



City of Broken Arrow
Special Meeting Minutes
City Council

City Hall
220 S 1st Street
Broken Arrow OK
74012

Mayor Craig Thurmond
Vice Mayor Scott Eudey
Council Member Mike Lester
Council Member Johnnie Parks
Council Member Debra Wimpee

Tuesday, August 22, 2017

6:00 PM

South Broken Arrow Baptist Church
7815 South Elm Place
Broken Arrow, OK

1. Call to Order

Mayor Craig Thurmond called the meeting to order at approximately 5:58 p.m.

2. Roll Call

Present: 5 - Debra Wimpee, Johnnie Parks, Mike Lester, Scott Eudey, Craig Thurmond

3. General Council Business

A. 17-2573 Presentation and discussion regarding economic development and infrastructure improvements in South Broken Arrow

Vice Mayor Scott Eudey welcomed meeting attendees to the Special Meeting and to Ward 4 and stated he was pleased to see so many residents in attendance. He stated the City Council was monitoring south Broken Arrow with concern. He reported he lived 2 miles north of South Broken Arrow Baptist Church and drove past the intersection of 101st and Elm twice daily which he felt was one of the prettiest parts of Broken Arrow, but obviously faced challenges. He stated the Council wanted to hear from residents and answer questions in an effort to work together to address the issues and formulate plans to ensure the successful development of south Broken Arrow. He indicated he looked forward to hearing from the citizens and appreciated the citizen's presence at the Special Meeting.

Councilor Mike Lester welcomed the citizens to the Special Meeting and said he was greatly pleased to see how many attended. He reported he was entering his 11th year on the City Council. He explained he was a native of Broken Arrow, grew up a couple miles east of South Broken Arrow Baptist Church, and had watched Broken Arrow grow from 7,000 residents to greater than 110,000 residents. He stated City Council Members were interested in seeing economic growth in all sectors of Broken Arrow. He reported in his early years on the City Council growth and money had focused on the northeast part of Broken Arrow; today growth and efforts would be concentrated on the southeast quadrant of Broken Arrow. He stated several years ago an effort was made to revitalize 101st and Elm's Four Corners which was unsuccessful; however, he assured residents the Council would do its best to revitalize the Four Corners area, as well as draw more economic development further south. He intimated he looked forward to hearing from Community Members.

City Manager Michael Spurgeon stated he was blessed and privileged to serve Broken Arrow as City Manager for the last two years. He stated about one year ago he began hearing from concerned citizens regarding south Broken Arrow. He reported the administration approached City Council in May recommending this Special Meeting to address the citizens directly in regards to progress and planning for south Broken Arrow. He explained during the meeting the Assistant Manager of Operations would discuss public infrastructure and improvements made to date, Development Services Manager would discuss development projects approved, officials from the Economic Development Corporation would discuss recruitment efforts being made to bring additional businesses to south Broken Arrow, and the Developer of the Shops at Aspen Creek would discuss his efforts to draw businesses to the Shops. He stated following this the citizens would have an opportunity to ask questions.

Mr. Spurgeon stated the purpose of the Special Meeting was to discuss economic development and how growth in south Broken Arrow could be promoted. He stated as a City Manager with 30 years' experience he had learned that successful recruitment of business and industry looked different in each City; there was no "one size fits all" solution for economic development operations. He stated economic development was a process of building a strong, adaptive, sustainable economy and required a vision with adaptable short term objectives. He stated it was necessary for City Officials to establish a clear vision and direction for economic development operations and to communicate and advocate for the vision. He stated it was the responsibility of the local government to create a public sector environment which supported private sector investments and reinvestments. He explained the City could not build business,

but it was the City's responsibility to ensure there was a business friendly environment in place to support businesses that desired to make investments in the Community. He reported the City maximized the use of Public Utilities when possible and created a comprehensive and supportive planning, inspection and permitting process to simplify the procedure for prospective investing businesses. He stated he felt as City Government was citizen-driven and economic development was market-driven it was important to have an organization separate from government to lead the economic development effort and to work with the private sector convincing investors that a return could be made on prospective investments in the community. He reported the City had this model and the Members of the Economic Development Corporation would discuss the new recruitment endeavors, as well as reinvestment encouragement.

Mr. Spurgeon reported Bass Pro Shops opened 13 years ago; however, it took well over a decade for the Bass Pro and Target project to demonstrate today's growth. He reported City Council had learned it was difficult to attract businesses without proper infrastructure. He stated as a result, for the last 7 to 10 years City Council had invested significantly in public infrastructure in south Broken Arrow to prepare for development. He stated south Broken Arrow still faced challenges in attracting new businesses. He explained all of the above would be addressed at the Special Meeting. He introduced Kenny Schwab Assistant City Manager of Operations.

Assistant City Manager of Operations Kenny Schwab thanked the citizens for attending the Special Meeting and expressed his pleasure to be present to discuss infrastructure. He stated Public Infrastructure included streets, sidewalks, utilities, water, wastewater, and stormwater systems. He displayed several Google Earth maps of north Broken Arrow and discussed what was shown. He pointed out the differences between maps from 1995 and 2017. He stated in the late 80s and early 90s there was not much development north of the Broken Arrow Expressway. He explained between 1995 and 2017 many things had changed; in 1986 Broken Arrow Public Schools built the high school on the north end of Broken Arrow. He stated from 1990 to 1994 funding came in from Oklahoma Department of Transportation (ODOT) which raised and widened four bridges over the highway at Albany, 61st Street, Elm, Lynn Lane or 9th Street, and Kenosha or 71st Street. He stated around 1991 Broken Arrow began improvements on Kenosha and Lynn Lane, followed by 23rd, County Line and Aspen north of the expressway. He reported in 1993 ODOT widened the highway from 4 lanes to 6 lanes. He explained public investment came first, followed by residential development with Battle Creek subdivisions, Battle Creek Golf Course, First Baptist Church, while commercial development followed the residential development. He stated by 2017 the large empty green space seen on earlier maps in north Broken Arrow was no longer so open or green.

