



City of Broken Arrow
Minutes
Downtown Advisory Board

City of Broken Arrow
Council Chambers
220 S 1st Street
Broken Arrow OK
74012

Chairperson Ernest Redwine
Vice Chair Lee Whelpley
Member Mike Barron
Member Michelle Bergwall
Member Greg Graham
Member Kelley Rash
Member Johnnie Parks
Member Patsy Terry

Tuesday, October 10, 2017

4:15 PM

Council Chambers

1. Call to Order

2. Roll Call

Present 6 - Mike Barron, Michelle Bergwall, Patsy Terry, Johnnie Parks, Lee Whelpley, and Ernest Redwine

Absent 2 - Kelley Rash, and Greg Graham

3. Consideration of Consent Agenda

4. Election of Chairman and Vice-Chairman

A. [17-2763](#) Nomination and election of the Downtown Advisory Board Chairperson and Vice Chairperson

Patsy Terry asked if the current Chairman, Ernest Redwine, wished to continue for an additional year as the Chairman. Mr. Redwine stated he has enjoyed his time as the Chairman, but he wished to give another member the opportunity to serve in that position.

A motion was made by Mike Barron, seconded by Ernest Redwine, to nominate Patsy Terry as the Chairman. The motion carried by the following vote:

Aye: 5 - Mike Barron, Michelle Bergwall, Johnnie Parks, Lee Whelpley, and Ernest Redwine

Abstain: 1 - Patsy Terry

Patsy Terry asked if the current Vice Chairman, Lee Whelpley, wished to continue for an additional year as the Chairman. Mr. Whelpley stated he has enjoyed his time as the Vice Chairman, but he wished to give another member the opportunity to serve in that position.

A motion was made by Ernest Redwine, seconded by Mike Barron, to nominate Michelle Bergwall as the Vice Chairman. The motion carried by the following vote:

Aye: 5 - Mike Barron, Patsy Terry, Johnnie Parks, Lee Whelpley, and Ernest Redwine

Absent: 2 - Kelley Rash, and Greg Graham

Abstain: 1 - Michelle Bergwall

5. General Board Business

A. [17-2776](#) Presentation and possible discussion of the Tax Increment Financing (TIF) Sales Tax and Ad Valorem Revenues and Financing

Norm Stephens presented this item on updated sales tax and ad valorem figures. The TIF will be paid off from new property taxes and new sales taxes. Sales tax collected in the second quarter of 2017 over the same period in 2016 showed an increase of \$100,121.89. The ad valorem increase for this same time period was \$192,060.72. Norm advised the process was doing what we hoped it would do.

Informational only, no action required.

B. [17-2761](#) Presentation and discussion concerning the Downtown Advisory Board's accomplishments and their future role for the City of Broken Arrow

Michael Spurgeon, City Manager, addressed the Board and spoke about the role of the Downtown Advisory Board going forward. He advised the duties and responsibilities and as well as the successess were listed in the attachments for this item. He asked whether this might be the time to change to focus of the board and to pivot to something more specific or continue in the same role they currently have. From his perspective, Mr. Spurgeon said the DAB has a very important role to advise City Council. While the mission statement could be revised, he would not want to lessen the role of the board, because the City Council needs good advice from it's citizens on projects coming into Broken Arrow. His goal today was to open dialog as to the future focus of the board.

Michelle Bergwall asked if he was looking for feedback now or in the future, for the roll of the DAB. Mr. Spurgeon indicated there was no deadline, but requested the board look at the specific mission outlined by ordinance and determine if it was still relevant today versus ten years ago. He asked if they would look through the duties, responsibilities, and the six goals outlined and come back with a recommendation to the City Council by end of year. He said he would not like to see the board disband, noting it would be a disservice to the people within the district.

There was discussion as to how to decide ideas. This could be three groups of three members and they could then marry together the possibilities.

Johnnie Parks was in favor of keeping the board, but maybe doing something for the mile south of current TIF district. Michelle Bergwall said she was unsure if the process was clear to developers. Johnnie Parks expressed concerned that items have been approved after the projects were already completed.

Mr Spurgeon noted the Downtown Residential Overlay District (DROD) will soon be in place. He hopes this will generate investment and reinvestment in the downtown area. He said most of Main Street has been developed and now there is interest outside of Main Street. The Milestone Project is currently being developed and there is interest to the south. Determining the role of DAB is extremely important. We need to determine if the board needs to continue doing all of the current duties, or maybe limiting the focus to just three things instead of six things, for example.

The City is going to review how to revitalize the area at New Orleans Street and Elm Place. The City will be hiring a consultant to help develop southern Broken Arrow.

Staff will place this issue on the next agenda.

Informational only, no action required or taken.

C. [17-2760](#) **Presentation by the Broken Arrow Chamber of Commerce concerning Rose District Business Development and Promotions**

Cody Mosley presented this case advising we have three new businesses along Main Street, Rocket Fizz, Turquoise Hanger, and Ali Bali Boutique. Ali Bali Boutique is already open and Rocket Fizz and Turquoise Hanger will hopefully open in November. Staff continue to meet with local businesses at least once per month. Subcommittees have been set up to assist merchants with different programs.

The 5th anniversary of the Rose District was celebrated over the weekend. Staff are currently working with retailers on the second version of the Retail Bootcamp. They are marketing this event which will be held on November 2nd. This includes everything from cash flow to target advertising.

On the promotion side, they are getting ready for upcoming holiday season. The ice rink is coming back for it's second year, and will open on November 16th.

There have been in excess of 1.7 million contacts on the social media sites, with a combined following of over 23,000.

Informational only, no action required or taken.

6. Remarks and Inquiries by Governing Body Members and Staff

none

7. Adjournment

A motion was made by Johnnie Parks, seconded by Lee Whelpley, to adjourn. The motion carried by the following vote:

Aye: 6 - Mike Barron, Michelle Bergwall, Patsy Terry, Johnnie Parks, Lee Whelpley, and Ernest Redwine