

**MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES
PONCA CITY DEVELOPMENT AUTHORITY
PONCA CITY, OKLAHOMA
December 9, 2021**

Pursuant to notice as required by law, the Ponca City Development Authority Board of Trustees met in regular meeting session at 7:30 am in The Gravity Conference Room, City Central Building, Suite 509, 400 East Central, Ponca City with Vice-Chair Nancy Laffey

1. Chair Laffey called the meeting to order at 7:30 a.m.
2. Attendance roll call: Trustees: Mark Detten, Nancy Laffey, Garrett Bowers, Lanita Chapman and Erica Fetters. Absent: Lee Evans and Eric Peitz. Staff members present: Lori Henderson, Liz Leaming, Kat Long, and David Myers. Guests: Mayor Nicholson; Craig Stephenson, City Manager and Molly Kyler, Pioneer Technology Center;
3. PUBLIC COMMENT: Mayor Nicholson announced he will continue as Ponca City Mayor for another term as no one filed against him. Molly Kyler thanked CME and Cookshack for hosting tours for the Oklahoma Career Tech Business and Industry Services Certification Program sessions.
4. CONSENT CALENDAR. CONSIDERATION AND VOTE ON THE MINUTES FROM THE REGULAR MEETING HELD ON NOVEMBER 11, 2021; CONSIDERATION AND VOTE ON FINANCIAL REPORTS FOR NOVEMBER, 2021; CONSIDERATION AND VOTE ON THE RESOLUTION FOR PAYMENT OF CLAIMS FOR NOVEMBER, 2021.

A motion was made by Trustee Detten, with a second by Trustee Bowers to approve the consent calendar.

Roll: Yeas: Detten, Laffey, Bowers. Chapman and Fetters
Nays: None
Motion Carried.

5. REPORT AND DISCUSSION ON WORKFORCE SITUATION IN THE LOCAL ECONOMY:

David started the presentation with an overview of the lack of worker replacement and low birthrates over the last 20 years including slides and anecdotal information. There are currently over 2,000 open jobs in the Ponca City area. Liz Leaming and Lori Henderson presented information on open jobs, attraction of workforce and quality of life as a workforce retention and attraction method for the Ponca City area.

According to the 2020 U.S. census, the population of Ponca City declined by about 900 people since 2010. This presents further challenges to filling newly created positions in addition to replacing people who leave existing positions. She gave an overview on changes to the workforce world including the rapid acceleration of the gig economy (Amazon, Instacart, Bird, etc.) and the new "work on demand" employee who works only when necessary. Surveys report a growing trend toward employees seeking recognition for their work, higher wages and/or employee incentives in addition to the ability for many to work remotely. Some suggestions for attracting and keeping employees included the need for new homes, additional childcare, college loan repayment and more.

Garrett Bowers introduced the concept of benchmarking and identifying best practices in employment as a potential means to attract more employees. He mentioned the concept of establishing levels such as gold or silver that employers can reach if they hit certain metrics. In this way, a potential employee will know that a “gold” level employers offers specific things. This may help create attention for Ponca City and attract people seeking certain things in employment. It may also serve to encourage local employers by allowing them to identify how to become more competitive in attracting new employees (and keeping existing ones).

New industries, including the proliferation of medical marijuana grow facilities in addition to dispensaries, have also attracted workforce away from traditional occupations. The reasons for this appear to be more related to job satisfaction rather than wages as available information at this point indicates that this industry is paying people at a full time equivalent rate of \$30,000 per year. The continued expansion of casinos has also made a dent in available workforce. The ability of local retail, services and industry to attract employees in this area is hampered by these emerging employment opportunities.

In addition to the above, the barriers to attracting and/or keeping workers include the need for more housing and child care. In order to attract and retain workforce, discussions took place regarding the importance of quality of life issues such as entertainment, retail options and restaurants.

Lori Henderson continued the staff presentation with information regarding potential barriers to attracting and/or keeping workers include the need for more housing and child care. In order to attract and retain workforce, discussions took place regarding the importance of quality of life issues such as entertainment, retail options and restaurants.

“Traditional” economic development, she noted, is evolving to include initiatives to address these needs as a way to create “stickiness” to retain existing workforce and to attract new workforce who are seeking a community with certain civic assets. She showed a video and slides which showcased the sense of place designed to retain and increase workers, both young and older in other communities. The areas showcased which included Enid, Bentonville and Guyman, all grew their population between 2010 and 2020. Examples of the initiatives taken by these communities included developing “sense of place” events by partnership projects which could be replicated. No “sense of place” among students and young adults works against worker retention in the Ponca City area.

Questions were asked, discussed and answered.