Mr. Schwab displayed maps of south Broken Arrow and explained what was shown, drawing attention to the open green space to the south of Broken Arrow in 1995. He stated in 2000 public money from the Oklahoma Transportation Authority (OTA) was invested, followed by the City partnering with OTA to build the Turnpike ramps for Aspen. He stated Walmart was built, and Warren Theatre, and several residential developments. He explained from 2000 till 2010 public dollars were invested and Mr. Skates would shortly review what follows. He explained traffic counts would be referenced throughout the Special Meeting; traffic counts were of different importance for different groups. He said traffic counts indicated to him which roadways needed attention and with regard to economic development traffic counts revealed high traffic areas indicative of potential developmental success. Mr. Schwab displayed multiple intersection traffic count lists which showed the differences in traffic counts at various intersections in 1995 and 2017, as well as the difference between traffic counts in north and south Broken Arrow. He explained traffic counts were higher than they had ever been in Broken Arrow, and were higher in north Broken Arrow than south Broken Arrow, which developers desired. Mr. Schwab presented a map exhibiting south Broken Arrow improvements, including road improvements, as well as water and sewer improvements. He reported about 11 miles of roadway in south Broken Arrow had been widened from 2 lanes to 5 lanes and from 3 lanes to 5 lanes, with resurfacing. He stated there were roadway projects planned to be completed in the next 2 to 3 years. He stated a new water tower was to be built to provide better pressure and additional water service which would utilize a 24 inch line. He stated 10 miles of new 16 inch water line had been laid and additional water line was projected to be laid. He explained development was impossible without water and sewer. He stated approximately 1 mile of the sanitary sewer upgrade had been completed with a 15 inch line, and 2 miles of new sanitary sewer line was in progress on Elm. Mr. Schwab reviewed a list of infrastructure improvements which demonstrated the money that had been spent on improvements and money which would be spent on improvements. He stated over the past 8 years \$30.3 million dollars had been spent on transportation construction projects, and \$6.5 million dollars was invested in "in-progress" projects. He explained "in-progress" meant the project was designed, right of way was being obtained, and construction would begin in the next 2 to 3 years. He said total transportation investment was \$36.9 million dollars. He stated \$2.8 million dollars had been constructed with \$5.9 million dollars for in-progress projects totaling \$8.66 million dollars total for utility infrastructure improvements. This did not include improvements to the wastewater treatment plant. He stated public safety improvements

included a fire station just north of the Creek Turnpike and Aspen which was built for \$4 million dollars and another fire station was projected to be built in the south end of Broken Arrow for \$4.5 million totaling \$8.5 million dollars in public safety improvements.

Development Services Director Michael Skates stated he was honored to speak before the Special Meeting. He reported statistically Broken Arrow had an average household income of over \$86,000, a median household income of over \$70,000 and the average age was 38 years. He explained the average household income within a 3 mile radius of the Warren Theatre in south Broken Arrow compared to the area surrounding Target in north Broken Arrow showed a higher average household income. He reported income within a 3 mile radius of Warren Theatre was \$89,500 and in a 4 mile radius \$90,700 while income within a 3 mile radius of Target was \$80,400 and a 4 mile radius \$84,200. He stated there were 12 different subdivisions which were 39% completed and 8 developments which were planned, but had not begun yet. He stated there were upwards of 2,000 homes in the process of being built within the next 4 to 5 years. He indicated Broken Arrow led the region, if not the State, in home starts and had for decades. He explained population continued to grow in Broken Arrow due to the relatively low cost of land, exceptional schools, exceptional public safety, beautiful parks, and excellent infrastructure. He stated this attracted families from other areas to Broken Arrow. He reviewed two maps which showed, on one, locations of residential plats, commercial projects, and public projects, and on the other land ready for commercial development including transitional areas, commercial/employment nodes and regional employment/commercial development areas. He stated commercial/employment nodes were typically on corners, while regional employment/commercial development areas had been established along the Turnpike and purposed for commercial development. He stated he hoped he accurately exhibited a snapshot of development within Broken Arrow. He reported there were two recently finished multifamily projects and he felt there would be more in the future. He explained density helped drive commercial development. He stated he would be available following the Meeting to answer questions.

Chamber of Commerce President and Economic Development Corporation Member Wes Smithwick thanked the assembly for showing interest and attending the Special Meeting. He explained the Broken Arrow Economic Development Corporation (BAEDC) was founded and created 10 years ago through a collaborative effort of the City, Broken Arrow Public Schools and Chamber of Commerce with a primary purpose to grow Broken Arrow's economy through job creation. He stated in 2010 the scope of the Broken Arrow Economic Development Corporation was enhanced to include retail development; prior to then there was no concerted effort in Broken Arrow to recruit retail or restaurant. He stated this was done as the sales tax dollars generated by retail and restaurants were vitally important for City Service funding, such as firefighters and police officers. He stated City government felt it was important to bring in retail to help stop "leakage" which was when Broken Arrow residents went to other cities to purchase goods and services. He stated in 2012 the new downtown development was added to the Broken Arrow Economic Development Corporation's projects. He explained that retail recruitment was a complicated process. He stated businesses, restaurants, and stores went where money could be made and as part of the recruitment process the BAEDC attempted to identify a match for companies and developments demonstrating that money could be made if a company chose to build in Broken Arrow. He stated the BAEDC marketed the Broken Arrow Community along with a specific site to developers through participation in events in Broken Arrow, by proactively reaching out to developers in state and out of state and by reaching out directly to individual businesses such as the Cracker Barrel and Red Lobster, as well as other retailers, in an attempt to persuade businesses to consider Broken Arrow as a location. He explained the BAEDC could not force businesses to choose Broken Arrow, but could only introduce businesses to locations within the Broken Arrow Community which were felt to be good fits demographically. He stated Broken Arrow Economic Development Corporation participated actively yearly in multiple International Council of Shopping Centers (ICSC) events which were massive trade shows for the retail industry. He explained every major retailer, restaurateur, hotel, etc., attended to endeavor to procure contracts and discover new locations for the purpose of business growth. He reported his team worked with brokers and tenant representatives throughout Broken Arrow. He stated it was not uncommon for national retailers and restaurants to work with a local broker for the site selection process. He explained every restaurant or retailer had its own unique methodology for site selection and to determine if a location was potentially lucrative. He stated some brands required a certain number of rooftops within a certain number of miles and some would not locate a new store within a certain number of miles of an existing store. He stated IHOP would not place stores within 5 miles of one another while Ikea required 2 million people within a 40 mile radius of its stores. He stated other brands focused on household incomes. He stated fast food restaurants focused almost exclusively on traffic count. He explained home value, educational attainment, number of children in a location, etc., were all numbers taken into consideration by certain businesses. He stated daytime population was a number to be considered as well. He said retail landscape was changing constantly. He stated big box retailers, such as Walmart and Sam's Club, were fading away in favor of smaller, more boutique retailers. He stated within the next 5 years grocery shopping would change. He stated shopping malls were being replaced by "lifestyle centers" as shoppers enjoyed walking about in an environment which was pleasing.

