

On Tuesday, March 10, 2026, 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, MARCH 12, 2026
12:00 P.M.**

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

MEMBERS PRESENT:	Brian Rooney Lisa Looper Joan Jenkinson	Chairman Vice Chair Secretary
MEMBERS ABSENT:	Joshua Young	Trustee
OTHERS PRESENT:	Elizabeth Gray Brett Crecelius Raquelynne Diaz (See Roster)	City Manager Community Development Dir. Community Development Assoc.

Chairman Rooney called the Bethany Economic Development Authority meeting to order at 12:06 P.M.

ITEM NO. 1 on the agenda was **APPROVAL OF MINUTES FROM THE FEBRUARY 12, 2026, REGULAR BEDA MEETING.**

Motion was made by Looper, seconded by Jenkinson to approve the minutes from the February 12, 2026 Regular BEDA Meeting as presented. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 2 on the agenda was **APPROVAL OF MINUTES FROM THE FEBRUARY 26, 2026, REGULAR BEDA MEETING.**

Motion was made by Jenkinson, seconded by Looper to approve the minutes from the February 26, 2026 Regular BEDA Meeting as presented. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 3 on the agenda was **MAYOR'S REPORT.**

ITEM NO. 4 on the agenda was **DISCUSSION AND POSSIBLE ACTION ON THE NEXT LUNCH AND LEARN DATE, TIME, PLACE, AND SPEAKER(S).**

Motion was made by Jenkinson, seconded by Looper to secure Venue 23 for the next Lunch and Learn to be held on April 16, 2026 at 11:30 a.m. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 5 on the agenda was **DISCUSSION AND POSSIBLE ACTION ON RENEWING THE SUBSCRIPTION TO UNACAST FOR FY 2026-2027.**

Motion was made by Looper, seconded by Jenkinson to table Item 5 to the next meeting to align with demo. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 6 on the agenda was **DISCUSSION AND POSSIBLE ACTION REGARDING PARTICIPATION IN THE CELEBRATE ROUTE 66 DAY ON APRIL 21, 2026 AT THE OKLAHOMA STATE CAPITAL.**

Motion was made by Looper, seconded by Jenkinson to table Item 6 to the next meeting while more information is gathered. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 7 on the agenda was **DISCUSSION AND POSSIBLE ACTION TO UPDATE THE CONTRACT PRICE WITH LOOPNET FOR WEB SERVICES PROVIDED FROM \$4,740 TO \$4,782.**

Motion was made by Looper, seconded by Jenkinson to approve the updated contract price with Loopnet for web services provided from \$4,740 to \$4,782. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 8 on the agenda was **DISCUSSION AND POSSIBLE ACTION REGARDING THE UTILITY BOX WRAP DESIGN FOR THE INTERSECTION OF NW 23RD ST AND N ROCKWELL AVE.**

Motion was made by Looper, seconded by Jenkinson to approve the utility box wrap design for the intersection of NW 23rd St and N Rockwell Ave as presented. YES votes: Rooney, Looper, and Jenkinson. NO votes: None. ABSTAIN votes: None. Motion passed.

ITEM NO. 9 on the agenda was **COMMUNITY DEVELOPMENT REPORT FROM DIRECTOR BRETT CRECELIUS.**

Mr. Crecelius gave a report. See Exhibit A.

ITEM NO. 10 on the agenda was **CITY MANAGER’S REPORT**.

Ms. Gray gave a report.

ITEM NO. 11 on the agenda was **ROUNDTABLE AND DISCUSSION**.

ITEM NO. 12 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. 13 on the agenda was **ADJOURN UNTIL MARCH 26, 2026**.

Chairman Rooney adjourned the Bethany Economic Development Authority meeting until March 26, 2026 at 1:24 P.M.

CITY CLERK

CHAIRMAN

23rd Street

In total, there are 53 businesses located along 23rd street between North Council Road and North Rockwell Ave. Of them 18 businesses have experienced an increase in foot traffic, 4 have experienced no change in foot traffic, and 31 have experienced a decrease in foot traffic.

Of these businesses, 26 out of 53 are in shopping centers. These outlets are the **Glen Oaks Center**, **Apple Glade Shopping Center**, **DeVille Park Shoppes**, and the **DeVille Shopping Center**.

Of these shopping centers, only the businesses in the Apple Glade Shopping Center have experienced a meaningful increase in foot traffic. In the remaining shopping centers, businesses are either experiencing a negligible increase in foot traffic or a marked decrease in foot traffic.

