

MINUTES
ECONOMIC DEVELOPMENT TRUST AUTHORITY
SPECIAL MEETING
MONDAY, MAY 19TH, 2025
12:00 P.M.

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

TRUSTEES: **ADAM ANDERSON, ARIANNA DERR, DARRELL MOORE, FRED SORDAHL, DON BERGER, SCOTT MILLER.

EX-OFFICIO TRUSTEES: JARED CRISP – MUNICIPAL UTILITY BOARD GENERAL MANAGER, ZAC DOYLE – MAYOR.

OTHERS: JAE STANDINGWATER - SECRETARY.

1. CALL MEETING TO ORDER.

Adam Anderson called the meeting to order at 12:00 p.m. Members present: Don Berger, Scott Miller, Adam Anderson, Fred Sordahl, Arianna Derr, Zac Doyle and Jared Crisp. Members absent: Darrell Moore.

Others present: Bridgette Nichols, Maria Breedlove, Jennifer Meyer and Terry Aylward.

2. DISCUSS, POSSIBLY APPROVE MINUTES OF THE APRIL 14TH, 2025 MEETING.

Motion was made by Miller, second by Derr to approve the minutes of the April 14th, 2025 meeting. Voting yes: Berger, Miller, Anderson and Derr. Abstaining, counting as a no vote: Sordahl. Voting no: none.

3. DISCUSSION REGARDING A MEMORANDUM OF UNDERSTANDING (MOU) WITH PRYOR MAIN STREET.

Bridgette Nichols reported to the board that the updated MOU will be ready to be presented soon. She stated that the new document will reflect expanded expectations and responsibilities for Pryor Main Street.

4. DISCUSSION AND POSSIBLE ACTION REGARDING AN MOU WITH LAND HOGS, LLC AND HAWKINS FAMILY LIMITED PARTNERSHIP FOR USE OF THE GREEN SPACE ON ROWE STREET FOR A 12-MONTH PERIOD.

Motion was made by Sordahl, second by Derr to approve an MOU with Land Hogs, LLC and Hawkins Family Limited Partnership for use of the green space on Rowe Street for a 12-month period. Voting yes: Miller, Anderson, Sordahl, Derr and Berger. Voting no: none.

5. DISCUSSION AND POSSIBLE ACTION TO ALLOW THE LIBRARY TO USE THE GREEN SPACE UNDER THE MOU.

Motion was made by Derr, second by Sordahl to allow the Library to use the green space under the MOU. Motion was amended by Derr, second by Sordahl to allow the Library to use the green space under the MOU on June 5th, 2025 for the purpose of their Summer Reading

Program Kickoff event. Voting yes: Anderson, Sordahl, Derr, Berger and Miller. Voting no: none.

6. DISCUSSION AND POSSIBLE ACTION REGARDING AN EXPENDITURE IN THE AMOUNT OF \$325.00 FOR LIABILITY INSURANCE ON THE GREEN SPACE AS REQUIRED BY THE MOU FOR THE USAGE BY THE LIBRARY.

Motion was made by Miller, second by Derr to approve an expenditure in the amount of \$325.00 for liability insurance on the green space as required by the MOU for the usage by the Library. Voting yes: Sordahl, Derr, Berger, Miller and Anderson. Voting no: none.

7. DISCUSSION REGARDING A STRUCTURAL REVIEW OF THE GRAHAM COMMUNITY BUILDING.

Anderson reported that they have contacted Main Street requesting a structural review, but they will not be able to complete the review and report until next fall due to availability. He stated that they could alternatively seek a third party review, which is estimated to cost up to \$10,000.00, leading most stakeholders to prefer waiting for Main Street's availability.

8. DISCUSS, POSSIBLY RECOMMEND COUNCIL ACTION REGARDING THE BRANCH TOWER LEASE AGREEMENT WITH THE CITY.

Motion was made by Berger, second by Sordahl to recommend Council take no action regarding the Branch Tower lease agreement with the city. Voting yes: Derr, Berger, Miller, Anderson and Sordahl. Voting no: none.

9. DISCUSSION REGARDING A REQUEST FROM THE ORDINANCE & INSURANCE COMMITTEE TO REVIEW TERM LIMITS AND ATTENDANCE REQUIREMENTS FOR EDTA TRUSTEES.

No action taken. Anderson reported that there is a need to reconsider terms limits and attendance requirements for members of the trust to ensure productivity and effectiveness. The trust requested that specific language to amend the requirements be brought to the next meeting.

