

**MINUTES
PRYOR ECONOMIC DEVELOPMENT TRUST AUTHORITY
REGULAR MEETING
MONDAY, AUGUST 12TH, 2024**

12:00 P.M.

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

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

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.

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

Prayer and Pledge of Allegiance were led by Scott Miller.

Others in attendance: Houston Brittain, Mike Moore, Terry Aylward, Bridgette Nichols, Charlotte Howe and Lori Ballew.

2. PETITIONS FROM THE AUDIENCE.

There were no petitions from the audience.

3. APPROVE MINUTES FROM THE JULY 8TH, 2024 MEETING.

Motion was made by Derr second by Williams to approve the minutes from the July 8th, 2024 meeting. Voting yes: Berger, Williams, Miller, Anderson, Sordahl and Derr. Voting no: none.

4. REPORT FROM PRYOR AREA CHAMBER OF COMMERCE PRESIDENT HOUSTON BRITTAIN.

Brittain reported an increase in sales for the Rocklahoma and Born and Raised Music Festivals compared to last year. He stated that the Bluegrass and Chili Festival and DAM J.A.M. will occur on the same day this year, which is anticipated to generate significant additional traffic in the mainstreet corridor along with the County Fair. He also stated that Dr. Muller will be speaking at an upcoming Chamber luncheon about the state of public education in Pryor. He stated that they are still in the process of securing a higher education speaker for the following week, and the State Attorney General is scheduled to speak the week after. Additionally, he announced that the Christmas parade will take place on December 7th, 2024.

5. REPORT FROM PRYOR MAIN STREET DIRECTOR BRIDGETTE NICHOLS.

Nichols reported that the components required to initiate the Streetscape project, including benches, trash receptacles, and traffic lights, have been ordered and are in storage at the Street Department. She also stated that they are developing a public app that will feature historical information about Pryor Creek.

6. PRESENTATION FROM PLACER.AI VIA ZOOM.

Haylee Taylor presented information via video call about the services Placer.AI could offer the City. She stated that the service collects location data from various existing apps and uses the

data to produce reports on tourism, event attendance and more specific details such as retail leakage and services residents seek outside the city.

7. DISCUSSION AND POSSIBLE ACTION REGARDING A PROPOSAL FROM PLACER.AI FOR A THREE YEAR AGREEMENT TO PROVIDE DATA SERVICES FOR USE BY THE EDTA AND ALL CITY DEPARTMENTS. THE TOTAL COST OF THE INITIAL TERM IS \$27,000.00 INVOICED OVER THREE YEARS, \$8,000.00 UPON SIGNING, \$9,000.00 IN THE SECOND YEAR AND \$10,000.00 IN THE THIRD YEAR.

No action taken. Crisp stated that the GRDA will consider purchasing a Placer.AI license at their next meeting, which could be made available to all their customers, including the City. The board opted to take no action on the proposal for the time while they explore the possibility of collaborating with the GRDA.

8. PRESENTATION FROM CHARLOTTE HOWE, NORTHEAST REGIONAL DEVELOPMENT SPECIALIST WITH OKLAHOMA DEPARTMENT OF COMMERCE.

Howe provided an overview of the Oklahoma Department of Commerce's role and its potential benefits for cities and businesses. She stated that the department manages statewide industry incentives for businesses looking to expand and considering Oklahoma communities. Howe stated that the services offered include conducting interviews to assess eligibility for incentives and providing access to an online portal where businesses can view RFPs and available industrial land for development.

9. UPDATE REGARDING THE BLUEGRASS AND CHILI FESTIVAL.

Anderson presented the board with a printed report of the current projected festival budget as well as a log of related tasks and their progress. He stated that he has been working with Pryor Main Street and local businesses to ensure that storefronts are open and accessible during the event to maximize the positive impact of the event on local businesses.

10. DISCUSSION AND POSSIBLE ACTION REGARDING A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE EDTA AND LAND HOGS, LLC AND HAWKINS FAMILY LIMITED PARTNERSHIP FOR THE PURPOSE OF UTILIZING THE GREEN SPACE ACROSS FROM CITY HALL FOR THE MAIN STAGE AT THE BLUEGRASS AND CHILI FESTIVAL.

Motion was made by Sordahl, second by Derr to approve a Memorandum of Understanding (MOU) between the EDTA and Land Hogs, LLC and Hawkins Family Limited Partnership for the purpose of utilizing the green space across from City Hall for the main stage at the Bluegrass and Chili Festival. Motion was amended by Sordahl, second by Derr to amend the MOU to reflect that the city will only provide mowing before the festival and not afterwards. Voting yes: Miller, Anderson, Sordahl, Derr, Berger and Williams. Voting no: none.

