



**BOARD OF TRUSTEES FOR
THE LUTHER ECONOMIC DEVELOPMENT AUTHORITY
TUESDAY, FEBRUARY 13, 2024
IMMEDIATELY FOLLOWING THE BOARD OF TRUSTEES AND
LUTHER PUBLIC WORKS AUTHORITY MEETINGS AT 7:00 PM
LUTHER TOWN HALL
108 SOUTH MAIN STREET, LUTHER, OKLAHOMA 73054**

REGULAR MEETING AGENDA

Official action can only be taken on items which appear on the agenda. The Trustees may adopt, approve, ratify, deny, defer, recommend, amend, strike, or continue any agenda item. When more information is needed to act on an item, the Trustees may refer the matter to the Chairman or the Town Attorney, or back to a committee or recommending body. Under certain circumstances, items may be deferred to a specific later date or stricken from the agenda entirely.

1. Call to Order
2. Roll Call
3. Determination of a quorum
4. Approval of the Board Minutes from the meeting of January 9, 2024.
5. Trustee Comments
6. LEDA Report by Dawn Shelton, including a presentation of the Town's grant application for a lighted sign on Route 66 in the first round of the Route 66 Revitalization Grant Project, submitted February 9, 2024.

Trustee One (Terry Arps)

Trustee Two (Jerrod Davis)

7. Consideration, discussion, and possible action to be taken if the Town of Luther is awarded a grant for the lighted sign on Route 66 through the Route 66 Revitalization Grant Project.
8. Consideration, discussion, and possible action regarding grant application ideas for the second round of the Route 66 Revitalization Grant Project.

Trustee Three (Carla Caruthers)

Trustee Four (Jeff Schwarzmeier)

Trustee Five (Vacant)

9. New Business: In accordance with the Open Meeting Act, Title 25 O.S. 311.A.9 of the Oklahoma Statutes, new business is defined as any matter not known about or which could not have been reasonably foreseen prior to the time of posting the agenda.
10. Citizen participation: Citizens may address the Board during open meetings on any matter on the agenda prior to the Board taking action on the matter. On any item not on the current agenda, citizens may address the Board under the agenda item Citizen Participation. Citizens should fill out a Citizen's Participation Request form and give it to the Mayor. Citizen Participation is for information purposes only, and the Board cannot discuss, act or make any decisions on matters presented under Citizens Participation. Citizens are requested to limit their comments to two minutes.
11. Adjourn.



Scherrie Pidcock, Town Clerk



Agenda Posted Monday, February 12, 2024, at Luther Town Hall, on Facebook at The Town of Luther, and on our website at www.townoflutherok.com, prior to 7:00 pm.

the Town of Luther



**MINUTES
BOARD OF TRUSTEES FOR
THE LUTHER ECONOMIC DEVELOPMENT AUTHORITY
TUESDAY, JANUARY 9, 2024, 7:00 PM**

1. Call to Order by **Terry Arps.**
2. Roll Call by **Terry Arps. Present were Terry Arps, Jeff Schwarzmeier, Jerrod Davis and Carla Caruthers.**
3. Determination of a quorum **was made by Terry Arps.**
4. Approval of the Board Minutes from the meeting of December 12, 2023. - **Terry Arps made a motion to approve the minutes, 2nd by Jeff Schwarzmeier. The Vote: All (4) Yes.**
5. Trustee Comments – **None.**
6. LEDA Report by Dawn Shelton with discussion. – **Dawn Shelton proposed ideas to stimulate business community involvement by offering business directory listings and added benefits to those businesses inside and outside of town limits who participate in our business licensing program. Dawn also shared valuable historical information regarding Luther’s location on the Ozarks Trails and discussed showcasing this significant historical information as we look forward to the growth of Luther.**
7. New Business: In accordance with the Open Meeting Act, Title 25 O.S. 311.A.9 of the Oklahoma Statutes, new business is defined as any matter not known about or which could not have been reasonably foreseen prior to the time of posting the agenda. – **None.**
8. Citizen participation: Citizens may address the Board during open meetings on any matter on the agenda prior to the Board taking action on the matter. On any item not on the current agenda, citizens may address the Board under the agenda item Citizen Participation. Citizens should fill out a Citizen’s Participation Request form and give it to the Mayor. Citizen Participation is for information purposes only, and the Board cannot discuss, act or make any decisions on matters presented under Citizens Participation. Citizens are requested to limit their comments to two minutes. – **None.**
9. Adjourn. – **Terry Arps made a motion to adjourn, 2nd by Jeff Schwarzmeier. The Vote: All (4) Yes.**

