
On Wednesday, January 8, 2025, at or before 10:00 a.m., agenda was posted at the front doors of City Hall, on the bulletin board in the lobby of City Hall, and on the City of Bethany website: cityofbethany.org. The City of Bethany encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the City Clerk at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. The City may waive the 48-hour rule if signing is not the necessary accommodation.

AGENDA

BETHANY ECONOMIC DEVELOPMENT AUTHORITY

THURSDAY, JANUARY 9, 2025
12:00 P.M.

BETHANY CITY HALL
6700 NW 36TH ST
BETHANY OK

Call to Order

1. Consent Docket:
 - A. Approval of Minutes from the November 14, 2024, Regular Meeting.
2. Presentation and possible consideration of a request to support the City of Bethany being a pass-through for a grant for a Route 66 Oklahoma Latino Museum.
3. Presentation by the Bethany Community Garden for funding consideration.
4. Report from Greg Banta, Community Consultants.
5. City Manager's Report.
6. Mayor's Report.
7. Roundtable and discussion.
8. New business. *(As defined by the Oklahoma Open Meeting Act § 311 (A) (9) as "matters not known about or which could not have reasonably been foreseen prior to the time of posting the agenda").*
9. Adjourn.

On Tuesday, November 12, 2024, at or before 4:59 p.m., agenda was posted at the front doors of City Hall, on the bulletin board in the lobby of City Hall, and on the City of Bethany website: cityofbethany.org.

MINUTES

BETHANY ECONOMIC DEVELOPMENT AUTHORITY

**THURSDAY, NOVEMBER 14, 2024
12:00 P.M.**

**BETHANY CITY HALL
6700 NW 36TH ST, BETHANY OK**

- | | | |
|------------------|---------------------|-------------------------|
| MEMBERS PRESENT: | Dustin Stearman | Chairman |
| | Lisa Looper | Vice-Chair |
| | Brian Rooney | Secretary |
| | Ron Titus | Trustee |
| MEMBERS ABSENT: | Joshua Young | Trustee |
| OTHERS PRESENT: | Nikki Lloyd | Mayor |
| | Jeff Knapp | Vice-mayor |
| | Elizabeth Gray | City Manager |
| | Amanda McCellon | Community Dev. Director |
| | Brendan Summerville | Community Dev. Assoc. |

Chairman Stearman called the Bethany Economic Development Authority meeting to order at 12:02 P.M.

ITEM NO. 1 on the agenda was **CONSENT DOCKET:**

A. APPROVAL OF MINUTES FROM THE OCTOBER 24, 2024, REGULAR MEETING.

Motion was made by Titus, seconded by Looper to approve the minutes from the October 24, 2024, regular meeting as presented. YES votes: Stearman, Looper, Titus, and Rooney. NO votes: none. ABSTAIN: none. Motion passed.

ITEM NO. 2 on the agenda was **OLD BUSINESS.**

A. REPORT FROM GREG BANTA, COMMUNITY CONSULTANTS.

B. REPORT FROM AMANDA MCELLON, COMMUNITY DEVELOPMENT DIRECTOR.

Ms. McCellon gave an update on movie inquiries and business surveys.

ITEM NO. 3 on the agenda was **CITY MANAGER’S REPORT.**

Ms. Gray provided an update on grants and way finding signs.

ITEM NO. 7 on the agenda was **MAYOR’S REPORT.**

Mayor Lloyd gave an update on legislation efforts.

ITEM NO. 8 on the agenda was **ROUNDTABLE AND DISCUSSION.**

Update on Hometown Christmas event on Friday, December 6, 2024, from 5:00-8:00 p.m.

ITEM NO. 9 on the agenda was **NEW BUSINESS.** *(As defined by the Oklahoma Open Meeting Act § 311 (A) (9) as “matters not known about or which could not have reasonably been foreseen prior to the time of posting the agenda”).*

ITEM NO. 10 on the agenda was **ADJOURN.**

Chairman Stearman adjourned the Bethany Economic Development Authority meeting at 12:35 P.M.

CHAIRMAN

CITY CLERK

From: Elizabeth Gray, City Manager
Date: December 10, 2024
Subject: Grant Passthrough Request

BACKGROUND

The Route 66 Oklahoma Latino Museum would like to apply for a grant to establish a unique Hispanic centric center in Bethany, Oklahoma along Route 66. This proposed area would include transportation and Rt.66 museum, food truck park, event space and business center, as well as a neon plaza.

