



Together, Investing in Municipal Excellence

STILLWATER ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA
APRIL 7, 2025

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.

a.	Approve February 24, 2025 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.	Stillwater Chamber of Commerce 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 April 4, 2025 at 11:25 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 FEBRUARY 21, 2025 AT 11:15 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 24, 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 6:20 p.m.

2. CONSENT DOCKET

- a. Approve February 10, 2025 regular meeting minutes
- b. Approve budget amendments receiving a transfer of Visitor Tax revenues in the amount of \$700,000 and appropriating \$18,852 for marketing signage.

MOTION BY TRUSTEE HAWKINS, SECOND BY VICE CHAIR DZIALOWSKI 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. QUESTIONS & INQUIRIES

None.

6. REPORTS FROM OFFICERS AND 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 meeting

7. ADJOURN

MOTION BY VICE CHAIR DZIALOWSKI, SECOND BY TRUSTEE CLARK TO ADJOURN THE FEBRUARY 24, 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 6:21 p.m.

**WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

**TERESA KADAVY, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

Metrics and Performance Objectives:
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
STILLWATER CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT SERVICES
Q1-2025

1. **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:

- **Number of company prospect visits/virtual tours annually (goal of 4).**
 - None in Q1. Planned Visit with an Agriculture related company was rescheduled due to weather-company dynamics have changed. No longer looking to relocate full staff.
- **Projects in pipeline that reached a stage of active negotiation (goal of 4 annually).**
 - Closed Project Rohan as a Win-Closed on the sale of the chamber land and announced Google as the data center company.
- **Contact 25 national site consultants and real estate executives annually.**
 - Between events such as Hotel Zaza, Site Selectors Guild and Select Oklahoma In-Market event- we have built a site consultant database of over 100 real estate executives. As we launch quarterly newsletters and updates, they will be added to the email distribution list.
 - Following two site selection events in Q1- we have connected with 7 site selection companies and provided information on the 3003 N. Perkins Rd. facility as well as information on Stillwater.
 - Additionally, we have had direct contact with 9 site selection professionals who do not have an existing opportunity for Stillwater but did want to know about our community.
- **Conduct outreach to 5 corporations annually that complement existing business industries within the Stillwater community.**
 - We are currently working with the Oklahoma Manufacturing Alliance to identify state supply chain gaps, skills that align with Stillwater's workforce and companies that meet both key qualifiers. 1 specific company has been identified and placed in the project pipeline.
- **Identify and work on Commerce Place industrial land sites to engage with owners/representatives in a process of moving them forward for use.**
 - Held joint virtual meeting with one company that meets the ideal company profile in partnership with the Oklahoma Department of Commerce. Next meeting is scheduled for July of 2025.
 - Currently working with an existing community partner on an expansion project into commerce park.

B. Coordinate monthly touch-point meetings between relevant staff and city officials to discuss economic development in the community.

Metric/Performance Objective:

- **Monthly Meeting set with the Deputy City Manager (or Designee) for first Wednesday of the month at City Manager's Office**
 - Met with City Manager, Brady Moore, 01/08/2025 and provided updates on the following topics:
 - Discussed Hotel Zaza Site Selection event
 - Placer Software Update
 - New Administrative assistant, Elaine MacKenzie, hired.
 - Met with City Manager, Brady Moore, 02/05/2025 and provided updates on the following topics:
 - Marketing Materials
 - What does success look like?
 - Select OK Day at the Capital update- Having established a relationship with the Lt. Governors office.
 - Potential Investor introduction
 - City Dev. Map request
 - OK Municipalities Convention presentation participation
 - Met with City Manager, Brady Moore, 03/03/2025 and provided updates on the following topics:
 - Site Selectors Guild
 - Closed on sale of land to Project Rohan
 - Commercial Real Estate Program-July 2025
 - Select OK In-Market program tour update
 - Oklahoma Innovation Expansion Program Update
 - Recruitment Video update

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:

- **Create written materials to be distributed.**
 - Developed and Launched a new Economic Development Logo
 - Developed new thank you cards and marketing items to distribute to site selectors as part of marketing plan. Each have the QR code to the Grow Stillwater website.
 - Developed commercial lease rate comparable document to support local commercial real estate.
 - Launched the Economic Development Social Media pages:
 - Facebook: Stillwater Economic Development

- Instagram: GrowStillwater
- **Develop an online landing page for land development opportunities and community data. This landing page will be located on the Chamber website with appropriate links to City of Stillwater and Visit Stillwater.**
 - Metric Met in 2024-continual updates being made.