Minutes transcribed by Scherrie Pidcock, Town Clerk



Dawn Shelton <reception@townoflutherok.com>

Confirmation - 2023 Route 66 Revitalization Grant Application

1 message

Smartsheet Forms <forms@smartsheet.odot.org>
To: reception@townoflutherok.com

Fri, Feb 2, 2024 at 2:29 PM

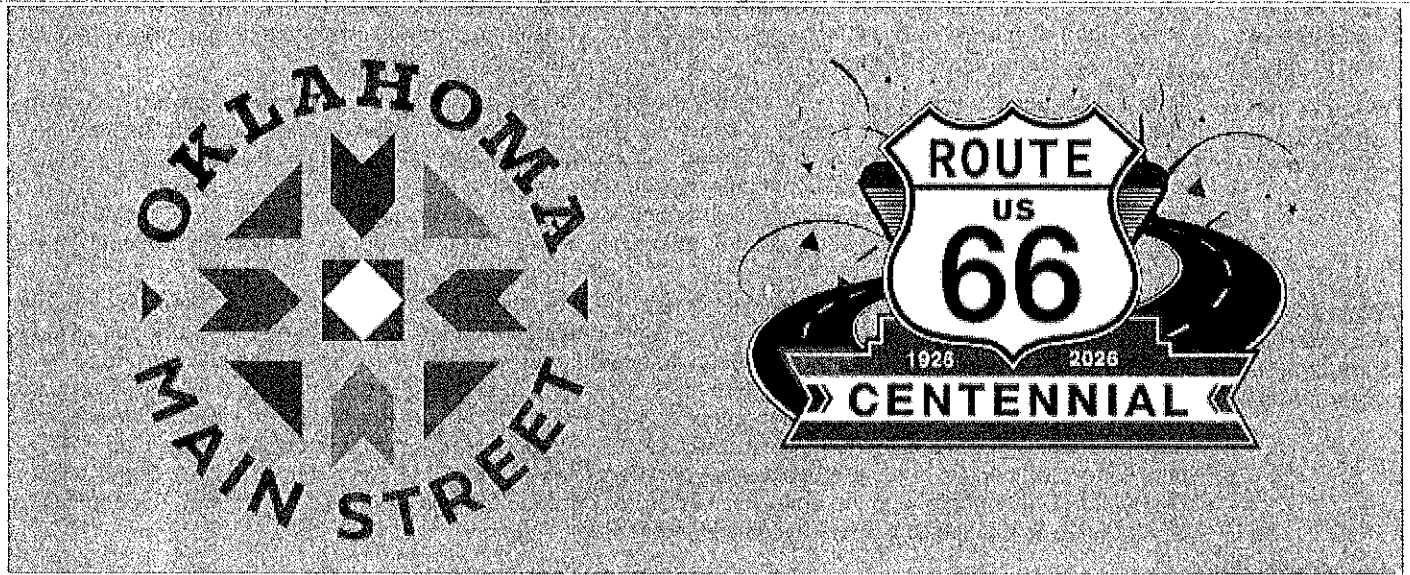
XCEL Office Solutions

Warning: The sender forms@smartsheet.odot.org has never sent any emails to your organization from domain smartsheet.odot.org or has sent suspicious emails.

There is a URL in the email asking for login credentials. It could be a phishing attempt.

[Report Phishing](#) [Remove Banner](#)

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Your 2023 Route 66 Revitalization Grant application has been received. A copy is included below for your records.

2023 Route 66 Revitalization Grant Application

Project Applicant	Town of Luther
Applicant Type	Local Government
Contact Person	Scherrie Pidcock
Sponsor Address	108 S Main, Box 56, Luther, OK 73054
Sponsor Phone No.	+1 (405) 277-3833
Sponsor E-mail	office@townoflutherok.com
Please list any prior grant experience.	The Luther Town Manager and staff have a combined 20 years of experience in writing, implementing, and reporting grants and over 25 years of municipal experience.
How many staff members or volunteers will be assigned to project?	2

