



2020 Willow Run, Suite 100 | Enid, OK 73703
P: 580 233 4232 | F: 580 242 5603 | TDD: 1 800 722 0353 or 711
www.growenid.com

ERDA Board of Directors Meeting
May 7, 2020
MINUTES

PRESENT: Gene Anderson, Martie Oyler, Dave Lamerton, Brian Henson, Kyle Williams, Jon Blankenship, Scott Athey, Krista Roberts, Jonathan Waddell, Rob Stallings, Scott Northcutt, Jerald Gilbert, George Pankonin, Raydon Leaton, Matt Parrish, Sandra Robinett

ABSENT: Brady McCullough

STAFF: Lisa Powell, Trent Misak, Debbie Moore

PUBLIC: Stan Ralstin

CALL TO ORDER: The meeting was called to order by Gene Anderson, Chairman of the Board, at 10:00 a.m. via Zoom.

MINUTES: The minutes of the regular meeting of March 12, 2020 were presented for approval. Motion to approve the minutes as presented was made by Scott Athey with second by Dave Lamerton. The motion passed unanimously with a roll call vote.

MOTION TO GO INTO EXECUTIVE SESSION: Martie Oyler moved to go into Executive Session with second by Scott Northcutt. Motion passed unanimously with a roll call vote.

RECONVENE INTO REGULAR SESSION: A motion to move out of executive session and reconvene into regular session was made by Mayor Pankonin with second by Krista Robinett. The motion passed unanimously with a roll call vote.

FINANCIAL STATEMENTS: Scott Athey reviewed the financial reports with the board. Scott noted travel expenses are down due to lack of travel and cancelled conferences during the pandemic and subsequent shut down of most communities. A motion to approve the financial statements as presented was made by Jonathan Waddell with second by Mayor Pankonin. The motion passed unanimously with a roll call vote.

AUDIT: Lisa Powell informed the board members the quote from Saunders and Associates to perform our annual audit and complete our 990 was the same rate as last year at \$7638 and the IRS form 990 fee remains at \$2000. An audit committee will be established to meet with the auditor when they are here and reviewing the draft report before it goes to the board for approval. A motion to approve Saunders and Associates engagement letter to do our annual audit for FYE 06/30/2020 and complete the IRS form 990 was made by Rob Stallings with a second by Martie Oyler. The motion passed unanimously with a roll call vote.

Industry Update: Brian Henson gave an update about the Construction Industry. Brian said they do not know how long it will take people to ramp up with projects that might have been on hold due to COVID-19. They are optimistic and things are looking promising. The new facility for Enid High is complete and the open house will be rescheduled due to the COVID 19.



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EXECUTIVE DIRECTOR REPORT:

COVID-19 RESPONSE: Lisa shared what we have learned in the Economic Development (ED) world over the last several weeks. Our role as ED professionals is to see over the horizon and prepare today for what is to come. About six weeks ago the plan of work we had was thrown out the window and we were immersed in the economic shut down due to the virus. We immediately participated in meetings about programs, dispersed bite sized bits of information via newsletters, made personal phone calls to our members, talked to banks about applications for PPP, and held bi-weekly Zoom meetings for small businesses. Approximately \$50M in PPP applications were processed by Enid banks and most everyone was approved. We were happy to host a Zoom Meeting with Senator Lankford who gave a Federal level COVID-19 update. Staff has been staying in touch with site selectors and firms that work with businesses locally and internationally. The main issue we are hearing is concern about the supply chain being interrupted long term. Restaurant industry may not recover according to the experts we are hearing from. Retail and hospitality workers may need retraining to move into new industries as a result. Consultants say Training is the #1 focus in site selecting. Another area of focus is remote workers. There is some concern about drop of enrollment in universities. Raydon Leaton with Northern Oklahoma College said enrollment is down and students are hesitant to return to school due to the unknowns. Students may want to stay closer to home and attend local colleges. NOC anticipates a drop in enrollment this fall. Lisa expressed that ERDA will help if there is something we can do to increase enrollment. NOC has gone to synchronized Zoom classes which students seem to like.

