CAPEDD

ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS

CAPITAL AREA ECONOMIC DEVELOPMENT DISTRICT (CAPEDDD) OF OKLAHOMA COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY ADVISORY COMMITTEE (CEDS AC) MEETING

- HOSTS: ACOG AND TIP STRATEGIES INC
- TUESDAY, JUNE 4, 2019 | 1:30 P.M.- 3:40 P.M.
- ACOG BOARD ROOM
  4205 North Lincoln Blvd, Oklahoma City, Oklahoma

AGENDA

1:30 Welcome and Introductions
   Commissioner Rod Cleveland, CEDS AC Chair

1:35 Review and Approval of May 3, 2019 Minutes *(Attachment 1)*
   Commissioner Rod Cleveland, CEDS AC Chair

1:40 Progress-to-Date
   Elizabeth Scott, TIP Strategies, Inc.
   a. Roundtable and Interview Insights
   b. Regional Economic Development Network and Gap Analysis *(Attachment 2)*
   c. Benchmark Cities

2:00 Opportunity Review *(Attachment 3)*
   Elizabeth Scott, TIP Strategies, Inc.
   a. Main Themes
   b. Opportunities/Best Practices

2:30 Group Discussion
   Elizabeth Scott, TIP Strategies, Inc.

3:30 Next Steps
   Elizabeth Scott, TIP Strategies, Inc.

3:40 Adjourn

Next Meeting: Tuesday, July 9, at 1:30 p.m.

Please notify ACOG at 405.234.2264 (TDD/TTY Call 7-1-1 Statewide), if you require accommodations pursuant to the Americans with Disabilities Act or Section 504 of the Rehabilitation Act. acogok.org

Chair
Matt Dukes
Midwest City Mayor

Vice-Chair
Lynne Miller
Norman Mayor

Secretary/Treasurer
Steven J. Gentling
Guthrie Mayor

Executive Director
Mark W. Sweeney, AICP

4205 N. Lincoln Blvd. | Oklahoma City, OK 73105 | 405.234.2264 | Fax: 234.2200
A regularly scheduled meeting of the Comprehensive Economic Development Strategy Committee for the calendar year 2019 was convened on May 3, 2019 in the ACOG Board Room, 4205 N. Lincoln Blvd., Oklahoma City, OK. This meeting was held as indicated by notice filed with the Oklahoma County Clerk, and by notice posted at the ACOG office at least twenty-four hours prior to the meeting.

**PRESIDING**
Hon. Rod Cleveland, Commissioner

**ENTITY**
Cleveland County

**MEMBERS PRESENT**
- Alba Weaver
- Ashley Sellers
- Cameron Brewer
- Eddie Foreman
- Emily Pomeroy
- Geoff Butler
- Jim Parrack
- Joyce Burch
- Katy Boren
- Kylah McNabb
- Meg Salyer
- Michelle McBeath
- Nicolle Goodman
- Hon. Ray Poland
- Scott Meacham
- Scott Minton
- Shane Hampton
- Sheila Stevenson
- Tim Hight
- Willard Linzy
- Association

- OG&E Energy Corp
- Central Oklahoma Workforce Innovation Board
- Banc First
- Central Oklahoma Workforce Innovation Board
- Center for Economic Development Law
- City of Oklahoma City
- Price Edwards
- University of Oklahoma
- OKC Innovation District
- Spiers New Technologies
- OKC Chamber Board
- Urban Land of Institute of Oklahoma
- Alliance for Economic Development of Okla. City
- Town of Jones City
- i2E
- OnCue Express
- Institute for Quality Communities, OU
- Town of Langston City
- Eastern Oklahoma County Partnership (EOCP)
- Freedman of the Five Civilized Tribes

**GUESTS PRESENT**
- Jon Roberts
- Elizabeth Scott

- TIP Strategies
- TIP Strategies

**ACOG STAFF PRESENT**
- Mark Sweeney
- John Sharp
- Jennifer Sebesta
- Gwendolyn Gordon

- Executive Director, ACOG
- Deputy Dir. & Div. Dir. of Trans. & Planning Svc
- Program Coordinator, TPS
- Administrative Assistant, TPS
1. **Call to Order**  
Chair Rod Cleveland called the meeting to order at 1:30 p.m.

2. **Welcome and Introduction**  
Chair Rod Cleveland welcomed everyone in attendance.

3. **Review and Approval of April 2, 2019 Minutes**  
Meg Salyer moved to approve the April 2, 2019 minutes. Cameron Brewer seconded the motion. The motion carried.

4. **Introduction and Background to the Planning Process**  
Jon Roberts, with TIP Strategies, Inc., said he was told by Commissioner Rod Cleveland that the last CEDS met the minimum requirements, but did not go beyond it. He said there is value in this approach since it positions the agency to receive federal grant money. Mr. Roberts said he feels after the roundtable meetings, and the one on one interviews, that there is an appetite for something larger from this planning process. It would mean more than just checking off boxes for economic development grant money.

