

**MINUTES
PRYOR ECONOMIC DEVELOPMENT TRUST AUTHORITY
REGULAR MEETING
MONDAY, MAY 10TH, 2021
12:00 P.M.**

THE PRYOR ECONOMIC DEVELOPMENT TRUST AUTHORITY MET IN REGULAR SESSION IN CITY COUNCIL CHAMBER, 12 NORTH ROWE STREET, PRYOR, OKLAHOMA AT THE ABOVE DATE AND TIME.

TRUSTEES: **FRED SORDAHL, ARIANNA DERR, DARRELL MOORE, DON BERGER, SCOTT MILLER, GENE DILLARD, LARRY WILLIAMS

EX-OFFICIO TRUSTEES: JARED CRISP - MUNICIPAL UTILITY BOARD GENERAL MANAGER, LARRY LEES - MAYOR

1. CALL MEETING TO ORDER, PRAYER, PLEDGE OF ALLEGIANCE - MR. SORDAHL.

The meeting was called to order by Fred Sordahl at 12:00 p.m. Prayer and Pledge of Allegiance were led by Scott Miller.

2. ROLL CALL - MRS. COATS.

Roll call was conducted by Mrs. Coats. Trustees present included: Fred Sordahl, Arianna Derr, Don Berger, Scott Miller, Larry Williams, Jared Crisp and Larry Lees. Trustees absent: Darrell Moore and Gene Dillard.

Others present: Kim Ritchie, Rickey Hayes, Jim Bloom and Terry Aylward.

3. APPROVE MINUTES FROM THE FEBRUARY 8TH, 2021 MEETING.

Motion was made by Miller, second by Derr to approve minutes from the February 8th, 2021 meeting. Voting yes: Williams, Derr, Berger, Miller, Sordahl. Voting no: none.

4. REPORT FROM ECONOMIC DEVELOPMENT CONSULTANT, RICKEY HAYES.

No action. Mr. Hayes provided an update from the end of 2020 and the first quarter of 2021.

5. POSSIBLE EXECUTIVE SESSION PURSUANT TO THE OKLAHOMA OPEN MEETING ACT FOR THE PURPOSE OF CONFERRING ON MATTERS PERTAINING TO ECONOMIC DEVELOPMENT, INCLUDING THE TRANSFER OF PROPERTY, FINANCING, OR THE CREATION OF A PROPOSAL TO ENTICE A BUSINESS TO REMAIN OR TO LOCATE WITHIN THE JURISDICTION OF THE CITY OF PRYOR CREEK WHERE THE PUBLIC DISCLOSURE OF THE MATTER DISCUSSED WOULD INTERFERE WITH THE DEVELOPMENT OF PRODUCTS OR SERVICES OR WOULD VIOLATE THE CONFIDENTIALITY OF THE BUSINESS. (25 O.S. § 307 (C) (11)).

Motion was made by Williams, second by Miller to enter Executive Session. Voting yes: Derr, Berger, Miller, Sordahl, Williams. Voting no: none.

**6. DISCUSSION AND POSSIBLE ACTION REGARDING RESUMING REGULAR SESSION.
NO ACTION TAKEN DURING EXECUTIVE SESSION.**

Motion was made by Williams, second by Miller to exit Executive Session and resume regular session. No action taken during Executive Session. Voting yes: Berger, Miller, Sordahl, Williams, Derr. Voting no: none.

7. UPDATE REGARDING SITE VISIT WITH THE CITY OF BROKEN ARROW.

No action. Derr provided a printed report and highlighted some items. She stated that the EDTA should serve as a unifier for all the organizers of improvements within the city. Sordahl stated

that, through the meeting with Broken Arrow, he discovered how little he knows about economic development. He stated that neither he nor others have the expertise on economic development, so we need someone such as a City Administrator or City Manager who can focus on economic development.

Williams asked Mayor Lees whether he has the authority to hire a full-time economic development specialist. Mayor stated that he does, but it would be a process. Williams asked who within this group has the time and ability to identify the groups and begin this unification.

Sordahl recommended inviting the Broken Arrow economic development group to the next EDTA meeting to share. Derr stated that she would reach out to them and get that organized. It was agreed that either three Council members will be invited, or it will be posted as a special Council meeting for any who want to attend. Barbara Hawkins and someone from the school system will also be invited.

8. DISCUSSION REGARDING ORGANIZATIONAL STATUS OF THE PRYOR ECONOMIC DEVELOPMENT TRUST AUTHORITY.

Discussed within Item 7.

9. ECONOMIC DEVELOPMENT UPDATES.

Mayor Lees stated that there are a few properties in the works for single-family dwellings.

10. ADJOURN.

Motion was made by Williams, second by Derr to adjourn. All voted yes.

City of Broken Arrow and Pryor Economic Development Trust Authority

Overview / Notes

- Discussion:
 - City should not be responsible for wealth generation; it is responsible to create an environment that creates wealth.
 - A city's first priority should be safety, second priority should be economic development administration.
 - Pryor needs a sole employee whose focus is on retention and expansion. A city administrator can build relationships with all businesses, letting them know the city's intentions that the city wants to create an environment for your business to succeed.
 - We need to be active in creating a layer of support by using what resources we can to help the areas we have authority of.
 - We must have political courage. For example, if someone requests something to be rezoned, we will not rezone unless it somehow benefits the community. We must hold the line and make sure that every decision that is made benefits the community!

- Ideas:
 - Marketing videos showing what Pryor has to offer.
 - Survey all people "where do you get your news?"
 - Shoot "Did you know?" videos. This can be about retailers, restaurants, any business! *Check out BA Buzz for examples.*
 - Build trust by letting people know what the city is doing. Be transparent!
 - We need to say and prove that we are a city that does what we say we will do!
 - 15-minute presentation every month about Economic Development on social media.
 - Approach employers to partner with the city when they recruit employees.

- Low-hanging fruit:
 - Develop a policy on available incentives to offer.
 - Find out what our partners envision for Pryor and get them bought in.
 - What are their expectations of Pryor?
 - Chamber, school, and city should be meeting regularly!
 - Travel to out-of-state similar in size towns whose priority is quality of life.
 - Spend time together as an EDTA to become united in our vision. We all have different definitions of improving Pryor. Let's make sure everybody sees and hears the same thing!