



Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA

OCTOBER 21, 2024

723 S. Lewis Street, Room 1122 B

Stillwater, OK 74074

5:30 PM

Chair Will Joyce, Vice Chair Amy Dzialowski, Trustees Christie Hawkins, Kevin Clark,
& Tim Hardin

1. Call Meeting to Order

2. Consent Docket

Items listed on the consent docket are routine administrative matters that may be approved without discussion. SEDA will take action on these items collectively with a single vote. The requested SEDA action is indicated for each item listed. Should a Trustee elect to discuss, amend, revise, or table any item listed on the consent docket, the item will be moved to the section of the agenda titled "Items Removed from the Consent Docket" for consideration and possible action. Additionally, a Trustee or the General Manager may simply ask the Chair to remove an item from the consent docket prior to action by the Trustees and no action will be taken on the removed item at this meeting.

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| a. | Approve September 9, 2024 regular meeting minutes. |
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3. Public Comment on Items not Scheduled for Public Hearings

Stillwater City Code, Section 2-53(a) & (b), provides that taxpayers or residents of the city, or their authorized legal representatives, may address the Trustees at a regularly scheduled meeting on any item of business listed on the meeting agenda provided they have submitted a written request prior to the meeting either online at Request to speak form or via the form found in the lobby outside Council chambers.

4. Items Removed from the Consent Docket

Items removed from the consent docket are placed on this section of the agenda for discussion, revision, amendment and/or tabling prior to action by the Trustees. The Trustees may take action, including a vote or series of votes, on items removed to this section of the agenda after the requested discussion, revision, or amendment.

5. General Orders

SEDA will hear a staff presentation and take action including a vote or series of votes on each item listed as presented or as amended or revised by members of the Authority unless the agenda entry specifically states no action will be taken. The requested action is indicated in each agenda entry but may be amended or revised prior to action by the Authority.

a.	Chamber Economic Development Quarterly Report	Kari Moore
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6. Questions and Inquiries

7. Reports from Officers and Boards

Announcements and remarks of general interest may be made by Trustees, General Manager or General Counsel. Items of City business that may require discussion or action, including a vote or series of votes, are listed below

8. Adjourn

On October 18, 2024 at 8:15 a.m., a true and correct copy of this agenda was posted on the kiosk outside City Hall, 723 S. Lewis Street, Stillwater, OK.

The City of Stillwater encourages participation from all citizens. If participation at any public meeting is not possible due to a disability, please notify the City Manager's office at least 48 hours prior to the meeting by calling 405.742.8243.

- Meetings are televised on AT&T U-verse channel 99 and Optimum channel 14.
- Find meeting agendas and minutes online at [Agendas and Minutes](#)
- Official minutes are archived in the City Clerk's office.

**IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW, THE AGENDA
WAS POSTED SEPTEMBER 6, 2024 AT 9:00 A.M. AT THE MUNICIPAL BUILDING,
723 SOUTH LEWIS, STILLWATER, OKLAHOMA**

**MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
SEPTEMBER 9, 2024**

PRESENT: CHAIR WILLIAM H. JOYCE, VICE CHAIR AMY DZIALOWSKI,
TRUSTEES CHRISTIE HAWKINS, KEVIN CLARK AND TIM HARDIN

ABSENT: NONE

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:05 p.m.

2. CONSENT DOCKET

- a. Approve August 5, 2024 regular meeting minutes.

MOTION BY VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE HAWKINS TO APPROVE THE
CONSENT DOCKET AS PRESENTED.

ROLL CALL VOTE: JOYCE-YEA, DZIALOWSKI-YEA, HAWKINS-YEA, CLARK-YEA, HARDIN-YEA.
NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

3. PUBLIC COMMENT ON AGENDA ITEMS NOT SCHEDULED FOR PUBLIC HEARING

There were no requests to speak on agenda items not scheduled for public hearing.

4. ITEMS REMOVED FROM CONSENT DOCKET

None.