Project Location - Statewide, County, City or Town	Luther
Describe your project is ONE sentence.	The Luther on 66 Lighted Sign Project seeks to boost tourism and instill community pride by evoking nostalgia through a wayfinding landmark on land that was part of the original Route 66 at the iconic pecan orchard.
Describe the project and how it communicates the authentic story of your community or organization	The Luther on 66 Lighted Sign Project is part of the town's strategy to enhance our Route 66 connection to the road, travelers, and community. The Town of Luther and Route 66 have a shared history of prosperity, challenges, resilience, and quirkiness. From the historic importance of the Threatt Filling Station, the quaintness of Main Street, the dramatic Deep Fork River, and the new Route 66 DiscGolfPark within Wildhorse Park - Route 66 travelers have much to explore, and residents have much to cherish. Our project helps communicate this authentically by connecting with travelers and inviting them to explore the area through tourism, agritourism, shopping, dining, and making new friends and memories.
Who is the audience for this project?	The audience for this project includes casual and passionate Route 66 travelers and explorers who will enjoy a new point of interest. The audience also includes local residents who will embrace a deeper sense of pride in their community and our place on the Route 66 map in the State of Oklahoma.
What is the anticipated impact for the state?	With the most miles of any state on Route 66, travelers can spend most of their time in Oklahoma and never experience all there is to offer. Through this grant program, the State of Oklahoma invests in its Route 66 communities to advance their individual appeal and revenue potential that is mutually beneficial to the local community and the state. The Town of Luther is a great example of an area that would be enjoyed by more tourists if they were enticed to leave the road briefly. The Luther on 66 Lighted Sign project will positively impact the state through increased sales tax collections and having more tourism destinations to highlight and promote.
What is the anticipated impact on the community?	Civic groups, alumni, business owners, elected leaders, volunteers, and residents include "signage on Route 66" on any wishlist for our town. Another wish is more options for shopping and eating. The signage is a long-held want because of the belief that its presence, featuring an arrow to Main Street, will entice Route 66 travelers to veer off the road just a bit and explore. The Town of Luther is inspired by signs in similarly situated Route 66 towns that intentionally bind themselves to the highway. With the promise and eventual delivery of more customers, Luther will be a viable location for aspiring and current business owners. Increased traffic brings increased sales, and more businesses and services will open. The Luther on 66 Lighted Sign Project will help draw them here, and the enthusiasm surrounding the new sign will jumpstart the town's marketing advantage with a fantastic new visual to build momentum.
Define success for this project. What, if any, metrics will be put in place to track the outcome? (i.e., attendance numbers, positive media mentions, social media engagement number, volunteer participation, etc.)	Key performance indicators will include increased sales tax revenues, business inquiries, notoriety, and community engagement. Sales taxes are measured monthly and annually, with an expectation of increases during the summer tourist season and locally throughout the year. Licensing, permitting, and economic development assistance will track new business and housing starts. Data will be collected by staff members experienced in analytics of traditional and digital media coverage, state promotions, Route 66 niche media, podcasts and videos, and social media. Community engagement will be tracked by improved numbers of volunteers for community projects and events.
Please list any partnering organizations and the responsibilities they will have in the partnership.	Partnering in the Luther on 66 Lighted Sign Project are the owners of the Orchard on 66, formerly The Couch Pecan Orchard, who have graciously offered a spot of land on Route 66 frontage, strategically located on an old section of Route 66 before it was replaced with the current alignment in 1979. The orchard owners (letter attached) have also committed to maintaining the new landmark. In addition, the Town of Luther has healthy relationships with local nonprofits, including Luther Friends of the Park, Luther Historical Society, and Threatt Filling Station. They all pledge mutual support for local Route 66 projects.
Discuss the sustainability of the project. If long-term funding is	Project sustainability planning is part of the grant proposal. The Town of Luther and the Orchard on 66 will enter into an agreement to host the sign on the orchard property and be maintained by the orchard owners as part of their meticulous care of the orchard. The Town of Luther intends to maintain a service agreement with the selected sign creator to keep the sign working and beautiful.

needed for staff, maintenance, or other needs, explain how this will be addressed in the future.

Who is the current owner of the project's major components and/or location? Mark & Teri Stround, The Orchard on 66.
 Email: mark@seacoastrc.com
 Cell: 405-802-7862

Project Readiness - Known Obstacles Contingency considerations are part of the project proposal. To prevent obstacles and delays, contracts and agreements regarding the land, vendors, and electricity will be secured. In our experience, securing vendors to complete work timely has been an obstacle given the job market, the project size, and other logistics. Receiving this grant award in the first round will provide the most possible time for project completion before the centennial.

