



City of Broken Arrow

Meeting Agenda Broken Arrow Economic Development Authority

Chairperson Craig Thurmond

Vice Chair Scott Eudey

Trustee Johnnie Parks

Trustee Debra Wimpee

Trustee Christi Gillespie

Tuesday, October 6, 2020

Council Chambers

220 S. 1st Street

Broken Arrow, OK

TIME: Follows City Council meeting which begins at 6:30 p.m. and the Broken Arrow Municipal Authority meeting which follows City Council.

- 1. Call to Order**
- 2. Roll Call**
- 3. Consideration of Consent Agenda**
 - A. 20-65** Approval of the Broken Arrow Economic Development Authority Meeting Minutes of September 15, 2020
 - B. 20-1198** Approval of and authorization to execute Amendment No. 2 to Professional Services Agreement with Ghost and Anglin
 - C. 20-1212** Ratification of the Claims List Check Register dated September 29, 2020
- 4. Consideration of Items Removed from Consent Agenda**
- 5. Presentations - NONE**
- 6. General Authority Business**
 - A. 20-1219** Consideration, discussion, and possible approval of a request to provide funding to the Broken Arrow Economic Development Corporation to staff a Career / Workforce Center for eighteen months, beginning December 31, 2020 and ending July 30, 2022
- 7. Remarks and Updates by City Manager and Staff**
- 8. Executive Session - NONE**
- 9. Adjournment**

NOTICE:

If you wish to speak at this evening's meeting, please fill out a "Request to Speak" form. The forms are available from the City Clerk's table or at the entrance door. Please turn in your form prior to the start of the meeting. Topics are limited to items on the currently posted agenda, or relevant business.

All cell phones and pagers must be turned OFF or operated SILENTLY during meetings.

Exhibits, petitions, pictures, etc., shall be received and deposited in case files to be kept at the Broken Arrow City Hall. If you are a person with a disability and need some accommodation in order to participate in this meeting, please contact the City Clerk at 918-259-2400 Ext. 5418 to make arrangements.

POSTED this ____ day of _____, 2020, at _____ a.m./p.m.

City Clerk



City of Broken Arrow

Request for Action

File #: 20-65, Version: 1

**Broken Arrow Economic Development Authority
Meeting of: 10-06-2020**

Title:

Approval of the Broken Arrow Economic Development Authority Meeting Minutes of September 15, 2020

Background:

Minutes recorded for the Broken Arrow Economic Development Authority Meeting.

Cost: None

Funding Source: None

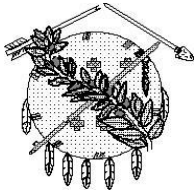
Requested By: Russell Gale, Assistant City Manager of Administration

Approved By: City Manager's Office

Attachments: September 15, 2020 Broken Arrow Economic Development Authority Minutes

Recommendation:

Approve the minutes of the September 15, 2020 Broken Arrow Economic Development Authority Meeting.



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 to 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.

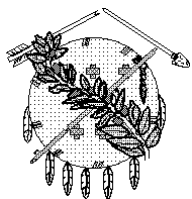
Move to adjourn

The motion carried by the following vote:

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

Chairperson

Secretary



City of Broken Arrow

Request for Action

File #: 20-1198, **Version:** 1

Broken Arrow Economic Development Authority
Meeting of: 10/06/2020

Title:

Approval of and authorization to execute Amendment No. 2 to Professional Services Agreement with Ghost and Anglin

Background:

The City of Broken Arrow entered into a professional services agreement with Ghost and Anglin on September 3, 2019 for \$34,500 to develop a strategic marketing plan to promote local businesses and shopping local for Fiscal Year 2020. The campaign was launched last fall. Their original proposal for a one-year campaign was \$100,000 and was broken into four stages. The original agreement amount included the first two billable categories.

The agreement was amended in March of 2020 to reflect the additional billable items from the other proposed categories and allowable out of pocket charges for that fiscal year, bringing the year to date total to \$75,756.93.

The City and the consultant desire to extend the marketing services agreement for the Shop Local campaign to a second year and relaunch the campaign this fall as we approach the holiday shopping season.

Cost: Not to exceed \$37,000.00

Funding Source: BAEDA Operating Account for Professional Services

Requested By: Jennifer Swezey, Communications & Media Relations Manager

Approved By: City Manager's Office

Attachments: Amendment No. 2 to Professional Services Agreement; 2020-2021 Campaign Plan

Recommendation:

Approve and authorize execution of Amendment No. 2 to the Professional Services Agreement with Ghost and Anglin.

SECOND AMENDMENT TO SCOPE OF WORK (PROPOSAL AND CONTRACT) FOR BRANDING, MARKETING STRATEGY AND GRAPHIC DESIGN AGREEMENT

This Second Amendment to Scope of Work (Proposal and Contract) for Branding, Marketing Strategy and Graphic Design (the “Amendment”) made effective of this 6th day of October, 2020, by and between the Broken Arrow Economic Development Authority, a public trust, whose sole beneficiary is the City of Broken Arrow, and Ghost and Anglin PR, Oklahoma corporations (together with its successors and assigns, “Ghost and Anglin”). Terms used and not otherwise defined in this First Amendment shall be defined in the Agreement.

