



## City of Broken Arrow

### Minutes

City Hall  
220 S 1st Street  
Broken Arrow OK

### Elm Place and New Orleans Small Area Plan - Advisory Committee

*Chairperson Roy Wood  
Vice Chair Chase Elkins  
Member Tatum Adams  
Member Jim Beavers  
Member Scott Moore  
Member Scott Burley  
Member Christi Gillespie  
Member Danny Miller  
Member Mindy Payne  
Member James Ring  
Member Lee Whelpley*

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**Friday, May 22, 2020 at 6:00 p.m.  
Broken Arrow City Council Chambers  
220 South 1<sup>st</sup> Street  
Broken Arrow, OK**

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#### 1. Roll Call

Chairperson Wood called the meeting to order and called for roll call.

**Present:** Roy Wood, Chase Elkins, Lee Whelpley, Scott Eudey, Christi Gillespie, Danny Miller, Scott Moore, Mindy Payne, James Ring

**Absent:** Tatum Adams, Jim Beavers

#### 2. Approval of March 5, 2020 Meeting Minutes

Chairperson Wood asked if there were any comments or corrections to the previously distributed March 5, 2020 Meeting Minutes.

MOTION: A motion was made by Christi Gillespie, seconded by Chase Elkins.

**Move to approve the March 5, 2020 Meeting Minutes**

The motion carried by the following vote:

**Aye:** 8 - Roy Wood, Chase Elkins, Lee Whelpley, Christi Gillespie, Danny Miller, Scott Moore, Mindy Payne, James Ring

**Abstain:** 1 - Scott Eudey

#### 3. Welcoming new committee member, Pastor Scott Moore

Chairperson Wood welcomed Pastor Scott Moore to the Elm and New Orleans Advisory Committee. He noted Pastor Moore had been present at most Committee Meetings and was a welcome addition to the Committee.

#### 4. Update on City Council action for naming the District, "New Orleans Square"

Community Development Director Larry Curtis reported City Council approved the nomination from the Committee to name the District New Orleans Square.

#### 5. Update on the City Council action, re-appointing all current members and extending the committee's term and Request for Qualifications (RFQ), Marketing & Branding, New Orleans Square

Mr. Farhad Daroga reported a month ago City Council approved reappointment and appointment of the entire Elm and New Orleans Advisory Committee. He noted the

Committee was a twelve member committee with a term ending in April 2020; therefore, it was necessary to ask City Council to approve re-nomination of all committee members except Fred Dorrell who was replaced by Scott Moore, and Karla Dyess from the Broken Arrow School District who would be recommending her replacement as well. He stated the remaining Committee Members would continue. He reported City Council recommended the Committee consider this Request for Qualifications (RFQ) for marketing and branding of New Orleans Square. He noted this RFQ was advertised approximately ten days ago and received a surprisingly tremendous response with approximately ten responses.

Mr. Daroga reported Jennifer Swezey, Communications and Media Relations Manager, advertised the RFQ through newspaper, email, and social media. He stated the City also contacted a few consulting firms who had worked for the City in the recent past. He explained process required applicants to submit RFQs by June 15, 2020. He noted there was great interest and positive feedback had been received regarding the RFQ. He indicated City Staff would narrow the number of applicants down to a handful for presentation to the Committee who would narrow the list further and choose three or four firms to interview. He indicated following the interviews the Committee would make a recommendation to City Council regarding which firm to retain.

Mr. Daroga reviewed the Request for Proposals (RFP) and discussed the time period for project completion by the consultant (6 to 8 months), the Budget (\$35,000 dollars), the consultant selection process, and consultant requirements. He asked if there were any questions or comments.

Chairperson Wood asked if discussing the proposals which contained proprietary and cost information in an open forum such as a Committee Meeting would be problematic. Assistant City Attorney Ewing responded in the negative; anything filed with the City was an open record. Chairperson Wood asked if the companies who sent in a proposal were aware company information and the proposal would become public record. Assistant City Attorney Ewing responded in the affirmative; she noted there were occasions when the City would not disclose information without submission of an open records request, but it was common knowledge when dealing with a public entity information became public record.

Chairperson Wood asked if the Committee would begin reviewing the proposals in June. Mr. Daroga responded Staff needed time to review the responses and narrow the number of proposals down before sending said proposals to the Committee for consideration. He discussed the interview process noting it was a time-consuming process.