They are asking the **City of Bethany** to submit the grant on their behalf and serve as the passthrough for the grant as they implement the project. **The funding is for planning, construction and set up.** The district will be self-sufficient after the initial grant funds are utilized. The precise location is yet to be determined.

A motion is requested from BEDA to either support or not support the request of the Route 66 Oklahoma Latino Museum request for the city to submit the grant on their behalf and serve as financial passthrough for grant funding should the application be successful. No financial assistance is being requested.

Route 66 Oklahoma Latino Museum (*working title/temporary entity*)

GOAL/PURPOSE

To create commerce and tax investment for the City of Bethany through a pioneer tourism destination.

The destination celebrates the contributions and trajectory of Hispanic Americans in the state of Oklahoma via an entertainment/performance space including a business center, food truck park & Route 66 neon sign park.

We propose to obtain a location along Route 66 for a destination experience in time for the Route 66 Centennial (November 11, 2025).

We are only asking the **City of Bethany** to submit on our behalf and serve as the pass-through for the grant as we implement the project. The **funding is for planning, construction and set up**. The district will be self-sufficient after the initial grant funds are utilized.

WHY

By establishing a Hispanic District in the **City of Bethany**, this museum becomes a beacon for Bethany commerce and services. The museum will:

1. Increase area business retail sales.
2. Increase local government and state tax revenues.
3. Expand OKC Metro and Statewide discovery through participation in a full schedule of events and activities.

ANTICIPATED IMPACT

Creation of a unique Route 66 museum in central Oklahoma, celebrating transportation as well as historic accomplishments of Hispanics to the Oklahoma cultural and economic landscape. Creation of a stay-to-play- travel destination to enhance economic mobility and tax revenue for this **City of Bethany** corridor of Route 66.

This **City of Bethany** corridor of Route 66 will benefit from having a museum that is representative of its demographic. Putnam City Public Schools demographics show 36% Hispanic population.

- No other Route 66 museum exists in the OKC corridor (between Clinton and Okmulgee). **City of Bethany** would be the first.
- Funding has been granted for state-wide African American projects, but no Latino projects
- Latinos take more road trips in the continental EU than other ethnicities and spend more per family member (*Hispanics rate of travel 2>1. Latinos take double the vacations that non-Hispanics take. Avg cost per person: \$300. Pay cash, city keeps more without CC fees*)
- The proposed museum would be the only all in one: Retail Sales; a **Business and Tax Base Economic Generator on Rt 66** in the **City of Bethany** area corridor.

AUDIENCE

Patrons traveling to the Gateway of the West, parents and prospective students visiting Southern Nazarene University or SW Christian College, car enthusiasts, weekend warriors, motorcyclists, etc.

Visitors interested in learning more about the Oklahoma Latino imprint through murals, visual art, music, film, and the performing arts, thereby demonstrating the social capital of Hispanics who have contributed to Oklahoma's diverse cultures. Travelers already making pilgrimages to the Father Stanley Rother Shrine and will be looking for other attractions as they visit OKC. 2025 is the Catholic year of Jubilation.

FUTURE PROGRAMMING TO INCLUDE:

The curation of a love of transportation – themed, museum exhibits, an eatery for tour groups, an electronic vehicle charging station, economic development retail, a bilingual staffing agency, workforce development center, arts innovation center and Hispanic oral history project from the Bottom Rail History Institute. Further phases of the proposed project space include pop-up shops, financial literacy services, youth mental health support services, podcast recording, book club events, cooking classes, salsa dance classes, event space, farmer's market, community garden, seasonal, outdoor festivals, Oklahoma film events and other platforms to showcase visiting artists, and host traveling exhibits.

The impact will be continual and far-reaching through increased retail/business sales and local tax base. This site could potentially serve as a Convention & Visitor's Bureau for the NW OKC Chamber of Commerce.

By providing family-based activities throughout the year, such as: Fiestas, car shows and Holiday events and by hosting Civic Groups, Education Groups, Faith Based NPO's and other groups to benefit from the **greatly-increased traffic and visitor engagement**.

