

Mayor's Southern Sector Dallas Task Force:
Economic Development Working Group
Meeting #1
January 13, 2009
City Hall Cafeteria - South

Attendees:

Rick Garza – Chair
Bob Stimson – Co-Chair
Cyndy Lutz
Tim Lynch
Warren Rutheford
Karl Zavitkovsky
Jim Reid
Lee Raphael
Brentt Shropshire
Tim Glass
Jennifer Winbush
Erica Ferron

Minutes:

Meeting called to order at 11:45

Item 1: Group members introduced themselves, where they work, and their interest in the southern sector.

Item 2: The group brainstormed over possible Economic Development Projects for the Southern Sector and what the goals for the group should be.

The Chair read the charter of the Southern Sector Task Force. He discussed the idea that the group was expected to develop short term goals (6 months or less) and longer term goals.

The group discussed two possible types of goals – projects and procedures/processes. Potential goals discussed were:

- *Sustainable communities* – the idea that communities should be developed that do not just create jobs but instead create careers that are ladders to better jobs; the idea that development needs to be connected to job creations.
- *Creating niche communities* – the idea that development could be developed around certain specializations such as health, organic food, energy
- *New administration* – the idea that new development should be developed in line with the priorities of the new presidential administration because more funding would be available; included in this idea was creating green jobs
- *Align development with City of Dallas goals* – if the development matches City ideas, then development incentives are more likely

- *Get away from Mixed-Use* – it was suggested that mixed use doesn't work for the area
- *Infrastructure development* – the idea that one of the biggest weakness faced for economic development in the Southern Sector is the lack of infrastructure for both vehicles (trucks) and workers; one idea was to develop along I-20 for the inland port in order to make it a viable transportation corridor like I-635 in North Dallas
- *Public Transportation* – Many of the larger cities have greater public transportation, which aids in development; development could be successful if built around rail sites
- *Southern Sector Strengths* – Instead of focusing on the rift between North and South Dallas, should focus on Southern Dallas' strengths, such as an abundance of developable land
- *Southern Sector Demographics* – demographics were discussed including the fact that 48% of the population never graduate high school and the median income is \$13,500; not a lot of white collar job development because the demographics do not support it
 - o The idea was brought up, however, that the Southern Sector is a large group and that there are pockets of great variance within the area that differ greatly from the area demographics
- *Policies and Procedures:*
 - o The work going on throughout the City does not seem coordinated (Housing, Parks, Economic Development) – dollars are being wasted as a result of lack of coordination; coordination not only needs to occur within the City but be communicated to the private sector so that developers know the City's intentions and can build off of City projects; it was suggested that a map needs to be developed that shows all projects and where money is being spent in the city
- *Role of the Southern Sector Task Force Economic Development Group:*
 - o Should provide a macro level view of policy/procedures that need to change to give area groups better tools
 - o Take info from 10 groups to make sure work together
- *Potential Game-Changers*
 - o Create an Economic Development Corporation – ED Corporations have a lot of tools that can help developers; it was mentioned that all cities in the area that do not participate in DART use their 1% of the sales tax for ED Corps (Dallas' 1% last year equaled 240 million); It was suggested that the group should review the best practices of state of the art Economic Development Corporations to see what they do; it was suggested that ED Corps be briefed to Council
 - o Create a City of Dallas Chamber of Commerce – most larger cities have a regional Chamber that passes on business to smaller chambers; Dallas only has smaller chambers (ie, Oak Cliff Chamber of Commerce). The closest that Dallas has is Downtown Dallas. There is a Greater Dallas Regional Chamber, but they are not concerned if a development falls in the Dallas city limits because their goal is to get business to any of 13 member counties
 - o Need stronger business advocacy (vice residential development)
 - o Need to address zoning process – can take 6-7 months just to find out what a developer is required to do; this could also be addressed by preemptively

rezoning an area to make it more “business-friendly” – a potential challenge to this is that Council likes to approve individual deals; within this idea was the idea of making the permitting process more stream-lined, modifying the tree ordinance to make it less restrictive, and to fix the parking ordinance.

- Organize business associations in the area that could be advocates for their peers
- *Education* – raise education in the area so that people can make a living wage – a long term goal
- *Pockets of opportunity* – the idea to create pockets of opportunity around areas that could support development (the example of the lack of current development around the Zoo was given); community markets were another example

Item 3: Discussion about “Interface” – the method and system for cross communication and coordination with all the other teams

- Have a liason with each of the other groups
- Put information (agendas/minutes) on the website

Item 4: Concluded initial meeting with a charge to define these goals by next meeting

- Next meeting to be held January 27th at 11:30am and meeting frequene to be every two weeks.
- In May, each of the groups will be expected to present something to the whole Southern Sector Task Force

Attendee Information

Name	Company	Address	City, Zip	Phone	Fax
Rick Garza	RPGA Architects	101 S. Jenniness	Ft. Worth	817-793-1026	817-332-9487
Cyndy Lutz	Dallas Area Habitat for Humanity	2800 N. Hampton	Dallas, 75212	214-678-2337	214-678-2380
Tim Lynch	WorkForce Solutions	2707 N. Stemmon Fwy Ste 170	Dallas, 75207	214-424-3394	
Warren Rutherford	Self	400 So. Zang #1210 LB56	Dallas, 75208	214-948-3098	214-948-7820
Karl Zavitkovsky	City	1500 Marilla St. 5CS	Dallas, 75225	214-670-5140	
Jim Reid	Momentum Texas	35 W. Jeff Blvd	Dallas, 75211	214-941-7999	214-941-7982
Lee Raphael	Holt Lungford Commercial, Inc.	5055 Keller Springs #300	Dallas, 75001	972-280-8313	972-241-7955
Brentt Shropshire	Oris Capital Group	2908 Coteau Way	Dallas, 75207	469-951-8277	
Tim Glass	City	1500 Marilla St. 5CS	Dallas, 75201	214-671-9817	
Jennifer Winbush	Cedar Valley College	3030 N. Dallas Ave	Lancaster/Dallas	972-860-8250	92-860-8207
Erica Ferron	City	1500 Marilla St. 4CN	Dallas, 75201	214-671-9837	