

UNIVERSITY NORTH PARK BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MINUTES

November 4, 2022

The University North Park Business Improvement District Advisory Board met at 10:00 a.m. in the North Park Boardroom at the Embassy Suites Hotel & Conference Center on the 4th day of November, 2022, and notice and agenda of the meeting were posted in the Municipal Building at 201 West Gray Street 24 hours prior to the beginning of the meeting.

PRESENT: Ethan Jordan  
Brad Goodwin  
Barrett Ellis  
Scott Kovalick  
Matt Clouse  
Krystyn Richardson

ABSENT: Dan Quinn  
Mandy Haws  
Jennifer Alexander

STAFF PRESENT: Larry Heikkila, Mayor  
Kathryn Walker, City Attorney  
James Briggs, Park Development Manager  
Sarah Encinias, Legal Admin Tech

1. APPROVAL OF THE NOVEMBER 4, 2022, MEETING MINUTES.

Motion was made by Brad Goodwin and seconded by Krystyn Richardson to accept the Minutes from the November 4, 2022, meeting as submitted. The vote was unanimous to accept the Minutes as submitted.

2. UPDATE AND DISCUSSION REGARDING LEGACY PARK EVENTS AND RESERVATIONS.

James Briggs said a concert was held on October 7 and the annual Norman Parks Winterfest is scheduled for December 10. There will be a concert with performer Adam Aguilar and hot chocolate will be served. They are getting ready for Holiday in the Park and lights will be going up this week.

3. UPDATE AND DISCUSSION REGARDING THE YOUNG FAMILY ATHLETIC CENTER.

Mr. Briggs said the steel is up and the topping off ceremony will be held soon. Construction should now go quickly and the walls should be completely up by March. Digging for the pool has begun and it should be substantially completed by October of next year. It will be about 50,000 square feet.

#### 4. UPDATE AND DISCUSSION REGARDING BID ASSESSMENTS.

Ms. Walker said the ordinance for the assessments was adopted but there are no new updates regarding collections. Some are pending and a couple are for smaller property owners. This will be the second year that the City contributes no TIF funds; all is paid by property owners. The last year for payments is 2023 with those funds going to 2024 funding and expenses. The property has to be completed in order to be assessed. Invoices will go out this week.

#### 5. DISCUSSION RELATED TO POSSIBLE RENEWAL OF THE BID.

Ms. Walker said Mr. Quinn asked that she include this item on the agenda for discussion with the Board to see what members would like to do. Brief group discussion was held with most members agreeing that the Board has increased customer traffic and benefited the area with the additions of entryways, Legacy Park, water display, holiday décor, celebrations, concerts, etc. They would like to see more done in the area (ie. signage, marketing). Members were agreeable to having a group that benefited a certain area much like how VisitNorman benefits the downtown area. Matt Clouse would like to add At-Large seats on the Board.

Mayor Heikkila also expressed satisfaction with the way the area has grown and developed into an activity hub. Krystyn Richardson likes the idea of having digital signage that can be constantly updated. She would also like to have a sound system added so patrons don't have to bring out their own. Dan Quinn sent a note asking that sound and digital signs also be considered. Ms. Walker said Legal staff is looking into modifying the sign ordinance and it will likely impact digital signs.

Ms. Walker said if the BID was continued, assessment funds would be held by the university or master association for expenditures instead of by the City. At least 50% approval of property owners is required to continue the Board and she will reach out to see how many would approve of continued assessment.

#### 6. UPDATE AND DISCUSSION REGARDING POSSIBLE NEW BUSINESSES IN UNP.

Mr. Goodwin said there were many new tenants in the works pending final signature. A restaurant, retail store and entertainment were all possible. He also expects additional new tenants this time next year. Ethan Jordan said incoming businesses included Hideaway Pizza and Guitar Center. Pure Barre and other recently added tenants were doing well with none looking to leave in the immediate future.

Ms. Walker said sales tax collections remain at increased levels and she's still not sure why or what caused this. Mr. Clouse hopes the pool will keep more competitions in the area and increase sports activities. Mr. Briggs said once the Tecumseh multimodal trail is finished, it will connect the area along with the Flood Avenue roundabout completion next year.

## 7. TOPICS FOR FUTURE DISCUSSION.

Mr. Goodwin would like to look into having a shuttle bus of some sort. Mayor Heikkila said city staff were working on trying to figure out how to get a possible bus route in the area to help with transportation to the park. Mr. Jordan said when he was a college student, he frequently rode the bus because he had no car, so he could see how this would help the area.

## 8. MISCELLANEOUS DISCUSSION.

Ms. Walker confirmed having quarterly meetings for next year. Mr. Kovalick said he saw an almost 25% increase in revenue for cities involved in the SEC and he expects this to be similar to what will happen here. He would like to review the current layout for transportation plans for these visitors at some point.

The meeting was adjourned at 10:46 a.m.