

NOTICE & AGENDA
ECONOMIC DEVELOPMENT TRUST AUTHORITY MEETING
CITY OF PRYOR CREEK, OKLAHOMA
MONDAY, MARCH 9, 2026 AT 12:00 PM

AS REQUIRED BY THE OKLAHOMA OPEN MEETING ACT NOTICE IS HEREBY GIVEN THAT THE PRYOR ECONOMIC DEVELOPMENT TRUST AUTHORITY WILL MEET IN REGULAR SESSION IN COUNCIL CHAMBER, 12 NORTH ROWE STREET, PRYOR, OKLAHOMA AT THE ABOVE DATE AND TIME. FOR SPECIAL ACCOMMODATIONS TO ATTEND, PLEASE CONTACT (918) 825-0888.

Trustees: Adam Anderson, Arianna Derr, Darrell Moore, Fred Sordahl, Don Berger, Sherry Alexander

Ex-Officio Trustees: Jared Crisp - Municipal Utility Board General Manager, Zac Doyle - Mayor

Others: Jae Standingwater - Secretary

1. Call to order, Prayer, Pledge of Allegiance.
 - a. Roll Call.
 - b. Petitions from the audience.
 - c. Discussion and possible action regarding the minutes of the February 9th, 2026 regular meeting.
2. Reports.
 - a. Presentation from Dr. Lisa Muller regarding the upcoming Pryor Public Schools Bond Election.
 - b. Pryor Main Street presentation of the Quarterly Report regarding the Memorandum of Understanding (MOU) and funding provided to Pryor Main Street by the EDTA.
 - c. Presentation of the Post-Event Report regarding the ICSC Red River 2026 by Mayor Doyle.
3. Action Items.
 - a. Discussion and possible action regarding an expenditure in an amount not to exceed \$500.00 for the EDTA to host a Business Owner or Manager Engagement meeting on February 16th, 2026. Funds will be utilized for the purchase of refreshments for the meeting. The EDTA will seek a sponsor to offset the cost of the event.
 - b. Discussion and possible action regarding the resume received from Misty Edwards-Matheson for the open Trustee seat #5, term ending 1/13/2030, and possible recommendation to the Mayor and City Council.
 - c. Discussion and possible action on authorizing Mayor or Mayor's delegate to obtain estimates and specifications for concrete work at the Pryor Gun Range.
4. Trustee Comments. (Note: These are for comments or updates only; No actionable items can be discussed here, and no discussion between Trustees and the audience may occur.)
5. Unforeseeable Business.
6. Adjourn.

Posted March 6th, 2026 by City Clerk Hannah Morris _____

**MINUTES
ECONOMIC DEVELOPMENT TRUST AUTHORITY
REGULAR MEETING
MONDAY, FEBRUARY 9TH, 2026
12:00 P.M.**

THE ECONOMIC DEVELOPMENT TRUST AUTHORITY MET IN REGULAR 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, _____,
SHERRY ALEXANDER.**

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: Sherry Alexander, Darrell Moore, Adam Anderson, Fred Sordahl and Arianna Derr. Members absent: Don Berger.

Others present: Bridgette Nichols and Marti Schneider.

2. PETITIONS FROM THE AUDIENCE

There were no petitions from the audience.

3. DISCUSS, POSSIBLY APPROVE MINUTES OF THE JANUARY 12TH, 2026 MEETING.

Motion was made by Moore, second by Sordahl to approve the minutes of the January 12th, 2026 meeting. Voting yes: Alexander, Moore, Anderson, Sordahl and Derr. Voting no: none.

4. DISCUSSION AND POSSIBLE ACTION TO APPOINT FRED SORDAHL AS VICE-CHAIRPERSON TO FULFILL THE REMAINDER OF THE PREVIOUS VICE-CHAIRPERSON'S TERM, WHICH WILL END IN JUNE 2026. THE BIENNIAL ELECTION FOR CHAIRPERSON AND VICE-CHAIRPERSON WILL BE HELD IN JULY 2026. THE CURRENT VICE-CHAIRPERSON, SCOTT MILLER, COMPLETED HIS ALLOWABLE TERM AS A TRUSTEE IN JANUARY AND IS NO LONGER ELIGIBLE TO SERVE AS VICE-CHAIRPERSON.