5. GENERAL ORDERS

- a. Visit Stillwater Annual Report

Visit Stillwater Board Chairman Blaire Atkinson presented the highlights of the Visit Stillwater team for Fiscal Year 2024. She discussed the recruiting and marketing services provided for the local businesses and events which include a visitor's guide, rack cards, website, monthly E-newsletters, and social media. Ms. Atkinson discussed the grants and sponsorships that were approved by Visit Stillwater and how those affect Stillwater regarding the number of visitors and visitor spending. She reported that Visit Stillwater coordinates four annual shop and fly locally campaigns. Ms. Atkinson presented the number of grants and sponsorships approved by Visit Stillwater and the impact that had on visitors and visitor spending in the community. She reported that at the end of the year the visitor tax was trending at 5%, which is ahead of previous years and is currently sitting at 12% ahead of the same time last year. Ms. Atkinson recognized the Visit Stillwater team for receiving the top honor of the 2024 Tourism Organization of the Year and the Merit Award for the Best Brochure Publication for 2023 with Stillwater's Guide to the Local Scene. Ms. Atkinson answered Trustee's questions.

Mayor Joyce congratulated the Visit Stillwater team on the recognition awards they received.

6. QUESTIONS & INQUIRIES

None.

7. REPORTS FROM OFFICERS & BOARDS

- a. Miscellaneous items from General Counsel: No report.
- b. Miscellaneous items from General Manager: No report.
- c. Miscellaneous items from Trustees: No report.
 - i) Discussion about scheduling items for future meetings

8. ADJOURN

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HAWKINS TO ADJOURN THE SEPTEMBER 9, 2024 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

ROLL CALL VOTE: JOYCE-YEA, DZIALOWSKI-YEA, HAWKINS-YEA, CLARK-YEA, HARDIN-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

The regular meeting of the Stillwater Economic Development Authority adjourned at 6:10 p.m.

WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY

TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY

**STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
STILLWATER CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT REPORT
Q3-2024: July 1st - September 30th**

Scope of Services: Chamber shall, during the term of this agreement, develop and implement programs designed to accomplish the following:

- A.** Serve as Stillwater’s first contact for economic development services and collaborate with City staff as necessary to provide timely responses to inquiries from potential new businesses. The Chamber shall communicate consistently with relevant city staff on efforts geared toward business retention and expansion and attracting new business to Stillwater.

Metric/Performance Objective:

- **Company Tours:**
 - Did not host a company tour in Q3
 - **Project Pipeline:**
 - Closed Project Verde as a Win. Partnered with Oklahoma Department of Commerce, Kingspan and The City of Stillwater to create the press release announcing Kingspan Roofing + Waterproofing’s expansion into Stillwater.
 - Actively supported Project Rohan, the CLO office and Ag Lessee’s through their negotiation and kept the momentum moving forward to get the land vacated for project progress.
 - **National Site Consultant/Real Estate Executive Outreach:**
 - Following the Site Selection Event at Globe Life, had one on one conversations with 3 site selection company leaders that attended the event. One is interested in Stillwater for a potential cold storage facility. Property flyers were sent.
 - **Corporate Outreaches:**
 - Contacted 3 different corporate chains to fill the old Red Lobster building. Met one on one with 1 who explained they do plan to expand to Stillwater but not until 2026.
 - **Commerce Place:**
 - Submitted Commerce Place in 3 different RFP responses.
 - Met with 2 different developers to gain insight into the development opportunities.
 - Met with 2 different economic development professionals to discuss best practices that ensure the land is utilized appropriately for job creation and tax revenue, and to prevent “a bad sale” and empty buildings from sitting on it.
- B.** Coordinate monthly touch-point meetings between relevant staff and city officials to discuss economic development in the community.

Metric/Performance Objective:

- **7/12/2024:**
 - Met with Deputy City Manager, Brady Moore, to provide updates on Grow Stillwater Website, Select Oklahoma Conference and sponsorships. Discussed speaker for Economic Development committee meeting and SIDE Act information. Commerce Place water capacity discussion. Economic Development Strategic Plan, Recruitment Video and the DHS Partnership Program for Workforce Development.
- **8/7/2024:**
 - Met with Deputy City Manager, Brady Moore, to discuss Placer AI update, CLO/Project Rohan updates, difference between TIF/TID at E.D. Committee Meeting, potential federal funding for Parking Garages, comprehensive plan update on housing.
- **9/4/2024:**
 - Met with Deputy City Manager, Brady Moore, to discuss Kingspan's Energy Audit, Grow Stillwater Website update, Chambers new Economic Development Administrative Assistant, OG&E Service Agreement questions.

C. Produce materials that market and promote Stillwater including a website and information packets for prospective businesses in collaboration with the City and Visit Stillwater.

