

# *Durant Economic Development Council*

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## MINUTES OF THE REGULAR MONTHLY MEETING OF THE DURANT ECONOMIC DEVELOPMENT COUNCIL ON MARCH 13, 2007 AT 7:45 A.M. CONFERENCE ROOM OF THE DURANT INDUSTRIAL AUTHORITY.

### 1. **Call to Order. – Tommy Kramer**

Tommy Kramer called the meeting to order.

### 2. **Roll Call. – Kimberly Bowen**

The following members were present: Curtis Armor, Ron Bennett, James Dunegan, John Cathey, Ron Cross, Nate Morrison, Roy Davis, Jason Winborn, Joe Geisler, Janet Reed, Dean Pollock, Jackie Harms, Kathy Hendrick, Tommy Kramer, Fran Mickle, John Sneed, Earlene Walker, and Tim Young.

The following members were absent: Steve Boggs, Mike Goodwin, Dr. Jesse Snowden, Greg Massey and Diane Perrin.

The following guests were present: Shayne New – Durant Lowe’s Home Improvement Center Store Manager, Mike Snell – Durant Wal-Mart Super Center Store Manager, Clay Jones – OSU Ag Extension Educator, Mayor Jerry Tomlinson, and Tony VanSchuyver – Area Manager for Oklahoma Natural Gas.

### 3. **Approval of Minutes of the Durant Economic Development Council February 13, 2007 Meeting. – Tommy Kramer**

A motion was made by Fran Mickle and a second by Nate Morrison to approve the minutes of the February 13<sup>th</sup> Durant Economic Development Council Meeting. Motion carried with the following vote:

Aye: Curtis Armor, Ron Bennett, James Dunegan, John Cathey, Ron Cross, Nate Morrison, Roy Davis, Jason Winborn, Joe Geisler, Janet Reed, Dean Pollock, Jackie Harms, Kathy Hendrick, Tommy Kramer, Fran Mickle, John Sneed, Earlene Walker, and Tim Young.

Nay: None

Abstain: None

**4. Review the January City of Durant Sales Tax History Report. – Earlene Walker**

Earlene Walker distributed and reviewed the January City of Durant Sales Tax Collection report. The January 1% city sales tax collected was \$212,055 in 2006 and \$217,811 in 2007 to result in an increase of \$5,756 (2.71%). The dedicated ¼ cent Economic Development sales tax collected for January of 2007 was \$54,453.27 compared to \$53,014.26 in 2006, which resulted in an increase of \$1,439.01 (2.71%). In the last 24 months, there has been a total collection of \$1,272,424.50 for the ¼ cent Economic Development sales tax. The ¼ cent City Economic Development Sales Tax has increased 9.63% in 2007. The Durant Wal-Mart Super Center experienced a 12% increase in sales in February 2007 over February 2006 sales and the Durant Lowe's Home Improvement Center experienced a 14.6% increase in sales in February 2007 over February 2006 sales.

**5. Presentation of Oklahoma Department of Commerce, Community Development Division and the Oklahoma Community Institute Awarding Durant on “Communities of Excellence Day” at the Oklahoma State Capitol on Thursday, March 8<sup>th</sup>. – Tommy Kramer**

The Oklahoma Department of Commerce, Community Development Division and the Oklahoma Community Institute hosted a “Communities of Excellence Day” at the Oklahoma State Capitol on Thursday, March 8, 2007. This event featured Oklahoma communities from across the state, recognizing their positive impact, partnership development, and accomplishments in community improvement and economic development. The City of Durant was selected for the outstanding achievements in community and economic development based on the Durant Industrial Authority and the City of Durant having the most Community Development Block Grant - Economic Development Infrastructure Fund projects. The Oklahoma Department of Commerce provided a booth and we showcased the results of TEAM DURANT and local efforts with these 10 City projects. Only 8 communities/organizations from across the state were selected to participate in this Oklahoma Department of Commerce event: Durant, Ardmore, Frederick, Pauls Valley, Braman, Okemah, and Pawnee. Mr. Kramer presented the framed “Communities of Excellence” certificate to Mayor Tomlinson to be displayed at City Hall.

**6. Presentation of the Durant Wal-Mart Super Center Chosen as the 2006 Regional Store of the Year for the 150-Store Region for the Second Year. – Mike Snell, Store Manager**

Mike Snell the Store Manager for the Durant Wal-Mart Super Center presented an update on the Durant store being chosen as the 2006 Regional Store of the Year for the 150-Store Region for the second year. The 150-store region includes all of

Oklahoma and part of Kansas. The award is based on store standards, such as cleanliness, customer service, friendliness, sales and customer surveys. The store employs 450-500 staff members and continues to increase their staff. The total sales for the Durant store in 2006 were \$95 million and are expected to increase to \$102 million in 2007. Since the opening of the Super Center in 2003 the store has experienced a \$4 million increase per year in total sales. The Durant store reported 2% more sales than the other stores in the region for profitability. The fiscal year for the Wal-Mart Super Center begins in February and the Durant store recorded a 17-½% increase in sales in February 2007 over February 2006. Mike Snell has been on staff with the Durant facility for 24 years.