Mr. Smithwick explained how retail areas cycled over time. He stated in 2000 61st and Memorial was a booming area with an Atlantic Sea Grill, high end shops and TGI Fridays, but this failed within a few years. He stated now it was a vibrant shopping area once again, but was transformed with an Aldi's and other types of shopping. He stated 101st and Elm had been suffering for years. He reported K-Mart closed in the area because K-Mart was nationally going out of business, followed by Albertson's which had suffered financially for many years and had closed many locations in Oklahoma. Mr. Smithwick stated Mr. Stephens would speak more on this matter and introduced Economic Development Coordinator Norman Stephens.

Economic Development Coordinator Norman Stephens stated he had been a part of the City of Broken Arrow for 34 years. He stated his responsibility was to bring retail development into Broken Arrow, but his most important job was to work with the Chamber of Commerce and Broken Arrow Economic Development Corporation to bring manufacturing and well-paying jobs into Broken Arrow. He stated if well-paying jobs were recruited into a city, retail development followed as retailers wanted to be where tax dollars and money were and tax dollars and money were where good jobs were. He stated these were his primary objectives: working with Chamber of Commerce to draw new jobs to Broken Arrow and to recruit retail development for Broken Arrow. He explained retail development in Broken Arrow was important because it created tax dollar revenue which in turn was spent to improve Public Service Departments in Broken Arrow, such as the Fire Department and Police. He explained when residents shopped outside the City of Broken Arrow or online, Broken Arrow tax dollars were lost to other cities. He stated retail was constantly changing; larger stores were downsizing to smaller spaces. He reported he worked daily with Mr. Smithwick's Development Corporation putting out feelers and making contacts in an effort to draw business to Broken Arrow. He stated one of his responsibilities was to go to ICSC, which was the largest show where developers, site selectors, and retailers were present to determine where next to build. He explained most places may only be planning to build a few stores in 2018; for example, Home Depot may only be planning to build 4 new stores, and enticing Home Depot to build in Broken Arrow was a difficult endeavor as it was a very competitive market. He reported he went to Dallas in May and Vegas in November to the ICSC and walked, talked and showed potential businesses the City of Broken Arrow. He stated he no longer pushed business for north Broken Arrow; north Broken Arrow prime real estate availability was shrinking and he now pushed business for south Broken Arrow. Mr. Stephens displayed a map showing the land available for commercial development owned by the City of Broken Arrow for the last three years. He stated when he presented this availability to potential developers he began the conversation with "Let me tell you about south Broken Arrow." He stated he promoted the benefits of developing in south Broken Arrow and invited potential developers to visit the area. He assured the assembly Broken Arrow City Officials were making every effort to encourage new business in south Broken Arrow; there was absolutely no north Broken Arrow favoritism. He explained retail development was achieved in various ways, and infrastructure was the important first step, which was why Mr. Schwab spent so much time discussing Broken Arrow infrastructure improvements. He stated the infrastructure was now in place; south Broken Arrow was welcoming to retail development, additional housing had been put into place, and it had been paid for by Broken Arrow tax dollars. He stated another tool to entice developers was sales tax incentives; for example, if a retailer brought in a certain amount of tax revenue a percentage might be returned to the retailer in an effort to defray new location costs. He explained building in a new location was expensive and at times a profit margin could be slim. He stated if a potential retailer was not absolutely certain a profit would be made in an area, it would not move to said area. He explained Broken Arrow had done what it could to create an environment that businesses would be successful in; TIF (tax increment financing) districts had been built in an effort to keep businesses in the area and draw in new businesses. He stated a TIF district kept Flight Safety in Broken Arrow, aided the growth of the Rose District, and there was now a TIF District in south Broken Arrow. He stated vision was looking down the road where there was nothing and imaging what it would be. He stated the City Council long ago imagined a University out in the middle of nowhere in Broken Arrow, and there was now a wonderful facility. He stated the City Council imagined the possibility of the Creek Turnpike which was now a main thoroughfare. He stated City Council had the foresight in the year 2000 to purchase land surrounding the Aspen area which City Council felt would aid retail development in the future. He stated City Council had the foresight to work with the Turnpike Authority to put an interchange on Aspen to enable easy access to future retail development in the area. He stated City Council envisioned the Warren Theatre 15 years ago. He stated some felt the Shops at Aspen Creek were a failure, but he declared it was a success because the infrastructure was in place in this location, the Warren Theatre was in place, and soon businesses would be moving into the area as the area was prepared for new business arrival. He felt this was exciting for south Broken Arrow, and exciting for the whole of Broken Arrow. He reported the City owned two parcels of land, north of the Creek Turnpike, one on the left and one on the right side of S. Aspen Ave, and that land was used to promote daytime population; developers wanted to see heavy daytime population. He stated he spoke with Costco at ICSC four years ago and offered a long term lease on City owned land to lure Costco to the area. He said Costco responded it wanted to build around 111th and Yale in Tulsa, as Costco felt it would have the greatest success in this area, and eventually built on South