VIRTUAL SITE VISIT: Golden Shovel will turn video into A virtual reality view. You would send the VR goggles to someone wanting to relocate to Enid, Oklahoma and they would be able to take a stroll through our city from wherever they are. The cost to do 3-5 Virtual Reality videos is \$35,000. The state is marketing state certified industrial parks in this manner and since we have 2, we will be included.

ANNOUNCEMENTS: Applications are in for the Micro Enterprise Grant. The applications will be reviewed, and a grant winner identified at the Project Committee meeting on May 18th. ERDA's portion of the grant is \$2500 and the other \$2500 is from CDGB funds.

BUDGET PRESENTATION: Lisa Powell made a budget presentation to the City Council Tuesday night for the ask of \$603,000 for FY 2020-2021. This is an increase from last year and includes the funds to contract Rickey Hayes with Retail Attractions. A contract with ERDA and Rickey Hayes was entered into on April 1, 2020 and goes to June 30th of 2021. City Council will vote to approve the budget request on May 19, 2020. They also commented on the value of Rickey Hayes' to retail recruitment in Enid and the questions some Commissioners discussed at the meeting during Lisa's presentation. The Mayor, City Manager and Commissioner Stallings expressed gratitude to Lisa for her presentation and professionalism during the discussion portion of the evening.

MEMBERSHIP: We currently have 53 paid members. A goal set last year was to increase the number of ERDA members. Lisa has a list of who to approach as new members, Summit Truck Group, No Man's Land, Bruckner's, Triangle Insurance, Cummins Construction, Fresh Hospitality, Lippard's, and Love's. Board members verbalized a willingness to contact potential members as assigned.



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VISIONING SESSION FOLLOW UP: Visioning Session Committees will be meeting soon, and the committee groups are defined as follows:

1. Education & Training – This committee’s first meeting will be tomorrow.
2. Industry recruitment and retention
3. Retail recruitment and retention
4. Quality of life and tourism (athletic tourism and recruitment, trails, parks, beautification)
5. Downtown development
6. Infrastructure
7. Emergency planning and preparedness and resiliency (natural disaster preparedness, economic shutdown, etc.) We will determine how best to help businesses think through and prepare operations for a disaster.

LABOR STUDY: The Site Selection group is working on our labor study and targeted industry study. They will be interviewing people soon to complete their study. A presentation of their findings will take place in July at our annual meeting. They will also meet with our board then.

PPP FOR 501c6: There is proposed legislation in DC to consider funding 501C6’ to qualify for PPP. If this gets funded and passes, we may be working with our treasurer to complete an application on behalf of ERDA.

FUTURE MEMBERSHIP NUMBERS: Board members shared their concern about a possible reduction in the number of membership renewals we can expect next year because of the economic shutdown. Lisa explained it is important to share with the community how ERDA has responded during the shutdown and what ERDA does so they can see the value of Economic Development.

COVID-19 TESTING: Krista Roberts spoke on behalf of both hospitals. They have tested well over 600 people to date and are not finding a lot of positives. The majority of those that are testing positive are able to self-quarantine and recover at home. She also reported we have plenty of ventilators, hospital beds, and capacity. Our local hospitals were told to expect supply chain disruption of 6-8 months which has been a challenge. This has trickled down to not just PPE shortages, but also items used in dietary. Condiment packages and foam carry out boxes are being used by restaurants doing curbside and carry out only making it difficult for hospitals to get these products to serve their patient’s meals. Krista shared overseas manufacturers are requiring you buy massive amounts of an item to get things produced. A big concern is that people are delaying seeking emergency care out of fear. Hospitals are trying to convey the message to not delay care, especially cardio and neuro concerns. Krista also told about a COVID-19 survivor story that ran on CBS and FOX last night. The good news is recovery is happening.

ADJOURN: Motion to adjourn was made by Brian Henson with second by Jonathan Waddell. The motion passed unanimously with a roll call vote.

Respectfully submitted by:

Debbie Moore, Staff

Gene Anderson, Chair