



CITY OF NORMAN, OK CITY COUNCIL CONFERENCE

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Tuesday, July 28, 2026 at 5:30 PM

MINUTES

The City Council Conference of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session in the Executive Conference Room in the Municipal Building, on Tuesday, July 28, 2026 at 5:30 PM, and notice of the agenda of the meeting was posted at the Norman 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

The Mayor called the meeting to order at 5:30 p.m.

PRESENT

Mayor Stephen Holman
Councilmember Ward 1 David Gandesbery
Councilmember Ward 2 Jacy Deck
Councilmember Ward 3 Robert Bruce
Councilmember Ward 4 Helen Grant
Councilmember Ward 5 Trey Kirby
Councilmember Ward 6 Kyle Steele
Councilmember Ward 7 Kimberly Blodgett
Councilmember Ward 8 Scott Dixon

OTHERS PRESENT

Mr. Darrel Pyle, City Manager
Mr. Jason Olsen, Director of Parks and Recreation
Ms. Kathryn Walker, City Attorney
Mr. Clint Mercer, Director of Finance
Mr. Scott Sturtz, Director of Public Works
Mr. Chris Mattingly, Director of Utilities
Mr. Rick Knighton, City Attorney
Ms. Jamie Meyer, City Clerk

AGENDA ITEMS

1. DISCUSSION REGARDING THE LINDSEY STREET WATER TOWER CONTRACT WITH DR. PEPPER/SEVEN UP, INC.

Presenter: Mr. Jason Olsen, Director of Parks and Recreation

Item 1, continued:

Mr. Olsen, Director of Parks and Recreation, presented the proposed agreement with Dr. Pepper 7Up Inc. for branding the Lindsay Street Water Tower. He explained that staff had worked with Dr. Pepper representatives and legal staff to develop the agreement and highlighted the tower's prominent location near the University of Oklahoma football stadium as an ideal location for a regional tourism attraction. The proposed 10-year agreement would provide the City with \$500,000 in revenue, including an initial payment of \$75,000 to offset painting costs, while allowing Dr. Pepper to display its branding on the tower. Mr. Olsen also reviewed the project timeline, noting the goal of completing the work by October 2026, and described plans for landscaping, lighting, fencing improvements, and future promotional events surrounding the site.

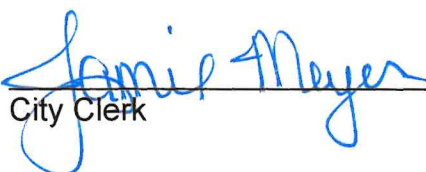
Councilmembers asked questions regarding the lighting requirements, maintenance responsibilities, contract terms, and use of the revenue generated by the agreement. Staff clarified that decorative lighting was not required under the contract and could be scaled back if costs exceeded available funding and confirmed that all revenues from the agreement would be deposited into the Utilities Fund since utility funds were financing the rehabilitation of the tower. Staff also explained that the City would continue maintaining the structure and surrounding grounds, including removing or repairing any vandalism within 15 business days, while partnering with Dr. Pepper on tourism, promotion, special events, and marketing opportunities.

Council discussed the history of the project, noting previous conversations dating back to 2024 regarding whether to demolish, repaint, or repurpose the nearly 100-year-old water tower. Members recalled exploring several concepts, including public art, University partnerships, and other funding opportunities before discussions with Dr. Pepper ultimately led to the proposed agreement. Councilmembers commented that preserving the historic structure while creating a recognizable landmark would provide long-term community benefits and enhance Norman's visibility during football season and other tourism events. Council consensus was supportive of the agreement, recognizing it as an innovative public-private partnership that preserves a historic City asset, generates revenue to offset rehabilitation costs, promotes tourism and economic development, and transforms an unused water tower into a unique community destination.

ADJOURNMENT

The Meeting was Adjourned at 5:50 p.m.

ATTEST:


City Clerk




Mayor Stephen T. Holman