

On Tuesday, April 8, 2025, 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, APRIL 24, 2025
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 (*arrived @12:05pm*)
 Joan Jenkinson Trustee
 Joshua Young Trustee

MEMBERS ABSENT:

OTHERS PRESENT: Amanda Sandoval Mayor (*arrived @ 12:18 pm*)
 Elizabeth Gray City Manager
 Brett Crecelius Community Development Dir.
 Raquelynne Diaz Community Development Assoc.

Chairman Stearman called the Bethany Economic Development Authority meeting to order at 12:03 P.M.

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

A. APPROVAL OF MINUTES FROM THE APRIL 10, 2025, REGULAR MEETING.

Motion was made by Jenkinson, seconded by Looper to approve the minutes from the April 10, 2025, regular meeting as presented. YES votes: Stearman, Looper, Young, and Jenkinson. NO votes: none. ABSTAIN: none. Motion passed.

ITEM NO. 2 on the agenda was **MAYOR'S REPORT.**

ITEM NO. 3 on the agenda was **DISCUSSION AND POSSIBLE ACTION ON PLATFORMS IDENTIFIED FOR ECONOMIC DEVELOPMENT DATA.**

Discussion only. Table to next meeting-check with City Attorney Ray Jones on questions.

ITEM NO. 4 on the agenda was **DISCUSSION AND POSSIBLE ACTION ON FUNDING PUBLIC ARTS FOR PLACEMAKING IN OUR CENTRAL BUSINESS DISTRICT.**

Table to next meeting.

ITEM NO. 5 on the agenda was **DISCUSSION AND POSSIBLE ACTION ON BEDA'S "STRATEGIC PLAN", INCLUDING OBJECTIVES AND INITIATIVES.**

Presentation and discussion only. No action taken. See Exhibit A.

ITEM NO. 6 on the agenda was **COMMUNITY DEVELOPMENT REPORT FROM DIRECTOR BRETT CRECELIUS.**

Mr. Crecelius gave an update on Community Development items.

ITEM NO. 7 on the agenda was **CITY MANAGER'S REPORT.**

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

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 UNTIL MAY 8, 2025.**

Chairman Stearman adjourned the Bethany Economic Development Authority meeting until May 8, 2025 at 12:55 P.M.



CHAIRMAN



CITY CLERK



BETHANY

ECONOMIC DEVELOPMENT AUTHORITY

BEDA Trustees

Dustin Stearman, Chair	Founder, CPM
Lisa Looper, Vice-Chair	Founder, Flashbang Holsters
Brian Rooney, Secretary	Founder, Produce Gal
Joshua Young, Trustee	Founder, Competition of ONE
Joan Jenkinson, Trustee	Executive Member, Crystal Creek

Mission Statement

The Bethany Economic Development Authority works to support existing Bethany businesses, create a positive business environment to attract companies looking to relocate, and enhance residents' quality of life through strategic economic initiatives that drive growth, community involvement, and prosperity.

Mindset

"A rising tide lifts all boats." - John F. Kennedy, as inspired by the New England Council

Goals and Objectives

- **Business Attraction & Retention:** Develop incentives and programs to attract new businesses while supporting and retaining existing ones.
- **Infrastructure & Development:** Advocate for infrastructure improvements to enhance commercial districts.
- **Quality of Life Enhancement:** Support projects that make Bethany's community spaces an attractive place to live and work.
- **Public-Private Partnerships:** Collaborate with stakeholders, including government agencies, investors, and local organizations, to drive economic growth.
- **Marketing & Promotion:** Promote the city as a prime destination for business through strategic marketing and branding efforts.

Current Initiatives

- **Business Improvement Grants (BIG):** designed to assist business owners with cosmetic updates to businesses and public spaces through façade improvements, sign improvements, landscape improvements, and parking lot improvements.
- **Film Economic Development Initiative:** designed to attract filmmakers to Bethany, showcasing our city and people.
- **Incentive Grants:** designed to support business owners and other stakeholders with initiatives that benefit or enhance Bethany. Examples include event sponsorships (assisting with public safety), advertising, traffic count studies, and Route 66 assets (welcome signs and road stamps).
- **Prospective Real Estate/Recruiting:** designed to identify real estate for prospective businesses to move to Bethany. Options include the ability to acquire strategically located property. Recent developments include the Council Business Park and the 23rd Street Industrial Park.

Potential Initiatives

- Conduct market research to identify businesses best suited for expansion in the city and create a marketing packet that real estate professionals, city staff, and others can use to promote Bethany. The packet will include guidance on licensing, grants, traffic counts, etc.
- Leverage technology and digital platforms to enhance business visibility and engagement with the community (ideas include a Shop Bethany app and the Brag on Bethany project). In this regard, we would assist the City of Bethany with marketing efforts.
- Develop a beautification program and recruit local stakeholders to participate.
- Conduct business workshops for local businesses to network, learn, and grow.

Strategic Relationships to Pursue

Northwest Chamber of Commerce
Bethany Improvement Foundation
Downtown Merchant Association
Southern Nazarene University
Vision23

Southwestern Christian University
First Bethany Bank and Trust
Oklahoma Educators Credit Union
Tinker Federal Credit Union
Bethany Children's Health Center

Conclusion

The Bethany Economic Development Authority plays a vital role in shaping Bethany's economic future. By focusing on growth and collaboration, BEDA efforts have helped foster an environment that benefits residents, entrepreneurs, and investors alike. Through proactive initiatives, BEDA will ensure Bethany remains a competitive and prosperous place for all.

On Tuesday, April 22, 2025, 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. 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, APRIL 24, 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 April 10, 2025, Regular Meeting.
2. Mayor's Report.
3. Discussion and possible action on platforms identified for economic development data.
4. Discussion and possible action on funding public arts for placemaking in our central business district.
5. Discussion and possible action on BEDA's "strategic plan", including objectives and initiatives.
6. Community Development Report from Director Brett Crecelius.
7. City Manager's Report.
8. Roundtable and discussion.
9. **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").*
10. Adjourn until May 8, 2025.