



City of Broken Arrow

City Hall
220 S 1st Street
Broken Arrow OK
74012

Minutes Broken Arrow Economic Development Authority

Chairperson Craig Thurmond
Vice Chair Scott Eudey
Trustee Johnnie Parks
Trustee Debra Wimpee
Trustee Christi Gillespie

Tuesday, September 15, 2020

Council Chambers

1. Call to Order

Chairperson Craig Thurmond called the meeting to order at approximately 9:23 p.m.

2. Roll Call

Present: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

3. Consideration of Consent Agenda

- A. 20-64 Approval of the Broken Arrow Economic Development Authority Meeting Minutes of September 1, 2020**
- B. 20-1133 Approval of and authorization to execute a Global Financial Professional Services Agreement with Municipal Finance Services**
- C. 20-1115 Ratification of the Claims List Check Register dated September 9, 2020**
Chairperson Thurmond asked if there were any items to be removed from the Consent Agenda. There were none.

MOTION: A motion was made by Scott Eudey, seconded by Debra Wimpee.

Move to approve the Consent Agenda

The motion carried by the following vote:

Aye: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

4. Consideration of Items Removed from Consent Agenda

There were no items removed from the Consent Agenda; no action was required or taken.

5. Presentations

- A. 20-1077 Presentation of an Economic Development update including recruitment efforts for retail, restaurants, and manufacturing in the City of Broken Arrow**
Economic Development Manager Norm Stephens reported the #5 Social Media Misconception was: "The City is intentionally trying to keep retail out of Broken Arrow." He stated this was a complete delusion. He reported over the past ten years City and Chamber Staff had dedicated a significantly greater amount of resources in an effort to recruit retail, restaurants and fitness centers to south BA as compared with the rest of the City. He discussed the various efforts which had been made to draw retail to south BA over the past several years. He noted he promoted south Broken Arrow almost exclusively in ICSC conferences. He indicated Sprouts and Dick's Sporting Goods were first shown south Broken Arrow but decided to locate in north Broken Arrow. He stated in a 60-day period, earlier this year, members of the TED Team met with representatives from four separate national health club chains about locating a facility in south Broken Arrow in the former Reasor's building. He stated representatives from VASA remained consistent about north Broken Arrow, even after significant incentives were discussed. He stated recently a member of the TED Team approached a large furniture store in an effort to recruit the store to south Broken Arrow;

however, after touring Broken Arrow this company decided to secure a location in north Broken Arrow. He noted dozens of supermarket chains had been approached in an effort to draw a supermarket to south BA. He discussed further examples of attempts to recruit businesses to south BA. He noted the residents in south BA needed to be certain to frequent the businesses currently in south BA.

City Manager Spurgeon stated there were many businesses in south Broken Arrow, and he felt it was important to invest in these businesses and to shop at these south Broken Arrow businesses.

Mr. Stephens agreed. He reported the #6 Social Media Misconception was: "If you build it, they will come." He stated this was a misconception he heard often. He explained retailers did not want to be where growth was going; retailers wanted to be where growth was. He stated a good example of this was the Warren Theater, a \$40 million dollar theater, which he believed would cause retail to infill the area; however, this was not the case. He stated on the opposite end of the spectrum was the Bass Pro Shops which when it located in the north part of the City, retail began to fill in almost immediately. He stated the difference was the traffic counts on the Broken Arrow Expressway (where Bass Pro Shops was located) compared to the Creek Turnpike (where the Warren Theater was located). He stated the Broken Arrow Expressway daily had 97,500 cars, while the Creek Turnpike only had 13,000 cars. He stated retailers wanted to be located where the 97,500 cars were driving. He noted grocery stores were reluctant to locate next to theaters. He discussed Hobby Lobby and Home Church which was including retail as part of its building and outparcels. He asked Mr. Curtis to speak.

Community Development Director Larry Curtis discussed the history of Broken Arrow. He discussed residential growth in Broken Arrow from 1984 from 2019. He displayed a map of Broken Arrow from 1984 and discussed where the development was focused. He displayed a map of Broken Arrow from 1995 and discussed where the development and growth were focused. He discussed the development of the roads noting development tended to follow the highways. He displayed a map of Broken Arrow from 2006 and discussed where the development and growth pattern were focused. He noted development followed traffic pattern and rooftops. He discussed areas outside Broken Arrow from which nonresidents came to shop inside Broken Arrow. He displayed a map of Broken Arrow from 2019 and discussed where the development was focused. He noted development space was running low on the north side of the City; there were only about two square miles available for development in north Broken Arrow. He discussed the orange areas on the map which represented development in south Broken Arrow. He noted infill was being developed in the middle of Broken Arrow.