Community Development Manager Larry Curtis suggested forming a subcommittee to interview the consultants as it was a time-consuming process; discussion of selection of a subcommittee could be added to next Meeting's Agenda.

Assistant City Attorney Ewing stated utilizing a subcommittee would prevent any Open Meetings Act issues. Mr. Curtis commented subcommittee interviews were not required to be open to the public. He stated he felt the various consultant companies would be more comfortable being interviewed by a subcommittee and the subcommittee could report back to the Advisory Committee.

Committee Member Eudey asked if the lowest responsible bidder was required to be selected. Assistant City Attorney Ewing responded in the negative; this contract fell under the category of professional services and as such the lowest responsible bid was not required to be chosen.

Vice Chair Elkins asked if Mr. Daroga had an idea how many local companies were responding. Mr. Daroga responded all responses he received were via email and most seemed to originate from Oklahoma City, but could have local offices in Tulsa and Broken Arrow.

Vice Chair Elkins suggested reaching out to companies in New Orleans and such companies would be familiar with a New Orleans Square type theme. Mr. Curtis and Assistant City Attorney Ewing felt this was an excellent idea.

Committee Member Whelpley asked how long it took to onboard a consultant company once selected. Mr. Curtis responded as soon as the contract was signed the consultant would begin work and was required to have the project completed in six to eight months. He explained it would take several months to get to the point of contract signing as what was being sent out now were RFQs (request for qualifications), following which RFPs (request for proposals) would be sent out, following which a contract would be signed.

Mr. Daroga stated once a firm was selected and submitted a contract the Legal Department would need time to review the contract, then City Council reviewed the contract formally, following which the Mayor would sign the contract, at which time the six to eight month time period began.

Committee Member Eudey noted though this was a lengthy process the Committee would not necessarily be meeting monthly the entire time. Mr. Curtis concurred. He suggested Farhad Daroga create a timeline for the Committee's reference.

Chairperson Wood stated he approved of the subcommittee idea; he asked Vice Chair Elkins to head this subcommittee and asked those who were interested to speak with Vice Chair Elkins prior to the next meeting. He noted this would be discussed and finalized at the next Committee Meeting.

## **6. Update on goals and objectives, and possible selection of next steps**

Mr. Larry Curtis distributed information packets.

Chairperson Wood discussed the new format indicating he liked the matrix which listed short-term, mid-term, and long-term goals, including possible funding sources.

Mr. Curtis stated the initial plan consisted of many broad concepts, but it was difficult to wrap your head around these concepts without a guide. He explained he designed a matrix which went through and listed all of the Advisory Committee's ideas, established the costs associated, possible funding sources, who was responsible for idea execution, and a timeline illustrating when these ideas would be executed. He stated there were many projects to be done in the short-term (0 to 3 years), less in the mid-term and only a few in the long-term. He noted Staff identified potential costs with some of the projects, some projects did not have associated costs, or the costs were to be determined by a community or group action, for example, roadway project costs were yet unknown. He stated there were a few projects he had yet to add, then the matrix would be complete unless any new ideas had arisen in the past couple of months.

Vice Chair Elkins thanked and commended Mr. Curtis and Staff for the excellent matrix. He noted he was happy to see so many short-term projects as often the short-term goals were accomplished while the long-term goals fell to the wayside.

Mr. Curtis discussed the short-term projects noting the Tactical Urbanism Subcommittee had been hoping to hold an event in the fall; however, with COVID this would have to be approached carefully. He noted there were opportunities to accomplish short-term goals while further planning mid-term and long-term projects. He noted he and Mr. Daroga would finalize the matrix and send the finalized version to the Committee Members for input.

Chairperson Wood thanked Mr. Curtis and Mr. Farhad and asked the Committee Members to carefully review the unfinalized matrix and email Mr. Curtis if there were any missing projects, corrections, etc.

Vice Chair Elkins commented when the Committee began working on the chosen projects it would inspire new projects. Mr. Curtis concurred.

Mr. Curtis noted there was funding available for additional small area studies. He stated part of this would go towards the next step for this plan, the overlay district for this area, and possibly would also allow another study to be done starting the next fiscal year which typically would not be possible for another four to five years. He indicated he found this exciting. Committee Member Gillespie agreed; this was excellent and would keep the “creative juices flowing” for New Orleans Square.

