

Yukon Economic Development Authority

July 24, 2014

The Yukon Economic Development Authority met in regular session on July 24, 2014 at 3:00 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 (Absent)
 John Alberts (Absent)
 Mike Geers
 Rena Holland
 Ken Smith
 Tara Peters

OTHERS PRESENT:

Grayson Bottom, City Manager	Mike Segler, City Attorney
Leslie Batchelor, Attorney	Larry Mitchell, Executive Director
Doug Shivers, City Clerk	Gary Cooper, Technology Director
Amy Phillips, Administrative Assistant	Sara Hancock, Deputy City Clerk

1. Consider approving the minutes of the June 26, 2014 Regular meeting

The motion to approve the minutes of the June 26, 2014 Regular meeting, was made by Ken Smith and seconded by Mike Geers.

The vote:

AYES: Geers, Smith, Wright, Peters, Holland

NAYS: None

VOTE: 5-0

MOTION CARRIED

2. Association of Central Oklahoma Governments presentation by Jerry Church; Public Information Coordinator, ACOG Economic Development (background information enclosed in packet).

John Church thanked everyone for opportunity to be here. The City has been a charter member with ACOG for approximately 50 years. The organization takes on regional programs with one of the most popular being the 911 system. Mr. Church is here to talk about their newest program, the Economic Development District. It was a designation received from the US Economic Development Administration (EDA). The EDA focuses on private sector job creation. We have a dominate number of public sector jobs, need new balance to ensure positive economy. EDA requires a 50% local match, as well as, investments and projects must be tied into a regional

Comprehensive Economic Development Strategy (CEDS). CEDS is a live blueprint that provides vision and strategy to carry out economic plan. Challenge in working with our communities is data analysis and survey work. Municipalities are dependent on Sales Tax and retail does not qualify for EDA projects. EDA is looking for job growth and wage growth. Three primary EDA programs are Public Works, Economic Adjustment and Planning and Technical Assistance. EDA grants are challenging to receive. Monumental achievement when acquired. We are in the best EDA region, but many districts are competing. EDA has funding priorities, which include proving economic distress. Our regional economy is very healthy, which will hurt us with EDA. Mr. Church reviewed recent projects awarded, such as the GE Global Research Center Grant of \$1 million. There are only nine of these in the world. ACOG EDD services are available.

Mr. Wright questioned possibilities for Yukon. Mr. Church stated build relationship with bioenergy, energy sector, and explore strengths within county. Mr. Mitchell thanked Mr. Church for inserting project and there are some opportunities along Frisco Road. Mr. Church stated EDA is proponent of technology.

3. Review and discuss a proposed set of community survey questions designed to assist the Authority in the development of a Frisco Road Master Plan.

Mr. Mitchell introduced Butzer Gardner Architects, Asa Highsmith and Sam Day. They have developed a survey with two parts; visual and verbal. Survey is to get preferences for future of Frisco Road. Looking at actual development will help with planning. The visual survey helps identify the right type of place and the verbal identify what type of amenities, retailers, etc. Mr. Mitchell stated the survey is not public yet, will be available after YEDA comment/discussion. Mr. Highsmith recommended making it a web based survey.

Mr. Wright is concerned the visual section may appear to promise something economically unfeasible. Mr. Highsmith stated not necessarily more money to develop. TIF money should go to public amenities. Mr. Wright stated to make sure expectations aren't unrealistic for developer and public. Mrs. Batchelor stated this is the hardest issue. If the development is the normal thing, should TIF money be spent? How hard do we push for certain things? Developers always want to do the same thing. Mr. Smith asked if we should withhold photos until types of facilities are specified. Mr. Highsmith said it is more about things unseen, such as design elements. Looking for places where people want to spend time. Mr. Smith can't see citizens looking at photos from design perspective. Mr. Highsmith stated it is hard for some to explain why they like certain images. Mr. Wright asked if we are trying to gather public sentiment. He agrees with concepts, but wants to make sure we can deliver. Mrs. Peters stated pics can be misleading. Mr. Smith stated YEDA was formed to make these kinds of decisions. Mr. Mitchell stated concept plan is out, people have a preliminary idea. We are determining what the City wants. Starting place is going into development negotiations. Mr. Wright stated it is no question we want nice. Mr. Geers stated we ask for best and then negotiate down. We should know what we

would like to see. Mr. Smith asked if photos assist. Mr. Geers stated we need to have something in mind of what we want and then negotiate. Mr. Smith stated introduction should be put on website. Mr. Wright stated introduction should state help vs. create. Mr. Geers stated a disclaimer could be placed on website. Mr. Geers stated Edmond and Norman are hard to work with, but have quality projects. If we don't ask, we won't get. Mr. Mitchell stated we can work on introduction. Mr. Wright asked for help to create concept. Mr. Mitchell stated we will have survey on website, notify on channel 20, and water bill. Surprised, if there will be more than 200 responses. Mr. Highsmith stated we should absolutely shoot for top. Don't let negotiations erode confidence in value of land.

4. Report from Executive Director and Related Discussion/Questions.

A. FY 2014-2015 Economic Development Budget

B. Proposed FY 2014-2015 Yukon's Best Main Street Budget

Mr. Mitchell provided examples in the packets. First year doing this process and there may be changes. Sales Tax is reported 60 days later. It will be interesting to see the trend line.

5. Informational Material (included in packet)

A. Updated Hotel/Motel Tax Collections Report; FY 2014-2015

B. New Construction Totals Summary; FY 2013-2014

C. 10 best cities to launch a startup; July 2014; money.cnn.com

D. America's Top States for Business; June 2014; cnbc.com

E. Enid approves TIF to help Koch plant get water; July 2014; [The Journal Record](http://TheJournalRecord.com)

Mr. Mitchell thought articles were interesting and informational for members. Mr. Wright stated Mr. Bottom handed a Community Analysis document. Mr. Bottom directed everyone to pg. 13 and the income numbers. Income for the 2000 census vs. 2014 census is a big difference. Numbers are what retailers look at. It is a great report to understand our community. Mr. Mitchell stated in the last nine months the Oklahoma City metro population increased 2,000 people per month. Mr. Wright stated Yukon was named safest place in Oklahoma. Wonderful news!

6. Setting the date for the next Regular Economic Development Meeting for August 28, 2014 at 3:00pm, in the Council Chambers of the Centennial Building, 12 S. Fifth St.

Mr. Mitchell stated Mr. Alberts would like YEDA to consider another time. Mr. Bottom stated court interferes on certain days. He will speak with Mr. Alberts and send out information. We will leave August meeting as is, but be prepared to discuss.

7. Adjournment