Metric/Performance Objective:

- **Recruitment Video:**
 - Finalized a Statement of Work and advertising campaign with Max Andrews and the O'colly Media Group. This will include a recruitment-style video and two 30-second commercials to be utilized in specific markets. The agreement comes with annual updates to the videos in 2025,2026,2027 and 2028. The script has been finalized and a shoot is set for after the Homecoming Parade.
 - The 30 second commercials will be aired on flights coming to and from specific Site Recruitment hubs during site selection conference events. They will also be utilized on social media and used as marketing tools during sponsorship opportunities at conferences.
 - Target Completion Date: 12/16/2024 to air 1/1/2025
- **Grow Stillwater:**
 - The 3rd round of changes to the website are currently being made. Website changes completed and expected to go live by 11/15/2024.
- **Printed Materials:**
 - Have built different traffic pin data resources, Area Analysis, Market Growth Analysis, and Trade Demographic Data for specific retail sites looking to be filled.

- D.** Conduct a Business Retention and Expansion (BRE) program to support existing Stillwater area businesses with efforts to maintain a competitive market position; to secure ongoing operations and employment levels; and to facilitate growth and expansion opportunities. The Chamber will utilize the Economic Development committee to support small business retention and expansion while the Economic Development Team will focus on the top 10 employers within the community. The Economic Development Team will stay in contact with businesses and business owners about available State and USDA grant programs.

Metric/Performance Objective:

- **Formal one-on-one surveys of Top 10 Employers:**
 - Met with 2 Top 10 Employers regarding talent development needs.
 - Participated in OSU's PolyTech roundtable discussion regarding workforce development and attraction.
- **Primary Business Contacts (Majority of their product or service exported out of Stillwater):**
 - Met with a local company concerned about outgrowing Stillwater but not wanting to relocate. They currently employ 5 engineers in their research and development facility in addition to their warehouse team. We were able to connect them with 2 different potential locations that meet their facility needs. Also provided work force recruitment resources and are partnering on ways to support their retention in Stillwater as opposed to a relocation to Dallas.
 - 18 businesses graduated from our small business university program. 2 have since opened storefronts on main street. One business has expanded their business model to fill a gap in our local technology support needs.
 - We are currently supporting a local company as they navigate their expansion into real estate development to gather market data and comparable lease rates and resources.
 - Partnered with NS ARC (National Standard) and Meridian Technology to host National Manufacturing Day tour. 25 in attendance, 9 companies who were not aware of their expansion into Welding Wire, their research and development division, or their distribution capabilities here locally. As a result of this event NS is onboarding new customers who were not sourcing their materials in Oklahoma.
 - Made 3 introductions to the Oklahoma Finance Authority to help with State and USDA grant programs.

- E.** Create a system to track community data and statistics to support recruitment strategies for perspective businesses and provide current information to community stakeholders.

Metric/Performance Objective:

- Executed contract and Purchased PlacerAI software license on 8/9/2024. Have since attended 3 training sessions to implement software and provided data support

to local entities. We have provided data support for 2 retail locations, 1 development site and 1 developer.

- Filled the Economic Development Administrative Assistant position by hiring Caleb Eaves. Caleb has since built an onboarding process to collect commercial real estate data. Is actively working with 4 commercial real estate professionals but has reached out to 20 different agents to get them set up in Moody's Catalyst.
- He has also built a document that tracks property data/metrics to coordinate monthly touch points between the chamber and the city on utility capacities for each site to expedite the RFP Response process. Currently building a big enough list to submit to the city for the first time. We will refine the process as it is put into practice. Sample document provided to Deputy City Manager, Brady Moore.

F. Conduct and execute proactive business recruitment strategies to bring sustainable, high-paying jobs consistent with Stillwater's workforce demographic by attending site selection conferences and recruitment events.

Metric/Performance Objective:

- **Site Selection:**
 - Attended site selection event at Globe Life Field 8/21/2024
 - Sponsored and Attended the Select Oklahoma Conference (State Economic Development Conference) 8/26-8/27.

G. Participate in regional and statewide cooperative marketing programs that provide access to business intelligence databases and joint recruitment opportunities through the regional partnerships with Oklahoma City, Tulsa, and Select Oklahoma.