Mr. Curtis stated he approached Staff asking if some of the rezoning update could be done in-house to save funds which might be used for other projects. He stated he was happy to report, with the knowledgeable current Broken Arrow Staff, this could be done.

Mr. Daroga discussed the Rose District’s process of regeneration and commented completing the necessary studies and having a detailed plan in place would enable the Elm and New Orleans project to move forward more quickly and more efficiently.

Mr. Curtis stated there was approximately \$2 million dollars in the bond for Elm and New Orleans which would not go far.

Assistant City Attorney Ewing asked if there were any walkability studies being done for the area, such as with the Liberty Trail Extension. She asked if INCOG could provide funding for this. Mr. Curtis commented the Liberty Trail Extension was part of the Broken Arrow GO Plan. He noted there were multiple avenues for potential funding.

Committee Member Eudey noted the Liberty Trail Extension would go down through the neighborhood to the south by the school and down 1<sup>st</sup>, so tying the Trail in would only make sense. Assistant City Attorney Ewing suggested conducting research to see if there were any INCOG grants available for this.

Discussion ensued regarding the sidewalk being built in the New Orleans Square area, the complicated nature of this sidewalk construction, and needing a specific understanding of the Elm and New Orleans area before implementing a sidewalk/trail connectivity plan.

## **7. Presentation of draft copy of New Orleans Square Master Plan with Advisory Committee comments**

Mr. Curtis stated he wished to demonstrate to the Committee, Staff had not remained idle over the past two months in regard to New Orleans Square. He noted COVID had slowed things down a bit, but the New Orleans Square project was important. He reported Staff took the original report and modified the report utilizing Committee input and the now the New Orleans Square Master Plan looked drastically different. He displayed the new Master Plan, commenting on the new color scheme and pointing out the differences from the previous document. He discussed the changing of the word “project” to “focus” in titled sections as ideas right now were too vague to identify specifics of projects: Focus #1 was Built Environment which included streets, landscaping, streetscaping, roundabout, and gateways; Focus #2 was Promotion and Programming which included branding, gateways, events, and tactical urbanism; Focus #3 was Infrastructure which included overhead wires, drainage, crosswalks, and midway crossings; Focus #4 was Placemaking which included public spaces, gateways, parking, circulation, access, walkways and trails; Focus #5 was Private Development which included property owners, business owners, public/private partnerships, and housing. He discussed the order in which he felt the focus goals should be approached:

1) Private Development; 2) Promotion and Programming; 3) Built Environment; 4) Infrastructure; and 5) Placemaking.

Committee Member Gillespie commended Mr. Curtis. She stated the new Master Plan looked excellent and she appreciated how the Master Plan provided a concept rather than specific projects.

Mr. Curtis agreed; it was good to keep the Master Plan more general to allow the projects to be developed and changed as appropriate.

Committee Member Eudey stated he felt the Master Plan was pleasing to the eye and less institutional.

Committee Member Danny Miller commended Mr. Curtis for his efforts on the new Master Plan. He indicated from a professional salesperson's standpoint this document would sell better than the previous plan.

Mr. Curtis asked how the Committee felt about the change from "project" to "focus." The Committee approved of the change. Committee Member Eudey stated he felt numbering the different focuses was unnecessary and could give the wrong message about the order in which focuses would be accomplished. Committee Member Gillespie agreed; numbering the focuses could prove limiting. Mr. Curtis stated the numbers could be removed.

Vice Chair Elkins stated the document was excellent and spoke volumes to the excellence of Broken Arrow Staff.

Mr. Curtis thanked the Committee for its support and noted he was pleased with Broken Arrow Staff.

Committee Member Eudey stated he appreciated the new title of the document and the generality of the document as it would allow flexibility during the development and project planning process. Assistant City Attorney Ewing indicated the generality of the document encouraged creativity.

Vice Chair Elkins agreed and noted the lasting effects of COVID on the economy and specifically New Orleans Square were yet unknown, and flexibility was important.

Mr. Curtis noted sales tax during COVID had shifted but had not lessened.

Committee Member Gillespie stated it has been heartwarming to see residents coming together as families and believed there would be a paradigm shift in the Broken Arrow Community.

Mr. Curtis agreed and noted it was nice seeing so many of his neighbors out walking and taking advantage of his neighborhood's amenities.