WITNESSETH:

WHEREAS, on September 3, 2019, BAEDA, Ghost and Anglin PR entered into a Scope of Work (Proposal and Contract) for Branding, Marketing Strategy and Graphic Design Agreement (“Agreement”) whereby Ghost and Anglin agreed to develop a strategic marketing plan to promote shopping at local businesses for fiscal year 2020; and

WHEREAS, a first amendment of the Agreement was made on March 3, 2020 to cover additional services and costs of the campaign.

WHEREAS, a second amendment of the Agreement will advance the goals of the City to promote the strategic marketing and shop local initiative.

NOW, THEREFORE, in consideration of the covenants and mutual obligations set out herein and in the Agreement, as amended, and other consideration, the sufficiency of which the parties hereby acknowledge, the parties hereto hereby covenant and agree to the following Amendments:

ARTICLE A

AMENDMENT TO AGREEMENT

A.1 Substitution of Cost Estimate Year Two: The attached *Exhibit 1* shall be substituted for **Cost Estimate (Year Two)** included in the original Scope of Work (Proposal and Contract) for Branding, Marketing Strategy and Graphic Design.

ARTICLE B

CONTINUING TERMS OF AGREEMENT

B.1 Except as amended hereby, all terms of the Agreement, remain in full force and effect without modification or change. The Agreement, as amended by this Amendment, is in all respects ratified and confirmed, and the Agreement, as so amended by this Amendment, shall be read, taken and construed as one and the same instrument.

IN WITNESS WHEREOF, each of the parties has caused this First Amendment to be executed by its duly authorized officials and its official seal to be impressed hereon, as of the date first above written.

Approved as to Form:

Broken Arrow Economic Development
Authority, a public trust

City Attorney

By: _____
Chairman

Date:

Attest:

City Clerk (Seal)

Ghost
An Oklahoma Corporation

By: _____

Name: _____

Title: _____

Anglin PR
An Oklahoma Corporation

By: _____

Name: _____

Title: _____



City of Broken Arrow

Request for Action

File #: 20-1212, Version: 1

**Broken Arrow Economic Development Authority
Meeting of: 10/6/2020**

Title:

Ratification of the Claims List Check Register dated September 29, 2020

Background:

Council on September 3, 2019 approved Ordinance No. 3601 allowing ratification of the claims list. For the period from September 10, 2020 through September 29, 2020 checks, V-Cards or ACH were processed for a total of \$10,049,495.28 for the various funds.

Governmental Funds	\$ 5,154,980.73
BAMA	\$ 4,727,413.70
BAEDA	<u>\$ 167,100.85</u>
Total	\$10,049,495.28

A summary by funds and detail are attached.

Cost: \$167,100.85

Funding Source: BAEDA Operational and Capital accounts

Requested By: Cynthia S. Arnold, Finance Director

Approved By: City Manager's Office

Attachments: Check Register dated September 29, 2020

Recommendation:

Approve Ratification of Claims List Check Register dated 9/29/2020

City of Broken Arrow
Check Register by Fund

**Fund**

CHECK DATE	CHECK #	VENDOR	NAME	INVOICE	DESCRIPTION	G/L NUMBER	AMOUNT
			FUND		DESCRIPTION		AMOUNT
	110				GENERAL		273,101.59
	220				BA MUNICIPAL AUTHORITY		4,723,866.17
	226				STORMWATER CAPITAL IN LIEU OF		3,547.53
	227				CVB-HOTEL MOTEL		7,146.98
	330				SALES TAX CAPITAL IMPROVEMENT		467,199.49
	331				POLICE ENHANCEMENTS		2,054.50
	332				PARK & REC CAP IMPROV		21,870.00
	335				CDBG		233,174.69
	336				E 911		9,057.67
	337				POLICE BLOCK GRANT		26,022.71
	341				ALCOHOL ENFORCEMENTS		682.00
	342				STREET LIGHT FUND		22,649.20
	343				STREET SALES TAX FUND		33,395.46
	344				PS SALES TAX POLICE		280,057.84
	345				PS SALES TAX FIRE		81,149.51
	346				ADMINISTRATIVE TECHNOLOGY		1,611.24
	591				2011 BOND ISSUE		751,488.58
	592				2014 BOND ISSUE		977,729.28
	593				2018 BOND ISSUE		555,278.75
	660				WORKERS COMPENSATIONS		115,841.41
	770				DEBT SERVICE GO BOND		110,050.00
	882				AGENCY FUND DEPOSITS		12,482.00
	887				ECONOMIC DEVELOP AUTHORITY		167,100.85