Metric/Performance Objective:

- Attended Monthly OKC Chamber Partnership Luncheon for training on best RFP/RFI response practices.
- Attend Select Oklahoma Luncheons
- Committed Stillwater to attend the 2025 Select Oklahoma Greenville, SC recruitment event.

H. Oversee the Chambers Economic Development Committee

Metric/Performance Objective:

- Economic Development Committee met on:
 - i. Chamber did not hold Committee meetings in July
 - ii. 8/15/2024
 - iii. 9/19/2024

Compass to 2028:

Stillwater Chamber of Commerce Economic Development Division- Strategic Plan

Why do we do what we do?

Mission Statement:

The mission of the Stillwater Chamber of Commerce Economic Development Division is to accelerate economic growth in Stillwater through collaborative efforts, guided by sustainable and ethical practices.

Values:

- **Sustainability:** We will focus on how a partnership will encompass a mutually beneficial relationship between the community and infrastructure while being resilient during economic shocks.
- **Collaborative:** We will operate with the belief that Stillwater is stronger together and prioritize partnerships with The City, Visit Stillwater, community stakeholders and education partners for an enhanced Economic Development impact.
- **Intentional:** We will operate intentionally to ensure that initiatives, programs and resources are allocated efficiently for optimal impact.
- **Ethical:** We will operate in a manner that builds trust with our partners and the community, maintaining a positive reputation of accountability and equality that demonstrates a high level of social responsibility.

E.D. Goals:

1. Support Job Creation through business recruitment and expansion.
2. Raise community income level through enhancing existing employment.
3. Attract investment in Stillwater.
4. Attract a more diverse population to the community to support the growth of the local economy.
5. Create and maintain stability and sustainability for the Economic Development Division under the Chamber of Commerce.

<u>RFP Name:</u>	<u>RFP Received:</u>	<u>RFP Due Date:</u>	<u>Response:</u> Y/N	<u>Notes:</u>
Project [REDACTED]	7/1/2024	7/8/2024	No	Cannot meet wastewater requirements; also could not support 400 jobs in year 1
Project [REDACTED]	7/2/2024	7/3/2024	Yes	Request for property submissions only at this time. Submitted private property listing to portal for initial review.
Project [REDACTED]	7/3/2024	7/5/2024	Yes	Request for property submissions only at this time. Submitted private property listing to portal for initial review. Do have concerns with supporting 250-300 new jobs and requested ramp up information.
Project [REDACTED]	7/5/2024	7/8/2024	No	Cannot support employment ramp up --230 in year one -670 jobs in 3 years. We do not have the housing or infrastructure for a project of this magnitude.
Project [REDACTED]	7/19/2024	7/23/2024	No	600,000 sqft building and room to test explosives. Could not meet need.
Project [REDACTED]	8/2/2024	8/5/2024	No	Project requires building 50k-100ksqft building for sale. We do not have one that meets the property requirements for build out and expansion timeline.
Project [REDACTED]	8/2/2024	8/5/2024	No	Project requires support for 1,100 New Jobs.
Project [REDACTED]	8/8/2024	8/9/2024	Yes	125 New Job potential, supports existing industries in the area. We have land that matches their search criteria
Project [REDACTED]	8/8/2024	8/12/2024	No	
Project [REDACTED]	8/12/2024	8/15/2024	Yes	Submitting [REDACTED] space. Potentially creates 200 new jobs with average wage of \$42k/year- LOST- Selected another site in OK.
Project [REDACTED]	8/23/2024	TBD	TBD	Received information about a potential project. No action needed at this time but is on our radar as a potential opportunity.
Project [REDACTED]	9/6/2024	9/10/2024	No	Due to the nuclear components and uranium usage, we did not feel this project met the ideal company profile being developed.
Project [REDACTED]	9/11/2024	9/13/2024	No	Do not have a facility that meets the requested requirements.
Project [REDACTED]	9/12/2024	9/16/2024	No	Do not have a facility to meet long term lease request. Average wage of \$45k/yr does not increase community income level to align with strategic plan goals.
Project [REDACTED]	9/18/2024	9/24/2024	Yes	We meet the geographical location requirement, have both a greenfield and potential rental facility available as well as the rail and airport access requested in the proposal.
Project [REDACTED]	9/23/2024	9/27/2024	Yes	We submitted for the manufacturing portion of this project request, not the testing portion. We have the space available at the [REDACTED] facility and the project would support the goal of increasing the wage levels within the community.