

Southern Dallas Task Force  
Topic Team: Small Business  
Meeting Minutes: 2-9-09

Meeting Attendants:

Attendant's Email Addresses:

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Meeting Agenda:

- I. Team Member Re-introductions
- II. Review of the 1-12-09 Minutes
- III. Discussion of 2-5-09 Focus Group Meeting
- IV. Discussion of Revised SWOT Analysis
- V. Discussion of Small Business Team Goals
- VI. Review Capital One Database Handout
- VII. Preliminary Discussion of Strategies, Policies, and Programs for Team Goals
- VIII. Meeting Conclusion

I. Team Member Re-introductions: Team members re-introduced themselves to one another at the beginning of the meeting; briefly stating who they were and how they could assist the team. The 2-9-09 meeting was Carl Shields' (Team Vice Chairman) and C. W. Whitaker's (Team Member) first team meeting.

II. Review of the 1-12-09 Minutes: The minutes from the first small business team meeting (1-12-09) were reviewed. Upon review of the minutes no alterations to the record were requested.

III. Discussion of the 2-5-09 Focus Group Meeting: The outcome of the 2-5-09 focus group meeting was reviewed by the small business team. The small business team primarily discussed the comments and concerns regarding South Dallas which the individuals at the focus group meeting addressed. Below is the complete list of comments and concerns which were voiced at the 2-5-09 focus group meeting that were subsequently discussed at the 2-9-09 small business team meeting:

- Limited access to capital
- Limited connections to medium businesses
- Lack of a steady workforce
- Lack of information on how to start up a business

- The absence of good business mentors
- High workforce turnover
- Substantial commercial building lease increases for existing and new business owners
- Lack of and condition of available rental property
- Lack of education
- Lack of a trade oriented workforce or a skilled workforce
- Absence of planning for the future
- Lack of capital for redevelopment
- Lack of willing financiers
- Lack of knowledge on how to get financing
- Poor roads, highways, and traffic
- The condition of the existing infrastructure
- The stigma of South Dallas
- Poor time management
- Lack of youth entrepreneurship
- Poor credit scores
- Absence of a informative and interactive small business website
- Lack of financial literacy
- Absence of balanced development
- City's ability to provide incentives and attract new business to the area

IV. Discussion of Revised SWOT Analysis: The small business team identified and discussed the changes that were made to the team's original SWOT analysis at the 2-5-09 focus group meeting. Listed below are the revisions to the SWOT analysis which were discussed:

#### Strengths

- Dallas Executive Airport
- Magnet schools
- Natural beauty of the area
- Purchasing power
- Diversity
- Unreported income (drill down theory)

#### Weaknesses

- Perception of higher crime
- Underdeveloped road system (e.g. inland port)
- Lack of neighborhood retail
- Little understanding of positive submarkets
- Lack of financial literacy training
- Lack of vocational training

## Opportunities

- Relocation incentives
- Opportunities for franchising

V. Discussion of Small Business Team Goals: Based upon the small business team's previous SWOT analysis discussions and the feedback provided to the team from the 2-5-09 focus group meeting, the small business team determined that it was time to begin developing some overall goals for the group. Listed below are the goals which were suggested for the small business team:

- Increase the number of small businesses in South Dallas (S.D.)
- Increase the number of people employed in S.D.
- Develop Fair Park (with Dart)
- Increase the number of public agencies which employ people in S.D.
- Improve information (related to small business)
- Increase the number of real estate development project in S.D.
- Increase the number of middle income families in S.D.
- Perform neighborhood commercial revitalization
- Increase the number of dollars which are spent/kept in S.D.

VI. Review Capital One Database Handout: Jim Reid (team Chairman) provided the small business team with a handout which listed various organizations that are devoted to the development of small businesses. The handout provided the following information for each organization: the organization mission statement, target clients, services, and contact information. Attached within these minutes is the aforementioned handout.

VII. Preliminary Discussion of Strategies, Policies, and Programs for Team Goals: Due to the limited number of attendants at the team meeting and the time constraints of the subject matter, the small business team determined that it would be best if the discussion of strategies, policies, and programs for team goals were primarily discussed at the next meeting. However, listed below is one strategy the team developed in a short discussion:

- The development of a one stop, informative website designed to assist individuals who are looking to start a new small business or sustain and/or expand their current business

VIII. Meeting Conclusion: Before the small business team meeting adjourned a discussion of the team's next steps occurred. Listed below are the steps the team proposed:

- Identify a core group of individuals that will be committed to the small business team, and extend an invitation to each of them to join the team
- Circulate contact information amongst the group, so the team members can be called and reminded of the team meeting schedule
- Identify team members which will be responsible for making these meeting reminder phone calls
- Offer a conference call number for individuals who cannot physically attend the team meetings
- ***Hold a second February team meeting (on the 23<sup>rd</sup> at 4:00) to catch new team members up on the history, progress, and goals of the small business team***

Following the discussion of the team's next steps, the small business team meeting concluded.