

# Memorandum



CITY OF DALLAS

DATE February 28, 2020

TO Honorable Members of the Economic Development Committee:  
Tennell Atkins (Chair), David Blewett (Vice-Chair), Jennifer Staubach Gates,  
Adam McGough, Omar Narvaez, Jaime Resendez, Chad West

SUBJECT **Economic Development Strategic Plan Update**

This memorandum provides an update on the progress we are making toward updating the City's Economic Development Strategic Plan and it offers a reminder of upcoming dates and milestones.

Since your last briefing on January 13, 2020, via a memo from Council Member Tennell Atkins, staff has continued pushing forward on the activities described below. The consultant facilitating the plan review, TIP Strategies, Inc. (TIP), has engaged with the Community Review Panel (CRP) members. These members were identified in the memorandum distributed on January 13<sup>th</sup>. TIP will meet with this group again in March. TIP has also engaged with the policy advisory committee members identified in the memo.

As announced on February 20, Dr. Eric Anthony Johnson will join the City as Chief of Economic Development and Neighborhood Services, effective March 9. Dr. Johnson has been briefed on our process and the recommendations offered in the draft Economic Development Strategic Plan presented to the Economic Development Committee in December 2019. The transition between Dr. Johnson and me will not delay staff's timeline.

As a reminder, we are also seeking feedback from City Council members. You should be hearing from TIP Strategies in the next week about scheduling a discussion with your council review team member. We are looking forward to receiving your feedback.

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Activity	Dates
Economic Development Committee Briefing	December 2, 2019 (Complete)
Council review teams to review draft Strategic Plan	December 2019 – February 2020 (Complete)
Deadline to appoint Committee Review Panel	December 31, 2019 (Complete)
CRP Members Announced	January 10, 2020 (Complete)
CRP Kickoff Meeting	February 3, 2020 (Complete)
Additional CRP Meetings	Ongoing
Meetings with council review teams to gather feedback	March 2020
Economic Development Committee briefing to update committee on all feedback received	April 6, 2020
City Council Briefing on final draft of Strategic Plan	April 15, 2020
City Council Agenda to approve Strategic Plan	April 22, 2020

If you have questions, please contact me at (214) 670-3309.



Michael A. Mendoza  
Chief of Economic Development & Neighborhood Services

c: Honorable Mayor and Members of the Council  
T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager

Joey Zapata, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion  
Directors and Assistant Directors