Mr. Curtis reviewed the current development in southern Broken Arrow. He displayed and discussed a map which illustrated the development areas in south Broken Arrow: South Broken Arrow had 18,000 housing units; over the past five years Broken Arrow issued over 1,500 new home permits to south Broken Arrow; currently there were 852 lots with houses under construction or permitted for construction; 272 lots were under development; 95 multifamily units were currently under construction; 185 multifamily housing units expected to break ground next year; and there was PUD approval for additional multifamily development, as well as commercial development, expected to bring 500 units of multifamily online in the next three to five years. He stated in total there were fifteen subdivisions under development and an additional 250 lots which would be coming online in the next two to five years. He stated south Broken Arrow was continuing to grow; it just took time and infrastructure to grow.

Mr. Stephens invited Brent Brassfield and Erin Hofener to discuss the 2020 Holiday Season for the Rose District.

Mr. Brent Brassfield reported this year's holiday theme would be "It's A Wonderful Life in BA." He noted even with the rebranding, the holiday planning was moving forward full speed. He indicated a high bar was set last year. He stated Veteran's Day was on November 11, 2020; the Veteran Banners would be up for Veteran's Day; the outdoor Christmas wreaths would go up after that.

Ms. Erin Hofener stated it was important for the citizens of Broken Arrow and visitors alike to feel safe and comfortable during Holiday Celebrations. She explained a "social distance Santa" would be available; Santa would be in one sleigh, the child would sit in another sleigh, and the camera was set up to take a lovely picture. She noted microphones would be set up to allow the children and Santa to speak with each other. She stated attendants would be present to clean between children; and there would be a virtual queue to avoid standing in line. She reported Main Street would be blocked off from Dallas to Commercial during the Christmas Tree lighting ceremony; this would allow outdoor overflow seating for the restaurants as well. She stated the merchants were being encouraged to use proper sanitary measures in stores.

Mr. Brassfield noted each restaurant owner was approached and asked about the overflow outdoor seating idea and each restaurant was in favor. He displayed a list of holiday events in Broken Arrow and noted there was a new event, the Low Sensory Day for neuro-diverse individuals on November 30, 2020. He noted the Civitans planned to have a Christmas Parade but had not yet turned in an application for this event. He stated the Christmas decorations were purchased to extend north in the Rose District before COVID. He stated the City was prepared to take the decorations farther north and provide entertainment on the north end of the Rose District. He stated the merchants on the far end of the Rose District would feel included this year. He stated communication with the various organizations was actively being pursued. He indicated he felt this year would be a joyous season when it might be needed most.

6. General Authority Business

A. 20-1081 Consideration, discussion, and possible approval of Resolution No. 1343 requesting assistance from the Oklahoma Department of Transportation in regards to constructing a traffic signal light to serve the Creek 51 Business Park located at State Highway 51 and the Creek Turnpike and authorize its execution

Mr. Norm Stephens reported the Creek 51 Business Park TIF agreement contained language to allow the installation of a new traffic signal to provide safer egress and ingress to the Business Park. He stated the City and Authority would pay the cost of the traffic improvement from funds available to the City and the TIF would repay the cost to the City and Authority. He stated ODOT would allow the construction of the signal foundation. He stated the owner of Creek 51 agreed to do repairs to the signal if damaged prior to full activation; the signal would not be activated immediately and activation would not take place until determined by the City of Broken Arrow and ODOT there was significant traffic volume necessary for the activation. He stated the addition of the traffic signal would not affect the ODOT Master Plan for State Highway 51. He noted the Creek 51 Business Park owner indicated calls and interest in the Business Park had greatly increased in the past few weeks.

MOTION: A motion was made by Scott Eudey, seconded by Johnnie Parks.

Move to approve and authorize execution of Resolution No. 1343

The motion carried by the following vote:

Aye: 5 - Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

7. Remarks and Updates by City Manager and Staff

There were no remarks or updates by City Manager and Staff.

8. Executive Session

There was no Executive Session.

9. Adjournment

The meeting adjourned at approximately 9:59 p.m.

MOTION: A motion was made by Christi Gillespie, seconded by Debra Wimpee.

Move to adjourn

The motion carried by the following vote:

Aye: **5 -** Christi Gillespie, Debra Wimpee, Johnnie Parks, Scott Eudey, Craig Thurmond

Chairperson

Secretary