11. DISCUSSION AND POSSIBLE ACTION REGARDING THE EDTA OPENING AN ACCOUNT WITH SQUARE FOR THE PURPOSE OF FACILITATING THE ACCEPTANCE OF DEBIT AND CREDIT CARDS AND OTHER ELECTRONIC PAYMENT TYPES AT THE BLUEGRASS FESTIVAL. CURRENTLY THE FESTIVAL IS ALL CASH. THIS WILL ALLOW VENDORS AND ATTENDEES THE ABILITY TO PAY BY ELECTRONIC MEANS AND THE PROCEEDS BE DEPOSITED DIRECTLY TO THE EDTA ACCOUNT. THERE ARE NO MONTHLY FEES FOR THIS SERVICE, ONLY TRANSACTIONAL FEES FOR PAYMENTS RECEIVED. THIS WILL ALSO PROVIDE A POINT OF SALE TRACKING

SYSTEM FOR ALL SALES AT THE BLUEGRASS FESTIVAL. EDTA WOULD NEED TO SPEND APPROXIMATELY \$500.00 ONE TIME FOR NECESSARY COMPONENTS SUCH AS TABLETS AND READERS TO FACILITATE THE USE OF SQUARE.

PROCESSING FEES:

2.6% + \$0.10 IN PERSON

2.9% + \$0.30 ONLINE

3.3% + \$0.30 INVOICES

3.5% + \$0.15 MANUALLY ENTERED

READER COSTS:

\$59.00 EACH

Motion was made by Sordahl, second by Miller to approve the EDTA opening an account with Square for the purpose of facilitating the acceptance of debit and credit cards and other electronic payment types at the Bluegrass Festival. Currently the festival is all cash. This will allow vendors and attendees the ability to pay by electronic means and the proceeds be deposited directly to the EDTA account. There are no monthly fees for this service, only transactional fees for payments received. This will also provide a point of sale tracking system for all sales at the Bluegrass Festival. EDTA would need to spend approximately \$500.00 one time for necessary components such as tablets and readers to facilitate the use of Square. Voting yes: Anderson, Sordahl, Derr, Berger, Williams and Miller. Voting no: none.

12. DISCUSSION AND POSSIBLE ACTION REGARDING THE PURCHASE OF AN ASCAP LICENSE FOR THE BLUEGRASS AND CHILI FESTIVAL. ESTIMATED COST FOR A FESTIVAL LICENSE IS \$1,029.00 PER THE 2024 RATE SCHEDULE. SHOULD ATTENDANCE AND FINAL REPORT BE IN EXCESS OF 19,999 THE FEE WOULD INCREASE TO \$1,836.00.

Motion was made by Sordahl, second by Miller to approve the purchase of an ASCAP license for the Bluegrass and Chili Festival. Estimated cost for a festival license is \$1,029.00 per the 2024 rate schedule. Should attendance and final report be in excess of 19,999 the fee would increase to \$1,836.00. Voting yes: Sordahl, Derr, Berger, Williams, Miller and Anderson. Voting no: none.

13. DISCUSSION AND POSSIBLE ACTION REGARDING THE PURCHASE OF BEVERAGE PRODUCTS THROUGH LOVE BOTTLING FOR THE BLUEGRASS AND CHILI FESTIVAL FOR WATER AND POP. THE COST PER CASE OF WATER IS \$4.56 PER CASE OF 24 AND POP IS \$18.00 PER CASE OF 24. ALL PROCEEDS FROM SALES WILL GO TO THE EDTA. SALES TAX WILL BE GENERATED FROM THESE SALES AND WILL BE REMITTED TO THE TAX COMMISSION.

Motion was made by Derr, second by Williams to approve the purchase of beverage products through Love Bottling for the Bluegrass and Chili Festival for water and pop. The cost per case of water is \$4.56 per case of 24 and pop is \$18.00 per case of 24. All proceeds from sales will go to the EDTA. Sales tax will be generated from these sales and will be remitted to the Tax Commission. Voting yes: Derr, Berger, Williams, Miller, Anderson and Sordahl. Voting no: none.

14. DISCUSSION AND POSSIBLE ACTION REGARDING THE PURCHASE OF SOUVENIR PRODUCTS SUCH AS T-SHIRTS, SWEATERS, HOODIES, HATS, ETC FROM TACK DESIGNS. PRODUCT PRICING WILL DEPEND ON SIZES AND QUANTITIES ORDERED. STANDARD SIZE T-SHIRTS ARE APPROXIMATELY \$9.50 PER T-SHIRT,

WITH SIZES OVER XL COSTING MORE, WITH AN ESTIMATED 250 TO BE PURCHASED FOR RESALE. SWEATERS AND HOODIES WILL BE SOLD ONLINE ONLY WITH A BUILT IN PROFIT MARGIN, EDTA WILL ONLY PAY FOR PRODUCTS ACTUALLY SOLD ONLINE SO SALES WILL COVER THE COST OF THE ONLINE PRODUCTS. THE ONLY UPFRONT COST TO THE EDTA WILL BE THE T-SHIRTS FOR SALE AT THE SOUVENIR BOOTHS AND THOSE SHIRTS DO HAVE A SPONSOR TO OFFSET THE COST, GIVING THE T-SHIRTS A VERY LOW COST TO THE EDTA. ALL SALES PROCEEDS WILL GO TO THE EDTA FESTIVAL ACCOUNT TO OFFSET THE COST OF THE FESTIVAL. SALES TAX WILL BE GENERATED FROM THESE SALES AND WILL BE REMITTED TO THE TAX COMMISSION.