Memorial where traffic counts were extremely high. He stated the impediment on the north side of Broken Arrow was Woodland Hills Mall; he had been fighting against Woodland Hills Mall since he began with the City. He explained he could not replicate traffic counts on Memorial in the south end of Broken Arrow. He explained developers looked for traffic counts, rooftops, daytime population, distance to existing stores, and household incomes. He stated 101st and Elm was booming in the 80s; there was a K-Mart, Albertson's, Safeway, and many different stores and developments. He stated the area had continuously deteriorated since that time. The problem had been recognized and solutions had been considered to reverse the deterioration trend. He stated many proposed solutions failed, so the Chamber of Commerce approached City Council who proposed the Broken Arrow Economic Development Corporation step in and requested a feasibility study for New Orleans and Elm. He reported it could take 6 to 8 months to complete the feasibility study and the EDC would ask businesses on the four corners to share the cost of the study. He stated he intended to discover what needed to be done to make the area viable once again. Mr. Stephens introduced Daniel Signorelli, CEO, Signorelli Company.

Mr. Daniel Signorelli, CEO, Signorelli Company, stated he appreciated the invitation to speak at the Special Meeting. He stated the Signorelli Company developed quite a bit in Texas, and had dealt with quite a few City Councils and many economic groups, and he felt the team Broken Arrow had was a group of entrepreneurs, leader and visionaries, not politicians. He stated this was why he was excited to come to Broken Arrow and develop the Shops of Aspen Creek over five years ago. He explained, at the end of the day, the number of rooftops brought in business; it was mobility, visibility, employment base, household income, and discretion income that attracted business. He stated the number of rooftops with discretionary income to be spent at the restaurants and stores was a driving consideration for prospective developers. He explained with retail constantly changing it was important to have a good mix of businesses; movie theatres and entertainment components mixed with conventional power centerpieces, fast food restaurants, and sit down restaurants. He stated other mixed use components that should be included were multifamily areas, medical facilities, offices and hospitality facilities. He said multifamily areas were important to increase density which helped presentation when trying to draw a restaurant or coffee shop or others to the area. Mr. Signorelli displayed a map showing the planned shopping and multifamily home concept. He stated when Signorelli Company got involved with the team, talk of Warren Theatre had been bounced around for years. He explained it required commitment and investment from the City and from Signorelli Company to bring the Warren Theatre to fruition. He stated the Warren Theatre was the #1 theater in Tulsa, and was #2 in sales tax generation in Oklahoma. He reported the Signorelli Company was based in Houston and was currently developing the largest retail project in the State of Texas with 1.5 million square feet of retail and mixed use. He explained when the Signorelli Company looked at projects it did not look at the short term, but looked instead at full development. He explained part of the Signorelli model was to ensure the bones and structure were in place, so as the critical pieces (such as Warren Theatre) proved the market, Signorelli was then able to bring in the right types of restaurants and right types of stores, and as a result had a more successful project. He stated north Broken Arrow fit the saying "location, location, location," but south Broken Arrow was not quite there yet; however, it was much closer today that it was five years ago. He explained a critical piece of this was Warren Theatre which would be a draw to other businesses, especially considering retail had a "herd mentality." He stated he was extremely excited for Broken Arrow and the future of south Broken Arrow. He stated Broken Arrow demographics were exceptional with south Broken Arrow household incomes being excellent. He stated the changes would not come overnight, but the development would come. He explained with Warren Theatre being a highly successful theater and with infrastructure in place, great development would follow. He stated he expected to break ground in approximately six months for a Starbucks and a Great Clips, and he was having conversations with a few restaurants to fill up the first vertical piece at the Theatre intersection. He stated small developments would not be placed on large parcels of land until key anchors were determined and placed, which defined areas; this would be followed by small parcel development. He stated retail was excited about the multifamily development, the quality of it, the sales of Warren Theatre, and the progress of population growth and traffic count growth. He stated retail development was a long process; for example, in Texas where Signorelli was developing the largest retail project in the State of Texas, land was acquired between 1999 and 2006, from 2006 to 2014 small pieces were developed, and finally in 2015 Signorelli broke ground on the project for which phase three would not break ground for another 4 months. He explained the Texas Project's success was due to Signorelli's focus on key anchors and the right quality drivers. He stated Signorelli Company had the same dedication, same model and put forth the same effort in Broken Arrow, and he looked forward to the results Signorelli Company expected to deliver.

Mayor Thurmond invited citizens to come forward to speak and ask questions.

Citizen Patrick Otto stated his address was 701 East Albuquerque, Broken Arrow. Mr. Otto thanked the speakers for time and effort spent, as well as the information given. He thanked Mr. Signorelli for the good news of an impending Starbucks. Mr. Otto asked if the feasibility study was the normal process; if a feasibility study had been done prior to development of Bass

Pro, Target area, and the Rose District. He asked if the same general steps were being followed for south Broken Arrow as were followed in north Broken Arrow. Mr. Stephens replied the reason a feasibility study was to be conducted for 101st and Elm was presently nothing had worked in that area. He stated there had been highs and lows with stores coming in and leaving. He explained the problems with the area included massive parking lots with building set far back and many doors. He stated a couple ideas for the area being considered were a TIF and possibly working with the owners of the businesses to give the area a shock. He reported the success of the Rose District was a direct result of the means and research of the Broken Arrow Economic Development Corporation, the Chamber of Commerce and City Council. He stated he and others got on busses, took trips, spoke to cities in Texas with successful downtown areas. He stated Bass Pro had been a green area, started from scratch, and was a different animal from south Broken Arrow. Mr. Spurgeon stated with regard to what the City planned to do for 101st and Elm, the schedule was to reach out to local business owners and agents, inform the business owners that the City was willing to invest public dollars to have an Request for Proposal (RFP) prepared and to bring in a consultant with expertise in areas needing redevelopment. He stated the business owners would be asked what visions and plans each business had, and would be asked to cost participate in the study which needed to be done. He explained the study would be completed regardless of cost participation as the City wanted to see what options were out there. He stated once the study was completed, which would not be until 2018, the results would be presented on behalf of the EDC to the City Council including recommendations for redevelopment. He reported there may be incentives the City could provide to developers, but it would take a partnership between the private sector and the public sector to ensure success. He said he would keep residents informed as the process progressed.