Committee Member Eudey agreed and stated while he believed residents would return to eating out and shopping local, residents were reminded that cooking and eating at home was nice too. He stated having a focus on walkability, not just an auto-specific area, was important. He suggested including conceptual drawings of trails and parks which would encourage thought in this direction.

Mr. Curtis stated previous overlays he had been involved with had been purposefully broad to allow flexibility, but there were areas which needed to be more specific. He explained there needed to be some things for which there was no negotiation; for example, requiring trails and parks to be created during development.

Mr. Daroga agreed. He noted moving forward, as retail changed and the City aged, this template and the success of this intersection would lead to similar development at other intersections.

Mr. Curtis agreed. He stated the most dangerous intersection in Broken Arrow, the intersection with the most accidents and fatalities was Kenosha and Aspen. He stated this intersection might benefit from the New Orleans Square template in the future.

Vice Chair Elkins agreed and stated this template might eventually spill over into Broken Arrow Zoning Ordinance.

Discussion ensued regarding the various intersections in Broken Arrow which needed improvement, the difficulties caused, not only in Broken Arrow but nationally, when certain big retailers closed, such as Kmart, Albertsons, JC Penney, etc.

Mr. Curtis noted the New Orleans Square Master Plan would be completed and submitted to the Committee Members by email prior to the next meeting.

Committee Member Miller asked if this Master Plan document could be summarized and made into pamphlet format to be distributed to property and business owners. Mr. Curtis responded in the affirmative; this was being done.

#### **8. Property Owners Subcommittee update**

There was no Property Owners Subcommittee update.

#### **9. Business Owners Subcommittee update**

Committee Member Gillespie stated now that a name and a concept had been selected, she believed the merchants would be able to draw in new businesses by working together and taking responsibility for their businesses and the neighboring businesses understanding a successful neighbor aids in personal success. She stated she believed this first step would be very encouraging and inspiring for the existing business owners. She asked when it might be possible to move forward with the New Orleans Square Merchants Association.

Mr. Steve Yoder responded COVID had slowed this down. Discussion ensued regarding when the Merchants Association could be started and Zoom meetings.

#### **10. Tactical Urbanism Subcommittee update**

There was no Tactical Urbanism Subcommittee update.

#### **11. Closing Comments**

Chairperson Wood thanked City Staff for the hard work that had been done during the past couple of months despite the COVID difficulties. He stated with businesses reopening he looked forward to the Subcommittees becoming more active and he looked forward to working with the marketing consultant. He thanked the Committee Members for agreeing to continue on the Committee.

Vice Chair Elkins asked the Committee Members to continue talking about New Orleans Square and promote the new name of New Orleans Square.

Assistant City Attorney Ewing commented NO<sup>2</sup> (New Orleans Squared) would be an excellent restaurant name for the area. She commended Mr. Larry Curtis and City Staff for their efforts during this COVID state of emergency. She discussed the various reasons the Elm and New Orleans Advisory Committee Meetings were canceled. She stated she was amazed how much had been accomplished by Staff in regard to the New Orleans Square Master Plan over the past two months with all of the difficulties and extra work which had

been piled on Staff. She indicated the Committee had not been put on hold because it was of low priority; the Committee and New Orleans Square were high priority.

Mr. Curtis concurred and discussed the difficulties experienced with the Planning Commission and City Council video conference meetings.

## **12. Confirmation of Next Meeting Dates**

Discussion ensued regarding future meeting dates; it was decided to hold meetings on the first and third Thursdays of the month. Chairperson Wood stated the next Elm and New Orleans Advisory Committee Meeting would be held on June 18, 2020 at 6:00 p.m. either in City Council Chambers or the church.

Mr. Daroga encouraged all present to complete the online 2020 Census.

## **13. Adjournment**

Chairperson Wood adjourned the meeting at approximately 7:07 p.m.

**MOTION:** A motion was made by Chase Elkins, seconded by Scott Eudey.

### **Move to adjourn**

The motion carried by the following vote:

**Aye:** 9 - Roy Wood, Chase Elkins, Lee Whelpley, Scott Eudey, Christi Gillespie, Danny Miller, Scott Moore, Mindy Payne, James Ring



Roy Wood, Chairperson



Lisa Blackford, Deputy City Clerk