Mr. Roberts said the reason for the larger appetite is that people in Central Oklahoma are aware of what has been accomplished and see the opportunity to build upon it. Another reason is that Central Oklahoma has assets that are unique to the middle of the country and beyond. Mr. Roberts said what has emerged is that this document has a theme of connectivity. He added that connectivity can be applied to a variety of areas, from transportation and technology to people and jobs.

Mr. Roberts said one link to connectivity is that Lyft and Uber are both coming out this week with Initial Public Offering (IPO). These companies have added to the connectivity of the overall transportation system. Another aspect of connectivity is the rapid changes in broadband. He said 5G is being rolled out this year and will have an amazing effect on our lives.

The third form of connectivity is the workforce, which came across clear in the roundtable meetings. He said every employer is saying their number one concern is talent availability.

5. **Progress-to-Date**  
Elizabeth Scott, with TIP Strategies, Inc., showed a presentation on the data findings to date. For more information, view the link below:  

6. **Brainstorm Session & Discussion of Main Findings**  
Elizabeth Scott invited the committee to participate in a mentimeter exercise. For more information, view the link below:  

7. **Preliminary Opportunity Review and Next Steps**  
Mr. Roberts said the committee must designate a benchmark as part of the CEDS
document. He said the benchmark can include cities that the committee admires (aspirational) as well as regions that are similar to Central Oklahoma. Mr. Sweeney said that the Dallas/Fort Worth area is one of the fastest growing regions in the nation and they would be a good benchmark for the CEDS to follow.

Commissioner Rod Cleveland suggested implementing policies to take to the Oklahoma Legislature.

Mayor Ray Poland said when talking about economic development, there are numerous rural assets outside of Oklahoma City that need to be considered.

Trustee Sheila Stevenson asked if ACOG would be able to work with the USDA for rural development opportunities. Mr. Roberts said yes, but we must know what to ask for in advance. Mr. Roberts said one of the reasons the last CEDS failed was because it was so infrastructure focused, which is a limited way of thinking. Mr. Roberts said for rural areas we should address what we are striving for up front. He said for these areas it will most likely be broadband access, because it makes the greatest impact and is more likely to get funded.

Mr. Roberts brought up a discussion from the roundtable meeting with Chuck Wiggins, a developer in Central Oklahoma. Mr. Wiggins suggested Opportunity Zones, which include a tax deferment for future business. Mr. Roberts questioned the committee as to whether Opportunity Zones should be incorporated into the CEDS. It was suggested that Opportunity Zones look good on paper to the investor but is not feasible for the CEDS. The CEDS is not a community development plan; it is an economic development strategy.

Mr. Roberts asked the committee if they wanted to have to a theme, because it is not required for the CEDS. The committee agreed on the theme *Connectivity* because it is more inclusive.

Nicolle Goodman suggested to Mr. Sweeney the desire for the CEDS agendas to be posted on ACOG's website like other meeting agendas. Mr. Sweeney said he would make sure it is accessible on ACOG's website.

Mr. Roberts said they plan to do follow-up interviews with individuals that missed the roundtable meetings.

The next meeting is June 4, 2019 at 1:30 p.m. There will be a rough outline of the plan and initial opportunities. They also plan to send out documentation a week prior to the next meeting.

8. **Adjourn**
There being no further business, the meeting adjourned at 3:22 p.m.
ATTACHMENT 2

Please click on this link: http://www.acogok.org/wp-content/uploads/2019/05/EcDev-Network_ACOG_DRAFT.pdf
ATTACHMENT 3

Central Oklahoma Connected: Comprehensive Economic Development Strategy

Part 1: Summary and background on the economic conditions of Canadian, Logan, Cleveland, and Logan Counties.

A. Data analysis
   a. Population trends (broken down by demographics)
   b. Employment trends (labor force, industries, LQ, exports)
   c. Innovation & entrepreneurship (patents, new businesses, VC, SBIR)
   d. Education & workforce (degrees, commute patterns, commute times, remote workers)
   e. Infrastructure (interstate, highway, rail, air, telecom,

B. Statistical benchmarking
   a. Statistically compare five cities to OKC against select data categories

Part 2: An in-depth analysis of the regional strengths, weaknesses, opportunities, and threats

Part 3: Themes, strategic initiatives and implementation plan

Theme: Central Oklahoma Connected

A. Connecting infrastructure and transportation
   a. More mapping needed of the regions land inventory
      i. Best practice – advanced mapping tool
   b. Infrastructure overlays
   c. Services and business development ecosystem overlay
   d. Quality of place initiatives
   e. Airport terminal expansion

B. Connecting the innovation ecosystem
   a. Target sectors
      i. Build out profiles of each sector to understand
         1. Infrastructure needs
         2. Education/workforce training
   b. Innovation ecosystem
      i. Mapping the local co-working ecosystem
      ii. Expanding the Innovation District (virtually &/or physically)

C. Connecting regional initiatives
   a. Workforce development
      i. “Desiloing” the system
   b. Workforce opportunities
      i. Best practices
   c. Convention Center/Airport terminal expansion
Part 4: Metrics and evaluation framework

Part 5: Economic resilience