



City of Broken Arrow

City Hall
220 S 1st Street
Broken Arrow OK
74012

Minutes Broken Arrow Economic Development Authority

Chairperson Debra Wimpee
Vice Chair Christi Gillespie
Trustee Johnnie Parks
Trustee Lisa Ford
Trustee Justin Green

Tuesday, April 16, 2024

Council Chambers

1. Call to Order

Chairperson Debra Wimpee called the meeting to order at approximately 9:12 p.m.

2. Roll Call

Present: 5 - Justin Green, Lisa Ford, Johnnie Parks, Christi Gillespie, Debra Wimpee

3. Consideration of Consent Agenda

- A. 24-102 **Approval of the Broken Arrow Economic Development Authority Meeting Minutes of April 2, 2024**
- B. 24-513 **Approval of and authorization to execute Fourth Amendment to Economic Development Agreement by and among Sunset at Broken Arrow, LLC, and the Broken Arrow Economic Development Authority and the City of Broken Arrow**
- C. 24-528 **Approval of and authorization to execute an Economic Development Agreement, Purchase and Sales Agreement and Resolution No. 1571 by and between the Broken Arrow Economic Development Authority and Peak Development Services, LLC**
- D. 24-487 **Notification of the Aspen Ridge Development March 2024 Update**

Chairperson Wimpee noted Item D would be pulled for discussion. She asked if there were any other items to be removed from the Consent Agenda. There were none.

MOTION: A motion was made by Johnnie Parks, seconded by Lisa Ford.

Move to approve the Consent Agenda less Item D

The motion carried by the following vote:

Aye: 5 - Justin Green, Lisa Ford, Johnnie Parks, Christi Gillespie, Debra Wimpee

4. Consideration of Items Removed from Consent Agenda

Chair Wimpee read Item D: "Notification of the Aspen Ridge Development March 2024 Update."

Vice Chair Christi Gillespie indicated she asked for this Item to be removed for discussion.

Economic Development Manager Jennifer Rush reported the Development Agreement for Aspen Ridge required the developer to make a presentation on May 7th, 2024 to discuss the timelines and some of the requirements of the Economic Development Agreement, specifically relating to any adjustments which needed to be made. She reported the Chic-fil-A was almost complete, Reasor's construction continued and was slated to be completed in June. She noted the Development Agreement indicated Reasor's would be developed and in operation in June, but this might not be the case. She said she heard from Reasor's the plan was to open and be operational in August or September 2024. She indicated this would be verified before the next meeting. She reported construction for Panda Express was on going; construction of Taco Bell just began, and another restaurant she would be able to announce next month was also under construction.

Vice Chair Gillespie stated the questions she was hearing from the public were about whether this development would be all fast food restaurants.

Ms. Rush stated the Development Agreement was for 200,000 square feet of commercial and retail development. She indicated she looked at the percentages of the construction and with lots being unspoken for, as well as with construction still underway, this was difficult to calculate, but the developer did believe he would make the 200,000 square foot requirement for development. She stated currently, 8 percent of the development was non-fast food, 9 percent was mixed use retail strips (two 6,500 square foot retail strips were announced last month), 32 percent was fast food, 4 percent was QSR (quick serve restaurants, sit down type), and 47 percent was unspoken for.

Vice Chair Gillespie stated citizens were excited about the food options, but the City had a Taco Bell at New Orleans Square and had a Kum & Go a mile down the road, so she just wanted to make sure there would be some meaningful retail and it would not just be a grocery store and a bunch of fast food restaurants.

Ms. Rush indicated she and Mr. Norm Stephens had reiterated to the developer what the Authority would like to see in the area.

Trustee Johnnie Parks asked when the apartments were scheduled to be constructed.

Ms. Rush indicated the apartments would be discussed at the upcoming meeting, as well as the timeline for the apartments. She noted the developer was in the process of signing an agreement with a group who would construct the apartments, and Mr. Steve Easley indicated apartment construction would begin in January 2025 and would take approximately 12 to 18 months to complete.

City Manager Spurgeon stated it was good to discuss these updates as opposed to leaving the updates on the Consent Agenda.

Vice Chair Gillespie agreed. She noted this was a project the City heavily invested in and had a vested interest in what this project would return. She said she had certain expectations that what she was told would happen would come to fruition.

City Manager Spurgeon agreed, and he felt the developer needed to provide an update. He stated Mr. Easley should have no difficulty coming before the Authority to discuss how the development was going.

Vice Chair Gillespie noted it had been three years since this project broke ground; the City was being very patient.

5. Public Hearings, Appeals, Presentations, Recognitions, Awards

A. 24-492 Consideration, discussion, and possible approval of a name and logo for Broken Arrow Innovation District and authorize its use

President and CEO of the Broken Arrow Economic Development Corporation Jennifer Conway reported the Innovation District was presenting two final logo options for the naming of the 90 acre parcel of land known as the Innovation District. She reported the naming and branding of this District was crucial to the next step of promoting the property with a focus on primary jobs in advanced manufacturing and technology. She stated the Broken Arrow Economic Development Corporation Board of Directors approved a contract with AcrobatAnt on January 24th with Amplify Broken Arrow funds to assist with the branding of the Innovation District land. She stated AcrobatAnt conducted round tables with Committee Members, Board Members, and other key stakeholders to obtain initial direction for names

and logos. She indicated Bryan and Chelsi with AcrobatAnt were present to review the logo options. She discussed the process of how the name choices were developed. She indicated the Economic Development Corporation would like a name choice to be made in order to move forward with documents which needed crafting. She indicated a name choice was not required, but was requested, and modifications to the logos could be made. She stated once the name was chosen a landing page and signage would be developed, followed by a public release and then a timeline for groundbreaking. She noted a name choice would also allow the immediate quiet promotion from a branding standpoint for purposes of attracting business and developers. She introduced Bryan Cooper and Chelsi Jacobs with AcrobatAnt.