HOW/WHEN (by quarter)

Year One's success will be measured by various internal and external benchmarks to include:

Quarter 1:

BEGIN: Consultants and Ocro-Projects begin feasibility study portion of assessment to potential site(s).

GARNER: Local community qualitative and quantitative focus groups to garner interest, the naming of the project, and support-to as well as museum content. (Consultants and OCRA) In addition, consultation with other potential collaboration institutions along Route 66 as well as in Oklahoma such as the First Americans Museum, Oklahoma City Museum of Art, National Cowboy & Western Heritage Museum, Oklahoma History Center, all three Oklahoma Route 66 Museums, etc....

ACQUIRE: Acquisition of Route 66 signs and Hispanic Restaurant and other Commerce Signs for Ocro-Projects to replicate for Neon Sign Park (for curation)

Quarter 2:

SOLICITE: Soliciting support from community champions and other foundations, corporations and commerce/programming partners.

FILE: File selected name of the entity. Selection and recruitment of board members for the entity.

Consultants become staff of the entity, grant is still administered by the EDA of the **City of Bethany** Procurement Phase of OCRA. Soft launch of Mural Competition. Soft launch of Summer

PARTNER: Drive-in Latino film series in partnership with deadCENTER/OKCineLatino Film Festival & Institute.

Quarter 3:

Downpayment on property. Construction Phase of Ocro-Projects.

PROVIDE: Tenant leasing for food truck space. Tenants for pop-up shop space.

LAUNCH: Soft launches in sister Route 66 museums as well as official launch of museum and Route 66 Neon Museum Park. Volunteer and docent training and recruitment for official Launch. Booking tours as a must-see destination for 2026.

Quarter 4:

PROMOTE: Positive media mentions. Social media marketing and influencer engagement with web site and diverse multimedia platforms. Execution of publicity events to announce and garner interest – summer car show, participation in parades, festivals and other community events in **City of Bethany**, OKC and other cities along Route 66.

Continuation of construction Phase of Ocra-Projects.

Soft launch of community garden, farmer’s market, based upon community survey feedback.

Other benchmarks to evolve as project phases continue or as commission deems necessary.

ONGOING RESEARCH: Research and writing for subsequent Route 66 grants and other funding opportunities throughout each benchmark.

Additional document *(as per the application)*

PARTICIPATING PARTNERS:

City of Bethany – lead applicant (administrator) with Deanna Cardenas, Convero Consulting, Ramón Rentería-Lara – Oklahoma Tourism & Recreation and Architect; Ocra-Projects: architectural firm, leading the feasibility study, co-author of community study, synthesizing data from survey, as well as the lead on procurement and construction.

Putnam City School District (with 19,000 Students, 27 Schools and 2,500 Employees). – Support letter from the PC School System

Southern Nazarene University – Proposed support letter from SNU as partnership develops, especially around school tours and family visits as a destination for out-of-town prospective students.

Bethany Children’s Health Center – Proposed support as partnership develops, especially around family visits as a destination for out-of-town patients.

Hispanic Media Outlets- Through Radio, El Nacional Newspaper, El Latino American Newspaper, podcasts, and other local and statewide media outlets in Spanish and English, proposed support as partnership develops, especially around family visits as a destination for out- of-town guests

ACOG – Association of Central Oklahoma Governments – Proposed site for EV demonstration rides for **City of Bethany** on selected weekends

OnCue – Proposed support as partner in sharing space for EV charging location on

Route 66 and gas station for guests, bus tours, motorcycle tours

Valir Bank – Expressed vested interest in demonstrated support for financial literacy services, and other services to the community on-site, amongst other sponsorship

NW OKC Chamber of Commerce – Support of project as well as Visitor/Convention Center partnership development

ODOT – Proposed support as partner and lead source for footage, photos, and other Route 66 records for the museum

SUSTAINABILITY:

Sustainability will be an ongoing function of the Oklahoma Hispanic District on Route 66. All events and activities will be supported through sponsorships and financial support from Civic and Corporate Partners, Advertisers, Vendors and local community supporters from all events and activities of the district. The goal of the district is to create museum and vendor

space in order to create long- term sustainability for both maintenance and staff, as well as expansion throughout phases of the project.

Part of Application:

PROJECT READINESS: – Extensive planning is underway for execution on Day 1 of proposed project. Convero Consulting, Deanna Cardenas, Ramón Rentería-Lara along with Ocro-Projects have donated pro bono time, research & development

With \$2.5 trillion in buying power, the Hispanic market isn't an opportunity, it's a *necessity*.