Motion was made by Moore, second by Derr to appoint Fred Sordahl as Vice-Chairperson to fulfill the remainder of the previous Vice-Chairperson's term, which will end in June 2026. Voting yes: Moore, Anderson, Sordahl, Derr and Alexander. Voting no: none.

5. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE NEWLY APPOINTED VICE-CHAIRPERSON AS A SIGNATORY ON ALL EDTA CHECKING ACCOUNTS AND FINANCIAL DOCUMENTS.

Motion was made by Derr, second by Alexander to approve the newly appointed Vice-Chairperson, Fred Sordahl, as a signatory on all EDTA checking accounts and financial documents. Voting yes: Anderson, Sordahl, Derr, Alexander and Moore. Voting no: none.

6. DISCUSSION AND POSSIBLE ACTION TO ESTABLISH A BUDGET LIMIT OF \$100,000.00 FOR THE 2026 PRYOR CREEK MUSIC FESTIVAL.

Motion was made by Derr, second by Moore to approve establishing a budget limit of \$100,000.00 for the 2026 Pryor Creek Music Festival. Voting yes: Sordahl, Derr, Alexander, Moore and Anderson. Voting no: none.

7. DISCUSSION AND POSSIBLE ACTION TO RECOMMEND TO CITY COUNCIL A TRANSFER OF FUNDS FROM FUND 68 TO THE EDTA FESTIVAL ACCOUNT IN THE AMOUNT OF \$62,000.00 FOR THE PURPOSE OF FUNDING THE 2026 PRYOR CREEK MUSIC FESTIVAL. THIS WILL BE ADDED TO THE CURRENT BALANCE IN THE ACCOUNT AND UTILIZED FOR THE BUDGET ESTABLISHED BY THE ABOVE AGENDA ITEM.

Motion was made by Sordahl, second by Moore to recommend to City Council a transfer of funds from Fund 68 to the EDTA Festival Account in the amount of \$62,000.00 for the purpose of funding the 2026 Pryor Creek Music Festival. This will be added to the current balance in the account and utilized for the budget established by the above agenda item. Voting yes: Derr, Alexander, Moore, Anderson and Sordahl. Voting no: none.

8. DISCUSSION AND POSSIBLE ACTION TO UTILIZE A PORTION OF THE COMMUNITY MARKETING GRANT TO SEND TWO REPRESENTATIVES TO ICSC@RED RIVER IN SAN ANTONIO, TEXAS. THE ESTIMATED COST PER ATTENDEE IS NOT TO EXCEED \$2,500.00 EACH (\$5,000.00 COMBINED) AND INCLUDES REIMBURSEMENT TO THE ATTENDEES OR THEIR RESPECTIVE ORGANIZATIONS FOR REGISTRATION, TRAVEL, HOTEL AND MEALS. IF THE AGENDA ITEM IS APPROVED, THE ATTENDEES WILL BE MAYOR ZAC DOYLE AND MAIN STREET EXECUTIVE DIRECTOR BRIDGETTE NICHOLS. ATTENDANCE AT THIS CONFERENCE WAS WRITTEN INTO THE GRANT APPLICATION.

Motion was made by Moore, second by Alexander to approve utilizing a portion of the Community Marketing Grant to send two representatives to ICSC@Red River in San Antonio, Texas. The estimated cost per attendee is not to exceed \$2,500.00 each (\$5,000.00 combined) and includes reimbursement to the attendees or their respective organizations for registration, travel, hotel and meals. Voting yes: Alexander, Moore, Anderson, Sordahl and Derr. Voting no: none.

9. DISCUSSION AND POSSIBLE ACTION TO APPROVE AN EXPENDITURE OF \$9,000.00 TO PLACER.AI FOR LOCATION-BASED SERVICES & ANALYTICS FOR THE SERVICE PERIOD OF DECEMBER 17TH, 2025 - DECEMBER 16TH, 2026.

Motion was made by Derr, second by Moore to approve an expenditure of \$9,000.00 to Placer.ai for Location-Based Services & Analytics for the service period of December 17th, 2025 - December 16th, 2026. Voting yes: Moore, Anderson, Sordahl, Derr and Alexander. Voting no: none.

