



P.O. BOX 850 | COWETA, OKLAHOMA 74429 | PH. (918) 486-2189 | FAX (918) 486-5366 | [www.cityofcoweta-ok.gov](http://www.cityofcoweta-ok.gov)

AGENDA - REGULAR MEETING  
COWETA INDUSTRIAL DEVELOPMENT AUTHORITY  
COWETA CITY HALL, 310 S. BROADWAY  
IMMEDIATELY FOLLOWING THE MEETING  
OF THE COWETA PUBLIC WORKS AUTHORITY  
MONDAY, AUGUST 5, 2019 6:00 P.M.

MEETING PROCEDURE: Comments on all scheduled agenda items will be heard immediately following the presentation by staff or the petitioner. Please wait until you are recognized by the Chairman and keep your comments as brief as possible. Individuals addressing the Trustees must identify themselves by name prior to making any comments. The Trustees will act on an agenda item after comments from staff and the Trustees have been heard.

I. CALL TO ORDER

II. ROLL CALL

EVETTE MORRIS \_\_\_\_\_  
HAROLD CHANCE \_\_\_\_\_  
NAOMI HOGUE \_\_\_\_\_  
LOGAN BROWN \_\_\_\_\_  
RANDY WOODWARD \_\_\_\_\_

III. CONSENT

(All matters under the "Consent Calendar" are considered by the Trustees to be routine and will be enacted by one motion. Any Trustee may, however, remove an item from consent by request.)

1. Minutes CIDA Regular Meeting

Approval of the minutes of the Coweta Industrial Development Authority regular meeting held on July 1, 2019.

(Julie Casteen, Assistant City Manager/City Clerk)

Documents:

[MINUTES OF CIDA REGULAR MEETING JULY 1 2019.PDF](#)

IV. OLD BUSINESS

1. Agreement for Economic Development Consulting

Discussion and possible action on the approval of a Project Agreement with Crossroads Communications, LLC related to economic development consulting services.

(Roger Kolman, Trust Manager)

Documents:

[180805 STAFF REPORT ECONOMIC DEVELOPMENT CONSULTING.PDF](#)  
[190805 ECONOMIC DEVELOPMENT CONSULTING AGREEMENT.PDF](#)

V. NEW BUSINESS

(Business which was not foreseen prior to the posting of the agenda.)

VI. ADJOURNMENT

**IF YOU REQUIRE SPECIAL ACCOMMODATIONS PURSUANT TO THE AMERICANS WITH DISABILITIES ACT,  
PLEASE CONTACT CITY HALL BY 9:00 A.M. THE DAY OF THE MEETING.**

**MINUTES OF THE COWETA INDUSTRIAL DEVELOPMENT AUTHORITY  
REGULAR MEETING  
JULY 1, 2019 6:44 P.M.**

The Trustees of the Coweta Industrial Development Authority met in regular session on Monday, July 1, 2019 at 6:44 p.m. in the Coweta City Hall, 310 S Broadway, Coweta, Oklahoma.

**TRUSTEES PRESENT:** Evette Morris, Harold Chance, Naomi Hogue, Logan Brown, Randy Woodward.

**TRUSTEES ABSENT:** None.

**STAFF PRESENT:** Roger Kolman, Ron Cates, Julie Casteen, Rob Werley, Chip Cohrs, Greg Edwards, Mike Bell, Julia Stephens, Marcy Kilgore, Tom Young.

**I. CALL TO ORDER**

The meeting was called to order by Chairman Morris.

**II. ROLL CALL**

Trustees present and absent as shown above.

**III. CONSENT**

Motion by Harold Chance, second by Evette Morris, to approve consent calendar items:

1. Minutes of the Coweta Industrial Development Authority regular meeting held on June 3, 2019.
2. Minutes of the Coweta City Council/Coweta Public Works Authority/Coweta Industrial Development Authority Joint Special Meeting held on June 3, 2019.

Aye: Harold Chance  
Evette Morris  
Naomi Hogue  
Logan Brown  
Randy Woodward

**IV. OLD BUSINESS**

Roger Kolman, Trust Manager, informed the trustees that the bank signatories need to be amended due to recent staff changes.