- the Hispanic community trends young; 58% of Hispanics in the U.S. are under age 34. More than a quarter of all multicultural people across the country are Hispanic and under the age of 18—these are individuals who are still forming their buying habits and brand affiliations.
- For Hispanics, their language and culture are embedded into their identities. Understand and respect this, and there is a golden opportunity for brands/businesses that are willing to learn how to approach and connect with this audience.
- U.S. Hispanics' annual buying power is expected to exceed \$2.5 trillion in the next two years—that growth is double the rate of non-Hispanics, according to the latest census figures.
- Hispanic leisure travelers spent \$113.9 B on domestic leisure travel in 2019. Transportation and food and beverage account for the largest share of spending.
- Hispanic travelers predominantly travel with their family (93%). Of those who travel with their family, it's predominantly immediate family (59%) followed by parents and adult siblings
- Hispanics travel more, taking an average of two more trips than non-Hispanics. When they travel, Hispanics outspend non-Hispanics by an average of \$300 and are more likely to travel in a larger group of people, which for advertisers — such as airlines, travel agencies, state tourism offices, Cities, Museums, hotels and more — also means more spending dollars per trip.
- Shattering outdated stereotypes, Hispanics are not only rich in culture, but they're also becoming increasingly affluent. U.S. Latinos had a gross domestic product of \$2.13 trillion in 2015, according to a study by the Latino Donor Collaborative. If they were their own country, they would have been the seventh-largest economy in the world that year.

Proposal for a Bethany Community Garden at 4000 N. Shannon Ave: A Model of Suburban Sustainability

Presented to the Bethany Economic Development Association

Introduction

This proposal outlines the creation of a dynamic community garden in the heart of Bethany at 4000 N. Shannon Ave. This project envisions a collaborative partnership between Bethany residents, Southwestern Christian University (SWCU), Southern Nazarene University (SNU), Bethany Public Schools, and the Bethany Economic Development Association, with a primary point of contact assigned upon approval of the project. The garden will serve as a source of fresh, local produce for Bethany residents, a beautiful community space that fosters a sense of pride, and a "living laboratory" for university and elementary students, offering hands-on learning experiences across diverse disciplines. This initiative aims to demonstrate the feasibility and accessibility of sustainable gardening within Bethany, enhancing community well-being and economic vitality.

Goals and Objectives

- **Economic Development for Bethany:**
 - Attract residents and visitors to the Bethany area, potentially increasing local business activity.
 - Create opportunities for entrepreneurship in Bethany through farmers markets or small-scale food businesses.
 - Enhance property values in Bethany's surrounding neighborhoods.
- **Educational Enrichment in Bethany:**
 - Provide all local Bethany students, from pre-k to university and beyond, with hands-on learning experiences in gardening, environmental science, nutrition, and community development.
 - Integrate the garden into Bethany university curricula, fostering interdisciplinary research projects.
 - Offer Bethany Public Schools' students engaging outdoor learning opportunities in science, nutrition, and environmental studies.
- **Community Building in Bethany:**
 - Foster a sense of community ownership and pride within Bethany.
 - Create a welcoming space for Bethany residents of all ages to connect and cultivate relationships.
 - Provide opportunities for community events and intergenerational learning within Bethany.
- **Food Security and Education for Bethany:**
 - Grow a variety of organic produce for Bethany garden participants and local food initiatives.
 - Educate the Bethany community about nutrition and healthy eating habits.
- **Sustainability in Action in Bethany:**

- Showcase sustainable food production methods, including composting and water conservation, specifically designed for Bethany's environment.
- Serve as a model of environmental stewardship for other suburban areas, with Bethany leading the way.
- **Neighborhood Enhancement in Bethany:**
 - Transform an unused property in Bethany into an attractive green space.
 - Inspire community pride and environmental awareness throughout Bethany.