10. UNFORESEEABLE BUSINESS.

There was no unforeseeable business.

11. ADJOURN.

Meeting was adjourned at 12:13 p.m. without a motion or vote.

Pryor Main Street - Use of Funds with MOU	
Category	\$\$
Downtown Business Support	
Coffee & Commerce/Lunch & Learns	\$3,616.48
Downtown Beautification	
Planters	\$486.00
FreedomFest banners	\$900.00
Christmas Lights	\$7,700.00
TimeFrame	
App Fee	\$4,500.00
Facades	
Structural Engineering Report for Graham Community Building	\$1,850.00
Design Assistance Request x2 (GCB & Sidepockets) & workshop for downtown property owners value	\$4,000.00
Printed Materials	
Downtown Shopping Guides/What does Main Street do brochures	\$249.74
Project/Grant Management	
Streetscape 36 hours x \$30/hour	\$1,080.00
Graham Community Building 12 hours x \$30/hour	\$360.00
Grant Writing/Research 32 hours x \$30/hour	\$960.00
Grant Administration 16 hours x \$30/hour	\$480.00
TimeFrame App 19 hours x \$30/hour	\$570.00
Event assistance	
Bluegrass/FreedomFest 60 hours x \$30/hour	\$1,800.00
Awarded Facade Grants to be paid out by May 1st, 2026	
Grants to be paid out by May 1, 2026	\$32,500.00
Additional/difference for awnings to be approved at 3/6 PMS board meeting	\$8,389.99
Total Investment projected:	\$69,442.21

Post-Event Report: ICSC Red River 2026

Date: February 23,2026

Location: Henry B. Gonzalez Convention Center, San Antonio, TX

Prepared By: Mayor Zac Doyle

1. Executive Summary

Attending the ICSC Red River Conference was an opportunity for Pryor Creek to learn and explore the deficiencies and needs of the Economic Growth for our city. In more ways than one this was a successful and productive trip. Not only were several contacts made and seeds solidly planted, there was a great deal of clarity given to what our market needs, wants, and can support.

2. Purpose of Attendance

The City of Pryor Creek's attendance at the ICSC Red River Conference in San Antonio (February 17–18, 2026) was a strategic investment aimed at sharpening our competitive edge through specialized education and regional market intelligence. Our primary objective was to move beyond traditional recruitment and instead gather the specific "intel" required to build a modern, viable Economic Development plan. By engaging with industry leaders, we identified that Pryor Creek's retail landscape is shifting toward Franchised services within traditional retail and Food Service. It would be appropriate to note that our city's recent infrastructure wins, such as the incoming expansion of Bluepeak fiber and our proximity to MidAmerican Industrial Park, are significant differentiators that developers are actively looking for. It would also be important to prepare significant data points that most every developer and company is seeking. These data points include traffic counts, Median Income, employee population and residential populations to name a few.

Beyond gathering data, this trip allowed us to identify and connect with several networks. We were able to identify the need for land and tenant representation brokers and mixed-use developers. Connecting with these Brokers would be essential for executing a comprehensive growth strategy. We discovered that for Pryor Creek to remain competitive, we must leverage our "Main Street" success and provide developers with high-fidelity data on resident spending habits and "circularity" (where our citizens travel to shop). Looking forward, it is clear that ICSC Red River will be a vital avenue for the City. It provides a necessary view of the regional economy allowing Pryor Creek to be not just a participant, but a leader in the Northeast Oklahoma market. Consistent attendance will be crucial to maintaining these relationships and ensuring our Economic Development plan develops into one that is proactive rather than reactive.

3. Delegation Planning

From 2017 through early 2023, the City of Pryor Creek utilized an external retail consultant to manage the city's narrative and representation at major industry events such as ICSC. While this period established initial "seeds" of interest and preliminary discussions with several national corporations, the termination of that contract in 2023 resulted in a period of under-representation. Recognizing that Pryor Creek's solicitation of new business and long-term growth required a more direct and dedicated approach, the City transitioned from third-party representation to a high-level, internal leadership model.