Motion by Evette Morris, second by Harold Chance, to approve the adoption of Resolution No. 2019-21, a Resolution of the Trustees of the Coweta Industrial Development Authority,

**MINUTES OF THE COWETA INDUSTRIAL DEVELOPMENT AUTHORITY REGULAR  
MEETING HELD ON JULY 1, 2019**

Coweta, Oklahoma, approving the authorized signatories on accounts held by First National Bank of Coweta.

Aye: Evette Morris  
Harold Chance  
Naomi Hogue  
Logan Brown  
Randy Woodward

Roger Kolman advised the trustees that a new Treasurer must be appointed by the board due to recent staff changes.

Motion by Harold Chance, second by Randy Woodward, approving the adoption of Resolution 2019-25 a Joint Resolution of the City Council of the City of Coweta, Oklahoma, the Trustees of the Coweta Public Works Authority, and the Trustees of the Coweta Industrial Development Authority appointing Julie Casteen as Treasurer to act for and on behalf of the Coweta Industrial Development Authority.

Aye: Harold Chance  
Randy Woodward  
Evette Morris  
Naomi Hogue  
Logan Brown

Roger Kolman advised the trustees of the annual requirement for the board to make a finding of continued public benefit with respect to the hotel incentive tax agreement with Previni, LLC, which operates the Best Western Hotel in Coweta. Mr. Kolman cited the economic benefits realized from the hotel's presence and recommended approval of the renewal of the Hotel Incentive Tax Agreement.

Motion by Harold Chance, second by Randy Woodward, to make a finding of continued public benefit and approve the fourth renewal of the Hotel Incentive Tax Agreement with Previni, LLC.

Aye: Harold Chance  
Randy Woodward  
Evette Morris  
Naomi Hogue  
Logan Brown

**V. NEW BUSINESS**

There was no new business.

**MINUTES OF THE COWETA INDUSTRIAL DEVELOPMENT AUTHORITY REGULAR  
MEETING HELD ON JULY 1, 2019**

**VI. ADJOURNMENT**

Chairman Morris adjourned the meeting at 6:46 p.m.

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Evette Morris, Chairman

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Harold Chance, Secretary



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## Memorandum

To: Honorable Chairman and Trustees  
From: Roger Kolman, City Manager  
Re: Economic Development Consulting Contract  
Date: 08/05/2019

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### **BACKGROUND**

The Coweta Industrial Development Authority contracted with Crossroads Communications, LLC during the last fiscal year to provide economic development consulting services. During that term, the consultant was able to put Coweta, and its commercial and retail opportunities, on the radar for several regional and national commercial developers. That effort has resulted in a renewed interest in properties in Coweta for current and future development. The consultant was also able to obtain a third party assessment of available industrial properties in Coweta and has been actively working with staff to locate an educational campus in Coweta.

### **STAFF RECOMMENDATION**

Staff recommends approval of the Project Agreement.

### **ATTACHMENTS**

Project Agreement.

# Project Agreement

Prepared for: City of Coweta, Oklahoma

Prepared by: Mandy Vavrinak, Principal, Crossroads Communications, LLC

July 15, 2019 (Covers term from July 1, 2019 through June 30, 2020)

Accepted for the City of Coweta, Oklahoma

\_\_\_\_\_ Date \_\_\_\_\_

Accepted for Crossroads Communications, LLC

\_\_\_\_\_ Date \_\_\_\_\_

# Executive Summary

## Objective

Our primary objective is to increase investment in the City of Coweta, by commercial business entities (specifically including retail/restaurants/hospitality), residential builders, and industrial, manufacturing, or other primary job creators. Another objective is to provide consultation regarding community outreach and communication as it pertains to development, growth, economic issues, or other related subjects. We will provide public relations support and demographic information and advice to assist potential or existing businesses / developers / retailers in the Project Area. Continued new investment by commercial concerns increases the City's ability to serve their citizens on many levels, including broadening and increasing the sales tax base, improving the quality of life for citizens who no longer have to travel to obtain goods and services, and enhancing the City's ability to attract both new residents and new businesses who seek locations where they can find and retain talented employees. We will serve as an economic development resource for staff and as a resource for public relations advice for economic-development related issues. Crossroads will serve as a facilitator for new business development through active retail recruitment and through assistance in making needed connections or providing demographic information. Primary focus will be given to parcels within the City of Coweta identified as Target Properties.

