



ENID REGIONAL DEVELOPMENT ALLIANCE
Board of Directors Meeting Minutes
Thursday, June 12, 2025

PRESENT

Kyle Williams, Drew Ewbank, Don Roberts, Scott Athey, Buddy Nicholas, Rob Stallings, Whitney Roberts, Lucas Dillingham, Keaton Francis, Jon Blankenship, Jerald Gilbert

ABSENT

David Lawrence, Dwight Hughes, David Mason, Andie Cremer, Tom Evans

STAFF PRESENT

Marcie Mack, Debbie Moore

CALL TO ORDER

The meeting of the Enid Regional Development Alliance Board of Directors was called to order on Thursday, June 12, 2025 at 10:02 a.m. A quorum was present.

MINUTES

The board reviewed the minutes from the May 8, 2025 meeting. Keaton Francis stated he was not at the meeting, and it was noted David Lawrence was present but not listed.

- Motion to approve minutes of May 8, 2025 meeting with stated edits: Drew Ewbank
- Second: Don Roberts
- Motion carried unanimously.

FINANCIAL REPORT

The board reviewed the financial report as of May 31, 2025. Scott Athey and Marcie Mack provided additional information and answered all questions.

- Motion to approve the May 31, 2025 financial reports as presented: Drew Ewbank
- Second: Lucas Dillingham
- Motion carried unanimously.

KEEP ENID BEAUTIFUL - ENID MAIN STREET PROGRAM

The board reviewed a proposal for a \$10,000 sponsorship to support downtown beautification efforts. Enid Main Street shared they have a deficit in funding for this important ongoing project downtown. Many donors of the past are no longer engaged therefore funding has decreased. Marcie Mack explained the importance of our downtown area looking good, clean, and welcoming for recruitment efforts. She shared when the Site Selectors were in Enid last year, they spoke highly of the downtown area and noticed the work that had been done to maintain the corner nodes.

- Motion to approve \$10,000 sponsorship to Keep Enid Beautiful project through Enid Main Street: Matt Parrish
- Second: Buddy Nicholas
- Motion carried unanimously.



WEBSITE REBUILD

The board approved a \$10,000 investment for Friesen Design, LLC to rebuild the ERDA website www.growenid.com.

- Motion to approve \$10,000 for website rebuild: Drew Ewbank
- Second: Don Roberts
- Motion carried unanimously.

RETAIL STRATEGIES CONTRACT RENEWAL

Data provided by Retail Strategies as to their recruitment efforts and who they are targeting for Enid was shared by Marcie Mack. Buddy Nicholas said he is very satisfied with the services Retail Strategies has provided the community in their first contract year. The board discussed the continuation of the Retail Strategies contract for year 2 of a 3-year commitment.

- Motion to approve continuation of Retail Strategies contract: Lucas Dillingham
- Second: Rob Stallings
- Motion carried unanimously.

PATHFINDER MEMBERSHIP FOR STRATEGY HUB PARTICIPANTS

The board approved the Pathfinder level of ERDA membership at \$500 per participant of the new Strategy Hub pilot program for small businesses. The structure of the program was discussed.

- Motion to approve Pathfinder ERDA membership at \$500 for Strategy Hub program participants: Drew Ewbank
- Second: Whitney Roberts
- Motion carried unanimously.

FY2026 BUDGET APPROVAL

The board reviewed the FY2026 budget as presented by Marcie Mack with additional comments from Scott Athey, Treasurer. All questions were answered.

- Motion to approve the FY2026 budget as presented: Don Roberts
- Second: Buddy Nicholas
- Motion carried unanimously.

REVIEW BYLAW PROPOSED EDITS

The board reviewed the proposed bylaw language edits and additions related to the roles staff and executive committee board members perform in Bill.com, ERDA's accounts in our payables and receivables software. No action required. Notice of upcoming bylaw review and consideration for approval of language edits and additions was provided.

BILLING SOFTWARE ROLES

The board reviewed the roles staff and executive committee members perform in our billing software, Bill.com. The roles reviewed are for FY26 and will come before the board annually when new officers begin their term in office and will begin using Bill.com on behalf of ERDA as bill approvers.

- Motion to approve roles in Bill.com as presented for FY26: Buddy Nicholas
- Second: Lucas Dillingham
- Motioned carried unanimously.



EXECUTIVE DIRECTOR'S REPORT

Executive Director Marcie Mack presented updates on upcoming events, community partnerships, bond resolution activity, and ongoing initiatives; no vote required. Items discussed included:

- RAM Clinic in Enid July 11-13, volunteers needed.
- Partnered to support Flight Camp June 9-14 and offered scholarship opportunities to campers.
- Cherokee Business Model Competition was completed with 4 small businesses receiving awards.
- 3 bond resolutions passed at GCIA Board Meeting
- Enid Summer Interns were treated to a night at the David Allen Memorial Ballpark to enjoy a NJCAA World Series game and food compliments of Envirotech Environmental Engineering and Consulting.
- Enid Women in Business Luncheon will be June 18th at NOC with President Diane Watkins as guest speaker.
- Strategy Hub Pilot Program kickoff on June 18th.
- New board member orientation will be on June 18th and 19th for ERDA and 25th for GCIA.

RECESS TO CONVENE INTO EXECUTIVE SESSION

Motion to recess to convene into Executive Session: Buddy Nicholas

Second: Lucas Dillingham

Motion carried unanimously.

RECONVENE INTO EXECUTIVE SESSION

Motion to reconvene into Executive Session: Buddy Nicholas

Second: Rob Stallings

Motion carried unanimously.

CONSIDER APPROVAL OF GRANTS FOR 116 E. RANDOLPH, LLC

Motion to approve \$20,000 reimbursable downtown sprinkler grant and \$25,000 reimbursable renovation grant to 116 E. Randolph, LLC with a grant expiration date of September 30th, 2025 and contractual obligations regarding certificate of occupancy and paid receipts to be met before reimbursement will be processed: Rob Stallings

Second: Whitney Roberts

Motioned carried with Buddy Nicholas abstaining, all other votes were in favor of the motion. Motion carried.

ADJOURN

Motion to adjourn: Don Roberts

Second: Drew Ewbank

Motion passed unanimously.

Respectfully submitted by:

Debbie Moore
Enid Regional Development Alliance

Kyle Williams
Chairman of the Board