Shopping Center Business Comparisons:

Restaurants:

- **Glen Oaks Center**
 - All American Pizza
 - -3.0% change in foot traffic
- **Apple Glade Shopping Center**
 - Thai Tulip
 - 21.0% change in foot traffic
 - Tierra Mia Nicaraguan Latin Grill
 - 3.0% change in foot traffic
- **DeVille Park Shoppes**
 - N/A

- **DeVille Shopping Center**
 - China Flavor
 - -5.0% change in foot traffic

Controlled Substances:

- **Glen Oaks Center**
 - N/A
- **Apple Glade Shopping Center**
 - Kotton Mouth Dispensary
 - 22.0% change in foot traffic
- **DeVille Park Shoppes**
 - N/A
- **DeVille Shopping Center**
 - Diesel Cannabis Co
 - -39.0% change in foot traffic
 - Vapor Co LLC
 - -16.0% change in foot traffic

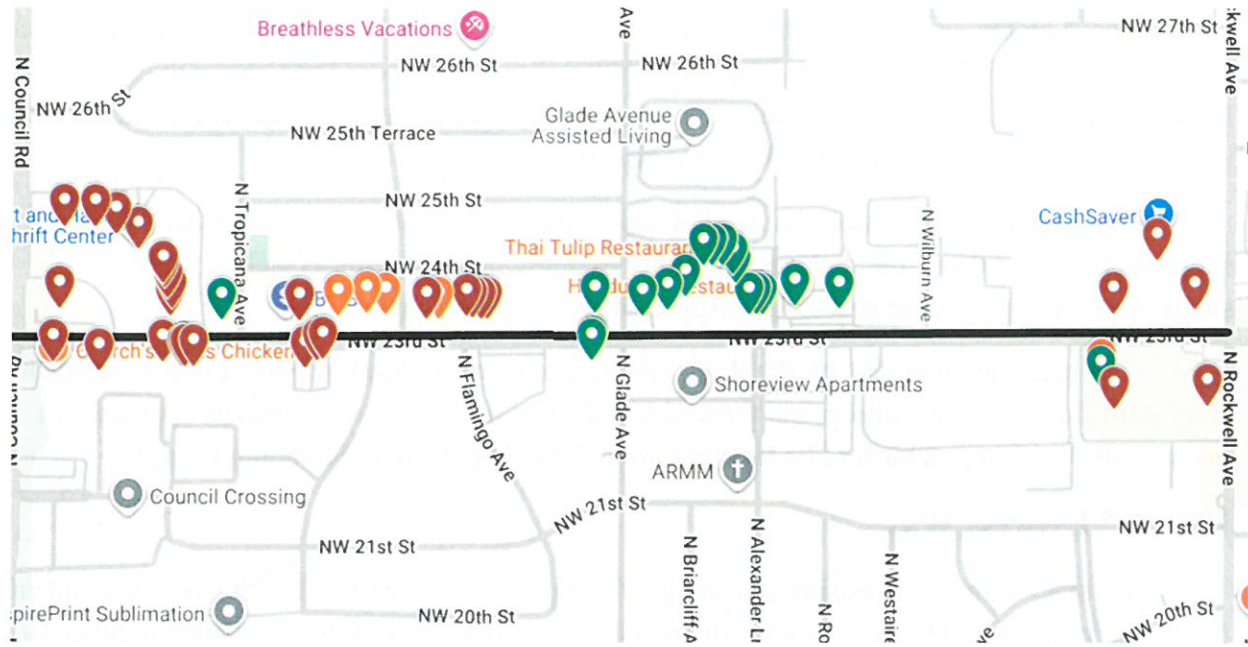


Image 1: Businesses along the Section of 23rd Street. Green=Increasing. Orange=No Change. Red=Decreasing.

As you can see from **Image 1**, businesses seeing an increase in foot traffic are mostly concentrated in one area. There are several businesses within that area that have comparable businesses outside of that area that are seeing a decrease in foot traffic.