Citizen Linda Corbin Young stated her address was 4019 South Date Ave in the Hidden Springs addition. She stated she wanted to challenge the Council and the Community to help each other. She stated a new penny was great, but sometimes old pennies needed to be polished. She asked this to be done in the older communities around 101st and Elm. She stated there were obvious problems which needed to be solved in order to attract new business and retain the old businesses. She stated West Quantico was an eyesore with piles of trash and discarded furniture which was not being picked up in a timely manner. She stated the only time trash was not piled in the street was two hours after the trash trucks visit. She stated today she counted 11 lawns with grass between 16 and 24 inches tall. She stated she felt these were items that needed addressing. She explained she had knowledge of, had used, and appreciated the Action Center. She stated she had seen blight in other cities in her travels and did not want to see blight in Broken Arrow; however, she felt a few neighborhoods in Broken Arrow were getting close to that point. She stated West Quantico needed to be addressed because potential developers would inevitably drive by be discouraged. She asked what could residents do, what could the City do, and what options there were to improve the area and to put pressure on landlords to keep up the neighborhood which was entirely duplex rentals. She asked how family friendly businesses could be encouraged to come to the area to encourage continued family friendly neighborhood growth. Mr. Spurgeon replied the pride in home ownership in Broken Arrow was exceptional; however, there were some properties which fell out of compliance from time to time. He explained there was a code enforcement inspection division within development services which were well practiced with working with property owners to address properties that have fallen out of compliance. He stated Mr. Skates had made a note of the areas Ms. Young had indicated and would visit the areas to determine what needed to be done.

Citizen Michael Joyce stated he was an attorney in Tulsa and he represented land owners and developers across the Country from California to Florida. He stated he also represented the owner of the Hobby Lobby location and was in attendance to see what the City was planning. He stated as a representative of business owners and developers he thanked and congratulated the City of Broken Arrow for its successes which he enjoyed on behalf of his clients. He stated he attended the Budget Presentation and felt it was nice Broken Arrow had a surplus budget as a result of the retail migration to Broken Arrow. He stated sales tax dollars were migrating from Tulsa to Broken Arrow. He stated many of his clients were fleeing the State of Oklahoma as a whole; fleeing to Texas, Colorado, and Florida to take advantage of the booming, vibrant economies. He explained the overall economy of Oklahoma was declining. He stated he worked with many national retailers and property owners and developers with whom he discussed jobs, education, regional stability, saturation and cannibalization which were huge issues Broken Arrow needed to be discussing with neighboring cities and State Legislatures. He reported Oklahoma was often at the bottom of the national lists in terms of jobs, creation, healthcare, and education. He stated unless Broken Arrow worked cooperatively on a regional basis to address these issues it would never matter how many Starbucks were drawn to Broken Arrow; Broken Arrow would fail, the region would fail, and the State of Oklahoma would fail. He stated Broken Arrow was more successful than other cities in the region, but he felt this was cannibalization. He stated regions needed to work with each other to develop regional jobs and regional education. He stated too many businesses with good jobs had left the region which created a weak economy in the region. Mr. Joyce congratulated the City of Broken Arrow for a job well done and encouraged the City to not only study 101st and Elm, but to study the region. He encouraged Broken Arrow to form groups and talk with neighboring cities to

determine what could be done to encourage job growth and pressure State Legislatures for further education, so true growth could be attained, not just cannibalization and migration. Mr. Spurgeon stated he would attempt to address all points of Mr. Joyce's presentation. He stated respectfully, in his opinion, the tax model for municipalities in the State of Oklahoma were broken. He stated cities were heavily dependent upon sales tax to support general government services in all municipalities in the State of Oklahoma, and as a result, cities were forced to proverbially cannibalize in some regard since there was heavy competition for retail businesses. He stated this was a challenge. He stated in regard to education, it was not his goal to have a race to the bottom. He explained last year he, the Mayor, and City Council, working with the school district presented several options to increase teacher pay. He reported the teachers were a workforce which was not being taken care of and as a result teachers were leaving, but efforts were being made to improve the situation. He stated the City was part of a group called Cities United, which met monthly, and all the cities in the region met to discuss and find solutions for the issues each city faced. He explained a result of the Cities United meetings was the repurposing of the Vision Tax which was approved by voters in 2015 to bring in additional revenue to hire police officers, fire fighters, and to add \$3 million dollars a year for general road maintenance. He stated Cities United would continue to meet because every city in the State was struggling to raise enough money to pay for city services. He explained it was not just Public Safety; it was parks, streets, property maintenance and operations. He explained he and City Council agreed with what Mr. Joyce said, it was important to have the regional conversations; however, in a highly partisan environment it was difficult to convince others to make decisions about personal property taxes and sales tax. He stated so far no one had been able to convince the Legislature that another tax model needed to be implemented.