Mr. Bryan Cooper stated he found this to be a very exciting part of the Innovation District development. He said he was excited to be a part of the process. He stated the logo would help develop the personality, colors, name, etc., to create a cohesive package to attract tenants, to attract business. He displayed and discussed the logo choices: Arrow Forge and Chisholm Bend. He displayed and discussed the recommended color options. He discussed how different aspects of the logos could be taken separately and used in collateral materials. He noted Arrow Forge had a corporate business feel while Chisholm Bend had more of a friendly, less corporate feel. He stated with both logos a timeless simple approach was being taken to prevent the need to create a new logo in a few years.

Trustee Lisa Ford said she preferred the Arrow Forge logo and asked why the current Broken Arrow logo yellow or blue color were not used.

Mr. Cooper explained the logo was designed not to conflict with the current City brand standards and to create original brand standards for this project; however, the color could be changed. He explained he chose these colors to provide the right amount of contrast without being too harsh, but again, the colors could be adjusted to match City colors. He noted the yellow he chose popped a little better against the black than the more orangey-yellow currently used in Broken Arrow logos.

Discussion ensued regarding the colors and the two logo choices, what forge meant and the connotations; the Authority voiced a preference for Arrow Forge.

City Manager Spurgeon agreed he liked Arrow Forge as well and would like to see the logo with the current Broken Arrow colors just to compare.

Vice Chair Gillespie agreed, she would like to see the colors for comparison as well.

The consensus of the Authority was for Arrow Forge.

City Manager Spurgeon noted the Authority would also like to see the logo with the Broken Arrow blue and yellow.

Trustee Justin Green indicated he did not want the logo to be the same as every other logo in the City of Broken Arrow.

Vice Chair Gillespie agreed but stated she would like to see something which tied the logo to other City logos.

Ms. Conway stated she would come back to the Authority with the logo in the blue and gold as presented, and the blue and gold of the current Broken Arrow logo for comparison.

City Manager Spurgeon asked Ms. Conway to provide copies of these logos in advance so he could collect feedback before the presentation.

6. General Authority Business

There was no General Authority Business.

7. Remarks and Inquiries by Governing Body Members

There were no remarks or inquiries by Governing Body Members.

8. Remarks and Updates by City Manager and Staff

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

At approximately 9:40 p.m. Chairperson Wimpee noted there was an Executive Session and called for a motion.

MOTION: A motion was made by Justin Green, seconded by Christi Gillespie.

Move to clear the room for Executive Session

The motion carried by the following vote:

Aye: 5 - Justin Green, Lisa Ford, Johnnie Parks, Christi Gillespie, Debra Wimpee

The Authority entered into Executive Session at approximately 9:45 p.m.

MOTION: A motion was made by Debra Wimpee, seconded by Lisa Ford.

Move to enter into Executive Session

The motion carried by the following vote:

Aye: 5 - Justin Green, Lisa Ford, Johnnie Parks, Christi Gillespie, Debra Wimpee

9. Executive Session

Executive Session for the purpose of confidential communications between the Broken Arrow Economic Development Authority, the City Manager, the City Attorney and any other pertinent staff members discussing, conferring on matters and possible action in open session pertaining to:

1. Discussing the possible purchase and appraisal of real property, specifically the Grain Elevator Site located near the intersection of S. Ash Avenue and W. El Paso Street at approximately 502 S. Main Street, Broken Arrow, OK 74012, and possible action in open session, including authorization to negotiate for the potential purchase of this real property and obtain additional appraisals for this real property, under 25 O.S. §307(B)(3);

2. Discussing the possible purchase and appraisal of real property, approximately .17 acres, located at 507 S. Main Street, Broken Arrow, OK 74012. and possible action in open session, including authorization to negotiate for the potential purchase of this real property and obtain additional appraisals for this real property, under 25 O.S. §307(B)(3);

In the opinion of the City Attorney, the Authority is advised that the Executive Session is necessary to discuss a potential purchase and appraisal of real property and disclosure will seriously impair the ability of the public body to process the possible purchase in the public interest. After the conclusion of the confidential portion of executive session, the Authority will reconvene in open meeting, and the final decision, if any, will be put to a vote.

MOTION: A motion was made by Christi Gillespie, seconded by Johnnie Parks.

Move to find the Executive Session necessary

The motion carried by the following vote:

Aye: 5 - Justin Green, Lisa Ford, Johnnie Parks, Christi Gillespie, Debra Wimpee

10. Adjournment

The meeting was adjourned at approximately 10:04 p.m.

MOTION: A motion was made by Christi Gillespie, seconded by Lisa Ford.

Move to adjourn

The motion carried by the following vote:

Aye: 5 - Justin Green, Lisa Ford, Johnnie Parks, Christi Gillespie, Debra Wimpee

Chairperson

Secretary