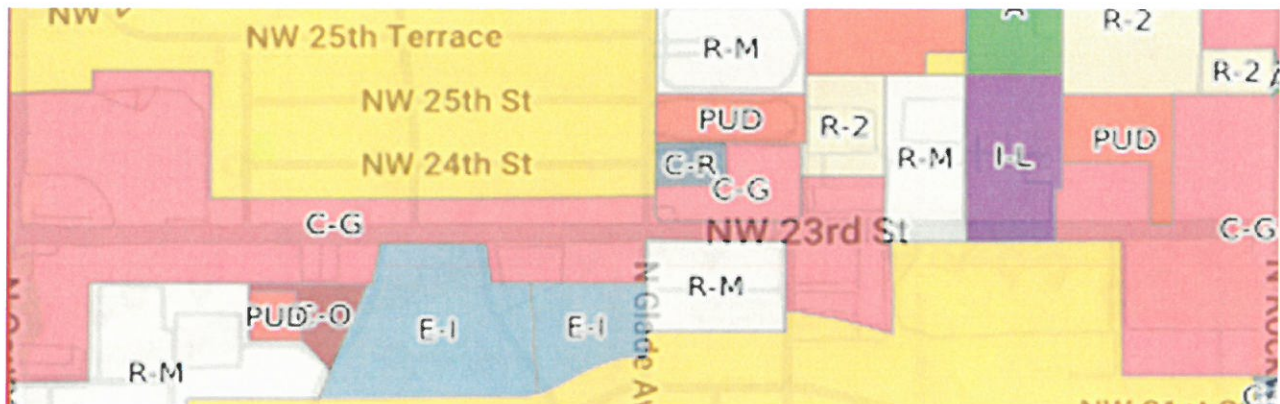


Image 2: Zoning for the selected section of 23rd Street

This leads me to suspect that there is a correlation between foot traffic and where the business is located along this section of 23rd street as well as what is around the businesses.

In **Image 2** you can see that there are more dense residential areas around the Apple Glade Shopping Center. It is also worth noting that there is a more extensive sidewalk network connecting those residential areas to the Apple Glade Shopping Center.

Based on the data, the most common visitor profile for the Apple Glade Shopping Center is City Hopefuls with an average income of 30,000 dollars. As opposed to Urban Diverse Families with 80,000 for the Glen Oaks Center, and Blue-Collar Suburbs with 55,000 dollars for both DeVille Park Shoppes and Deville Shopping Center.

In my opinion the reason the Apple Glade Shopping Center is outperforming the other shopping outlets is that it has a closer proximity to dense housing units as well as having sidewalks connecting those units to the Apple Glade Shopping center.

The maps do show that by the Rockwell Ave intersection there are some denser resident areas with sidewalk connections, but those sidewalks are right next to the road as opposed to a grass median acting as a buffer like the ones around the Apple Glade Shopping Center.

NW 39th Express Way

In total, there are 22 businesses along 39th Express Way between North Council Road and North Rockwell Ave. Of these 12 are experiencing an increase in foot traffic while the other 10 are experiencing a decrease in foot traffic.

The largest category of businesses is automobile services, making up 9 out of 22 businesses. Of which 7 out of 9 have experienced an increase in foot traffic.

The next largest category of businesses is services, making up 7 out of 22 businesses. Of which 3 out of 7 have experienced a decrease in foot traffic.

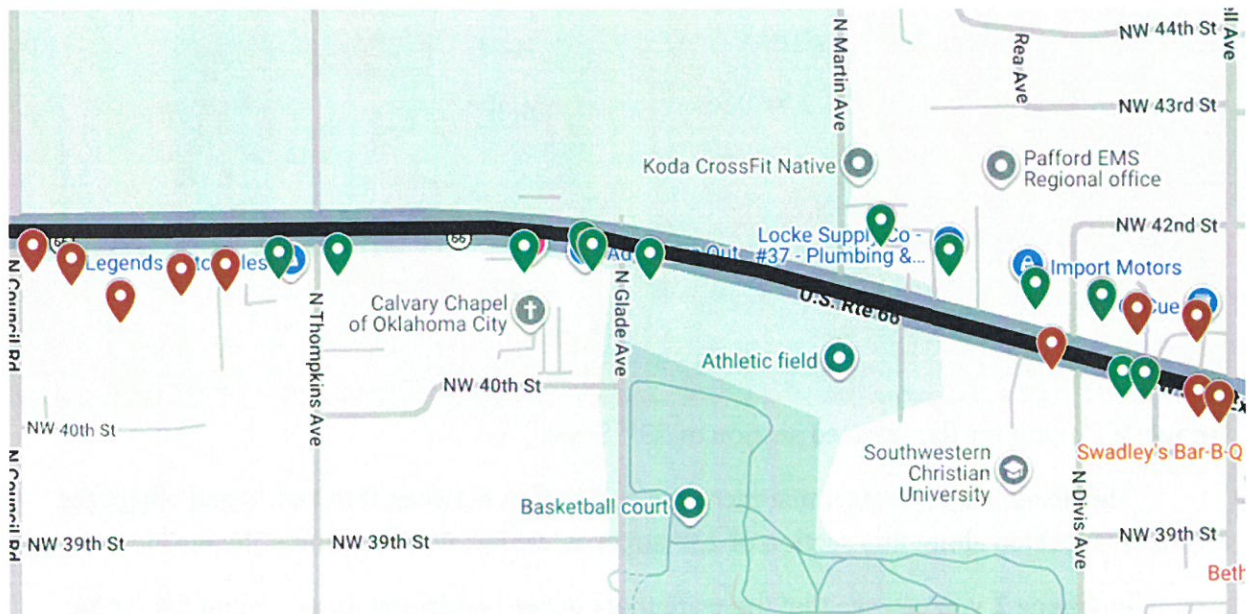


Image 3: Businesses along the Section of 39th Express Way. Green=Increasing. Red=Decreasing.

As shown on the map, there is not a clear clustering of well performing or poorly performing businesses.



Image 4: Zoning for selected section of 39th Express Way

There is not an extensive sidewalk network in the area and the only housing in the area is R-1, which has the lowest population density.

In my opinion, the more specialized businesses are going to do better because their customer base is always going to travel to them, while the more opportunity-based service businesses are suffering due to their location. This could also have more to do with internal factors of the businesses as opposed to outside factors

Central Business Corridor

Based on current data I do not have a theory as to why 23 out of the 25 identified businesses are seeing a decrease in foot traffic.

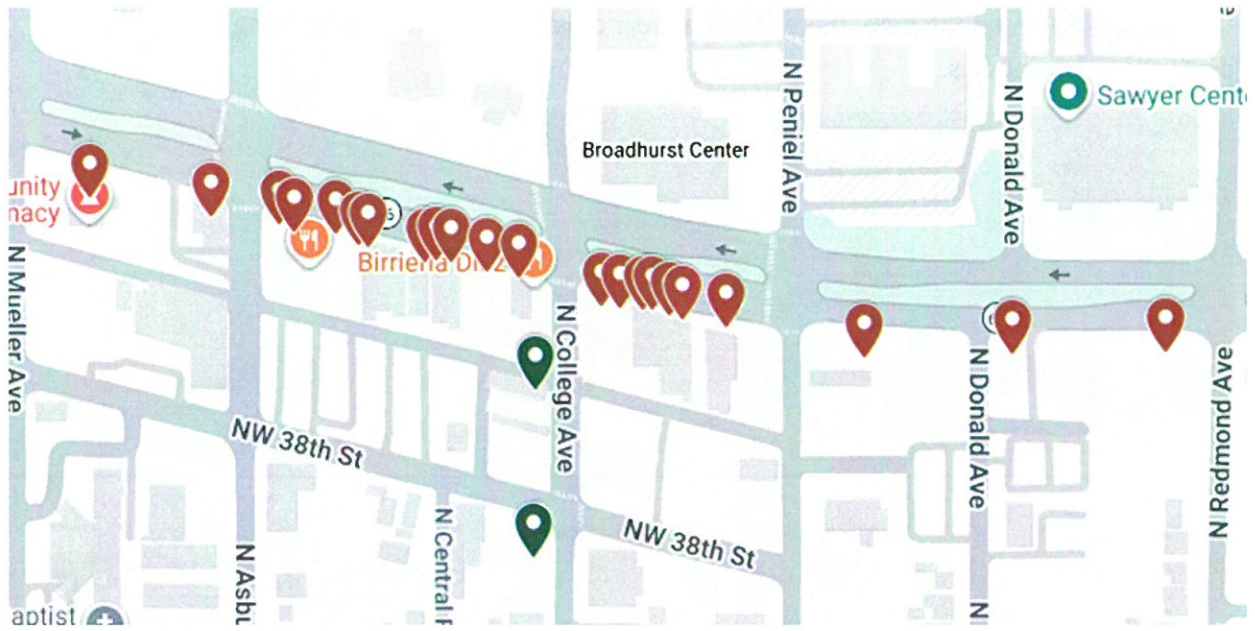


Image 5: Businesses along the section of the Central Business District. Green =Increasing. Red=Decreasing.

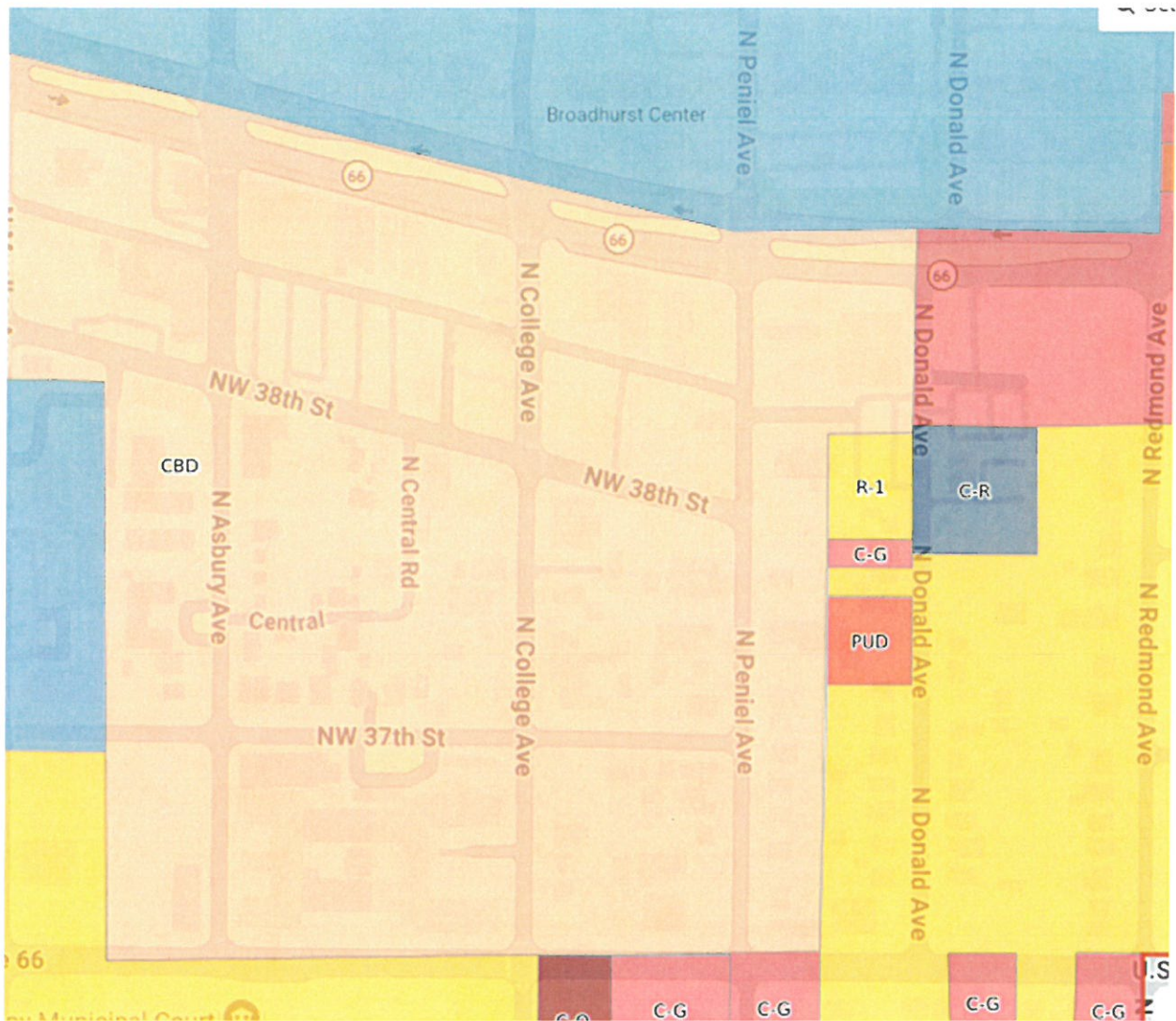


Image 6: Zoning for the selected section of the Central Business District.

Unacast:

In my opinion after having used Unacast for the past month I believe it would be an asset to BEDA moving forward. I would inquire as to how the data is gathered and how accurate said data is based on area size. I believe the system will become more accurate, but it needs to be revised and updated on a regular basis.