Citizen Aaron Gatty stated his address was 7701 Briarwood, just across Elm, and he had lived in Broken Arrow since 1989 at 101st and Elm. He explained this was his reason for attending; the area had been home to him for decades. He stated he worked his first four jobs at the intersection of 101st and Elm, at different retailers. He stated his children were grown now and his life was taking a different direction and he wanted to be more involved with his community. He stated he was a firm believer that through group cooperation much could be achieved. He reported he was active in the Chamber of Commerce and around Broken Arrow. He intimated he began his business in Broken Arrow due to the activeness the leaders of Broken Arrow took in promoting and sustaining long term growth for Broken Arrow. He stated Broken Arrow considered long term futures and he appreciated this. He asked as a Community what an individual could do to help spur growth and help create the future Broken Arrow wanted for its Community. Vice Mayor Eudey responded one thing an individual could do was shop local. He stated it took a concerted effort to shop local. He intimated he was thrilled he could now purchase anything he needed in Broken Arrow and he felt this was the key. He stated it might be slightly quicker and easier to shop out of Broken Arrow at times, but residents should make the effort to shop within Broken Arrow. He explained shopping online did not provide sales tax to Broken Arrow; therefore, residents should avoid this as much as possible. He stated he felt this was important so the City could generate revenue to reinvest in the City. Mayor Thurmond stated another thing a resident could do was encourage businesses frequented outside of Broken Arrow to open in Broken Arrow. He stated he agreed with Vice Mayor Eudey; it was important to shop within Broken Arrow.

Councilor Johnnie Parks stated he was excited to see Community involvement. He reported he had been a City Councilor for many years. He stated residents should get involved in the Community. He explained the City Council did not view Broken Arrow as two sections, northern and southern; the City Council viewed the City as a whole entity. He reported he was on the City Council when the turnpike was planned and he lost 25% of his plumbing business in one month as a result because residents who lived along the proposed turnpike path disapproved. However, he stated, the City Council felt the turnpike would bring many jobs to Broken Arrow. He said the combined effort and money of public and private entities were of prime importance. He stated the public sector did not have a lot of money to give to the private sector to work with; therefore, what money there was needed to be spent wisely, which he felt the City Council and Chamber of Commerce did very well. He stated Broken Arrow was well known and well regarded as a strong community throughout the State of Oklahoma. Mr. Parks stated residents should get involved as a way to help the community. He stated another method for citizens to be of aid was to petition State Legislatures to get involved in helping Broken Arrow become a stronger city. He thanked residents for being involved and for attending the Special Meeting.

Councilor Mike Lester stated as a growing community City Council depended on voters with regard to bond issues. He explained if the City was to continue to grow as a community it needed continued bond issues for road expansion, maintenance, public safety upgrade, infrastructure, etc. He explained Broken Arrow depended upon citizens voting on bond issues to make the City great. He stated an important action residents could take was to become involved, urge important matters be included in bond issues, vote, and to encourage neighbors to vote. He explained without bond issue passage the City of Broken Arrow would not have growth.

City Manager Michael Spurgeon stated he wanted to give residents who wished not to speak in the microphone an opportunity to ask questions; therefore, he had a list of submitted questions. He stated the first question asked if a TIF grant was possible for the corner area of 101st and Elm. Mr. Spurgeon responded this would be determined as part of the feasibility study. He stated the second question asked if Reasor's Foods was closing or remodeling. Mr. Spurgeon stated Reasor's had signed a three year lease and it was his understanding Reasor's intended to stay in the area indefinitely. He stated there was interest in developing a supermarket in south Broken Arrow, but the incentives the interested party wanted were well beyond what the City was willing to pay. He explained it was the citizen's tax dollars which went to incentives and the City took tax dollar spending very seriously. He stated there was rumor of the tool store in the area moving, but he knew nothing of this. He explained Applebee's closed as a result of the Applebee's Corporation closing approximately 150 restaurants nationwide.

Mr. Spurgeon stated the next question asked how many more homes were needed to attract the City's desired new businesses. He responded Mr. Skates said there were approximately 1,900 units left to be built. He stated household incomes were the City's best in south Broken Arrow and the added homes would add to the income, as well as the traffic counts, which was positive. Mr. Spurgeon asked Mr. Signorelli if there was a magic number of rooftops for businesses generation. Mr. Signorelli stated there was no magic number, but velocity of growth was critical; if population growth rate was above average in Broken Arrow retailers would more seriously consider developing in the area. Mr. Skates expressed his desire to add to the concern about stores moving from 101st and Elm which he said was an example of a retail herd mentality. He explained businesses followed the crowd to where the activity was, where the shoppers were. He stated ensuring areas did not feel blighted or critical, along with new development and new growth, were all drivers which would support an area. Mr. Spurgeon stated the question was asked again about the rumor of Reasor's relocating. He replied in addition to the three year lease, when an existing business within the Community looked to relocate to a new area it would have a difficult time receiving incentives due to the fact that it was cannibalizing, or taking away, from its area of town. He explained the City looked at such business moves as this very closely as it was just moving tax dollars from one part of the City to the next.

Mr. Spurgeon stated the next question on the list asked what the facts were which explained what happened to the area of 101st and Elm, and why it was a problem as the intersection had attracted a consistent traffic volume. Mr. Spurgeon stated there were approximately 25,000 cars which drove past the intersection every day which was why the City intended to meet with the owners to determine what challenges the businesses faced and what businesses desired as a vision. He explained following this the consultants would come in and decipher how the City and businesses could work together. He stated he felt this was a good question and would be better ably answered at this time next year.

Mr. Spurgeon reported the next question was a suggestion to apply to Rib Crib to replace Applebee's. He stated he would ask Norman Stephens to reach out to Rib Crib to see if there was an interest in developing in the area. He stated the next question asked how much tax revenue was being lost to Bixby from Broken Arrow residents in the central part of the City due to the lost business in central Broken Arrow. Mr. Spurgeon replied this was a good question, but he did not know the answer; he did know that 8.5 cents of every dollar spent in Bixby was going to Bixby or south Tulsa instead of Broken Arrow. He reiterated the importance of shopping locally in Broken Arrow for the purpose of tax dollar generation. The next question, Mr. Spurgeon stated, was how to attract restaurants to the Warren Theatre area. He replied this was answered earlier by Mr. Signorelli. He reported the next question regarded growth redirection to 101st and Elm rather than allowing growth to continue along the outskirts. He replied this question had been answered, but he would add the City Council was making investments in the area; the turnpike exchange which Council had acquired in that area was a prime example, without which development at 101st and Elm would be nonexistent. He explained this was the type of investment the City was willing to make, and following the study the City would have a better idea what more could be done to improve the area. He stated businesses were being built on the outskirts because this was where traffic counts were highest and rooftop numbers were, but with the planned additional housing, additional businesses would follow.