Delegation Objectives and Selection Logic

The decision to send a specialized delegation originally comprising the Mayor, the EDTA Chair, and the Main Street Executive Director was a calculated move to signal urgency and commitment to the development community. By deploying individuals with a direct, "on-the-ground" understanding of the city's practical needs, available sites, and infrastructure capabilities, the City aimed to provide immediate answers that a third-party contractor could not.

The primary goals for this specific leadership group included:

- **Rekindling Legacy Discussions:** Re-establishing contact with corporations where conversations had stalled since 2023.
- **Executive Transparency:** Providing developers with a clear, authoritative understanding of available and practical locations within city limits.
- **Demonstrating Dedication:** Using the presence of top-tier community leaders to prove that Pryor Creek is "open for business" and capable of fast-tracking viable projects.

Execution and Fiscal Responsibility

Although the strategic plan accounted for three representatives, the trip was executed by a team of two, representing both the City and Pryor Main Street. This dual representation ensured that both the municipal regulatory perspective and the small-business/quality-of-life perspective were integrated into every pitch.

Furthermore, the trip was executed with strict adherence to fiscal responsibility. Participation was funded via the EDTA and specific designated grant funds, ensuring that this vital pursuit of economic intelligence was achieved without an unplanned burden on the City's general operating budget. This delegation successfully established a "cache" of connections and high-value networking that will serve as the foundation for a more aggressive and viable Economic Development Plan moving forward.

4. Strategic Objectives

1. **[Objective 1]:** Obtain a minimum of 5 new contacts each in one of the 5 categories: Retail, Restaurant, Hospitality, Quality of Life and Housing. This was the “5 for 5” strategy.
2. **[Objective 2]:** was to learn and to observe how business is conducted at such a conference. Additionally, to discover what Pryor Creek needed to prepare to be competitive and to the point with prospective contacts.
3. **[Objective 3]:** Attend ICSC and visit with other communities in attendance and learn how or what methods they have in place or have implemented to address their Economic Deficiencies.
4. **[Objective 4]:** Create discussions between the Oklahoma Department of Commerce and other municipalities geared to educate ourselves on what tactics and strategies have been used to create viable and successful communities.

5. Market Discovery & Takeaways

Regional Trends: For Many Businesses in the Oklahoma Texas Market there is a need for expansion. Most businesses that are not in Urban Markets are seeking to build Franchise Operated locations rather than corporate locations. Most everyone is seeking right off the bat incentives, or similar to even be considered for the local market.

- **Economic Sentiment:** Key Factors Every contact is interested in include but not limited to: Population density within various radiuses, Median Income, Traffic Counts, Workforce population and what type of locations are available(eg. Stand alone, drive thru, endcap etc.)
- **Competitor Intelligence:** When discussed with other communities in eastern Oklahoma along the 69 corridor the use of TIF and TIDs is the tool for driving businesses. Secondly the use of Land Brokers and Developers is becoming necessary in the assisting of establishing prime locations in the high traffic corridors.

6. Going Forward (Action Plan)

- **Immediate (Next 90 Days):** Prepare branded digital marketing media using data collected from PlacerAi, and collaboration from sources like MAIP, GRDA and Dept of Commerce. Engage Marketing Agent to produce and manufacture digital and branded materials. Establish a plan for engaging and marketing in or at any necessary Economic Development Events. Review and Evaluate the 2017 Comprehensive Plan for Pryor Creek. Use the new data gathered from ICSC to update our city’s “pitch” to developers, specifically highlighting our superior fiber and energy infrastructure.
- **Mid-Term (Next 10 months):** Move at least two major projects from the “discussion” phase to active construction. This includes at least one new hospitality (hotel) project and one new multi-family housing development to support our growing workforce.

Complete a comprehensive list of properties and contacts to be marketed in the various Pryor Creek Retail Corridors. Establish a Long term gameplan for incentivising and recruiting both businesses and investors for the growth of Pryor Creek over the foreseeable future. Implement and actively pursue City leadership within the community to build and support our economic strategies.

- **Long-Term:** Establish Pryor Creek as a self-sustaining destination where residents no longer have to leave city limits for major retail or entertainment needs. By 2031, the city should have a proven, in-house economic development engine that no longer relies on outside consultants to "tell our story."