Who will own the completed project and who will be responsible for ongoing maintenance? The Town of Luther will own the completed project through a formal agreement with the owners of the orchard who maintain the grounds, and future parking area, while the Town and Luther Public Works Authority will arrange for regular maintenance of the sign, including its aesthetic and operation.





Maintenance Yes

Please provide a narrative justification of expenses. The budget reflects the project's overall cost, including the design and construction of the sign, administrative costs for legal work, construction readiness, maintenance, and utilities. The Orchard on 66 will provide in-kind matching funds estimated at \$20,000 for the cost of frontage and initial maintenance. Other partnerships include OG&E, to power the sign, design services, and Route 66 consulting services from local experts. In addition, the Luther Town Board of Trustees will consider ongoing funding following the major capital expenditure of the sign installation.

Total Requested Funds 77000
Total Match Funds 23000
Project Total 100000

Additional Budget Information

File Attachments

-  **Luther Letters of Support.pdf** (2230k)
-  **Luther News Release Announcing Flood Study on 66.pdf** (313k)
-  **Luther map.pdf** (927k)
-  **Luther Tourism.pdf** (1248k)

**OKLAHOMA ROUTE 66
REVITALIZATION GRANT
2024**

*Creating a
landmark for
Luther, OK*

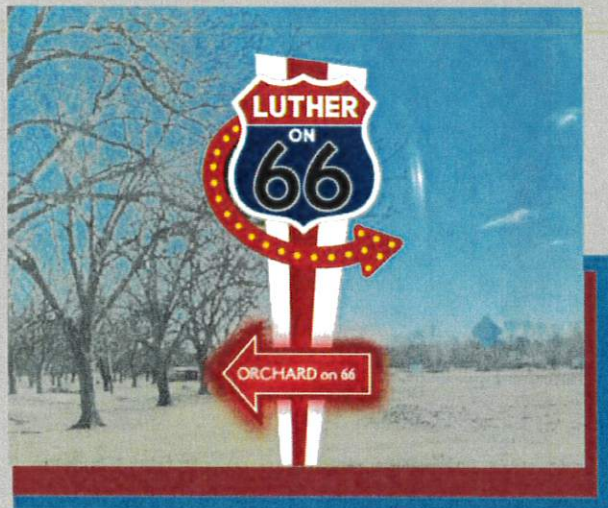
Lighted signs on Route 66 hold significant cultural and historical importance, evoking the nostalgia of Americana and the romance of traveling.

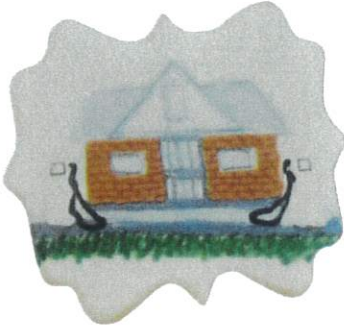
The Luther on 66
Lighted Sign Project
at the ORCHARD ON 66



Final design pending. Not to scale.

Route 66

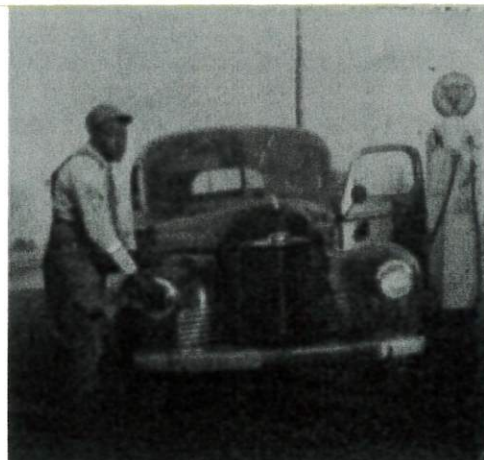




Luther: Growing in Tourism



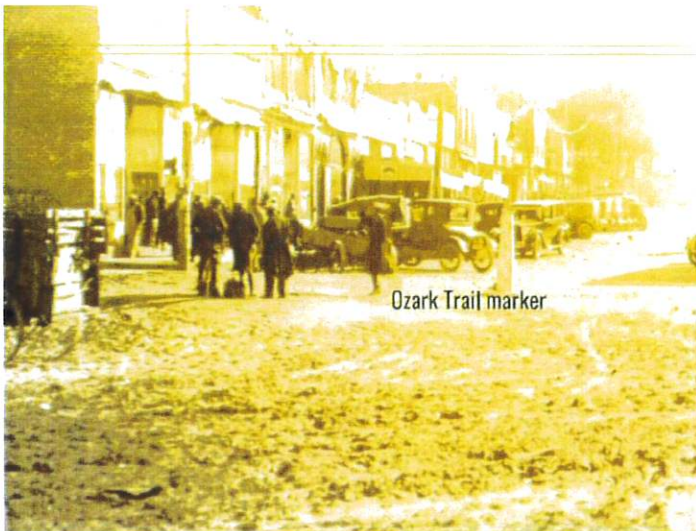
The grant opportunity will make possible a strategic effort to enhance visitors' experiences, draw attention to historic landmarks including the Threatt Filling Station, and spark sustainable economic development in our small town.





