

Town of Dallas

Agenda

JULY 27, 2021

5:00 PM

BOARD OF ALDERMEN – WORK SESSION MEETING

Rick Coleman, Mayor

Allen Huggins

Frank Milton

Darlene Morrow

Jerry Cearley, Mayor Pro-Tem

E. Hoyle Withers

ITEM SUBJECT **Pages**

- 1. Pledge of Allegiance to the Flag**
- 2. Approval of Agenda with Additions Or Deletions**
- 3. New Business**
 - A. Town Trees 2
 - B. CERRI Presentation – Jeff Emory, NC Dept. of Commerce 3

TOWN OF DALLAS, NORTH CAROLINA

REQUEST FOR BOARD ACTION

DESCRIPTION: Town Trees

AGENDA ITEM NO. 3A

MEETING DATE: 7/27/2021

BACKGROUND INFORMATION:

This discussion is to determine the best way to manage the crepe myrtles around the Square and in Town right-of-ways. Up for discussion is trimming schedules and/or possible replacements.

MANAGER RECOMMENDATION:

BOARD ACTION TAKEN:

TOWN OF DALLAS, NORTH CAROLINA

REQUEST FOR BOARD ACTION

DESCRIPTION: NC Department of Commerce CERRI Program Presentation

AGENDA ITEM NO. 3B

MEETING DATE: 7/27/2021

BACKGROUND INFORMATION:

Jeff Emory, NC Department of Commerce Rural Planning Center, will make a presentation on the CERRI (Community Economic Recovery and Resiliency Initiative) Program. There is no participation fees attached to the program. Staff is interested in the CERRI Program to enhance and support resiliency in our community.

MANAGER RECOMMENDATION:

BOARD ACTION TAKEN:

The Community Economic Recovery and Resiliency Initiative (CERRI)



Community Economic Recovery and Resiliency Initiative (CERRI)



CERRI was developed by the NC Commerce Rural Planning Program

Outreach to communities in all 100 NC counties informed the initiative

CERRI will be offered to small towns and rural areas statewide

Need for an Economic Recovery Plan



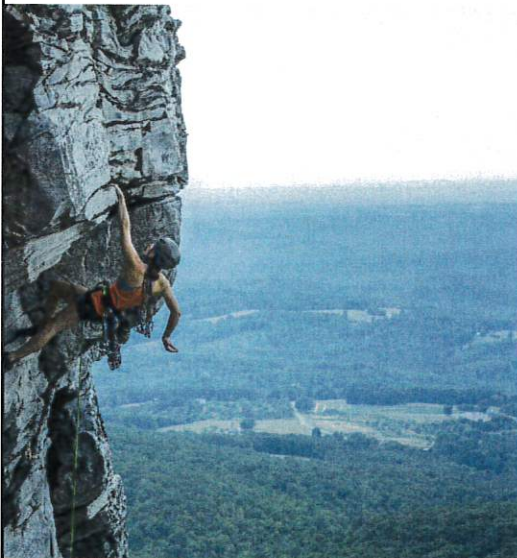
Helps a community focus on the goal of recovery



Identifies ways to better support the small business community

NORTH CAROLINA DEPARTMENT OF COMMERCE

Need for an Economic Recovery Plan



Identifies opportunities to grow the local economy and build resiliency to future economic disruptions

Measures progress and celebrates success

NORTH CAROLINA DEPARTMENT OF COMMERCE

CERRI Made for Small Communities and Rural Areas

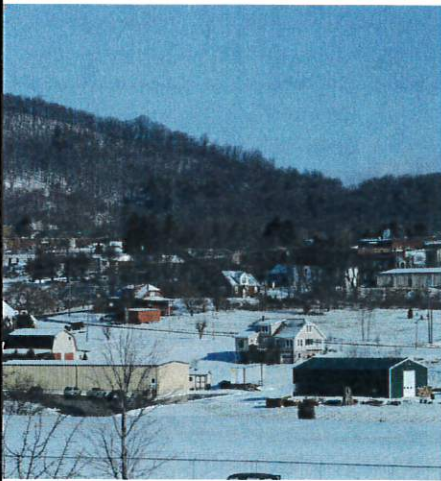


Rural Planning Program primarily works with smaller and rural local governments

The planning process is asset based

NORTH CAROLINA DEPARTMENT OF COMMERCE

CERRI Made for Small Communities and Rural Areas



Implementation strategies are based on local capacity

Adds to/updates previous planning, considering local conditions and COVID-19 impacts

Offers services and economic analysis not usually extended to smaller/rural local governments

NORTH CAROLINA DEPARTMENT OF COMMERCE

Proposed CERRI Project Outline


- First Meeting – Presentation of local economic data relative to the current situation, economic diversity, and analysis of Strengths, Weaknesses, Opportunities, and Threats. Also, the business survey will be presented and discussed at this meeting.

- Second Meeting – Presentation of survey data relative to the local government support of the small business community and stakeholder interviews that will focus on impacts of COVID-19 on the local economy.