City of Broken Arrow
Check Register by Fund

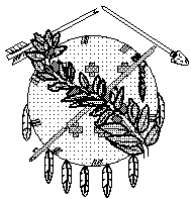


910	PAYROLL LIABILITY	1,172,937.83
Total		10,049,495.28

City of Broken Arrow Check Register by Fund

**Fund 887**

CHECK DATE	CHECK #	VENDOR	NAME	INVOICE	DESCRIPTION	G/L NUMBER	AMOUNT
09/11/2020	271894	1558	SIG-BROKEN ARROW, LTD	JAN-JUNE 2020	JAN-JUNE INCENTIVE	8871700 550720	45,510.01
						Total For Check # 271894	45,510.01
09/11/2020	271907	1424	TULSA'S FUTURE III, INC	1648	QTRLY CONTRIBUTION TO THE FUTURE FUND	8871700 550700	5,875.00
						Total For Check # 271907	5,875.00
09/18/2020	272023	1115	BROKEN ARROW ECONOMIC DEVELOPMENT CORP.	SEPT 9, 2020	MONTHLY ECONOMIC DEV SERVICES AUG 2020	8871700 550700	32,292.00
						Total For Check # 272023	32,292.00
09/18/2020	272065	60	GNC CONCRETE PRODUCTS INC	79245	111088	8871700 570150	3,400.00
				79246	111088	8871700 570150	3,383.03
				79248	111088	8871700 570150	5,034.62
				79250	111088	8871700 570150	5,084.53
				79251	111088	8871700 570150	4,121.50
						Total For Check # 272065	21,023.68
09/18/2020	272095	368	MIDSTATE TRAFFIC CONTROL INC	40343	111417	8871700 570150	15,000.00
						Total For Check # 272095	15,000.00
09/25/2020	272220	2476	EAST KENOSHA DEVELOPMENT LLC	5465	REIMB FOR N. 20ST EXTENSION	8871700 550720	45,423.30
						Total For Check # 272220	45,423.30
09/25/2020	272295	744	UNITED RENTALS, INC	184475426-001	Bedding Box	8871700 570150	1,976.86
						Total For Check # 272295	1,976.86
						Total For Fund 887	167,100.85



City of Broken Arrow

Request for Action

File #: 20-1219, Version: 1

**Broken Arrow Economic Development Authority
Meeting of: 10-06-2020**

Title:

Consideration, discussion, and possible approval of a request to provide funding to the Broken Arrow Economic Development Corporation to staff a Career / Workforce Center for eighteen months, beginning December 31, 2020 and ending July 30, 2022

Background:

The Broken Arrow Economic Development Corporation is seeking funding to staff a Career/Workforce Center for 18 months to greater assist Broken Arrow residents and businesses navigating job separations, placements and training resources. The citizens of Broken Arrow are facing exceptional challenges, including high unemployment and limited opportunities for in-person skills development. During the COVID-19 pandemic, national job losses were concentrated in the hospitality and food services industries. Oklahoma also saw disproportionate losses in the energy and aerospace industries, reflecting its own industry mix.

In a recent survey conducted by the Broken Arrow Economic Development Corporation with 90 businesses responding, 17.86% of businesses reported trouble finding or keeping employees. More than 40% reported furloughing or laying off staff or anticipated further layoffs and furloughs.

The Center will effectively connect displaced workers to the businesses located in Broken Arrow and the resources needed for a return to employment. As the economy recovers from the devastating effects of the pandemic, proactive efforts to address workforce issues should be implemented for the benefit of Broken Arrow. The Center is a creative approach to help both the citizens and businesses.

The Broken Arrow Economic Development Corporation is seeking funding to address unbudgeted financial needs in the form of staff support for an 18-month career center program beginning December 31, 2020 and continuing until July 30, 2022. The center will require funding in addition to staff support and BAEDC is seeking those funds from other sources. The requested funds will provide a centralized hub for career placement and development including:

- One-on-one skill assessment
- Upskilling and retraining opportunities
- Employer recruitment support, and
- Career services and job placement.

Jennifer Conway, President and CEO of the Broken Arrow Chamber of Commerce will provide the Broken Arrow Economic Development Authority detailed information, concerning the Career / Workforce Center. Ms. Conway will also provide the Authority quarterly updates on the Center's progress during the eighteen-month program

If the Authority approves the request for funding, an Amended Agreement between the Authority and the Broken Arrow Economic Development Corporation and a budget amendment for a transfer from the Special

Cares Act Fund will be presented to BAEDA during the October 20, 2020 meeting.

Cost: \$150,000

Funding Source: Transfer from Fund 347, Special Cares Act Fund

Requested By: Norman Stephens, Economic Development Manager

Approved By: City Manager's Office

Attachments: None

Recommendation:

Approve a request to provide funding to the Broken Arrow Economic Development Corporation to staff a Career / Workforce Center for eighteen months, beginning December 31, 2020 and ending July 30, 2022.