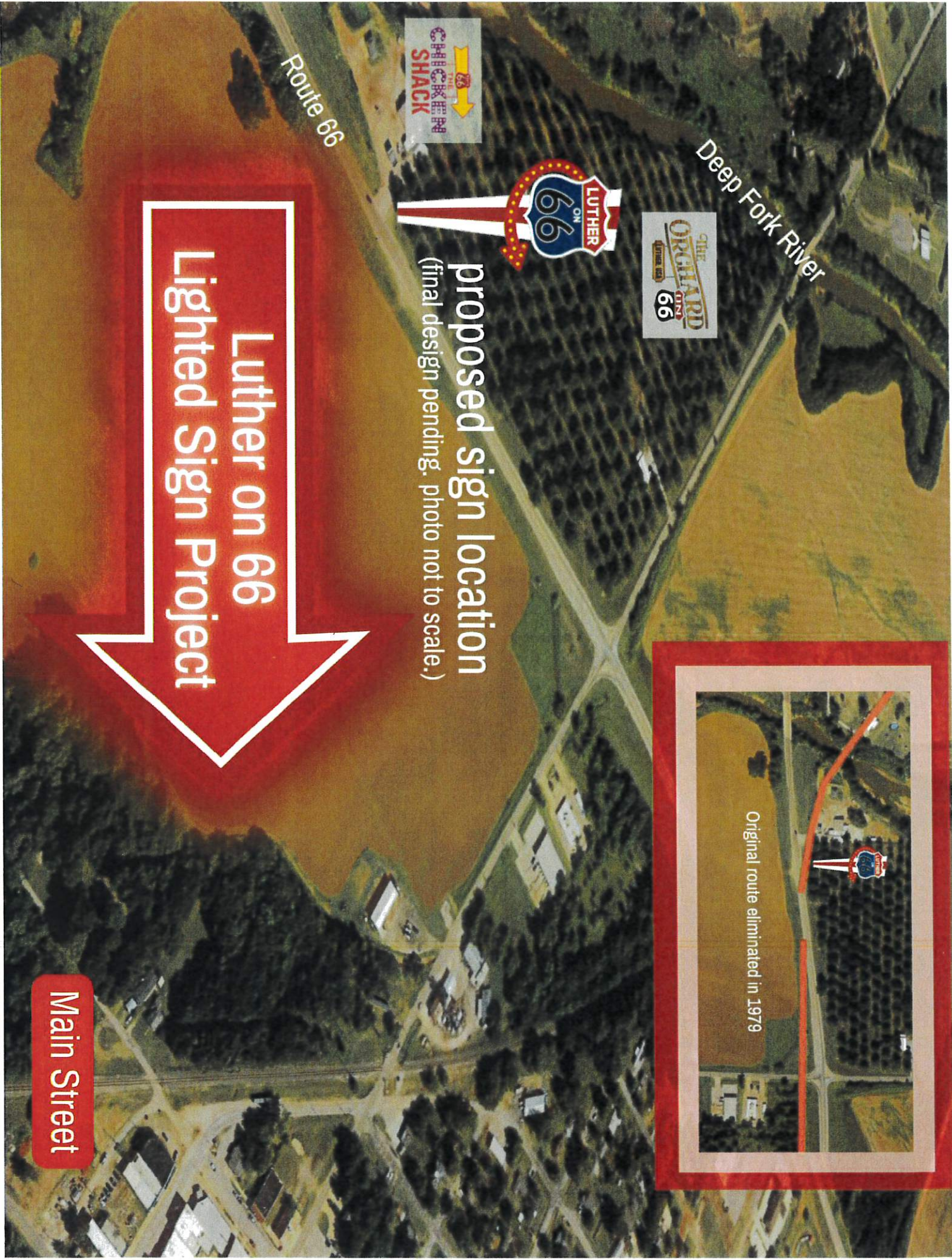
Luther on 66

Luther is poised to capitalize on its Route 66 heritage by building upon successful events, including the Luther Pecan Festival, parades, and Route 66 Oklahoma Midpoint Corridor Christmas events with Luther Who 66. The **Luther on 66 Lighted Sign Project** is the attention-grabber needed to invite travelers to stop, see, and spend.



