

MINUTES
LAWTON ENHANCEMENT TRUST AUTHORITY
3rd FLOOR CONFERENCE ROOM CITY HALL
212 SW 9th STREET
MAY 8, 2018

Jay Burk, Chairman, called the meeting to order at 3:00 p.m. in the 3rd Floor Conference Room. Notice of meeting and agenda were posted on the City Hall notice board as required by law.

At 3:00 there was no quorum.

BUSINESS ITEMS:

1. Reports

A. Receive report from Dennis Totte and take action if necessary.

Burk stated Totte isn't here today.

Rogalski asked where is he on the 2nd Street project.

Burk stated there is suppose to be something worked out with the contractor. T & G is supposed to pay LETA and then LETA will hire Bedrock to replant and maintain.

Rogalski stated the reason it is in such bad shape is because T&G's landscaper has been ill.

B. Receive report from Cultural Preservation Committee and take action if necessary.

Cheatwood stated we are in Phase I of the Master Cultural Preservation Policy. At this time we have a rough draft. At this meeting I'll show you how the components are laid out at the master level. This is where we get into administrative issues. We will go in and look at teams, definitions, and grants/funding at the upper level. Underneath our categories would be real estate and personnel property as defined by our legal department. We will have a category for fine art that might be purchased. We will also look at including historical archives and what would be the appropriate designated respiratory for items. When we were going through Gilley City Hall we found a letter from President Ford referencing the economic development that was done. That letter went to the museum in their archives. Allan Hampton and Roger Cannon have presented a draft outlining the components they would like to see for buildings. Jim Whitley and I worked on identifying the initial components. We need to go back and refine it. The Oklahoma Art Council takes in and manages all the purpose heart projects for the State. We want to look at that because we have discovered keeping track of copywriter and intellectual property come with owning fine art. Historical treasurers and the archive policy we have on hold. Allan and Roger will be taking a walk through with Charlotte Brown. She will be doing a floor plan for with the drawings that are on file. We are going to identify public areas as well as

original walls so we will be able to communicate to others who works in or on the building. When they rehabbed this building they found on the east side granite slabs from the class of 1937 that listed different individuals. We want to look to see what is the best thing to do with those. We would like to find a year book with a photo that shows where these were placed. The Lawton High Historical Group will be moving some of their items from the 3rd floor south to the 3rd floor north.

Burk stated thank you.

Burk stated at this time we have a quorum so will you call the roll.

ROLL CALL:

PRESENT: Burk, Jay; Ezerski, Barry; Hampton, Allan; Hankins, Mary Ann; Smith, Addie; Sweeney, Kerry; Tennis, Michael.

ABSENT: Coody, Joshua; Dismuke, Bob; Morford, Robert; Walters, Lynda.

OTHER PRESENT: Richard Rogalski, Denise Ezell, City Clerk's Office; Sharon Cheatwood, Arts and Humanities.

C. Receive Treasurer Report and take action if necessary.

Huntley stated at the end of April you had \$137,350.40 in the bank. The custodial accounts had \$42,444.71. On the next page you see you had \$931 in donation from the gala, hotel/motel income of \$16,448.62, and interest income for 2 months of \$21.40. Under expenses advertising and promotion was for Go Daddy for 3 years, gala \$5,621, miscellaneous \$65.62, playground in the park was the tree replacement and moving of the sprinkler, repairs and maintenance \$442.50, and trash off \$3,820. In the custodial accounts Freedom Festival sponsorship \$1000 for a total net income of \$6,850.69 for April. On the income and expense tracker you have collected 72% of your revenue, Trash Off was just under the budgeted amount, gala has spent only a third of their budget, repairs and maintenance has gone over budget and the other accounts are in good shape. On the next page you see a few projects pending. The fence removal on Rogers Lane/I-44, under repairs and maintenance replacing the sprinkler box, moving the sprinkler and tree replanting, Lee Blvd median, and the Farmers Market. Any questions.

Burk asked is Lee Boulevard done. I don't believe they have done the work.

Huntley stated we have been invoiced.

Rogalski stated I thought we approved the grant to the Farmers Market.

Ezell stated it was approved but they haven't requested the funds.

Burk stated they need to send us something in writing. Do you know how many months are included in the hotel/motel funds?

Huntley stated that is through March and the municipal fine are through February.

Burk stated I'll take care of this. Are there any questions about the report?

