

IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW,
THE AGENDA WAS POSTED AUGUST 14, 2019 AT 3:05 P.M. AT
THE MUNICIPAL BUILDING, 723 SOUTH LEWIS, STILLWATER, OKLAHOMA

**MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
AUGUST 19, 2019**

PRESENT: CHAIR WILLIAM H. JOYCE AND VICE CHAIR PAT DARLINGTON,
TRUSTEES ALANE ZANNOTTI, JOHN WEDLAKE AND AMY DZIALOWSKI

ABSENT: NONE

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:09 p.m.

2. CONSENT DOCKET

- a. Approve regular meeting minutes August 5, 2019

MOTION BY TRUSTEE WEDLAKE, SECOND BY TRUSTEE DZIALOWSKI TO APPROVE THE
CONSENT DOCKET AS PRESENTED.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA,
DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

3. PUBLIC COMMENT ON AGENDA ITEMS NOT SCHEDULED FOR PUBLIC HEARING

There were no requests to speak on agenda items not scheduled for public hearing.

4. ITEMS REMOVED FROM CONSENT DOCKET

None.

5. GENERAL ORDERS

- a. Presentation of OSU School of Hospitality & Tourism Management Tourism Study of
Stillwater

OSU School of Hospitality & Tourism Management Interim Director Dr. Li Miao reported on Study 1
and Study 2 performed for the City of Stillwater.

Part 1 Study: Baseline Tourism Statistics (2013-2018)

- Hotel Occupancy Rate
- Total Hotel Room Supply and Demand
- Average Daily Rate
- Total Room Revenue
- Hotel Occupancy Rate by Month

Study 1 indicated:

- Room supply is greater than room demand and the trend is likely to continue;
- The average room rate is likely to stay flat;
- Room demand and consequently room revenue showed an encouraging uptick in 2018;
- Suggest more effort to ride on graduation and football season demand;
- Drive “deep winter” demand;
- Capitalize on weekend demand (leisure) and continue to drive weekday demand (business)
- The opening of the McKnight Performing Art Center can be a positive addition to the Stillwater attractions.

Part 2 Study: Visitor Profile

- Study method used
- Visitor demographic profile
- Number of visits
- Length of stay
- Trip expenditure per travel party
- Primary purpose of trip
- Travel companions
- Information Sources

Part 3 Study: Insights from Big Data

Assistant Professor Willie Tao explained the purpose of Study 3 was to explore significant destination attributes in Stillwater using online user generated contents to have a clearer understanding of the current status of tourism in Stillwater and to aid in development of data-driven marketing strategies for effective and efficient use of resources.

- Methodology overview
- Top 10 destinations in Stillwater
- Traveler satisfaction
- Overall sentiment for top 10 destinations
- Word clouds of top 10 destinations
- Salient topics and key phrases
- Exemplary online reviews

In summary Professor Tao said that travelers expressed positive experiences when visiting the top 10 destinations in Stillwater; suggested that events be designed that are suitable for families with children; and collaboration with OSU administration for events during football season.

Dr. Miao shared the attractions visited, activities not currently available, most impressive aspects of traveling in Stillwater, the most frustrating aspects of traveling in Stillwater and words used to describe Stillwater. In summary Dr. Miao shared the following:

- Stillwater as a college town appears to dictate the type of visitors it attracts
- Visitors are mostly repeat visitors with multi-day stays
- The purpose of the visit is well-balanced
- Need for better transportation infrastructure, more dining options and more entertaining/recreational opportunities
- Friendliness and the people are hallmarks of Stillwater.

Dr. Miao stated that there is no way to tell the names of specific hotels from the data and that short-term rentals are not included in the data.

- b. Request from Block 34 Trust Authority to approve updated design and location of bocce ball courts on the block

Block 34 Trust Authority Chairman Jim Beckstrom reported that the Trust did not get the AARP grant that was applied for earlier this year to assist with the construction of the bocce ball court. The Trust had planned on leveraging an area previously used for the iceskating rink when they applied for the AARP grant, but this was not the area they had hoped to use for the bocce ball court. The Trust is pursuing funding for the outdoor stage approved previously by SEDA. More information about bocce ball has been obtained and Mr. Beckstrom said there are reasons not to have the bocce ball court on the west side of the block. It was proposed that the bocce ball court be located on the southern portion of the block, in a fixed structure, open sided, with a full roof, concrete floor and wheelchair access. It would be a multi-functional building, not only for bocce ball. Mr. Beckstrom also asked that they be authorized to secure funding for this pavilion-type building.

The bocce ball court would use approximately one-fourth of the proposed building. Vice Chair Darlington expressed concern that locating it on the south portion of the block takes away from the potential for hospitality businesses in that area. Trustee Dzialowski appreciated the idea of a more flexible space for the community to use. Chair Joyce stated he liked the original idea for the bocce ball court, but has concerns about placing a permanent structure on the site, as there needs to be a way to generate revenue on the block. Chair Joyce said that a bocce ball court area could be staked out with a temporary shade structure installed. Trustee Dzialowski shared that it takes some public investment before private development occurs and there is a need to activate the block. Trustee Zannotti said that sometimes people need to see the first part of a plan completed to see the vision of what could go around it. Vice Chair Darlington stated the west side of the block is the ideal place for the activity pavillion and bocce ball court. Chair Joyce stated the need to develop the market hall concept and revenue generating businesses to go in there. Chair Joyce expressed the need to see funding commitments to complete the projects that have been approved and how this project complements the market hall concept. Trustee Dzialowski stated that the pavillion does need to be consistent with the look of the rest of the development. Chair Joyce said that he preferred the west side of the block and a less permanent shade structure for the bocce ball court. Chair Joyce stated that he would like to see how the pavillion ties to the market hall, what it does to the potential pad sites available for restaurants and what it will look like before a decision is made. Trustee Wedlake stated before making a decision, it would be beneficial to have more detailed information. Trustee Wedlake suggested that the focus move to the stage to bring people in and that the commercial will then follow. Additional information will be provided to Trustees showing design cohesion with the site plans previously provided by the Block 34 Trust Authority.

MOTION BY TRUSTEE DZIALOWSKI, SECOND BY TRUSTEE ZANNOTTI TO APPROVE THE REQUEST TO LOCATE THE BOCCE BALL COURT IN A PAVILLION ON A PART OF THE SITE OF BLOCK 34 TO BE DETERMINED BASED ON A MORE COMPREHENSIVE LOOK AT SITE PLANNING ON THE SOUTH AND WEST END OF THE BLOCK.

ROLL CALL VOTE: JOYCE-NAY, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. MOTION CARRIED WITH FOUR YEA VOTES.

6. RESOLUTIONS

None.

7. REPORTS FROM OFFICERS & BOARDS

- a. Miscellaneous items from General Counsel: No report.
- b. Miscellaneous items from General Manager: No report.
- c. Miscellaneous items from Trustees: No report.
 - i) Discussion about scheduling items for future meetings

8. QUESTIONS & INQUIRIES

None.

9. ADJOURN

MOTION BY VICE CHAIR DARLINGTON, SECOND BY TRUSTEE DZIALOWSKI TO ADJOURN THE AUGUST 19, 2019 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

The regular meeting of the Stillwater Economic Development Authority adjourned at 7:48 p.m.

**WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

**ELIZABETH CHRZ, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**