Mr. Spurgeon stated the next question was which businesses could be expected to move in to fill the empty storefronts on 101st and Elm, why were businesses closing, and what was happening to property values. He responded this was indeed a concern and the City had a responsibility to act, which was being done. He stated he wanted residents to understand the City recognized it had a responsibility to investigate and improve the environment at 101st and Elm and made a commitment to follow through. He said another question asked if Sprouts would open in south Broken Arrow. Mr. Spurgeon stated he would love for Sprouts to open in south Broken Arrow, or Whole Foods. He stated Mr. Stephens made calls and had conversations with Sprouts and was informed south Broken Arrow was too close in proximity to other Sprouts locations and the traffic counts did not meet internal criteria. He stated Home

Depot had the same response, that traffic counts did not justify development in the area. He explained conversations and connections were being made, the City would continue to provide updated data to these companies, and potential companies would be made aware of growth within Broken Arrow.

The next question, Mr. Spurgeon said, was how City Officials could encourage owners of large buildings (older developments) to improve facilities and encourage new leases; could City enforce older developments to do parking lot landscaping improvements on islands. Mr. Michael Skates responded the City could not force developments to upgrade current infrastructure or site infrastructure; however, the City could watch closely and if property fell into disrepair with broken windows, missing signs, dying landscaping, etc., the situation would be addressed. He stated the City sent letters and provided assistance as necessary in identifying what sections of the nuisance code or property maintenance code properties were in violation of, and the City gave property owners time to make the necessary repairs. He stated if there was a failure to make repairs other steps would be taken. He explained when developers decided to redevelop, such as the southeast corner of 101st and Elm, the City engaged with the developer, discussed the plan, identified ideas and concepts outside of zoning code and a comprehensive plan was formed to better the location. He stated it was tragic when a large box company vacated a space and left 100,000 square feet empty as this quickly dropped property values. He stated he worked constantly to identify options for redevelopment. He stated he hoped with the feasibility study and by working with property owners it would be determined how to redevelop, how to redo facades, would it be mixed use, would it be single occupant business, and how to divide large space into more attractive uses for entrepreneurs. He intimated citizens brought his department wonderful ideas daily; he was amazed at the thoughts and entrepreneurship citizens had and he felt it was his department's responsibility to determine how it could help bring these ideas to fruition.

Mr. Spurgeon reported the next question wondered if more high density living apartments were planned for south Broken Arrow, and if south Broken Arrow could acquire better internet service. Mr. Skates stated he was strongly encouraged by his conversations with developers that additional multifamily would occur along the turnpike and in various areas. He believed developers were considering locations, but none had been settled upon because, like commercial developers, residential developers were waiting to see what happened. He stated there was residential growth in the southwest part of Broken Arrow which was a positive and was partially driven by schools. He stated the City worked closely with the school system and staff with regard to school locations and, typically, when a school was planned and built, housing and commercial development followed. He reported it happened with Liberty, Highland Park, Centennial and he believed it would happen with Timber Ridge; he believed development would continue in southwest Broken Arrow. Mr. Spurgeon stated he was unable to answer the internet service question, but he would be happy to talk with anyone who was concerned, and he would inform the City's internet providers of the resident's concerns. Councilor Lester stated Windstream was working to increase its bandwidth across the City. He stated it was Windstream's desire to enable the highest speed internet across Broken Arrow over the next seven years.

Mr. Spurgeon reported the next question, asked by Mr. Bates, wondered if there were plans to fix the intersection at Olive and Jasper as truck traffic had made the intersection rough. Mr. Spurgeon asked Mr. Bates to speak with him following the Special Meeting or he would contact Mr. Bates by phone; he intended to have a City employee investigate the intersection.

He reported the next question asked if there was a long term plan for the former Indian Springs Elementary building. He asked Mr. Schwab to answer the prior question as he was speaking to an Assistant Superintendent. Mr. Schwab responded the City of Broken Arrow and Broken Arrow Public Schools were two completely different entities; Broken Arrow Public Schools owned Indian Springs and years ago there was consideration to have the City purchase the land and turn the building into a recreation center; however, those discussions had dissipated, and Broken Arrow Public Schools had rezoned the property and placed it on the market, but there were no interested buyers.

Mr. Spurgeon reported the next question was regarding plans to widen the 101st east of Elm and west of Aspen. He replied the plan was to widen 101st, from Olive to Aspen, from two lanes to three lanes and he asked Mr. Schwab to elaborate. Mr. Schwab stated the mile of road from Elm to 9th street had been widened from two lanes to five lanes, and several years following the City would widen the road between 9th and 23rd from two lanes to three lanes. He stated the plans for between Aspen and Olive were 95% complete; one additional right of way was being acquired. He stated once the final right of way was acquired construction would begin; the schedule right now was to begin construction next fiscal year.

Mr. Spurgeon stated the next question wondered when the Comprehensive City Plan was last updated. He replied it was last updated in 2008 with a supplemental in 2012, and he asked Mr. Skates to elaborate. Mr. Skates stated the Comprehensive Plan was a plan which governed City development; it included all City aspects, Public Safety Facilities, parks, streets, highways,

and other developments. He stated the City Council and City Manager were in support of a new Comprehensive Plan, namely Plan Vision 40. He stated he had gone out for bid and selected a consultant to assist with the Comprehensive Plan update which he felt would be a 24 month process. He explained the consultant cost was being negotiated. He stated the Comprehensive Plan would look towards 2040 at innovative ideas such as vehicles which drove themselves, and how transportation would alter over the next 20 years, health, how health impacts community, etc. He stated the Comprehensive Plan intended to identify how to be a visionary City over the next 20 years.

