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Mayor's Southern Sector Dallas Task Force:
Economic Development Working Group
Meeting #5
April 14th, 2009
City Hall – 5E South

Attendees:

Rick Garza – Chair
Bob Stimson – Vice Chair
Erica Ferron
Tim Glass
Mike Rosa
Marcia Page
Brentt Shropshire
Jim Reid
Cyndy Lutz
Tim Lynch
Warren Rutherford
Katrina Keyes
Jim Falvo
De'Juan Collins
Jennifer Winbush
Lee Raphael
Lee McKinney

Minutes:

Meeting called to order (4:08 p.m.)

Item 1: Brief introductions of all team members (4:09 p.m.)

Item 2: Review and approval of minutes from 03-10-09 (4:10 p.m.)

Item 3: Review, discuss, and listen to any new ideas and entertain a motion for endorsement of ideas discussed in order to present to Council (4:11 p.m.)

- Chair wanted to know if there were any comments regarding the email he sent to the group
- It was suggested that the group needs to be as specific as possible in its suggestions that it presents to the full task force in June.

- What steps will the group pursue?

- But the brief should be “cliff note”, followed by a position paper

- Provide drafts of both at the next meeting

- Discussion of what categories fall under Economic Development Corporation

- Discussion of whether the group has some items that are quick fix (short term) for meeting

- COG grant: Chair and Vice-Chair met with CM Atkins and the Mayor about the idea, where it was positively received

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- Suggestion to focus on policy rather than projects because don't know the impact of the stimulus package
 - Discussion that need "action items" vice just what are working on
 - Suggestion that create a matrix of everything, more specific on one, then "here's what you can do to help" for Council
 - Need to know what success looks like
 - Need to know what pursuits are (list from the Chair's email):
 - Need to focus on what is worthwhile both to the city and to developer/development
 - Local developers need access to capital and education
 - Idea of "home-grown"
 - Green energy (develop solar panels, for example)
 - Need to make sure zoning is consistent with goals
 - Have lots of studies on what need – need a commitment from the City to execute
- Discussed Small Business Group objectives

Motion to adopt ideas in email, categorized as much as possible, and form a small group to begin working on report for committee for next meeting (4:54 p.m.)

- Ideas from email were:
 - Creation of an Economic Development Corporation
 - Update existing incentive package for developers
 - Implement holistic zoning cases for major corridors
 - Modify the permitting process to be more user-friendly to small and medium size business owners
 - Modify the existing tree ordinance
 - Create a series of business associations
 - Modify the parking ordinance
 - Expedite tax and lien foreclosure of dilapidated properties
 - Create a marketing campaign for niches of the southern sector

- Motion seconded (4:57 p.m.)

- Discussion

- Have a study followed by a plan (mention of the ULI study of the Southwest Center Mall)

- Grow the economy with current business by supporting them
- Question on what is preventing follow-through on implementation of existing plans
 - Perception of demographics and the area affects implementation
 - Can the City offer incentives to overcome perceptions?
 - Means used to succeed – need to know what works and what need, not what

want

- Need someone responsible for implementing plans
- Discussion of whether this group should make sure their objectives are in line with the area groups
 - Items on the list are policy ideas that will help all groups, even if not directly related to their current goals

- Motion passed with the following additions to the list: (5:22 p.m.)

- Targeted marketing for specific industry(ies)
- Maximize incentives for other than developers

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Item 4: Briefly discussed goals of the committee (5:22 p.m.)

- Everyone review the goals the Chair sent by email and will discuss at a later meeting
- Will add a section for goals to the report the smaller group is generating

Item 5: Discussion of proposition on the ballot in May and authorize a position from the committee (5:24 p.m.)

- Argument that group is not a political committee, so shouldn't have a position
- Some have a conflict of interest because of their job
- Can do individually
- Possibly do a letter from those that are comfortable, send to the powers that be

Item 6: Listen to a report from the committee's task force for sustainable grants

- Met with city staff to discuss possibilities
- Process – will take an outside developer to apply for implementation grants
- Issue – 20% matching required (would most likely have to come from the City)
- The group approached a couple of developers regarding Cumms Creek Trail Extension, Frasier Courts, UNT hike/bike trail, and area around DART stations
- Challenge in Southern Sector to find developers who are interested
- Challenge of getting current owners to sell because they own outright and want higher prices because they know development is coming (especially around train stations)
- Next steps – obtain private interest to pursue sustainable grants

Item 7: Set next meeting time for May 12, 2009 at 4:00 p.m. (5:38 p.m.)

Meeting adjourned (5:39 p.m.)