CITY OF NORMAN, OK
CITY COUNCIL BUSINESS & COMMUNITY AFFAIRS COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman, OK 73069
Thursday, February 2, 2023 at 4:00 PM

MINUTES

The City Council Business & Community Affairs Committee of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session in the Executive Conference Room on the 2nd day of February, 2023, at 4:00 p.m. and notice of the agenda of the meeting were posted at the Municipal Building at 201 West Gray and on the City website at least 24 hours prior to the beginning of the meeting.

CALL TO ORDER

Chairman Peacock called the meeting to order at 4:00 p.m.

MEMBERS PRESENT:
Councilmember Ward 8 Matthew Peacock (Chair)
Councilmember Ward 4 Helen Grant
Councilmember Ward 5 Rarchar Tortorello

OTHERS PRESENT
Councilmember Ward 2 Lauren Schueler
Councilmember Ward 7 Stephen Holman
Ms. Jamie Meyer, Administrative Technician IV

Agenda Items

1. DISCUSSION REGARDING CRITERIA TO BECOME A CERTIFIED FILM FRIENDLY CITY.

   Presenter: Mr. Dan Schemm, VisitNorman

   Dan Schemm gave a presentation on certifying Norman as a "Film Friendly Community" through the Oklahoma Film and Music Office. Key discussion points included:

Background and Context

- Norman is currently not listed among the certified film friendly communities in Oklahoma.
- In 2023, 18 made-in-Oklahoma films are set for release, none of which were filmed in Norman.
- Notable productions filmed in the state include *Killers of the Flower Moon*, *Tulsa King*, *Reservation Dogs*, and others.

Item 1, continued:

- Films bring significant economic impact, including jobs, hotel stays, dining, and local spending by crews and actors.

Economic & Cultural Benefits

- Film productions generate hundreds of temporary jobs and draw tourism interest.
- Productions such as *Turkey Bowl* and *The Dennis Byrd Story* have been filmed in Norman previously.
- The Film in Oklahoma Act of 2021 expanded state film incentives, raising the rebate cap from $8M to $30M.
- In FY2021, 32 film productions generated $170.4 million in direct impact and created over 11,000 job opportunities statewide.

Certification Process

Becoming a certified film friendly community involves a three-step process:

1. Application submission to OF+MO – completed.
2. Designation of a single point of contact – Stephanie Brickman designated.
3. Adoption of a film-specific permit – currently in progress.
    - The City's existing special event permit needs to be updated to include a checkbox or specific designation for film/television production to fulfill the final requirement.
    - Staff is evaluating permits from other cities (e.g., Bartlesville and Tulsa) to guide this update.

Committee Discussion

- Councilmembers expressed enthusiastic support for pursuing certification.
- Members noted the importance of accommodating film industry logistics, such as multi-day shoots, road closures, traffic control plans, and location coordination.
- Suggestions included:
    - Creating a tiered permitting process for smaller and larger productions.
    - Consulting Tulsa's approach to handling long-term filming and street closures.
    - Ensuring the permit language allows flexibility for diverse types of film projects.
    - Including the Norman Film Festival and community assets in promotional efforts.

Public Relations and Community Recognition

- Upon certification, staff plans to launch a promotional campaign and outreach to local celebrities with Norman ties, such as:
    - Kristin Chenoweth
    - Greg Coolidge (writer of *Turkey Bowl*)
- Additional discussion included highlighting Norman-born talent, athletes, and past national television features (e.g., *MTV Made*, *True Life*, *American Idol*).

Next Steps

- City Staff will update the permit form and coordinate with City Attorney's Office to ensure all concerns are addressed.
- A study session or pre-council conference will be scheduled to brief the full Council.
- A formal action item will follow, potentially via consent calendar or resolution.

Adjournment

Meeting was adjourned at 4:27 p.m.

ATTEST:

City Clerk

CITY OF NORMAN CORPORATE SEAL OKLAHOMA

Mayor