Mr. Spurgeon stated the next question referenced walkability and the vision Broken Arrow had to achieve a safe, useful, comfortable, family-oriented, vitality-filled environment in Broken Arrow. He asked Mr. Smithwick to answer this question. Mr. Smithwick stated within the last week a full day's conversation was had on this very topic. He stated the walkability connectivity issue was not just a south Broken Arrow issue; it was a Broken Arrow issue. He intimated the Chamber of Commerce and the City had a great passion for improving walkability and connectivity, connecting Broken Arrow trails from the turnpike into the central part of the City. He stated the Chamber of Commerce and the City would be searching for methods to enhance walkability and connectivity. He intimated he had a 23 year old daughter who walked everywhere; the younger generation desired the ability to walk to shopping. He explained Broken Arrow was very spread out which precluded the ability to create easily walkable neighborhoods; however, planning that went into Broken Arrow required sidewalks on both sides of the street moving forward, and efforts were being made to move in this direction.

Mr. Spurgeon stated the next questioner desired to know when the east-west roads within the Community would be improved. He responded Broken Arrow's transportation network needed improvement both east-west and north-south. He asked Mr. Schwab to address this question. Mr. Schwab stated this was an excellent question as Broken Arrow was a north-south City and as such the east-west streets had suffered over time. He stated there was a project in place for 91st from Garnet to Olive for which design was almost complete and a trail was going to be created on the north side to aid connectivity. He said he anticipated the project would begin construction within a year. He stated a project for Washington from Aspen to Elm was also in development which would be a future bond package. Mr. Spurgeon explained to widen a road from two lanes to three lanes cost approximately \$3 million dollars, to widen a road from two lanes to five lanes without a bridge structure cost \$5 million dollars. He stated if a bridge structure was added cost could rise to \$5.5 million or \$6 million dollars. He stated the City was required to obtain support from the voters for road widening. He stated he recognized there were many requests for road improvements and widening throughout Broken Arrow and a package was being built to present to the voters for consideration. He stated a survey would be conducted in the near future to determine what citizens believed should be priorities of Broken Arrow, and this included the transportation system. He stated City Council recognized improvements needed to be made; however, it was extremely expensive and needed to be prioritized and approved by voters.

Mr. Spurgeon stated next on the list was a request for preteen activities, such as a pizza parlor or a trampoline park, within 2 miles of 101st and Elm. He responded he would speak with the school districts regarding these types of improvements. He stated there was a request to have power lines installed underground as the telephone poles on Lynn Lane from 71st to 61st were leaning terribly. He responded Lynn Lane was to be expanded from two to five lanes between 71st and 61st and when this happened utility poles would be addressed. Mr. Schwab stated utility companies would be on Lynn Lane from Kenosha to Houston moving utilities within the next four months and he expected to be in construction in December. He stated he had asked the utility company if power lines could be buried; however, it was the utility company's decision and it cost approximately three times as much to bury power lines versus moving power lines. Mr. Spurgeon stated a comment was made that the fence line looked terrible along Highway 51; he agreed and he asked Mr. Schwab to reach out to the Department of Transportation to request permission to remove the scrub trees along that route for beautification purposes. He stated there was an application process which needed to be completed in order to remove trees or underbrush. He stated the final comment was in regard to the poor quality of the road in front of FedEx. Mr. Spurgeon stated Houston from Lynn Lane to Old Highway 51 definitely needed to be widened, and the City was considering a TIF district in the area in an effort to capture funds as there were manufacturers who showed interest in the development of that area. He stated the City was looking at that area for potential incentives to encourage manufacturing development in the area. Mr. Smithwick stated FedEx was not recruited to Broken Arrow as FedEx did not provide many jobs, nor were the jobs high paying. He explained FedEx selected the site on its own and as such the City was now forced to address the infrastructure and to recruit additional industry in that location.

Mr. Spurgeon stated the final question was when sidewalks would be installed on both sides of Elm from 131st to 101st. He stated building sidewalks was expensive, but he was putting together a package to submit to the Council and to put before the voters which included funds to address connectivity improvement.

5. Remarks and Inquiries by Governing Body Members

Mayor Thurmond thanked the citizens for coming to the Special Meeting. He stated it was important to be informed and to provide input to the Council. He said he hoped residents learned something of what Broken Arrow was doing and what Council would continue to do to grow all of Broken Arrow. He asked if there were other comments.

Vice Mayor Eudey stated he lived in the south Broken Arrow area, he cared about the area, and he wanted to hear from residents in the area. He thanked the residents for being in attendance and for being his neighbor.

Councilor Parks stated he had never viewed Broken Arrow in terms of north and south Broken Arrow and only tried to help with development of the whole. He stated sometimes certain areas were more desirable to developers, but the southern part of Broken Arrow had been a concern of his for several years and he recognized the need for additional development. He explained south Broken Arrow development was a priority.

Councilor Debra Wimpee stated she was excited to see so many residents in attendance. She stated if the Council was not made aware of citizen's wishes, then said wishes could not be attended too. She thanked residents for participating in the Special Meeting and asked for continued input and ideas.

6. Remarks and updates by City Manager

Mr. Spurgeon stated the City Council was attempting to over-communicate via televised meetings, website, City Council Highlights, Broken Arrow in Motion, Nextdoor, and was trying to communicate to the citizens of Broken Arrow what was happening in the City. He stated although Broken Arrow had challenges, Broken Arrow was second to none to any other city in the State. He stated he felt it was amazing that over 200 residents were present and showed an interest and concern for the City. He thanked citizens for coming and participating.

7. Adjournment

The meeting adjourned at approximately 8:09 p.m.

MOTION: A motion was made by Johnnie Parks, seconded by Mike Lester.

Move to adjourn.

The motion carried by the following vote:

Aye: 5 - Debra Wimpee, Johnnie Parks, Mike Lester, Scott Eudey, Craig Thurmond

Attest:

Mayor

City Clerk