**7. Presentation of the Durant Lowe's Home Improvement Center Achieving a Ranking of #1 in the 91-Store Region in Profitability Versus Budget for 2006. – Shayne New, Store Manager**

Shayne New the Store Manager for the Durant Lowe's Home Improvement Center presented an update on the Durant store achieving a ranking of #1 in the 91-store region in profitability versus budget for 2006. The Durant store currently employs 105 staff members. The ranking of #1 in the 91-store region was a result of achieving 8.2% over budget in sales for 2006. The 91-store region includes Dallas, Fort Worth, Sherman, Denison, and Ardmore. The Durant store exceeded their goal by recording \$21 million in sales for 2006. The Durant facility has recorded a 14.6% increase in sales from January to February for 2007.

The employees of the Durant Lowe's Home Improvement Center recently fulfilled the wish of a young child by donating and building a new backyard play set. The Make-A-Wish Foundation contacted the Durant Lowe's store about building the play set. A young boy, who suffers from a brain tumor, wanted a playground in his backyard. The Make-A-Wish Foundation asked the Durant Lowe's store for help in making his wish come true. A team from the store happily accepted the request, donated a complete play-set and spent the day building the set in the boy's backyard. Included on the volunteer team were Store Manager Shayne New, Zone Managers Bryan Beaver and Mott Offutt and Commercial Sales Specialist Robbie Moore.

**8. Review the Retail Trade Analysis for Durant from 1980 to 2006 Prepared by the Oklahoma State University Cooperative Extension Service. – Tommy Kramer & Clay Jones – OSU Ag Extension Educator**

Tommy Kramer and Clay Jones the OSU Ag Extension Educator presented the updated Retail Trade Analysis for Durant from 1980 to 2006, which was prepared by the Oklahoma State University Cooperative Extension Service. The population for

Durant has steadily increased since 2000. The sales tax collections have dramatically increased since 2003. The opening of the Wal-Mart Super Center contributed to the dramatic increase in sales tax collections. The trade area capture, which is the estimated number of people that shop Durant annually was just over 32,000 in 2006. The pull factor for Durant in 2006 is 2.2 and this represents 2.2 times Durant's population that shops in Durant. Durant recorded a 2.2 pull factor in 2006 versus the pull factor of less than 1.0 recorded for Achille, Bennington, Bokchito, Caddo, Calera, Colbert, Kenefic, and Mead. The average pull factor for communities with 10,000-25,000 population is slightly over 1.2. McAlester recorded a 2.3 pull factor, Ada recorded a 2.4 pull factor, and Ardmore recorded a 2.1 pull factor.

The pull factors for the following categories are listed below:

Builder Supplies, Gardening, Hardware	1.8
General Merchandise (Wal-Mart)	4.1
Food (Grocery) Stores	1.4
Auto Parts, Gas Station-Retail	1.8
Apparel and Accessory Stores	2.5
Furniture, Electronics, Appliances, Flooring	1.4
Restaurants and Bars	2.2
Misc. Retail: Pharmacies, Florists, Gifts, Antiques, Books, Stationery, Liquor, Jewelry	1.2

**9. Preview Joint Advertisement Durant Industrial Authority and Rural Enterprises of Oklahoma, Inc. in the new 2007 Oklahoma Department of Commerce & Journal Record Economic Development Magazine. – Tommy Kramer**

The Durant Industrial Authority and Rural Enterprises of Oklahoma, Inc. has participated in a two-page spread advertisement in the new 2007 Oklahoma Department of Commerce & Journal Record Economic Development Magazine "The Changing Face of Oklahoma – A Guide to Doing Business". The cost of this advertisement was \$6,500 and REI agreed to pay 25% of the cost. There will be 80,000 copies utilized by ODOC in their national marketing and recruitment efforts in 2007. Copies will be delivered, along with a letter from Governor Henry, to Fortune 500 CEO's, site selection specialists, and government and business leaders. Ardmore Development Authority, Ponca City Development Authority, Stillwater Chamber of Commerce, Bartlesville Chamber of Commerce, Woodward Industrial Foundation, Greater Oklahoma City Chamber of Commerce, Bethany Business Association, Durant Industrial Authority, Chickasha Chamber of Commerce, Enid/Garfield County Development Alliance, and the Duncan Area Economic Development are a few of the corporations that have committed to the publication.

**10. Review the Site Selection March 2007 Edition Durant Advertisement. – Tommy Kramer**

Mr. Kramer reviewed the Durant advertisement highlighting the Medical Center of Southeastern Oklahoma, Lake Texoma, Cardinal Glass, and Southeastern Oklahoma State University in the March 2007 Site Selection Magazine.

**11. Old Business.**

There was no old business to discuss.

**12. New Business.**

Janet Reed the Director of the Durant Area Chamber of Commerce invited the Economic Development Council members to tour the Chamber and view the remodeling changes that have occurred over the past few months. The remodeling is nearing completion and should be finished within the next few weeks.

**13. Adjournment.**

There was a motion made by Ron Bennett and seconded by John Cathey to adjourn. The motion carried with a unanimous vote.