Motion was made by Berger, second by Williams to approve the purchase of beverage products through Love Bottling for the Bluegrass and Chili Festival for water and pop. The cost per case of water is \$4.56 per case of 24 and pop is \$18.00 per case of 24. All proceeds from sales will go to the EDTA. Sales tax will be generated from these sales and will be remitted to the Tax Commission. Voting yes: Berger, Williams, Miller, Anderson, Sordahl and Derr. Voting no: none.

15. DISCUSSION AND POSSIBLE ACTION REGARDING AN EXPENDITURE IN THE AMOUNT OF \$700.00 TO HOOKER'S BAR AND GRILL FOR ADVERTISING THE BLUEGRASS AND CHILI FESTIVAL ON THE DIGITAL SIGN FROM NOW UNTIL THE COMPLETION OF THE FESTIVAL.

Motion was made by Derr, second by Williams to approve an expenditure in the amount of \$700.00 to Hooker's Bar and Grill for advertising the Bluegrass and Chili Festival on the digital sign from now until the completion of the festival. Voting yes: Williams, Miller, Anderson, Sordahl, Derr and Berger. Voting no: none.

16. DISCUSSION AND POSSIBLE ACTION REGARDING DISBURSEMENT OF UP TO \$10,000.00 FROM EDTA FUNDS FOR THE PURPOSE OF CHANGE FOR USE DURING THE BLUEGRASS AND CHILI FESTIVAL. THIS AMOUNT WILL BE REDEPOSITED UPON THE COMPLETION OF THE FESTIVAL.

Motion was made by Derr, second by Miller to approve disbursement of up to \$10,000.00 from EDTA funds for the purpose of change for use during the Bluegrass and Chili Festival. This amount will be redeposited upon the completion of the festival. Voting yes: Miller, Anderson, Sordahl, Derr, Berger and Williams. Voting no: none.

17. DISCUSSION AND POSSIBLE ACTION REGARDING THE PURCHASE OF INSURANCE COVERAGE FOR THE BLUEGRASS AND CHILI FESTIVAL. QUOTES ARE STILL BEING RECEIVED AT THE TIME OF AGENDA PUBLICATION.

Anderson reported that he received two quotes, Brown & Brown in the amount of \$2,225.00 and Four States in the amount of \$2,150.00. He stated that these are not the final quotes and he expects to receive more information by Friday. He also reported that he received a quote for cancellation insurance in the amount of \$3,900.00 that would reimburse the EDTA in the event that the festival is canceled.

Motion was made by Sordahl, second by Derr to authorize Anderson to receive and accept a quote for insurance coverage not to exceed \$2,300.00 on before Friday and approve accepting the quote in the amount of \$3,900.00 for cancellation insurance. Voting yes: Anderson, Sordahl, Derr, Berger, Williams and Miller. Voting no: none.

18. DISCUSSION AND POSSIBLE ACTION REGARDING AN EXPENDITURE NOT TO EXCEED \$1,000.00 FOR MARKETING THE PYO BUILDING FOR SALE TO BE PAID FROM EDTA FUNDS. THIS WOULD ALLOW THE FUNDS TO BE USED TO PUBLISH A LEGAL NOTICE AND MARKET THE PYO BUILDING ON BEHALF OF THE CITY OF PRYOR FOR THE SALE OR LEASE OF THE PROPERTY. ANY OFFERS WOULD BE SUBJECT TO CITY COUNCIL APPROVAL.

Motion was made by Berger, second by Williams to approve an expenditure not to exceed \$1,000.00 for marketing the PYO building for sale to be paid from EDTA funds. This would allow the funds to be used to publish a legal notice and market the PYO building on behalf of the City of Pryor for the sale or lease of the property. Any offers would be subject to City Council approval. Motion was amended by Berger, second by Williams to include that the money spent will be reimbursed to the EDTA after sale or lease of the property. Voting yes: Sordahl, Derr, Berger, Williams, Miller and Anderson. Voting no: none.

19. UNFORESEEABLE BUSINESS.

Berger announced that the Department of Transportation has begun the installation of historic Jefferson Highway signs along Highway 69.

20. ADJOURNMENT.

Meeting was adjourned at 1:30 p.m. without a motion or vote.