Ozark Trail marker





Luther on 66
Lighted Sign Project

proposed sign location
(final design pending. photo not to scale.)



Original route eliminated in 1979

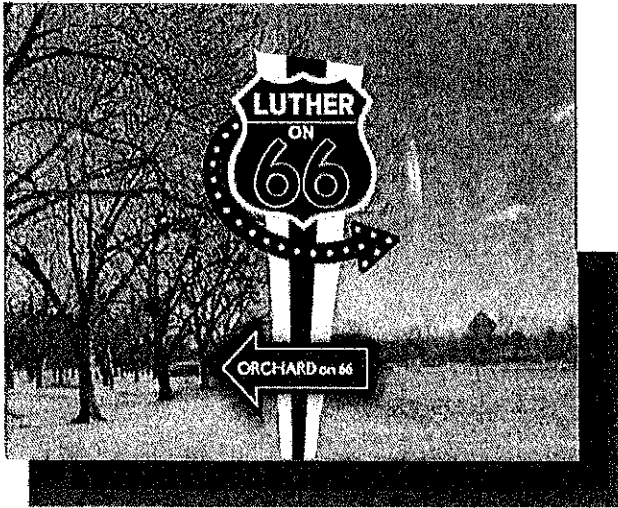
Main Street

Luther on 66 Lighted Sign Project



Google Earth Image





The Luther on 66 Lighted Sign Project at the ORCHARD ON 66

Letters of Support

- | | |
|--|------------------------------------|
| 1. Rep. John George | Oklahoma House District 36 |
| 2. Commissioner Myles Davidson | Oklahoma County District 3 |
| 3. Rhys Martin, president | Oklahoma Route 66 Association |
| 4. Jim Ross, historian & preservationist | Route 66 |
| 5. Mark & Teri Stroud, owners | The Orchard on 66 |
| 6. Edward Threatt, vice chairman | Threatt Filling Station Foundation |
| 7. Denielle Chaney, president | Luther Friends of the Park |
| 8. Pam Simmons, owner | Rustic Farm |

**OKLAHOMA ROUTE 66
REVITALIZATION
GRANT
2024**

Representative John George

State Representative
House District 36
State Capitol, Room 504
2300 N. Lincoln Blvd.
Oklahoma City, OK 73105
Office 405-557-7322
john.george@okhouse.gov



**House of Representatives
State of Oklahoma**

Committees
Public Safety, Vice Chair
Judiciary-Criminal
Tourism
Public Safety Appropriation & Budget

To Whom It May Concern,

Please accept my letter as full support for the Town of Luther to receive the Route 66 Revitalization Grant in order to install a nostalgia-inspired neon sign as a roadside attraction on land that was part of the original road at the Orchard on 66.

According to the Town of Luther's research, the pecan orchard owners are donating land to the project, and they discovered the preferred spot is on the original road that was eliminated in 1979.

Route 66 is nostalgic for many, and Oklahomans and out-of-state travelers alike travel along the route. It is great revenue for the state and a major tourist attraction. This grant would provide a sign that would direct travelers to explore both part of the original road and the Town of Luther. This is vital to bring in revenue for the Town of Luther as well as the state.

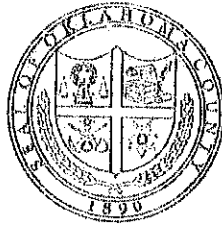
I fully support the Town of Luther receiving this grant, and I respectfully ask for your consideration of this worthy recipient.

If you have any questions or would like further information, please reach out to me at 405-623-5594, or by email at john.george@okhouse.gov.

Sincerely,

A handwritten signature in cursive script that reads "John George".

John George
State Representative
House District 36



MYLES DAVIDSON
OKLAHOMA COUNTY COMMISSIONER
DISTRICT THREE

February 1st, 2024

Oklahoma Route 66 Commission

Subject: Support for the Town of Luther's Route 66 Revitalization Fund Application

Dear Commissioners,

As the Oklahoma County Commissioner for District 3, I am writing to express my support for the Town of Luther's application for the Oklahoma Route 66 Revitalization Fund, specifically for the "Luther on 66 Lighted Sign Project."

