



2020 Willow Run, Suite 100 | Enid, OK 73703  
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www.growenid.com

**ERDA Board Meeting / Annual Retreat  
Minutes  
August 12, 2021**

**WELCOME:** Kyle Hohmann welcomed the board to Farm Credit of Enid and shared briefly about the current status of the agricultural lending industry in Enid.

**PRESENT:** Sandra Robinett, Martie Oyler, Scott Northcutt, Jerald Gilbert, Don Roberts, Dwight Hughes, Kyle Williams, Jerry Allen, Jon Blankenship, Dave Lamerton, George Pankonin, Matt Parrish

**GUESTS:** Ricky Wilkenson

**STAFF:** Lisa Powell, Debbie Moore, Trent Misak

**CALL TO ORDER:** The meeting was called to order by Sandra Robinett at 10:14 am. Introductions of all board members were made as well as Ricky Wilkenson an intern from Autry.

**MINUTES:** Minutes from the meeting of June 30, 2021 were reviewed. Motion to approve by Don Roberts with second by George Pankonin was unanimously approved.

**FINANCIALS:** Financial reports were reviewed with the board by Lisa Powell. Lisa let the board know we may approve the financials as of June 30, 2021, but if the audit results in any adjustments we will revisit them. The Profit & Loss, Balance Sheet, Fund Balances, and the Annual Budget were reviewed. There was no action taken.

**CRM REPORT:** The updated CRM report was reviewed with the board indicating the number of projects, types of properties each project requires, estimated capital investment and the priority status of each project. Lisa Powell informed the board the number of projects on the report has decreased due to several RFP's being closed recently.

**FY 20-21 ACCOMPLISHMENTS:**

Lisa Powell reviewed the goals of ERDA as outlined in the EEDA contract for services. Accomplishments in line with each goal were reviewed.

Goals #1 & #2: New marketing pieces were also reviewed regarding Cimarron Airpark, Water in Enid, and General Aviation information which are all used to grow our industrial base here in Enid. There are also links on our website to the marketing pieces. Rail spur discussions with BNSF about the Cimarron Airpark have begun regarding the spur changing to a North/South line to better serve the park in the future if needed. General Aviation recruitment is a focus for staff and attending trade shows is proving to be good for recruitment. Quarterly newsletter to Site Selectors and recent call trips were also highlighted in the discussion.



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Medical Residency Program planning and application support was mentioned as a past project that has come to life again. The Health Resources and Services Administration (HRSA) planning grant application is due the end of August. This grant would provide \$500,000 a year for 3 years to a residency program. A site visit from the Accreditation Council for Graduate Medical Education board may take place this fall which could allow residents to be here in 2023 or 2024. ERDA, the City of Enid, the Northwest Oklahoma Osteopathic Foundation, Oklahoma State University, and the Cherokee Strip Community Foundation will be discussing funding needs in the near future. Great Salt Plains Health Center, Inc. has stepped up to assist which has been a changing factor. Quality of life for military families may be a factor in receiving funding also (obstetrics, orthopedics, neurology) as our local healthcare system often renders care to our active duty and their families. Mike Cooper is assisting in the military factor in favor of a residency program.

Enid Work Source brand created to use in RFP responses for companies looking at our community to let them know that Enid can supply them with employees. Enid Work Source is a one stop shop for that with Enid Public Schools, Autry Technology Center, Northwestern Oklahoma State University and Northern Oklahoma College as partners in this effort. The Enid Work Source brand sends a message of cohesiveness site selectors and companies are looking for.

GCIA Industrial Park is adding roads, water, sewer and defining 6 parcels in the park for future development with the assistance of the City of Enid and a grant from the Economic Development Authority. Vickie Eggers with the Northern Oklahoma Development Authority is also helping manage the grant.

Easterly Industrial Park is 400 acres of land between 66<sup>th</sup> and 78<sup>th</sup> street on E. Garriott Road. Easterly Park is site certified by BNSF as rail ready, but there is no infrastructure. This site has been sent to the Oklahoma Department of Commerce as a mega site that needs infrastructure because the cost is extremely high.

The former NORCE property consists of 640 acres owned by the state. A new Greer Center is under construction now on 25 acres. The plans by DHS for the balance of the property have been the source of many meetings. They will discuss options for the unused land and how it may be used after the Greer Center is up and operational (in approximately 2 years). There is discussion about possible legislation to support how state-owned properties can be sold, used in the future, and how to motivate the state to use properties.