Motion by Ezerski, **Second** by Tennis, to accept the treasurers report. **Aye:** Ezerski; Hampton; Hankins; Smith; Sweeney; Tennis; Burk. **Nay:** None. **Motion Passed.**

D. Consider approving invoices, requisitions, and all other submitted materials for payment.

Huntley stated I have a check to Bedrock for \$7250. Do you want to wait on approving it?

Burk stated we can approve it but don't mail it until I make certain the work is completed.

Huntley stated I need approval retroactively to Jersey Mikes for \$65.62, Go Daddy.Com \$223.47, Bedrock Irrigation \$370.24, Journey Productions for \$2,045.50 and \$2000, Cameron University \$40.50, Great Plains Museum \$75, Stanton's \$3,550 and Scotts House of Flowers \$620.

Tennis stated for Trash Off next year we need to look at ordering fewer t-shirts. We had several left. We also need to talk about the process. My dad was in line for an hour waiting. There needs to be someone working the traffic. Traffic was so bad people were driving on yards.

Burk stated we will need to get the Street Division involved. It is my understanding we had more people than we have ever had.

Rogalski stated there are a couple of things we will want to consider. We have lost focus of cleaning up different areas of town and we need to decide if we want this to be an all county event. There was a ton of trash and people. If that what you want that's great.

Burk stated staff said this was the worse they had ever seen.

Ezerski asked are you going to start checking ID's.

Burk stated I'm not certain how you handle it. My fear is what is this costing.

Rogalski stated you have the cost of personnel and we lose money by not paying the landfill fees. You might want to set up a Trash Off Committee. They need to start early and focus on the needs.

Ezerski asked were there any groups that picked up trash throughout the city.

Rogalski stated a few but not as good as in the past.

Burk stated it has changed from what it was in the past. I believe there were a lot that attended from outside the city limits. I'm not certain how you control it unless you make them show a water bill as you do at the landfill.

Tenis stated we need to be careful. If someone has sat in line for an hour and then we turn them away they are going to be upset.

Burk stated we need to advertise that this is a City event not a county. It cost the City revenue and LETA benefits from the revenue generated. We are not controlling this properly.

Hankins stated we have moved away from our goal.

Motion by **Tenis**, **Second** by **Sweeney**, to approve invoices, requisitions, and all other submitted materials for payment. **Aye:** Ezerski; Hampton; Hankins; Smith; Sweeney; Tennis; Burk. **Nay:** None. **Motion Passed.**

E. Receive report from Parks and Recreation, and take action if necessary.

Was not in attendance.

F. Receive report from Public Relations Committee and take action if necessary.

Ezerski stated Vrska and I have been duplicating our efforts. We are going to start meeting and outline what we are going to work on for the month and then split up the work. We are going to work a little better together.

Rogalski stated I would think you could give her some directions on what needs to be done.

G. Receive Monthly Ward Update and take action if necessary.

Nothing to report.

H. Receive report from Website and Facebook Committee and take action if necessary.

Hampton stated I did a couple of boost to the page this month.

Burk stated we need to keep doing this.

Hampton stated we need to have some money for boosting.

Burk stated it has probably cost me \$300 a year to boost our page. Maybe we need to put \$300 into marketing for this purpose.

Motion by Ezerski, Second by Hampton, to approve spending up to \$500 from printing, reproduction and miscellaneous for boosting Facebook. **Aye:** Ezerski; Hampton; Hankins; Smith; Sweeney; Tennis; Burk. **Nay:** None. **Motion Passed.**

I. Receive report from Neighborhood Services.

Rogalski stated Greenhill is unavailable today. Tony Griffith is retiring and this division has been placed under me.

J. Receive report from Eye Candy Event committee, discuss Eye Candy Awards and nominees, and take action if necessary.

Hankins stated we were happy with the way everything went. The main thing is we were more in line with our mission. It was springy, green and less dollars. The committee met this morning and we realize we had too much food so next year we will need to regroup on the food. We don't have a final cost but we did receive \$943 in donations.

Ezerski asked what about the vendors.

Hankins stated that didn't go as well as planned. Next year we will look at either setting them up at the entrance or routing our guest outside to the vendors before coming in to be seated for the awards.

Sweeney stated this is definitely an area that needs to be tweak. We discussed routing them through a side door and placing a food station outside. We realize this will have to be tweaked.

Burk stated I was disappointed for the vendors.

Sweeney stated I agree.