This project is a strategic and timely initiative, especially with the upcoming Route 66 centennial. The installation of a nostalgic neon sign on original Route 66 land, near the iconic Chicken Shack site, has the potential to significantly boost local tourism and economic activity. It's an investment that aligns with our shared goals of commemorating Route 66's storied past and leveraging its legacy for future growth.

I commend Luther for their proactive approach and collaborative spirit in bringing this project to life. As we approach the centennial, projects like this are crucial for catalyzing economic development and enhancing the Route 66 experience for all.

I fully support this application and encourage the Commission to recognize its potential impact on the community and the broader Route 66 corridor.

Thank you for considering this endorsement.

Best regards,

Myles Davidson
Oklahoma County Commissioner, District 3



Serving Oklahoma's 400+ miles of Route 66 since 1989

DATE:

27 January 2024

To Whom It May Concern:

The Oklahoma Route 66 Association is proud to support the City of Luther in their work towards creating a new neon sign along Historic Route 66 to help direct travelers to the center of their town.

Some Route 66 travelers hesitate to veer away from the direct lanes of the highway; this means that communities like Luther miss out on the valuable tax revenue. Creating an eye-catching neon sign to entice those travelers to stop in town proper is a great way to encourage those travelers to stop and experience Luther.




Additionally, the Association is very pleased to see Luther working with a local landowner to use property that was once an older alignment of Highway 66 as a part of this project. This is a great way to tell a bigger story and show that Luther takes their heritage as a Route 66 community seriously.

We are very excited about this project and support their application for funds.

Regards,

A handwritten signature in black ink, appearing to read "Rhys Martin".

Rhys Martin
President

-  [Info@oklahomaroute66.com](mailto:info@oklahomaroute66.com)
-  405-258-0008
-  PO Box 35541 Tulsa OK 74153
-  www.oklahomaroute66.com

January 26, 2024

To: Oklahoma Department of Commerce

Subject: Route 66 Revitalization Grant Program Application submitted by the Town of Luther.

Dear Grant Provider:

For many years, the Town of Luther had been searching for a way to install a brightly lit neon sign along Route 66 near the turnoff to their business district, but time and again they have encountered right of way and funding issues. Now, thanks to this grant opportunity and a generous donation of land bordering the right of way, making this much needed enhancement is within reach.

As is the case with many of the smaller cities, tourists must know to make a turn from the main highway to access the downtown area; otherwise, they drive by unaware. This constant loss of visitors is not only an economic detriment, but leaves tourists missing the opportunity to access the many restaurants and shops that will enhance their trip. Almost since the beginning of the route, one of the ways towns have captured some of that Mother Road traffic is to install a neon sign on the route near the entrance road to their business district featuring an arrow. This effectively captures the attention of motorists and prompts them to take a spin through the community.



Luther has much to offer the motoring public, and I can think of no project more worthy. They are halfway there with the land commitment. It is my hope that you will give strong consideration to their grant request so that they may gain better access to those who must be relied upon to help keep their town economically viable.

Thank you for your valuable time.

Sincerely,

Jim Ross, Route 66 Historian and Preservationist

www.jimross66.com

jimross66@att.net

405-464-0051



January 24, 2024

Dear Oklahoma Route 66 Commission,

As owners of the Orchard on 66 in Luther, Oklahoma, we are thrilled by the unprecedented opportunity by our state to invest in Route 66 through the Oklahoma Route 66 Revitalization Grant Program. We give our full support to the efforts of the Town of Luther to install a nostalgia-inspiring lighted sign as an enticing new Route 66 roadside attraction.

We intend to enter into an agreement with the Town of Luther, upon agreeable terms, to provide the land and commit to the ongoing maintenance for the sign to be installed on the orchard's Route 66 frontage. The sign's proposed location is on an original alignment on Route 66 that was replaced in 1979, providing important historical context to Route 66 aficionados. The sign's location near the southwest corner of the 60-year-old orchard will also highlight the town's agricultural contributions to our state's economy.

We encourage the commission to grant this request of the Town of Luther for waymaking signage to enhance our community and encourage economic development that will benefit local small businesses operating on 66, the Town of Luther, and the State of Oklahoma.

We hope the grant will be approved in the first round to ensure the sign is installed well before the centennial in 2026, and will be enjoyed for generations to come.

Thank you,

A handwritten signature in black ink, appearing to read 'Mark & Teri Stroud'. The signature is fluid and cursive, written over a horizontal dashed line.

