

## ECONOMIC DEVELOPMENT ADVISORY BOARD

January 5, 2023

The Economic Development Advisory Board of the City of Norman, Cleveland County, Oklahoma, met in a regular meeting in the Municipal Building Executive Conference room at 201 West Gray on the 5th day of January, 2023, at 8:32 a.m. Notice and agenda of the meeting ere posted at the Municipal Building 48 hours prior to the beginning of the meeting.

### MEMBERS PRESENT:

Ms. Shelley Cox  
Mr. Hossein Farzaneh  
Mr. Josh Hinkle  
Ms. Hailey Hopper  
Ms. Chris Purcell  
Ms. Mayumi Windler  
Mr. Chuck Thompson, Chairman

### MEMBERS ABSENT:

None

### OTHERS PRESENT:

Councilmember Kelly Lynn, Ward Three  
Mr. Lawrence McKinney, Chief Operating Officer, Norman Economic Development Coalition  
Mr. Taylor Johnson, Transit and Parking Program Manager  
Ms. Sara Kaplan, Retail Marketing Coordinator  
Mr. Shawn O’Leary, Director of Public Works  
Mr. Darrel Pyle, City Manager  
Mr. Darry Stacy, Cleveland County Commissioner  
Ms. Kathryn Walker, City Attorney

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### **Item 1. Welcome and introductions.**

Chairman Thompson welcomed everyone to the meeting.

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**Item 2. Approval of the November 3, 2022, meeting minutes.**

Member Hinkle moved that the minutes be approved and the filing thereof be directed, which motion was duly seconded by Member Cox;

Items submitted for the record

1. Norman Economic Development Board minutes of November 3, 2022

and the question being upon approval of the minutes and upon the subsequent directive, a vote was taken with the following result:

YEAS:

Members Cox, Farzaneh, Hinkle,  
Hopper, Purcell, Windler, and  
Chairman Thompson

NAYES:

None

Chairman Thompson declared the motion carried and the minutes approved and the filing thereof was directed.

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**Item 3. Update, discussion and possible action regarding the Norman Economic Development Coalition's incubator project.**

Mr. Lawrence McKinney, Chief Operating Officer, Norman Economic Development Coalition, said the City Council designated \$1 million from American Rescue Plan Act (ARPA) funding to be used for economic development, specifically helping small businesses, incubators, and entrepreneurs through grants with participation from NEDC, Norman Regional Health System (NRHS), Moore-Norman Technology Center (MNTC), Cleveland County, and Norman Public Schools (NPS). He said he is not sure if that money will be accessed through the City of Norman or come directly to NEDC. He said NEDC has a contract on property in a census tract for the incubator project, which is in the inspection phase. NEDC is anticipating closing on the property by January 30, 2023, and renovations would occur soon thereafter with completion by late summer. He said NEDC has interviewed several incubator manager candidates and is working on a partnership with the Innovation Hub at the University of Oklahoma (OU) managed by Mr. Tom Love. The property being purchased is a large facility with meeting rooms, open space, collaborative space, etc., and there are similar facilities in Oklahoma City and Tulsa that help incubate student businesses. Currently, Startup 405 has three businesses in the incubator and once they graduate the program, they will be exempt from income taxes for ten years. He said the new incubator project using ARPA funds will focus on groups directly impacted by COVID.

Chairman Thompson said Cleveland County voted to appropriate ARPA funds and is working through the process that will result in a check to the receiving applicants.

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**Item 4. Presentation from Norman Economic Development Coalition regarding the Team Norman community survey.**

Mr. McKinney said when OU announced its decision to join the Southeastern Conference (SEC), they did not consider the impact to the community and soon formed a committee to discuss possible impacts. After several months of discussion, OU invited input from the Chamber of Commerce, Visit Norman, and NEDC who formed sub-committees to discuss various areas of community impact. He said these groups became “Team Norman” through the SEC Readiness Committee.

Team Norman devised a survey to answer the question of what the community wants and what the community is willing to support and depending on which path was taken, the survey had up to 156 questions. The questions were composed to answer whether the community would support a Community Event Center and based on responses, the SEC Readiness Committee will know whether there is support and how large of a facility could be supported. He said the survey is just an effort to gain information from the community and there are no results yet; however, the survey was distributed to 100,000 people in addition to being on the City of Norman’s website so he expects a lot of feedback. Depending on the survey answers, OU could become a user of the facility, but that is their decision and is not a goal of the survey. He said an application to serve on the Visioning Committee will go live this week on NEDC’s website with an expectation of 150 to 200 people applying to serve on the committee.

Member Hopper asked if the survey question centered on an event venue and Mr. Lawrence said there are many questions about what residents want, but the one goal was to obtain feedback on an event venue. Chairman Thompson said the survey has a lot of questions about what residents currently do and where they go for various venues.

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**Item 5. Update, discussion, and possible action regarding the proposed Parking and Transportation Authority.**

Mr. Taylor Johnson, Transit and Parking Program Manager, updated the Committee on the transit history in Norman and discussed how parking and transit go together. He said parking pay stations have been updated on Campus Corner and around the Cleveland County Courthouse using the same vendor as OU so the transition will be seamless for visitors as well as the community.

Mr. Shawn O’Leary, Director of Public Works, talked about the many parking studies that have been prepared over the past few years, including one by Kimley-Horn that looked at a Parking Authority model for managing parking. He said the Parking Authority would be similar the Central Oklahoma Parking Transportation and Parking Authority (COPTA) in Oklahoma City.

Chairman Thompson discussed how parking would be a part of economic development and serve to revitalize areas.

Mr. Darrel Pyle, City Manager, said timing is everything and as the Regional Transit Authority (RTA) continues to advance, the value of having a group whose full time purpose and function is to focus on getting the most value of the RTA will be invaluable in terms of parking and transit issues.

Item 5, continued:

Member Hinkle said a centralized parking area will support walkability as well, which has also been a goal of the parking studies.

Chairman Thompson said COPTA represents the Oklahoma City region and wondered if the City could join COPTA. He would like to study that idea further and Mr. Pyle suggested inviting a representative of COPTA to a future meeting. Mr. Johnson said he would reach out to COPTA.

Chairman Thompson said he would like to reaffirm its support of a public trust to City Council with the understanding that it would be a new municipal trust. He asked that Staff review other options for potential collaboration with COTPA and bring that information back to the Committee for a final recommendation.

Member Purcell moved to reaffirm EDAB's recommendation to create a Public Parking Authority, which motion was duly seconded by Member Hossein; and the question being upon reaffirming EDAB's recommendation to create a Public Parking Trust Authority, a vote was taken with the following result:

YEAS:

Members Cox, Farzaneh, Hinkle,  
Hopper, Purcell, Windler, and  
Chairman Thompson

NAYES:

None

Chairman Thompson declared the motion carried and EDAB's recommendation to create a Public Parking Authority was reaffirmed.

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**Item 6. Miscellaneous comments.**

None

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**Item 7. Adjourn.**

Member Hossein moved to adjourn the meeting, which motion was duly seconded by Member Shelly; and the question being upon adjourning the meeting, a vote was taken with the following result:

YEAS:

Members Cox, Farzaneh, Hinkle,  
Hopper, Purcell, Windler, and  
Chairman Thompson

NAYES:

None

Chairman Thompson declared the motion carried and the meeting was adjourned at 9:30 a.m.