10. DISCUSSION AND POSSIBLE ACTION TO ORDER CHECKS FOR THE FESTIVAL ACCOUNT AT THE FOLLOWING QUANTITIES AND PRICES:

- a. 100 - \$234.99 (2.35/EA)
- b. 200 - \$335.99 (1.68/EA)
- c. 500 - \$430.99 (.86/EA)
- d. 1,000 - \$599.99 (.60/EA)
- e. 2,500 - \$1,365.99 (.55/EA)

Motion was made by Sordahl, second by Miller to approve an expenditure in the amount of \$234.99 to purchase 100 checks for the EDTA Festival Account. Voting yes: Berger, Miller, Anderson, Sordahl and Derr. Voting no: none.

11. DISCUSSION AND POSSIBLE ACTION REGARDING THE ESTABLISHMENT OF A MARKETING BUDGET FOR PRYOR CREEK MARKETING MATERIALS SUCH AS FLYERS, BANNERS AND STICKERS NOT TO EXCEED \$1,500.00.

No action taken. Mayor Doyle and the trust discussed potential avenues to pursue new branding materials for the city to promote economic development. Sordahl suggested consulting with design programs at the high school to allow local students to contribute. Discussion is to be revisited at the next meeting.

12. DISCUSSION AND POSSIBLE ACTION TO REQUEST BIDS OR INFORMATION OR AUTHORIZE PURCHASES FOR COMPONENTS FOR THE PRYOR FIRING RANGE.

Motion was made by Sordahl, second by Miller to approve an expenditure in the amount of \$4,000.00 to purchase gravel for use at the firing range to be paid from Cherokee Nation grant funds. Voting yes: Anderson, Sordahl, Derr, Berger and Miller. Voting no: none.

13. ADJOURN.

Meeting was adjourned at 1:01 p.m. without motion or vote.

MEMORANDUM OF UNDERSTANDING
Between
Pryor Economic Development Trust Authority (EDTA)
and
Pryor Main Street, Inc.
Fiscal Year 2025–2026

I. PURPOSE

This Memorandum of Understanding (MOU) outlines the cooperative relationship between the Pryor Economic Development Trust Authority (EDTA) and Pryor Main Street, Inc., a nonprofit 501(c)(3), to support downtown Pryor’s revitalization through strategic funding, programming, infrastructure development, and activation. Goals include:

- Administering facade improvement grant programs and coordinating access to EDTA loan funds
- Managing grant funding and business development initiatives
- Managing and implementing the Streetscape Project in partnership with the Oklahoma Department of Transportation (ODOT) and local stakeholders
- Activating vacant storefronts and developing a sustainable retail corridor
- Implementing and managing the TimeFrame application
- Advancing policy and infrastructure that supports downtown investment
- Implementing downtown corridor design standards to maintain the charm and character of downtown Pryor.
- Aligning efforts to drive economic growth and increase local sales tax revenue
- Fostering collaborative leadership across both organizations

II. TERM

This MOU shall be in effect from July 1, 2025, through June 30, 2026, unless amended or terminated with 90 days’ written notice by either party.

III. RESPONSIBILITIES

A. Pryor Main Street, Inc.

Facade Grant and Loan Coordination

- Design, promote, and manage the facade grant program, including project oversight and compliance.
- Partner with EDTA for final award approvals.
- Coordinate with EDTA to assist eligible businesses and property owners in applying for low-interest loans or other financial tools managed by EDTA for qualified facade and building improvement projects.
- Track use of both grant and loan funding to ensure alignment with revitalization goals and report outcomes.

Downtown Revitalization Projects

Pryor Main Street will lead efforts to revitalize downtown buildings, storefronts, and infrastructure, working closely with EDTA and community partners. This includes:

- Identifying and prioritizing buildings in need of aesthetic and structural improvements.
- Coordinating economic development efforts and feasibility studies to support building upgrades, business recruitment, and long-term planning.
- Supporting historical renovation in all revitalization work to maintain the character and integrity of downtown.
- Managing and overseeing implementation of the multi-phase Streetscape Project, including design, grant management, community engagement, ODOT coordination, and local partner collaboration.
- Coordinating with ODOT and other technical consultants through planning, engineering, and construction phases.
- Leading the implementation of downtown corridor design standards in coordination with EDTA, the City, and relevant stakeholders to ensure consistent aligned revitalization.
- Engaging with building and business owners to encourage participation in improvement programs and help fill vacant spaces.

- Recruiting businesses that align with downtown goals and connect them with available spaces.
- Providing quarterly updates to the EDTA on revitalization progress, including economic impact, recruitment, infrastructure improvements, and preservation efforts.