Hankins stated we haven't had anyone express disappointment. Legako was excited. Overall we were pleased with the way it went. I asked at the meeting if we would do this again and we all agreed we would like to do something similar.

Burk stated awesome. Thanks for all the hard work.

K. Receive a report from the Planning Division regarding ongoing LETA projects and take action if necessary.

Rogalski stated everyone is aware of the fences that have been removed. It has made a big difference.

Burk stated I have hired someone to take the rest down.

Rogalski stated we will have to get with Jay Earp before they start. We got a little ahead of ourselves the last time. I spoke with Ihler and there are some concerns about the barbwire fence. We have to balance aesthetic with security. We were lucky that the Streets Division was able to remove the fencing they did and they did a great job.

Burk stated there is still a lot of fence that needs to come down. I have found someone to remove the rest at \$1.50 a linear square foot. We will have to provide the dirt to fill the holes and I'll get the City to do that. Once the fence is gone we might have to hire someone to clean it up or the City will have to brush hog it. We also need to do something with the trees along I-44 and Rogers Lane. They need to be cut back and the debris needs to be cleaned up. I believe there is an illegal sign in the right-of-way that says Executive Corporate Apartments.

Rogalski stated I'll check into it.

Burk stated they have painted the overpasses at I-44 and Rogers Lane and it looks outstanding. This also needs to be done to the wall on Rogers Lane. ODOT stated they would give us the paint if we painted it.

Rogalski stated the wildflowers are being a little stubborn. They have come up in some areas but haven't bloomed. Maybe they will be up by next week.

Burk stated they told us every year would get better.

Rogalski stated a gentleman came by the office trying to get the trees on I-44 cleaned up. This is ODOT's responsibility but they haven't maintained them. Bennett is working with Traci Terrill at ODOT and she stated they don't have the funds right now. We are considering getting a quote on what it would take to trim them and then see if ODOT will maintain them. This might be another area that we want to partner with ODOT to help with beautifying the community. I need to know if you want us to move forward with this project. If so I'll proceed with getting estimates.

Sweeney stated I think it is certainly worth getting an estimate.

Burk stated I would get an estimate from Sullivan's. They do great work and are reasonable. I would also like to get a quote to have someone weed eat along the overpass entrances at Gore. ODOT says they don't have a street cleaner or the funds. Grass has grown into the street.

2. Old Business

A. Discuss providing a Grant to the Mountain Metro Ambucs for a project related to the Miracle Field in Elmer Thomas Park and take action if necessary.

Rogalski stated we need to table this item until they are available.

Ezerski stated I spoke with Linda Mast and told her they were putting the cart before the horse. I explained we would like to see the project finished before we place a statute. They are going to start working on a plan.

Burk stated we will strike this item and they can come back when they are ready.

3. New Business

A. Approve minutes of April 11, 2018.

Burk stated we will strike this item.

B. Discuss and Receive a presentation for the Unexpected Play Design and take action if necessary.

Rogalski stated I don't see anyone here for this item.

C. Discuss and receive a proposal from Bill Tennis to maintain and building the LETA Website and take action if necessary.

Tennis stated I'm Bill Tennis and listening to the conversations about Facebook I would say you have covered a lot of things I would have covered. The website would be a central hub that interfaces with your other social media accounts. We would enter into a 1 year contract and I would maintain the website for a year. The website would pull everything into 1 place and you would drive the traffic to the website. From there they choose where they want to go. I have an intense data tracking software that can gives you everything down to the individual hits. The most recent website I have done is for LEDC. They didn't give me any instruction so I took their existing site and it is now what I call a functional art. After the website is built I manage everything. I typically work with 1 person and my clients are all local.

Burk asked what is the cost.

Tennis stated \$2400 to build the site and \$1200 to maintain them. Once the website is built if you want it rebuilt the cost would be different.

Burk asked have you looked at our website.

Tennis stated when I went to look at it your domain name had expired. Your site is built on wicks.

Hampton stated I did that just to have something like a business card.

Burk stated we will have to pay someone to keep it up. We are not capable of doing so.

Tennis stated browsers change all the time so you have to keep up with it. Websites do break.

Burk asked how many changes can we make.

Tenis stated first I like to get ideas and then I build a prototype. Then we go in and fill in the content.

Burk stated we don't have this funded in the budget this year. Our new budget starts in July. I'm interested in look at something that integrates with Facebook, Twitter and Instagram. My company post to my accounts 25 times a month. How many posts would you do?