## Qualifications

MANDY VAVRINAK (OFFICE 918-493-5700)

As an economic development consultant for cities and developers over the past fifteen years I've been deeply involved in successful business attraction projects in numerous Oklahoma communities in addition to performing site studies and assessments for developers considering business development. Developments underway or completed in client communities subsequent to a completed engagement with Crossroads total millions of square feet of commercial development. I've also been a public relations and marketing professional for more than twenty years and have a strong background in strategy, communication, planning, and implementation. I, and my staff, use in-depth research through public and private industry-leading sources to back up our data assessments and add teeth to our recommendations. We know what information site selectors, developers, and retail prospects require to motivate them to move forward on a particular site offering and how to package it to attract their attention. Most importantly, I have established relationships with the developers, retailer representatives, and real estate brokers who are able to bring the next wave of development to the City of Coweta.

## Process / Tactics

Just as every area is unique, every consultation project is unique. However, we propose to employ these tactics to achieve the stated objective of increasing development investment in the City of Coweta:

Consultant will further assess Target Properties, including gathering necessary information to create information packets on each with demographics, utilities, zoning, topography if available, impingements, etc., to be used to promote properties for the selected best uses.

Consultant will compile general demographics on City and varying trade areas that reflect business uses.

Consultant will advise and assist the City of Coweta with opportunity assessment, project parameters, and innovative solutions for removing project obstacles as needed when opportunities within that are not tied to one of the chosen Target Properties.

Advise and assist the City of Coweta regarding follow-up with and working successfully within the regional and national development community.

Advise and assist the City of Coweta regarding efforts to make the City an attractive new location for retailers using ICSC as a clearinghouse, and preparing for ICSC RECon 2019-2020 events; apprise City Manager of Coweta, or his designated contacts through regular meetings of the status of efforts.

Advise and assist the City of Coweta pertaining to real estate transactions, opportunities or processes in regard to development efforts. (Phase 2, see Compensation Section)

Advise and assist the City of Coweta pertaining to incentives, infrastructure needs, partnering with developers and using development agreements to the best advantage of the City.

Advise and assist the City of Coweta on public relations efforts pertaining to development. It is important that whenever possible, the area is seen as welcoming and open to development. Good public relations efforts that keep the community informed of the process, the progress, and the opportunities are a vital component to smoothing the way for new development and in general to improve relations within the community or between government and citizens.

Engage consultant's network of contacts on behalf of the City of Coweta to make sure the right people in the development community know about the opportunities.

Serve as a liaison between the development community and the City as needed to facilitate the process of commercial investment in the project area, regardless of whether interest or investment is intended to occur on one of the Target Properties.

Advise and assist the City of Coweta with planning and execution of further specific marketing efforts geared toward other development or economic opportunities as they arise, updates to pertinent economic development information and other tools necessary to market the area.

## Benefits

Engaging a consulting company to assist the City of Coweta in economic development efforts allows the City to conserve resources, and to reap the benefits of utilizing an experienced, successful economic development professional without incurring the expense of a full-time employee. I am intimately familiar with the development dynamics in the northeastern Oklahoma area and can bring my experience, network and concentrated approach to bear immediately on behalf of the area. No valuable time is lost through a "learning the process" or "learning the area" acclimation period.

## Compensation

Description	Quantity	Unit Price	Cost
Consultation fee, per month, payable monthly on the 15th of each month during the term of the agreement, to Crossroads	12	\$1,900.00	<b>\$22,800.00</b>

Communications, LLC			
Notes: specific deliverables, such as printing, web site development, posters, etc., are not included in the consultation fee and if required, would be estimated separately based on the City's specific marketing needs.			

## Terms

City of Coweta affirms the term of the agreement is 12 months. Consultation fee is payable monthly on the 15<sup>th</sup> of each month during the term of the agreement.

### Disclaimer

While we do expect to successfully complete the objective of increasing development investment in the City of Coweta, it is impossible to guarantee a level of investment or even any investment since market conditions, retailers' business plans, or City policies and other market drivers are subject to change at any time and are beyond the control of Crossroads Communications, LLC. The City of Coweta understands and agrees that any advice provided under this agreement is true and correct to the best knowledge and ability of Crossroads Communications, LLC and will be provided in good faith. The City accept full responsibility for its decisions to act or not act according to said advice and agrees to indemnify and hold harmless Crossroads Communications, LLC, its principals, employees, sub-contractors, and associates pertaining to outcomes or situations that arise from the advice, materials, or other items provided under this agreement.