6. STAFF REPORTS.

David Myers gave an overview of November contacts including 29 new industry contacts, 91 existing industry, 76 regional partners, 16 government, 9 consultants, 97 City Central, and 28 small business. Staff had three new leads this month for a total of nine projects with a total potential job count of 410.

Myers reported that Laurence Beliel is attending the Clean Energy Show with the Oklahoma Dept of Commerce (ODOC) in Salt Lake City this week. This keeps us in the talks with clean energy and supports an important partner in ODOC. He also showed a slide with from Bowers Trucking Truck at an Air Force Base in Canada, congratulating Bowers on the achievement.

The Cookshack project is almost ready to calculate the guaranteed maximum price and this work should be undertaken in January in time for the February meeting, if all goes well. Myers further noted that PCDA sponsored a Oklahoma Manufacturing Alliance luncheon here at City Central on December 2nd to encourage partnerships between companies and the use of the new Connex Network that helps industries connect suppliers and vendors. Laurence Beliel made a presentation on PCDA's behalf during that lunch.

Kat Long provided information on the partnership website PCDA created with Main Street at poncacitymarketplace.com. This is a local Ponca City website designed to assist small business to reach local customers in an ever-growing digital marketplace. The site is free for use by consumer and businesses. This is an easy way to have an online footprint for small businesses that might otherwise not have a digital presence.

The Holiday Business After Hours is scheduled for next Tuesday. This reception is jointly sponsored by the Ponca City Chamber of Commerce, the City of Ponca City and PCDA. PCDA is sponsoring the giveaway ornament which is was designed by local artist Mindy Littlecook, and then lasered and cutout by CME. Littlecook then Mindy hand painted all the ornaments. The goal was to have a product for the community to enjoy that was created by a local artist, machined by a local company, and featured the Ponca City fox theme which has been a unified effort this past year.

The International Economic Development Council is having their annual conference in Oklahoma City later in 2022. David is part of the programming committee. If any of the board would like to attend, this conference will be in September 18-21, 2022 and Trustees are invited to attend. David also passed out an article about "the great resignation" and noted that it was part of a national dialogue and dovetailed with the information provided during the workforce conversation earlier in the meeting.

7. ENTERTAIN A MOTION TO ENTER INTO EXECUTIVE SESSION PURSUANT TO TITLE 25, SECTION 307 OKLAHOMA STATUTES TO DISCUSS PROJECTS 17-02, 20-08, 21-09, 21-10, 21-11, 21-12, ACCURATE, CUE, EAGLE, FANGSTRON AND OKMMF;.

A motion was made by Trustee Detten with a second by Trustee Chapman to enter into Executive Session at 8:27 am.

Roll: Yeas: Detten, Laffey, Bowers. Chapman and Fetters
Nays: None
Motion Carried.

8. NEW BUSINESS

9. ENTERTAIN A MOTION TO ADJOURN

A motion was made by Trustee Detten to adjourn the meeting with a second by Trustee Chapman.

Roll: Yeas: Detten, Laffey, Bowers. Chapman and Fetters
Nays: None
Motion Carried. Meeting was adjourned at 8:53 a.m.

**MINUTES OF THE EXECUTIVE SESSION OF THE BOARD OF TRUSTEES OF
THE PONCA CITY DEVELOPMENT AUTHORITY
December 9, 2021**

Pursuant to notice as required by law, the Ponca City Development Authority met in executive session at 8:27 a.m. in the Gravity Meeting Room, Suite 509, 400 East Central, Ponca City, Oklahoma with Vice-Chair Nancy Laffey presiding.

Present:

GARRETT BOWERS, TRUSTEE
ERICA FETTERS, TRUSTEE
NANCY LAFFEY, TRUSTEE
MARK DETTEN, TRUSTEE
LANITA CHAPMAN, TRUSTEE
LORI HENDERSON, PCDA STAFF
LIZ LEAMING, PCDA STAFF
KAT LONG, PCDA STAFF
DAVID MYERS, PCDA STAFF
CRAIG STEPHENSON, CITY MANAGER
MAYOR HOMER NICHOLSON
MOLLY KYLER, PIONEER TECHNOLOGY CENTER

At 8:27 a.m. Trustee Detten made a motion with a 2nd from Trustee Chapman and unanimously carried to enter into executive session pursuant to Title 25, Section 307 Oklahoma Statutes to discuss projects 17-02, 21-08, 21-09, 21-10, 21-11, 21-12, Accurate, Cue, Eagle, Fangstron and OKMMF.

David Myers, PCDA staff, led the discussion and was provided direction for the continuing negotiations with the above company, relative to economic development projects.

At 8:51 a.m. Chair Nancy Laffey declared that the Executive Session was complete and returned the meeting to open session.

Respectfully submitted by:

Kat Long