Mark & Teri Stroud
The Orchard on 66
Luther, OK



DATE

January 30, 2024

TO:

Whom it may concern,

The Threatt Filling Station Foundation is honored to write a letter of support for the grant application submitted for the Town of Luther. The Town of Luther's efforts to celebrate our Route 66 shared history with a neon sign landmark directing travelers to the town's attractions and businesses is important to the traveler's full experience.

The Threatt Filling Station Foundation whole heartily supports the town's strategy to create wayfinding will encourage travelers to explore all of what the area has to offer, some of which is not directly on Route 66. Attractions, including the historic Booker T Washington Park and shops on Main Street that are on the National Historic Register, could be missed by travelers who need enticement to veer off the main route.

The planned re-opening of the Threatt Filling station on the eastern border of town limits, along with neon signage two miles to the west at town proper, will enhance our area's appeal for travelers seeking the history-packed full Route 66 experience.

We are grateful for the resounding support of the current leadership in the Town of Luther to support all the Threatt family's efforts to restore the station. We also note the Town of Luther passed a resolution to honor the legacy of Allen Threatt Senior upon his induction into the Oklahoma Route 66 Hall of Fame in 2022.

Please award the Town of Luther's grant request for neon signage on Route 66 and thank you for all the Oklahoma Route 66 Revitalization Grant program is doing for our state, our town, and our town.

Regards,

Edward D. Threatt

Vice Chairman,
Threatt Filling Station Foundation

- ✉ edthreatt@live.com
- ☎ 405-443-6655
- 📍 21960 E. HWY 66, Luther, OK 73054

LUTHER

FRIENDS OF THE PARK

February 2, 2024

Dear Oklahoma Route 66 Commission:

Thank you for this opportunity for our Route 66 towns to maximize our potential to bring more visitors to Oklahoma. Luther Friends of the Park is a 501(c)(3) organization and has enjoyed working closely with the Town of Luther on grant projects, including successfully acquiring grant funding for our recent Wildhorse Park upgrade project. Our beautiful public park adjoins our new Luther Route 66 DiscGolfPark. Local residents enjoy the public space, and Route 66 explorers are stopping to take road breaks, explore, and play in one of the few public parks on the route in Oklahoma.

The Town of Luther's grant project to establish a neon sign on Route 66 will draw more visitors to our small community and assist with way making to our nearby Main Street, just south of the road. Route 66 is synonymous with NEON, and a tall, bright structure that beckons selfies, invites visitors to explore the town, and fits in with the allure and nostalgia of the Mother Road is the boost our community needs. As volunteer leaders, we fully support the Town of Luther and have confidence in the town staff's efforts to plan, oversee construction, and have a sound maintenance program to care for Luther's new roadside selfie attraction for generations to come.

The mission of Luther Friends of the Park is to improve our community by working together on projects. Our Town has a hard-working team of volunteers, elected officials, and staff who creatively maximize our limited resources. Again, that's why we are so grateful for this funding opportunity. We support the Town's neon sign project and are thrilled to have the Town of Luther's support in our grant application to improve Wildhorse Park.

Sincerely,



Danielle Chaney

President of Luther Friends of the Park



LETTER OF RECOMMENDATION | LUTHER NEON SIGN PROJECT

JANUARY 30, 2024

Oklahoma Route 66 Revitalization Grant

TO WHOM IT MAY CONCERN:

I am thrilled to support the Town of Luther's effort to create a wayfinding sign on Route 66 directing travelers to our Main Street.

My shop, Rustic Farm, is a boutique featuring gifts, antiques, crafts, and history. We are located in the historic Engels Building at 112 S Main Street, added to the National Register of Historic Places in 1980. We opened in 2016 and have enjoyed busy times and weathered dry spells as our small business district grows and contracts. For some time, we have worked to establish impactful signage at Route 66 to draw visitors to our town. However, the cost and difficulty of obtaining the right of way have been serious obstacles.

I am grateful the Town of Luther has chosen this project to support its businesses and to further economic growth, and create jobs, thereby improving the quality of life for our fellow Oklahomans. Thank you for considering the **LUTHER 66 NEON SIGN** project, and THANK YOU for supporting Oklahoma's Route 66 communities!

Sincerely,

A handwritten signature in black ink that reads "Pam Simmons". The signature is written in a fluid, cursive style.

PAM SIMMONS
Owner
Rustic Farm

📞 1405-412-4954

📍 112 S Main, Luther, OK 73054