- Third Meeting (if needed) – A Recovery Plan of Work will be completed with guidance from staff and workgroup. This phase will lean heavily on the first two meetings' findings.

NORTH CAROLINA DEPARTMENT OF COMMERCE

Dallas CERRI Meeting Process	
Preliminary Work	<ul style="list-style-type: none"> • Establish Local Work Group • Community/Town Tour • Distribute work group Survey • Send Local Government Survey to Point of Contact
Develop Information Base and Analyze Economic Opportunities	
1 st meeting September 2021	<ul style="list-style-type: none"> • Review CERRI and roles of work group • Review and present data and analysis- send to work group prior to meeting via email • Review format of work plan – describe focus of plan. • Present work group's Survey results • Explain SWOT analysis • Explain Asset analysis • Stakeholder identification: Work group will create a list with 5-10 community members to survey by email. These community members can represent business leaders, community leaders, civic and church groups. Due within 10 days from meeting. • Explain Business Survey: To be distributed to all businesses in Dallas
	<ul style="list-style-type: none"> • Distribute (and ask others to distribute) Business Survey • Request stakeholder names & email from Workgroup 10 days after 1st meeting
2 nd meeting October 2021	<ul style="list-style-type: none"> • Present summary of Stakeholder Interviews • Present summary of Business Survey • Conduct SWOT and Asset Analysis • Review format of Recovery Work Plan
Recovery Work Planning	
3 rd meeting November 2021	<ul style="list-style-type: none"> • Review work plan foundation – a summary of what has been learned as well as action steps/recommendations to be implemented • Present draft Work Plan to work group and discuss • Review draft recommendations – assign recommendations to parties responsible and identify resources to implement recommendations
4 th meeting	<ul style="list-style-type: none"> • if needed
One year later	<ul style="list-style-type: none"> • Review plan accomplishments and update as needed.



MS&RP
NORTH CAROLINA DEPARTMENT OF COMMERCE



MEMORANDUM OF UNDERSTANDING |

N.C. Department of Commerce
Rural Economic Development Division
NC Main Street & Rural Planning Center
Rural Planning Program
August, 2021

**Assistance to Town of Dallas, NC:
Community Economic Recovery and Resiliency Initiative (CERRI) and
Update of existing Strategic Plan**

As part of the North Carolina Department of Commerce, the state's lead agency for promoting economic development and prosperity, the NC Main Street & Rural Planning Center ("Center") provides services and assistance to add value to local community economic development efforts. In response to the economic challenges small towns and rural communities have been facing due to the COVID-19 pandemic, the Center developed the Community Economic Recovery and Resiliency Initiative ("CERRI"). The CERRI provides a planning process to help communities develop strategies to recover from the economic impacts of COVID-19 and build local economies that are more resilient to future crises. It also includes technical services to assist communities with implementing those strategies. To supplement the Town of Dallas resolution requesting CERRI services from the Center, below is an outline of the project and services to be provided, including roles and responsibilities of those to be involved, and several conditions pertaining to the services. Please review, sign, and return, as indicated below, to signify agreement.

1. The primary services for the CERRI project include the following:

A. *Community Assessment*

The Center will facilitate one or more assessment meeting(s) with a local work group that will include:

1. Presentation of local economic data relative to the current situation, economic diversity, and related information.
2. Presentation of survey data relative to the local government's support of the small business community.
3. Discussion of the impacts of COVID-19 on the local economy, identification of economic assets and drivers, and a SWOT (strengths, weaknesses, opportunities, and threats) analysis.
4. Stakeholder interviews.

B. *Development of Recovery Plan of Work*

Following the Community Assessment, the Center will prepare an Economic Recovery Plan of Work with guidance from Town staff and the local work group. Plan development meeting(s) will include the presentation of findings from stakeholder interviews, the identification and prioritization of action items from the Community Assessment, and the development of strategies to help the local economy recover and become more resilient to future crises.

C. *Delivery of Implementation Services*

NORTH CAROLINA DEPARTMENT OF COMMERCE

Following the drafting of the Economic Recovery Plan of Work, the Center will work with Town staff, the local work group, and other partners (if applicable) to determine which implementation services and resources will be most beneficial for the community's recovery and resiliency efforts and within what timeframe(s) they should be pursued.

2. The mission of the Center is to work in regions, counties, cities, towns, downtown districts, and designated North Carolina Main Street communities to inspire placemaking through building asset-based economic development strategies that achieve measurable results such as investment, business growth, and jobs. To further that mission, the Center may share successful "best practices" with other communities when appropriate. In this context, relevant materials produced from the project and economic outcomes may be shared with other communities, as needed.

3. For planning purposes, all meetings and events related to the project will be held in person. If NC Commerce policy restricting travel changes prior to or during the project, the Center will discuss the impact(s) of such changes with Town staff and make adjustments to this Memorandum of Understanding, if needed.

4. The Town will be responsible for providing meeting space, and technology needed for presentations. Stakeholder interviews can be conducted via teleconference, telephone, or in person. The Town will share all relevant maps, documents and plans electronically with the Center and all project participants.