Key Meetings & Contacts

Entity/Contact Name	Title/Company	Summary of Discussion	Status/Follow-up
Peter Lefivre	Wendy's	Discussed previous LOI status and rekindling discussions	
Alex Lengyl	Layne's Chicken	Interest in our market needs a franchisee	
Chris Kimball	Annex Brand/ UPS/FedEx/Copy	Very interested	
Michael Mc Bride	Dunhams Sports	Need 2nd or 3rd gen building 35-45Ksf	
Bob Folsom	Purpose Brands/Waxing City/OrangeTherapy	Interest in our market needs a franchisee	
Mark Read	Jersey' Mikes Subs	Interest in our market needs a franchisee.	
Austin Brockman	Dutch Bros.	Gave contact info for Broker, Reeves Atkins	
	GO to Foods	Only Interested in Larger markets	

Andrew Hawes, Franchise development officer	HTeaO	Super Interested, Expanding Market in Oklahoma was open to discussion. Needs locations	
Billy Sumner	City of McAlister/ED Director	Will send us their ordinance for the 5yr TIF they created	
Andrew Killion	New Quest	Grocery Developers and Brokers. Regional Director	
Cooper McNeily	PlacerAi	Discussed advanced training that could show how to use all features of the application.	
Clayton Hirt	Christmas Lights 4 U	Discussed city lights at Whitaker and Lights on Mainstreet.	

Misty Edwards-Matheson

Marketing & Events Professional | Pryor, Oklahoma
Email: mistykedwards@gmail.com | Phone: (918) 530-9028

PROFESSIONAL SUMMARY

Energetic, community-centered leader with 30+ years of management and public-facing experience. Known for crafting memorable events, building powerful partnerships, and elevating organizations through authentic relationship-driven strategies. Blends creativity, grit, and strong communication to drive meaningful outcomes.

CORE SKILLS

Event Promotion & Community Engagement	Strategic Program Development	Public Relations & Storytelling
Crisis Management	Team Leadership & Coaching	Adobe Creative Suite
Microsoft Office	Google Suite	Canva

PROFESSIONAL EXPERIENCE

Branch Manager — Express Employment Professionals

Pryor, OK | July 2026 – Present

- Lead daily operations while cultivating a high-energy, values-driven team culture.
- Drive sales activity through pipeline reviews, strategic outreach, and relationship development.
- Oversee recruiting strategy, ensuring quality talent flow and compliance with staffing standards.
- Maintain strong client and associate experience scores through timely, high-quality fulfillment.
- Manage profitability, receivables, and operational financial health.
- Represent Express in community-based partnerships and networking initiatives.

Brand Marketing & Community Relations Manager — Patriot Auto Group

Pryor, OK | March 2021 – November 2024

- Produced large-scale promotional and community events with measurable attendance growth.
- Developed partnerships that strengthened company visibility and outreach.
- Enhanced customer experience and directed issue-resolution workflows.
- Collaborated on HR onboarding processes for 8 dealership locations.

Marketing & Events Manager — Roberts Auto Group

Pryor, OK | April 2006 – March 2021

- Oversaw \$2.5M annual marketing budget across four dealership locations.
- Served as spokesperson and produced broadcast and media content.
- Managed digital presence including content creation and social media performance.
- Negotiated vendor partnerships and evaluated ROI for all campaigns.
- Led community-focused initiatives that consistently increased engagement.
- Directed HR processes for more than 350 employees.

Combat Medic — Army National Guard

Oklahoma, Hawaii, Florida | September 1989 – September 2001

- Squad Leader achieving rank of Corporal.
- Responded to diverse medical emergencies as a trained first responder.
- Served in overseas humanitarian missions.
- Maintained accurate, compliant medical documentation.

VOLUNTEER LEADERSHIP

- Marketing Director — Oklahoma Freedom Flight (2021–Present)
- Chairperson — Boys & Girls Club of Green Country (2012–2024)
- Co-Chair — Mayes County Drug Reduction Outreach Project (2019–2022)
- Board Member — United Way of Rogers & Mayes County (2014–2016)
- Chairperson — Red Cross of Rogers, Mayes, Wagoner Counties (2012–2014)
- Elected Council Member — City of Pryor Ward 4 (2004–2008)
- Board Member — Mayes County HOPE (February 2026–Present)