

# **Yukon Economic Development Authority**

## **August 20, 2015**

The Yukon Economic Development Authority met in regular session on August 20, 2015 at 4:00 p.m. in the Council Chambers of the Centennial Building, 12 South Fifth Street, Yukon, Oklahoma.

ROLL CALL: (Present)     Ray Wright, Chairman  
                                      John Nail, Vice-Chairman  
                                      Michael McEachern  
                                      Mike Geers  
                                      Rena Holland  
                                      Tara Peters  
                                      John Alberts (Arrived at 4:06 pm)

### **OTHERS PRESENT:**

Grayson Bottom, City Manager  
Larry Mitchell, YEDA Director  
Gary Cooper, Technology Dir.

Doug Shivers, City Clerk  
Amy Phillips, YEDA Admin.  
Sara Hancock, Deputy City Clerk

### **1. Consider approving the minutes of the July 23, 2015 Regular meeting**

The motion to approve the minutes of the July 23, 2015 Regular meeting, was made by Michael McEachern and seconded by Mike Geers.

#### **The vote:**

**AYES: McEachern, Holland, Geers, Wright, Peters, Nail**

**NAYS: None**

**VOTE: 6-0**

**MOTION CARRIED**

### **2. Consider accepting the Fiscal Year Report (March 2014-June 2015) for the Frisco Road TIF District No. 1.**

Mr. Mitchell stated this report is required by the State/Department of Commerce and it has to be published annually. There may be more sections in the future years due to borrowing money, contracts, or financial commitments. It is not an audit, simply an activity report. Mr. Wright verified the road was paid for by the City in anticipation for the TIF District to reimburse. Mr. Mitchell stated it is built into the budget and in agreements with developers. Cost is current obligation of YEDA; reimbursement is subject to raising revenues. Mr. McEachern stated report didn't show expenses until end of June. Mr. Mitchell stated report shows only what Authority has done, see footnote.

The motion to accept the Fiscal Year Report (March 2014-June 2015) for the Frisco Road TIF District No. 1, was made by Michael McEachern and seconded by Rena Holland.

**The vote:**

**AYES: Geers, Holland, Peters, Wright, Nail, McEachern**

**NAYS: None**

**VOTE: 6-0**

**MOTION CARRIED**

John Alberts arrived.

**3. Presentation and Discussion of design concepts for Health Center Parkway; Hanz Butzer and Debby Williams.**

Mr. Mitchell asked Hans Butzer to discuss grand entrance to Health Center Parkway. We are looking at using it as a boundary and as an enhancement for project. Mr. Butzer and Ms. Williams have a 2 part presentation. We will be asking for input from the Authority.

Ms. Williams defined the Public Art and its impact. She then presented images of multiple pieces of Public Art and their costs. Mr. Wright asked if it would be placed in the center of the roundabout. Mr. Mitchell stated focus, but extend north and east. Ms. Williams stated art brings communities together and can be used as a tool for education. Furthermore, it can stimulate development and tourism. Costs can vary depending on materials, features, lighting, etc. Mr. Wright loves public art, but who decides piece? Mr. Mitchell stated community input, but just wanted to get ball rolling. Mr. Butzer is looking at possibilities to pull people in the gateway. Mr. McEachern asked if it was going to be visible from I-40. Mr. Mitchell stated maybe from the north rotary. Mr. Alberts asked if art would be interactive, have water or lights. If art is in middle of roundabout, road could be concern, because people like to take pics with Public Art. Mr. McEachern stated he always notices the scissortail downtown and looks to see what color it is. Ms. Williams stated piece of art takes on a life of its own.

Mr. Butzer stated for every \$1 spent on art, it is equal to \$9 of economic benefits, because how it engages the community. Compare the Skydance Bridge of \$6 million to \$300 million bridges; it has brought great value. We need to think about budget and where we want to place it. Mr. Butzer provided multiple abstract sketches showing the diversity of directions the artwork could go. Mr. Wright questioned how would the Developer's concept fit with this and who would lead. Mr. Mitchell stated we want to start discussion and think of a community identifier and not try to match it up to what the Developer may do. Mr. Wright clarified it would not lock Developer into any set theme, but more of a community identifier and they may take off from that. Mr. Mitchell stated yes. He stated identifier ideas

maybe something different than the usual Cattle Drive or Route 66 theme. Mr. Butzer stated developments change, Yukon is the constant. Form-Based Code will help YEDA to direct the developer. YEDA has advantage to lead the discussion. Mr. Wright stated we need to lead without mandating. Mrs. Holland likes the “Y”. It’s the gateway to everything. Mr. Butzer stated lighting could be incorporate, opportunities are unlimited. Mr. Alberts liked scenarios involving “Y”. Mr. McEachern stated the City has recently installed bike racks with the Yukon “Y”. Mr. Butzer stated symbol relevance is open to interpretation.

**4. Report from Executive Director with Related Discussion/Questions:**

- A. Phase I Feasibility Study and STR Final Report; Partners In Development**
- B. Economic Development Program (ACOG) 50<sup>th</sup> Anniversary**
- C. YEDA Departmental Expense Summary (handout)**
- D. FY 2015-2016 TIF Revenue Collections**
- E. FY 2015-2016 Hotel/Motel Tax Collections Updated Report (handout)**

Mr. Mitchell stated Phase I Feasibility Report was a Market Study relevant to Hotel/Conference center. Mr. Mitchell visited with two developers that seemed interested in the site. There was a very light response to our survey that was sent out. This is probably due to no baseline. However, the summary conclusion paints a bright picture for us. Possibly we were a little premature for study. We think a Hotel Conference Center will work well with new Sports Complex. OKC has only five facilities west of Meridian Blvd. with conference or meeting space. It is very limited. Hotel Room occupancy rates are steadily increasing and our Hotel/Motel Tax revenue is significantly up this year.

It is the 50<sup>th</sup> Anniversary of Economic Development Agency Program. We did submit an application this year, but weren't successful. We do plan on re-submitting. The agency is likely underfunded. It's a worthwhile program. It helps communities put together projects that probably wouldn't happen.

YEDA Department Expense Summary is not available yet.

Hotel/Motel Tax collections are up. We have collected over \$35,000 year to date.

It has been rumored Sprouts is coming to town. Community Development has plans, but no formal application. Sprouts is currently testing labor pool. The pool is shallow. Eskimo Joe's is reducing seasonal stores due to low labor pool. Mr. McEachern asked if we had any local information. Mr. Bottom stated Department of Labor has estimates. Mr. Wright stated it employment affects all businesses. Mr. Bottom stated unemployment is less than 4%.

**5. Informational Material**

**A. Health Center Parkway Press Release and Ribbon Cutting**

Mr. Wright stated ribbon cutting will be next Friday at 9:30 at the traffic circle. Mr. Mitchell stated that property has been under contract for 10 years. We are making progress. Mr. Wright stated tomorrow at 9:15 is groundbreaking for hospital expansion.

**6. Setting the date for the next Regular Economic Development Meeting for September 17, 2015 at 4:00 p.m., in the Council Chambers of the Centennial Building, 12 S. Fifth St.**

**7. Adjournment**