TimeFrame App Implementation

- Serve as lead implementer of the TimeFrame app, a historical and tourism-focused platform to enhance cultural awareness and visitor engagement downtown.
- Coordinate content creation, site listings, and historical storytelling relevant to downtown Pryor.
- Share usage metrics and tourism insights derived from the app to support destination development and visitor-driven economic strategies.

Streetscape Project Management

- Lead stakeholder and public engagement related to the Streetscape Project.
- Coordinate with engineers, contractors, city officials, and utility providers.
- Monitor project timelines and report progress to EDTA and the City of Pryor.
- Identify and manage grant funding opportunities for current and future Streetscape phases.

Grant Management

- Research and pursue public and private grants supporting downtown growth.
- Administer grant reporting, compliance, and financial management.
- Partner with EDTA for collaborative applications when appropriate.

Vacancy Activation and Retail Strategy

- Lead development of a strategic plan to activate vacant downtown storefronts.
- Analyze current business inventory and identify market gaps.

- Promote a balanced retail mix that increases foot traffic and economic activity.
- Coordinate with building owners to encourage readiness and lease opportunities.

Ordinance & Policy Collaboration

- Collaborate with EDTA and City leadership in drafting supportive ordinances, zoning changes, design standards, and usage guidelines.
- Provide recommendations for incentives and infrastructure tied to vacancy activation and streetscape readiness.
- Implement and enforce design standards that uphold the visual identity and authenticity of the downtown corridor.

Performance-Based Funding Growth

If Pryor Main Street exceeds expectations, EDTA agrees to consider increased financial support to expand:

- Facade or interior incentive programs
- Business recruitment and marketing efforts
- Downtown-focused infrastructure or beautification projects, including future phases of the Streetscape Project
- Matching funds for grants aligned with downtown needs

Advisory Participation of EDTA

Pryor Main Street agrees to include an EDTA-appointed representative in an advisory, non-voting capacity on the Board of Directors or Revitalization Committee. This representative will:

- Serve as a liaison and strategic advisor
- Attend planning sessions and quarterly reviews
- Provide feedback on downtown development strategies

B. Pryor Economic Development Trust Authority (EDTA)

Funding & Oversight

- Provide and disburse funding for facade grants in partnership with Pryor Main Street.
- Approve final grant awards and participate in review processes.
- Offer access to EDTA-managed low-interest loan programs to complement grant funding, and coordinate with Pryor Main Street to ensure seamless applicant support and project tracking.

Infrastructure & Ordinance Development

- Support policy changes, design standards, and ordinance drafting that reduce vacancy, promote retail diversity, and reinforce downtown aesthetics.
- Coordinate infrastructure improvements that support downtown readiness and business attraction.
- Collaborate with Pryor Main Street and ODOT to support planning, permitting, and successful implementation of the Streetscape Project.

Retail Mix & Economic Growth

- Use Pryor Main Street's market data to identify retail gaps and business recruitment targets.
- Offer financial and technical support for programs enhancing retail health and sales tax growth.

TimeFrame Collaboration

- Support implementation of the TimeFrame app as a tool for storytelling, tourism, and cultural preservation.
- Access insights from the app related to site engagement, visitor interactions, and content usage to inform downtown tourism and marketing strategies.

Streetscape Project Collaboration

- Participate in project reviews, milestone approvals, and funding discussions related to the Streetscape Project.

- Assist with community engagement, public communications, and evaluation of project impact.

Scalable Support

EDTA agrees to evaluate the potential for increased support based on ROI metrics and evolving needs.

EDTA will appoint one representative to serve in an advisory capacity.

IV. REPORTING & EVALUATION

Pryor Main Street will provide quarterly ROI reports to EDTA including:

- Grant and loan activity, and building/business improvements
- Streetscape Project milestones and updates
- Design standard implementation and alignment across downtown projects
- Vacancy reductions and business growth
- TimeFrame analytics and economic impact
- Infrastructure and ordinance recommendations

A formal year-end review in May 2026 will assess all outcomes and inform future planning.

V. TERMINATION & AMENDMENTS

Either party may terminate this MOU with 90 days' written notice. Amendments must be made in writing and approved by both parties.

VI. SIGNATURES

By signing below, the parties acknowledge their shared commitment to downtown Pryor's revitalization and agree to uphold the responsibilities outlined in this MOU.

PRYOR ECONOMIC DEVELOPMENT TRUST AUTHORITY (EDTA)

By: _____

Name: Adam Anderson

Title: Chairperson, Pryor EDTA

Date: _____

PRYOR MAIN STREET, INC.

By: _____

Name: Bridgette Nichols

Title: Executive Director, Pryor Main Street

Date: _____