Project Description

The Bethany community garden will revitalize the front and side yards of 4000 N. Shannon Ave, incorporating the following key features:

- **Diverse Growing Spaces:** Raised beds, dedicated plots for SWCU and SNU student groups/classes, individual/family plots for Bethany residents, a children's garden area for Bethany's Overholser Elementary, a communal herb garden, and pollinator-friendly plantings.
- **Outdoor Classroom:** A designated area for workshops, classes, and community gatherings, adaptable for different age groups in Bethany.
- **Composting System:** A large-scale composting system to recycle yard waste and food scraps from the Bethany community.
- **Water-Wise Gardening:** Rain barrels, drip irrigation systems, and mulching to minimize water usage in Bethany's climate.
- **Tool Shed & Educational Resources:** Secure storage for tools and equipment, complemented by informative signage about plant varieties, gardening techniques, and sustainable practices relevant to Bethany.

University and School Involvement in Bethany

- **Service-Learning:** Integrate the garden into relevant SWCU and SNU courses, allowing students to earn credit while contributing to garden development and community outreach in Bethany.
- **Student Clubs & Organizations:** Encourage active participation from student groups at both Bethany universities.
- **Overholser Elementary Integration:**
 - Develop age-appropriate gardening and environmental education activities for Bethany's Overholser Elementary students.
 - Create opportunities for student projects and outdoor learning experiences at the Bethany garden.
 - Facilitate interaction between elementary students and university mentors from Bethany's universities.
- **Research Projects:** Facilitate student-led research projects at SWCU and SNU on topics such as climate-specific gardening techniques for Bethany, community impact, and biodiversity.
- **Volunteer Days:** Organize regular volunteer days for university students and Overholser families to assist with garden maintenance in Bethany.

- **Community Events:** Collaborate with university student groups and Overholser Elementary to host workshops, educational events, and potlucks at the Bethany community garden.

Community Engagement in Bethany

- **Garden Plots:** Offer affordable garden plots to Bethany residents, promoting healthy food access and community interaction.
- **Workshops and Classes:** Host workshops on gardening techniques, nutrition, and sustainable living, open to all Bethany community members.
- **Intergenerational Activities:** Organize events and activities that bring together Bethany residents of all ages, fostering community connections and shared learning experiences.
- **Community Events:** Organize potlucks, festivals, and other events to foster community spirit and celebrate the garden's harvest in Bethany.
- **Volunteer Opportunities:** Engage Bethany residents in various aspects of the garden, fostering a sense of ownership and collaboration.

Funding

This project will seek funding from a variety of sources, including:

- SWCU
- SNU
- Bethany Economic Development Association
- Grants from local and national organizations
- Parent-Teacher Association at Overholser Elementary
- Private donations from Bethany residents and businesses

Funds will support materials, water conservation infrastructure, educational signage, and potential stipends for student coordinators.

Implementation Plan

- **Phase 1: Collaborative Design:** A meeting with Bethany stakeholders (SWCU, SNU, BEDA, Overholser Elementary, community members) to finalize the garden design and establish roles and responsibilities.
- **Phase 2: Site Preparation & Construction:** Prepare the site, build raised beds, and install the composting system and water conservation features.
- **Phase 3: Soil Enhancement & Planting:** Prepare the soil, plant seeds and seedlings, and establish ongoing garden maintenance routines.
- **Phase 4: Community Engagement, Education, & Research:** Launch community outreach initiatives, educational programs, and student research projects.

Evaluation

The project's success will be evaluated based on:

- **Economic Impact:** Increased local business activity in Bethany, property values, and entrepreneurial opportunities.
- **Student Learning Outcomes:** Knowledge gained, skills developed, and changes in attitudes toward sustainability.
- **Community Impact:** Neighborhood connections within Bethany, food security, and environmental awareness.
- **Garden Productivity:** Yield and diversity of produce harvested.
- **Sustainability Metrics:** Water usage, waste reduction, and biodiversity improvements.

Conclusion

The community garden at 4000 N. Shannon Ave has the potential to become a thriving hub for community development, sustainability education, and economic growth in Bethany. By partnering with SWCU, SNU, Overholser Elementary, and the Bethany Economic Development Association, this collaborative project will provide valuable learning opportunities for Bethany residents of all ages, promote healthy food access, generate valuable research, and foster a stronger, more sustainable community in Bethany.

Shannon Ave

Small Class Zone

Current Bed

Compost Dirt Station

Barefoot Garden Backyard

Soil

Large Class Area

Community Garden

4000 N Shannon Ave.

NW 39th St

Seating

Seating

Fruit Tree

Staff + Tool Area



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Barefoot Garden Hippie.