Goal#3: 39 businesses received funds through CARES funding. There has been success with larger companies that applied for state funding.

Goal#4: Assistance programs briefly reviewed. The support of BW Glo and desired success of the downtown conference hotel was discussed. Conferences are being scheduled there. Enid First Team met to discuss marketing efforts for the hotel. COE is requesting monthly occupancy reports. A question was asked about if Stride Center and BW Glo had considered bundling event tickets and hotel stays. Jerald suggested there may be room for more work on this topic. Stride Center is working closely



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with the BW GLO and the Greater Enid Chamber of Commerce is working with them as well. The GLO phone number is on all Stride Center tickets.

Goal#5: ERDA has worked towards more of a local business focus in Enid, word out about ERDA, connecting with more of our small businesses. Awarded 3 microenterprise grants (one last year, two this year). Grow Enid loan fund with Beeline Heat and Air, etc.

Goal#6: Redevelopment of the Applebee's building has been successful for Bricktown Brewery. The strategy for Oakwood Mall is for national companies to move out leaving the mall owner empty handed and ready to sell to a suitable developer. Claire's is all that is left that is a national company and we have reached out to help them leave the mall. Additional achievements over the last fiscal year were reviewed also (see board packet for complete list).

ROI: For every \$1 the City of Enid funded in economic development, ERDA matched it with over \$7 of state and federal funding paid directly to supporting the retention and expansion of Enid businesses.

BRAINSTORMING: What are the challenges in Economic development we need to address long term.

- Oakwood Mall is not for sale according to the current owner. There are several people who have great ideas of what to do with the mall if the owner was willing to sell.
- Workforce: The issue of workforce is now magnified because of the pandemic. Everything ERDA does this year will have a hint of workforce in it. We have found a fund to help pay towards school debt to recruit people to Enid. Carrie Sanders, Executive Director of the Cherokee Strip Community Foundation will be working with ERDA on this program.
- Residency Program: This project has come back alive, and we will continue to work with Todd Earl and the Northwest Oklahoma Osteopathic Foundation, OSU, Great Salt Plains Health Center and others in an effort to get this program off the ground so we will have a built in recruiting tool for future physicians in Enid.
- Housing: The discussion of housing needs in Enid and whether a new housing study should be accomplished was discussed. The question of "what is affordable housing?" was raised.
- NORCE redevelopment: We will continue to work with the state of Oklahoma on possible future use of this property.
- Housing study (2015): Concerns over the lack of homes in certain price ranges were discussed. Need for new homes, remodeled older homes and better rental properties was also discussed.
- Industrial Site Development: Projects include NORCE 400 acres, Cimarron Industrial Park, Easterly Industrial Park.
- Beautification of community was discussed. Civic pride was brought up also. The culture of Enid with adding the Soccer complex, The District, and focusing on recreational type businesses, may spur some change in cultural pride. Discussion included adding more entertainment options for citizens and guests to Enid in an effort to improve the overall culture of Enid.

Lisa asked the board to consider "What do we need to do to host thousands of people during the holidays?" This question is the result of the Williams' family bringing The One Christmas tree to Enid



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and the large number of visitors and VIP's that will be in our city as a result. Lisa said she will be officing downtown during the holiday season to have access to visitors she would like to talk to.

EXECUTIVE SESSION: Motion to recess to convene into Executive Session was made by Don Roberts with second by Scott Northcutt. The motion was unanimously approved.

RECONVENE TO RESCHEDULED REGULAR SESSION: Motion to reconvene into rescheduled regular session was made by George Pankonin with second by Dave Lamerton. The motion passed unanimously.

ACTION OUT OF EXECUTIVE SESSION: After discussion in executive session, motion was made to increase Lisa Powell's annual salary by 5% to be retroactive to July 1, 2021, as well as provide her with a one-time bonus in the amount of \$3,750. The motion was seconded by Don Roberts and passed unanimously.

ADJOURN: Motion to adjourn by George Pankonin, seconded by Scott Northcutt, was unanimously approved.

Respectfully submitted by:

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Debbie Moore, Staff

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Sandra Robinett, Chair