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 Stillwater Employers regarding talent development needs**
 - Have established monthly touchpoints with USA Rare Earth & Kingspan.
 - Ongoing collaboration with Meridian Technology's Economic Development department to help collect current talent needs.
 - Began developing an executive leadership program to support Top 10 employers ability to engage with each other and resources.
- **In collaboration with the Economic Development Committee, have one-on-one contact with 50 primary businesses in Stillwater supporting opportunities for growth, expansion and service provision (provide assistance to 25 of these companies).**
 - Through ongoing education and networking with fellow Economic Development professionals, we have realized this approach is not viable. As we continue to develop processes and programs, we are working to restructure how we navigate these conversations to provide sustainable practices and resources.
- **Actively maintain at least 2 expansion projects as part of project pipeline.**
 - We are currently working with a community partner on a possible expansion into commerce park.
 - We put together a marketing plan and program to connect local businesses with the Oklahoma Innovation and Expansion Program through the state Department of Commerce. Our campaign engaged 12 businesses to explore the opportunity.
 - Two did not qualify for the program.
 - We helped facilitate five introductions between companies and Meridian Technology Center to consult on successful application processes.
 - Three have confirmed they aren't ready to apply in 2025 but plan to in 2026.

- Two have not responded either way. The OIEP program runs through April 11th, 2025.

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:

- **The Chamber will take the lead in collaborating with Visit Stillwater and Payne County Economic Development to invest in a technology tool called Placer**
 - Metric met in 2024. The Chamber provides City Manager, Brady Moore, and community partners, Visit Stillwater, with Monthly Executive Reports.
- **The data from this technology will enable The Chamber, Visit Stillwater, Payne County Economic Development, City of Stillwater and other Economic Development partners to have access to this information that is necessary during business recruitment, expansion and retention efforts.**
 - We have provided Monthly Executive Reports to the City Manager, Brady Moore, and Visit Stillwater.
 - We have utilized the Placer AI data to provide insight and support to two community members looking to start small businesses within the City Limits.
 - We have provided Placer AI data to 3 real estate partners on specific listings they are marketing.
 - We have provided Placer AI data to 2 developers interested in Stillwater opportunities.

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:

- **Participate in at least 2 target industry shows or forums annually.**
 - Sponsored Hotel Zaza Site Selection Event in partnership with Select Oklahoma in January 2025
 - Attended the Site Selectors Guild March 2025

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:

- **Attend at least two formal annual local broker engagement events**
 - Metric Met in 2024- The next local broker engagement opportunity will be hosted in Stillwater for the Select Oklahoma In-Market Site Selection meeting.

H. Oversee the Chambers Economic Development Committee

Metric/Performance Objective:

- **Utilize the Chamber Economic Development Committee to support collaborative efforts between the city and the chamber to reach contract goals.**
- The Chamber Economic Development Committee meeting is held on the third Thursday of every month. Their insight and feedback has been instrumental in providing ideas and action steps for programming and opportunities. We currently have four committee members utilizing their resources to identify the need and viability to potentially develop a business accelerator.



