

**IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW, THE AGENDA
WAS POSTED FEBRUARY 7, 2025 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
FEBRUARY 10, 2025**

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 6:01 p.m.

2. CONSENT DOCKET

- a. Approve January 27, 2025 meeting minutes

City Attorney Kimberly Carnley stated she is requesting one correction to the January 27, 2025 meeting minutes that City Manager Brady Moore's title in connection with the Trust Authority should be General Manager. With that correction she recommends approval of the minutes.

MOTION BY TRUSTEE CLARK, SECOND BY TRUSTEE HAWKINS TO APPROVE THE CONSENT DOCKET AS AMENDED.

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 Semi-Annual Report

Visit Stillwater Board Chairman Blaire Atkinson presented the highlights of the Visit Stillwater (VS) team for the first half of Fiscal Year 2025. 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. She reported that Visit Stillwater coordinates four annual shop and fly SWO locally campaigns. Ms. Atkinson stated that the VS Communication and Marketing team update daily the community calendar, website and microsite and these sites have received over a half million views. She reported that each day that they post at least one social media post. Ms. Atkinson reported that a weekly detailed calendar is produced for distribution and the VS team shares event information on live local radio

three mornings a week. Every month the team produces a 60-second promo video for multiple outlets and delivers the Visit Stillwater E-newsletters to over 9000 subscribers. The VS team also writes and publishes two Blogs a month. The VS team has sponsored and helped plan many Stillwater events such as Boomer Blast, Christmas Parade of Lights, etc. This year VS partnered with OSU Athletics to spearhead a new initiative called Orange Glow by handing out 200 orange light bulbs to kick off football season. Ms. Atkinson reported that so far this year VS has already approved over \$71,000 in grants and sponsorships, which is estimated to yield 25,000 visitors a day and more than \$2.7 million in visitor spending. She reported that in December the visitor tax was trending 115% ahead of the previous year and is currently sitting at 65% of the same time last fiscal year. Ms. Atkinson answered Trustee's questions.

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 VICE CHAIR DZIALOWSKI TO ADJOURN THE FEBRUARY 10, 2025 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 6:14 p.m.



WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY



TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY