

**Minutes of the  
Economic Development Council  
Meeting**

January 8, 2013

PHF Conference Center's Symposium Room  
Oklahoma City, OK

Members present:

Arun Tilak, CU; Nina Ritchie, CASC (via-video); Ryan Blanton, CSC; Rick Wetherill, ECU; Janet Wansick, EOSC; Cecil Carter, MSC; Sheri Snyder, NOC; Laura Girty, NWOSU; Greg Gardner, OCCC; Jeri Koehler, RSU; Stan Greil, RSC; Kathy Hendrick, SESOU (via-video); Doug Misak, SWOSU; Mark Kinders, UCO

Guests present:

Renee Williams, OU, Heather Kay, OSU-OKC, Vikki Dearing, ODOC, Connie Lake and Renae Brill, OSRHE staff.

**1. Welcome and Introductions of all members and guests**

Chairperson Greg Gardner called the meeting to order at 1:30 p.m. Introductions were made and guests were welcomed.

**2. Approval of December 11, 2012 EDC meeting minutes**

Upon a motion duly made, seconded, and carried, the minutes of the November 14, 2012, meeting of the Economic Development Council were approved as presented.

**3. Main Topic: "Inspired Oklahoma" presented by Deidre Myers, Director of Research & Economic Analysis Services, ODOC**

Ms. Myers shared with the EDC about Accelerating the Growth of the State's Economic Prosperity. The goals are to prioritize resources, align policies, maximize outcomes and require accountability. The process is done in five steps. Step one is analyzed quantitative variables for wealth generation, growth potential and competitive advantage for 669 industries. Step two is identified those industries that ranked highest in each and all of the three categories. Step three analyzed qualitative data including OK's physical assets, R&D expertise and workforce strengths. Step four aggregated findings to ecosystems that share economic characteristics. The last and final Step is five, tested conclusions against macro-economic data. For more information go to [WWW.okcommerce.gov/data](http://WWW.okcommerce.gov/data)

**4. Best Practice Presentation: "Economic Gardening" presented by Jeri Koehler, Director of the Innovation Center at RSU**

Ms. Koehler shared with the committee that through the Innovation Center, Rogers State University (RSU) has a ten-year history of economic/community development and entrepreneurship outreach throughout northeast Oklahoma. The Innovation Center at RSU operates many programs dedicated to entrepreneurship in the region, serving more than 200 clients annually. The Center is leading a new initiative to serve existing mid-sized Oklahoma businesses with customized technical assistance through an approach called Economic Gardening.

Economic Gardening (EG) takes an entrepreneurial approach to regional prosperity. Often referred to as a “grow from within” strategy, it helps existing companies within a community grow larger. Recognizing that information is the new currency of economic development, economic gardening networks leverage sophisticated business intelligence tools that second stage growth companies either can’t afford on their own or aren’t aware of. Second stage growth companies are defined as firms with 10-99 employees. A team of Economic Gardening research specialists typically assist firms in four key areas: strategic market research, geographic information systems, search engine optimization and social media marketing. First developed in Littleton, Colorado, Economic Gardening was adopted and scaled by the Edward Lowe Foundation in 2010 with the establishment of the National Center for Economic Gardening. Economic Gardening programs are currently operating as adopted or pilot projects in 17 states nationwide, including statewide programs in Florida, Michigan and Missouri.

**5. Committee work group reports:**

**a. EDC Internship Program, Greg Gardner, committee chair**

Mr. Gardner has requested to be on the President’s agenda for February or March.

**b. MPM/Economic Development Summit, Cecil Carter, committee chair**

Mr. Carter handed out a hand out and asked if any of the EDC members would like to volunteer please sign up on the handout. Mr. Carter will get with his committee members and set a date within a week.

**c. Regents Business Partnership Excellence Award ceremony and reception, Janet Wansick, committee chair**

Ms. Wansick shared with the EDC that the deadline for submission is January 31, 2013. Ms. Wansick also shared with the committee that we did get a sponsor from Chartwells for \$5,000 plus another \$5,000 to go toward food. Please share with your president and partner that there will be a limit on how many go on stage for pictures. Ms. Lake shared with the committee that the deadline will expire on February 1, 2013 so please make sure you get your submissions in by January 31, 2013, also all CD’s need to be in the mail by January 31, 2013.

**6. OSRHE update by Tony Hutchison**

Tony Hutchison was unable to attend

**7. ODOC update by Connie Lake**

Ms. Lake shared with the EDC that she is working on three projects with the Department of Commerce. The first project is called HERO and Oklahoma has made the short list for this project. It has the potential of 500 jobs ramping up to 1,500 jobs in shared services, which is HR, accounting and procurement services within a retail company. The second one is called Project Sandstorm, which is a major international company R&D with 100 jobs in the energy industry. The third one is called English Bulldog with 155 jobs for engineers.

**8. Bring Successes! Be prepared to share in two minutes what is happening at your institution**

Cecil Carter – MSC has been working on getting the Admin building refurbished and is finally complete.

Janet Wansick – ESOC; Ms. Wansick shared with the EDC that the city of McAlester is unveiling a new marketing plan tonight and EOSC is considering their role in this plan. Also, EOSC has hired a new main street director and has started a business incubator focused on retail.

Ryan Blanton – CSC is working with the city of Muskogee and the city of Muskogee foundation. The city of Muskogee foundation gave CSC \$125,000 this year and pledge \$125,000 for next year. CSC created the Muskogee difference healthcare scholarship to retain healthcare workers in the Muskogee area.

Mark Kinders – UCO will be announcing a \$2.5 million gift that will be going towards a \$6 million project in the next week.

Renee Williams – OU will be launching Professional Development for health professionals in the metroplex area. OU has the 63<sup>rd</sup> Annual Lawrence Reed gas conditioning conference that will be held at the NCED in Norman on February 24-27. OU will also have the Center for Chamber of Commerce Excellence held in Dallas on March 4-6. The 51<sup>st</sup> OU Economic Development Institute will be held in March this year at the NCED in Norman.

Doug Misak – SWOSU will be looking a new provost.

Jeri Koehler – RSC has just officially certified Claremore as the state first Entrepreneur Ready Certified Community. Build Bartlesville just kicked off in the fall and conclude at the end of January. It is RSC innovative ideas completion for Bartlesville. Bartlesville Economic Development Corporation and some other sponsors have funded \$15,000 worth of prize money.

Heather Kay – OSU-OKC broke ground last month on a three story parking garage. OSU-OKC has received another grant from the Oklahoma Highway Safety Office to provide Motorcycle safety classes.

Stan Greil – RSC has been declared a Center of Excellence by the Air force Association.

**New Business**

Ms. Vikki Dearing with the ODOC shared with the EDC a handout on “What Employers Want!”

**9. Adjournment**

There being no further business to come before the Council, the meeting adjourned at 3:30 p.m.