5. For assistance with the CERRI, Town will be responsible for assembling a local work group and identifying stakeholders to participate in the project. The local work group may include, but is not limited to, elected officials, municipal or county staff, local business owners/operators, representatives of civic organizations with an interest in the community, and/or active citizens.

6. The Center currently has a staff with various skill sets in economic and community development planning and is responsible for delivering services throughout the state. When the Center accepts a project, its goal is to complete the project in a timely and responsible manner. In the event of staff turnover, budget reductions, or other unforeseeable events, however, the Center may be compelled to place a project in an indefinite "hold" status until replacement staff resources can be secured. In rare cases, where very specialized staff skills are unable to be replaced, the project commitment may be terminated. Projects may also be re-prioritized consistent with department or division policies.

The CERRI project is planned to begin in August 2021 to be completed by December 2021. The Center staff member assigned to lead the project will be Jeff Emory, Community Economic Development Planner for the Southwest Region, with assistance from other staff as needed.

I have reviewed this Memorandum of Understanding regarding Community Economic Recovery and Resiliency Initiative project services to be provided to Town of Dallas by the NC Main Street & Rural Planning Center and accept its terms and conditions.

Signed

Mayor
Town of Dallas, NC

NORTH CAROLINA DEPARTMENT OF COMMERCE

Resolution

A Resolution Requesting Participation in the Community Economic Recovery and Resiliency Initiative (CERRI) and the Associated Services of the North Carolina Department of Commerce, Rural Economic Development Division, NC Main Street & Rural Planning Center

WHEREAS, in response to the economic challenges small towns and rural communities have been facing due to the COVID-19 pandemic, the NC Main Street & Rural Planning Center ("Center") developed the Community Economic Recovery and Resiliency Initiative ("CERRI"); and

WHEREAS, the CERRI provides a planning process to help communities develop strategies to recover from the economic impacts of COVID-19 and build local economies that are more resilient to future crises and also includes technical services to assist communities with implementing those strategies; and

WHEREAS, the Town Council of Town of Dallas NC ("Board"), would like to participate in the CERRI ("Project"); and

WHEREAS, the Board would like assistance with the Project from the Center; and

WHEREAS, the Board and the Center have reached a mutually agreeable scope of work for the Project (Memorandum of Understanding attached), which outlines the tasks to be performed by the Center and those to be performed by the Town of Dallas and/or by other Project partners (if applicable), as well as the projected timeframe within which the Project will be completed.

NOW, THEREFORE, BE IT RESOLVED, that the Board hereby requests that the Center assist the Town of Dallas with the Project and expresses its commitment to the planning process and the implementation of the Project when work is completed.

Adopted this ____ day of _____, 2021.

[Head Elected Official Name and Title, Name of Municipality or County], NC

ATTEST:

[Municipal or County Clerk Name and Title, Name of Municipality or County], NC

2019 Economic Development Assessment

Dallas Recommendations

- Identify key stakeholders and form a focus group of them to serve as champions for Dallas.
- Update the town's land use plan and consider ordinances/regulations based on best practices of successful downtown districts.
- Complete a downtown business and building inventory using the NC Main Street & Rural Planning Center template.
- Create or update to the town's Parks and Recreation Plan. Prioritize needs based on a community survey.
- Using retail market research, put together a business recruitment plan that would include strategies for marketing and promoting the town. Promote historic Dallas as an affordable option to nearby communities for business and housing, with available infrastructure.
- Improve communications between the Town of Dallas and citizens. Update the town website, create a formal newsletter, provide updates with utility statements, in all appropriate languages, to keep citizens informed of special events, and provide general updates on all key town related activities.
- Begin discussions with Greater Gaston Development Corporation officials regarding efforts to recruit a hotel to Dallas.
- Start conversations with local real estate professionals about the need to address housing for all ages and income levels. Write/amend ordinances to ensure quality of housing and encourage higher densities of housing within walking distance of the downtown area.

Small Business Survey



Community Economic Recovery & Resiliency Initiative (CERRI)

Local Government Support of the Business Community

As part of the Initiative, we need to determine how and to what extent the pandemic has had on the local business community.

With regard to **INFORMATION** about your Business Community, does your local government:

- 1. Maintain an updated webpage that lists local businesses? YES NO
- 2. Provide information on how to start a business in selected community? – (this should include zoning, planning, inspections, signage, schedule of fees) YES (if yes, please list information provided) NO

- 3. Provide information on Business Continuity Planning? YES NO
- 4. Does town provide any type of business assistance (financial) or incentives, such as grants, joint marketing assistance, etc.? YES NO (if YES, please list types of assistance or grants):

- 5. List local, state, and federal resources/partners available to businesses:

- 6. Provide wayfinding signage that directs visitors to business districts, commercial areas, etc.? YES NO

With regard to **COMMUNICATION** with your Business Community does your local government:

- 7. Ask for input to examine how local regulations and policies help or hinder growth? YES NO
- 8. Identify small businesses that are expanding? YES NO
- 9. Promote community resources that provide support to small businesses? YES NO
- 10. Provide permitting and zoning information? YES NO