

Southern Dallas Task Force  
Topic Team: Small Business  
Meeting Minutes: 1-12-09

Meeting Attendants:

Attendant's Email Addresses:

Jim Reid  
Carla Carroll  
Raymond Mbala  
Eva Jones  
Rick Callahan  
Anthony Pace  
Lee McKinney  
Tommy Ludwig

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Meeting Agenda:

- I. Introduction
- II. Review of Handout
- III. Discussion of Process and Schedule
- IV. South Dallas Strengths/Weaknesses/Opportunities/Threats Discussion
- V. Conclusion of Meeting

I. Introduction: During the introduction team members explained who they were and how they could assist the Southern Dallas Task Force Small Business Team.

Jim Reid (Small Business Chairperson): Jim is the CEO of Momentum Texas, and a former Assistant City Manager with the City of Dallas.

Raymond Mbala: Raymond is an attorney and owns a small business consulting firm.

Rick Callahan: Rick owns Callahan Properties, a business located in South Dallas.

Eva Jones: Eva owns Eva's House of BBQ (located in South Dallas), and a concessions company. Eva has been a resident of South Dallas since 1976.

Carla Carroll: Carla is employed by Guaranty Bank and is a manager in the C.R.A. department.

Anthony Pace: Anthony is the Executive Director of Plan Fund, a company which works to help start up or rejuvenate small businesses.

Lee McKinney: Lee is an Assistant Director in the Office of Economic Development for the City of Dallas, and has experience as a small business and commercial lender.

II. Review of Handout: A handout was distributed by Jim Reid, consisting of a strategic planning chart and two newspaper articles related to economic development in South Dallas. The aforementioned handout is attached to these minutes.

III. Discussion of Process and Schedule: Based upon a discussion by those in attendance it was decided that the Small Business Team's strategies and programs should be compiled in a draft form by May 2009. This deadline was proposed to enable the Small Business Team's ideas to have funding consideration in the 2009-2010 City of Dallas Budget. In order to meet this deadline the Small Business Team proposed the following meeting schedule and subjects:

The Small Business Team determined that team meetings should be held every month on the second Monday at 4:00pm in the 7<sup>th</sup> floor of City Hall (Cafeteria South).

Meeting Topics and Dates:

January 12, 2009: Introduction and discussion of strengths, weaknesses, opportunities, and threats (SWOT) within South Dallas

February 9, 2009: Review of SWOT analysis and discussion of goals and objectives for the small business component

March 9, 2009: Preliminary discussion on strategies and possible programs

April 13, 2009: Prioritizing programs, developing program descriptions, and estimating costs

May 11, 2009: Review draft of Small Business Team proposal

IV. (SWOT) Discussion: The Small Business Team discussed the strengths, weaknesses, opportunities, and threats that exist within South Dallas, and based upon these discussions established the list of characteristics below for each topic:

Strengths:

- Land prices and availability
- Transportation network
- Strong business nodes
- Workforce
- Proximity to employment areas (downtown)
- Higher education system (area colleges)
- Mega churches
- Existing fast growing businesses (Gazelles)
  - o Joy Foods
  - o On Target
  - o Azteca Steel

#### Weaknesses:

- Image and perception
- No advocates for small business
- Small business is undervalued
- Crime/security
- Access to capital
- Shortage of equity
- Purchasing power
- Lack of information about resources
- Individuals do not use the resources they have
- No pro small business climate
- Code compliance
- Lower incomes

#### Opportunity:

- Enterprise zone incentives
- Getting aware of growth opportunities
- More bank involvement in C.R.A.
- Return on investment
- Develop a Hispanic themed market place (Mercado)
- Entertainment
- Retail market
- Land and access
- Skill training
- Trinity River spin off opportunity
- Potential branching- new business locations
- Innovation center for business (Eco Park)
- Green movement
- Southern Dallas Task Force
- DMN bridging the gap

#### Threats:

- Security
- National Economy
- Contract Finance

V. Conclusion of Meeting: Following the SWOT discussion, the Small Business meeting concluded.