Tenis stated I don't post to your accounts. Those who are doing that now will continue to do so. I will build the central hub that links you to the other sites.

Burk stated get us a written proposal and we will address it at our next meeting.

Tenis stated sure. I do require payment up front.

Burk stated thank you.

D. Discuss April and May yard of the month and take action if necessary.

Burk stated our nominees this month are: 2922 Templeton Terrace – Ward 3; 1711 NW Elm and 1912 NW Elm – Ward 2; 1002 NW Seaton Place, 7921 NW Folkstone, 7805 NW Brady Way and 7610 NW Folkstone - Ward 6; and 2304 NW Ozmun – Ward 1.

All agreed on 2922 Templeton Terrace for April and 7610 NW Folkstone for May.

E. Receive presentation on “Bag It Up” and take action if necessary. (Onreka Johnson)

Burk stated Johnson was not able to be here today. We will place this on the agenda for next month.

F. Discuss and review the 2018-2019 budget and take action if necessary.

Burk stated we have a revenue source coming from the landfill gate fee. We estimate we will receive around \$5600. We also hope that the hotel/motel allocations are better this coming year. We have allocated \$75,000 for beautification projects, and \$20,000 for grants. We may want to add website into line item advertising and promotions. What do we spend on the billboard?

Ezell stated \$900 for 3 months.

Burk stated so \$3600 for the year. If we are going to consider doing a website we will need to make an adjustment to the allocations.

Rogalski stated last year you budgeted \$25,000 for repairs, maintenance and replanting and spent \$27,000. I added to this line item and reduced the beautification projects. Since you didn't spend all of the gala funds you may want to lower that budget.

Burk stated instead of \$15,000 we will take that to \$12,500.

Rogalski asked what number do you want in advertising, promotion and website.

Burk stated to build the site is \$2400 and \$1200 a year for maintenance. I would say \$6500. Do you see any other changes? If not we need a motion to approve the budget.

Motion by Ezerski, Second by Hampton, to approve budget with stated corrections. **Aye:** Hampton; Hankins; Smith; Sweeney; Tennis; Burk; Ezerski. **Nay:** None. **Motion Passed.**

4. Announcements

Hankins stated it was brought to my attention how terrible City Hall looks on the outside. Since LETA promotes landscaping and beautification I was questioned why City Hall is in such bad condition. We have neighbors, the McMahon Foundation, which takes pride in their landscaping. The reason I gave was we don't have a sprinkler system. This person suggested we apply to the McMahon Foundation for the sprinkler system. He was very confident we would receive the grant. He has drafted a letter for us to use. He has me signing the letter but I think Rogalski or Burk should do so. The instruments are here. The only risk we have is to apply. It seems like an easy process.

Burk stated the worse that can happen is they say no. I think it is worth asking for. I appreciate the work.

Ezerski stated definitely.

Hankins stated City Hall is the first stop for a lot of people. We need to make a good impression.

Rogalski stated I have been told when applying for help from McMahon you need to go big. Do you feel like you went big enough?

Burk stated also we need a plan. We need to tell them what our intentions are after the sprinkler is installed. These will have to be things we are willing to pay for and what we believe it will cost to do so.

Ezerski stated I think all of that is important.

Hankins asked do they have a time limit.

Burk stated they give grants all year round. Their fiscal year is the same as ours so we need to get it done.

Sweeney stated I would say since we are asking for sprinklers that we focus on landscaping.

Hankins stated I think they want their neighborhood to look nice.

Burk stated thank you. I believe we have a guest with us today.

Hart stated my name is Brian Hart and I attended the function that you held at the museum. I was curious about becoming a member and how I could help.

Burk stated he lives in Geronimo and I told him from time to time we have committees where we ask citizens to serve. He wants to help and we always have projects we need help with. It would be nice if we had 100 volunteers like this.

Hart stated I work for the Indian Hospital and they have hired me to renovate the entire facility. We are working to clean that establishment up and I would love to help anyway I can.

Burk stated awesome. Thanks for being here and volunteering.

5. Adjournment

There being no further business the meeting adjourned at 5:00 p.m.

Motion by Tennis, **Second** by Hankins, to adjourn. **Aye:** Hankins; Smith; Sweeny; Tennis; Burk; Ezerski; Hampton. **Nay:** None. **Motion Passed.**