



STRATEGIC PLANNING MEETING MINUTES

January 30, 2026

Chair Rob Garrett called the Special Joint Strategic Planning Session of the Edmond Economic Development Authority Board of Trustees to order on Friday, January 30, 2026, at 10:02 a.m., at 825 East 2nd Street, Edmond, OK. The agenda for the meeting was posted in the City First Administration building on January 28, 2026, at 9:37 a.m.

Present – Trustees Rob Garrett, Susan Starns, Tom Blalock, Phil Frain, Austin Fugitt, Darren Helm, Paul Koenig, and Kathy Wallis

Absent – Trustee Victoria Caldwell

Others in attendance- Preston Watterson, Kevin Freeman, Gary Bridwell, Randall Shadid, AJ Kriegar, Glenn Fisher, Leana Dozier, Sherry Jordan, Kristen Lindsay, Sarah London, Mathew Myers, Todd McKinnis, Kevin Barber, Molly Scalf, Lisa Galvan, Jennifer Springer and Heather McDowell

Welcome and Introductions – Heather McDowell, Executive Director of the EEDA, welcomed all the participants, briefly went over the objective of the planning session and introduced Michael Kowski from McKinney TX.

Presentation and Discussion of Case Study of Economic Development in McKinney TX – Michael Kowski joined the meeting via Zoom to present the strategies used in economic development in McKinney TX and took questions from the audience.

Presentation and Discussion of Economic Landscape – Heather McDowell, EEDA and Jennifer Springer, Consultant Strategic Economic Partners, shared key data, trends, economic concepts, Edmond's current positioning and challenges.

Introduction of Kevin Barber and Molly Scalf as Facilitators from Francis Tuttle – Kevin and Molly gave an overview of SOAR.

Facilitated Breakout Group Discussions –The attendants started group discussions about 1 of 4 topics using each step of SOAR.

Facilitated Breakout Group Rotation Discussions – Groups rotated around the room to discuss the other groups findings and add to them.

Presentation and Discussion: Emerging Themes and Strategic Considerations – Group discussion of all topics and what themes emerged with each group.

Closing Remarks and Discussion of Next Steps –Explained that the next steps will be to review all the data from the day, determine reoccurring themes and take key items to the board and build out a roadmap of approval.

Adjournment

Chair Rob Garrett adjourned the Planning Session at 2:15 p.m.

DATE APPROVED: February 17, 2026

A handwritten signature in black ink, appearing to read 'Rob Garrett', is written over a horizontal line.

Rob Garrett, Chair