



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
March 12, 2020
Meeting Minutes

PRESENT: Gene Anderson, Jon Blankenship, Sandra Robinett, Brian Henson, Jerald Gilbert, Jonathan Waddell, Matt Parrish, Kyle Williams, Rob Stallings, Scott Northcutt, Scott Athey, Krista Roberts

ABSENT: Martie Oyler, Dave Lamerton, Brady McCullough, George Pankonin

STAFF PRESENT: Lisa Powell, Trent Misak

GUESTS: Rickey Hayes

CALL TO ORDER: The meeting was called to order by Gene Andersen at 10:00 am.

EXECUTIVE SESSION: A motion to move to Executive Session was made by Brian Henson and seconded by Scott Northcutt. The motion passed unanimously.

RETURN TO REGULAR SESSION: Motion to return to regular session was made by Sandra Robinett and seconded by Scott Athey. The motion passed unanimously.

ACTION FROM EXECUTIVE SESSION: Motion was made by Jonathan Waddell with second by Rob Stallings to provide \$500,000 as financial support for the expansion of No Man's Land. The funds would be paid over the next 3 years in increments of \$100,000 paid in year one, \$200,000 paid in both years two and three. The motion passed unanimously.

MINUTES: Minutes from the rescheduled regular meeting of February 14, 2020 were presented for approval. Motion to approve was made by Brian Henson with second by Scott Northcutt. The motion passed unanimously.

FINANCIALS: Scott Athey reviewed the financial report with the board noting expenses are in-line and we have spent less in comparison to this time last year. Lisa pointed out the dues and subscriptions expenses have increased. Lisa reported this expense should go down the next fiscal year as we are not renewing some of memberships when they become due again. Motion was made by Sandra Robinett to approve the financials. The motion was seconded by Jonathan Waddell. Motion passed unanimously.

RETAIL ATTRACTIONS: Lisa Powell proposed moving the contract for services with Rickey Hayes of Retail Attractions to be managed by ERDA rather than as it is currently with the City of Enid. The new contract term would be from April 1, 2020 to June 30, 2021 the first year to bring the contract in balance with ERDA's fiscal year. Rickey will continue retail recruitment but would also provide valuable data to ERDA. The base contract would be \$48,000. Rickey would be eligible for bonuses upon meeting predetermined goals as per pending contract. A motion was made by Kyle Williams with second by Johnathon Waddell to enter into an agreement with Retail Attractions and develop a contract as discussed (see above) passed unanimously.



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CITY BUDGET REQUEST: Lisa Powell explained the ERDA Executive Committee met and discussed increasing ERDA's budget request to the City of Enid from \$550,000 to \$603,000 for FY 2020-2021. This increase would help cover the increased expense of a contract with Retail Attractions. Motion to approve the budget request of \$603,000 from the City of Enid for FY 2020-2021 was made by Johnathan Waddell with second by Matt Parrish. Motion passed unanimously.

TARGETED LABOR STUDY: Lisa Powell provided an update on the pending labor and targeted industry studies. A part of the study will be doing benchmark comparisons against other communities. Suggestions solicited from the board included the following communities: Stillwater, OK; Ardmore, OK; Muskogee, OK; St. Joseph, MO; Gainesville, TX; Garden City, KS; Hutchinson, KS and Columbus, MS.

ENID YOUNG PROFESSIONALS: Trent Misak provided a report on the growth of Enid Young Professionals. There are over 340 individuals on the email distribution list and good crowds attend both Lunch and Learn and Network at Nite events. The annual 10-Under-40 luncheon is in its 9th year and attendance continues to grow as it has become a premier event in Enid. A new initiative EYP is undertaking is civic engagement. The EYP board is working on ways to get young professionals engaged by encouraging participation in the 2020 Census and being a registered voter in preparation for upcoming elections.

CDBG RESOLUTION: Lisa announced that ERDA applied for CDBG Funding to support the Micro Enterprise Grant. ERDA requested \$10,000 and will match the amount to provide two \$10,000 grants. A resolution was presented to the board to support the application. Motion to approve the resolution was made by Matt Parrish with a second by Sandra Robinett. Motion passed 8-0 with Jonathan Waddell abstaining due to currently being a member of the CDBG Committee that coordinates distribution of CDBG funds.

EXECUTIVE DIRECTOR REPORT:

- Shop in Enid promotion was created to help highlight local boutiques and clothing stores. ShopInEnid.com website, Facebook page, and rack cards were created to help spread the word.
- The next quarterly luncheon will be April 9 with Brent Kisling, Director of the Oklahoma Department of Commerce as our guest speaker.
- Enid Brewing Company will be releasing a new craft beer featuring the new Oklahoma State Brand on March 12 at 5pm. Lt. Governor Matt Pinnell will be present to help celebrate.

VISIONING SESSION: Lisa Powell provided an overview of results from the recent visioning session. Positive comments were shared among board members. A next step would be to establish working groups bringing subject matter experts together. At that initial working group meeting, the champions would be identified to lead each group towards developing SMART goals.

ADJOURN: A motion to adjourn was made by Jonathon Waddell and second by Scott Northcutt. The motion passed unanimously. The meeting was adjourned at 12:00pm.

Respectfully submitted by:

Trent Misak, Staff

Gene Anderson, Chair