

Southern Dallas Task Force  
Topic Team: Focus Group Meeting  
Meeting Minutes: 4-30-09

Meeting Attendants:

Attendant's Email Addresses:

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Meeting Agenda:

- I. Introduction
- II. Discussion of Small Business Team Progress
- III. Overview of Recommendations to Other Committees
- IV. Additional Suggestions
- V. Conclusion of Meeting

I. Introduction: At the beginning of the meeting everyone in attendance provided a brief summary of who they were and what business/organization they represented (listed below). Excluding City staff and the team chairman there were only 4 attendees, and of those 1 missed the first focus group meeting and 2 were new attendees. Following introductions, Jim supplied the attendees with a brief history of the Southern Dallas Task Force and the Small Business Team. Jim stated that the April 30<sup>th</sup> meeting was the second focus group meeting the Small Business Team had organized, and that its purpose was to provide a means for the Small Business Team to report back to the focus group on its progress since the last focus group meeting.

- Judson Stafford: is a political consultant and real estate investor
- Lisa Frazier Galloway: is a small business owner in Oak Cliff
- Freddie & Felicia Streeter: own a contracting business in Southern Dallas

II. Discussion of Small Business Team Progress: Following the introduction, Jim Reid provided the focus group with the interim Small Business Team report. Jim explained the report in detail to the focus group, and highlighted the primary recommendations (presented below) within the report.

- Recommendation 1: The City of Dallas should organize a culture related to small business by inviting Chris Gibbons, of Littleton Colorado, to share his concept of "Economic Gardening"

- Recommendation 2: The City of Dallas should develop an “opportunity paper” that identifies opportunities for growth by focusing on possible small business “green initiatives” in the 2009 federal stimulus package
- Recommendation 3: The City of Dallas should generate better data on the needs of small business and how the City might better meet these needs by conducting or contracting a survey, similar to the one used by New York City Business Solutions Initiative

III. Overview of the Recommendations to Other Committees: Jim explained to the focus group that through discussions and brainstorming the Small Business Team had identified some implementable deliverables that were more appropriate for another Southern Dallas Task Force Team to manage. Jim presented these implementable deliverables to the focus group and asked if they agreed with the Small Business Team’s decision to present these to other committees. Everyone in attendance agreed with the team’s recommendations.

IV. Additional Suggestions: Jim asked the focus group if they had any additional suggestions for team goals or methods to improve the overall business climate in Southern Dallas. Below are the suggestions the focus group voiced:

- The Team should come up with a method of providing small business mentors to assist people with establishing and maintaining successful small businesses. These mentor could then in turn help entrepreneurs determine if they had a successful or unsuccessful business plan
- The Team should add Northwood University to its list of schools
- The Team needs to understand that contact funding is a need
- The Team needs to find a way to provide individuals with training on managing cash flows
- The Team needs to focus on how to use social networking to provide helpful information to small businesses
- The Team needs to use an area business woman’s blog and radio show to provide helpful information to small businesses
- The Team needs to find a way to get small businesses realistic assessments of their needs
- The Team needs to provide an internet based data resource for small businesses starting up

V. Conclusion of Meeting: Following the additional focus group suggestions, the meeting concluded.