ECONOMIC DEVELOPMENT SERVICES: Q1-2025

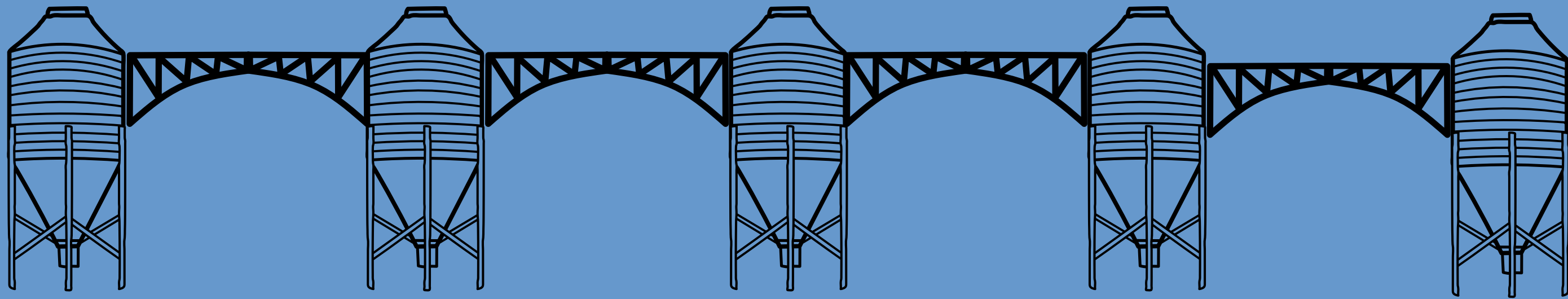
THE MISSION OF THE STILLWATER CHAMBER OF COMMERCE ECONOMIC DEVELOPMENT DIVISION IS TO ACCELERATE ECONOMIC GROWTH IN STILLWATER THROUGH COLLABORATIVE EFFORTS GUIDED BY SUSTAINABLE AND ETHICAL PRACTICES.

Sustainably. Collaboratively. Intentionality. Ethically.



THE HIGHLIGHTS:

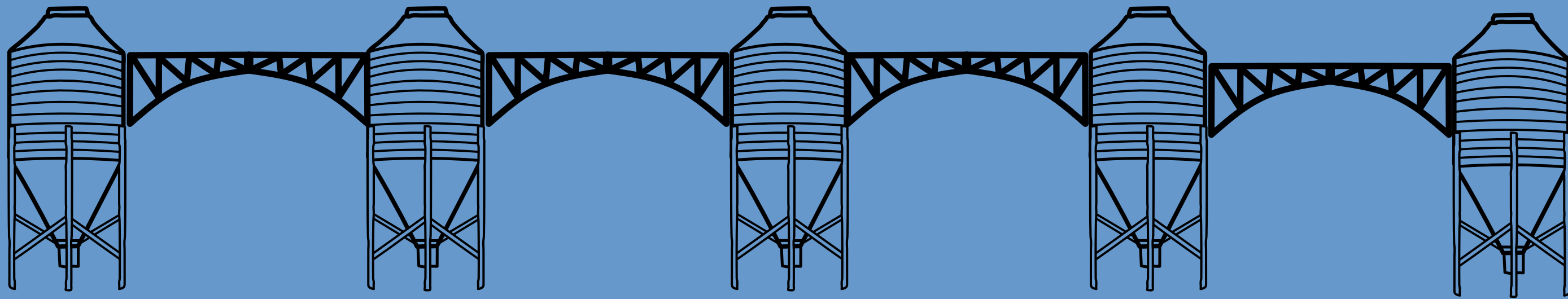
- Project Rohan closes as a win- Google announces land acquisition in Stillwater for Data Center Park.
- Site Consultant Data Base grew to 100 contacts.
- We have launched the Stillwater Economic Development social media accounts.
- In three quarters we have met and exceeded almost every section of our contract. Any unmet metric is being evaluated to identify the cause and develop a plan moving forward.





WHAT'S THE IMPACT OF THE CONTRACT?

- We are supporting job creation through business recruitment and expansion.
- We are working on ways to raise the community income level through enhancing existing employment.
- We are attracting investment in Stillwater.
- We are attracting a more diverse population to the community that will support the growth of the local economy.
- We are creating stability and sustainability for Economic Development to continue within our community.





WHAT TO EXPECT:

- Continued growth and trust in our partnership.
- Continued expansion in programming to support creating, retaining and re-investing wealth in our community.
- Expanding our network to reach untapped community and regional partners as we invest in our community.
- Transparency, not just honesty.

