



CITY OF NORMAN, OK
UNIVERSITY NORTH PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY BOARD MEETING

Embassy Suites, John Q. Hammons Boardroom
2501 Conference Drive, Norman, OK 73069
Friday, May 3, 2024 at 10:00 AM

MINUTES

PRESENT

Dan Quinn (Chair), Business Representative
Michael Avery, OU Foundation Representative
Ethan Jordan, Rainier Representative
Scott Kovalick, Hotel Representative
Matt Clouse, Business Representative
Mandy Haws, Business Representative
Krystyn Richardson, Business Representative

ABSENT

Brad Goodwin, UTC Representative
Jennifer Alexander, Hotel Representative

STAFF PRESENT

Kathryn Walker, City Attorney
Jason Olsen, Director of Parks and Recreation
Anthony Francisco, Director of Finance
Chad Vincent, Major, Police Department
Sarah Encinias, Legal Admin Tech

ROLL CALL

A quorum was present.

MINUTES

1. APPROVAL OF THE FEBRUARY 2, 2024, MEETING MINUTES

Motion was made by Matt Clouse and seconded by Ethan Jordan to accept the Minutes from the February 2, 2024, meeting as submitted. The vote was unanimous to accept the Minutes as submitted.

ACTION ITEMS

2. UPDATE AND DISCUSSION REGARDING CRIMINAL ENFORCEMENT EFFORTS IN THE COMMUNITY

Ms. Walker introduced Police Major Vincent whom she invited to speak about this topic. Major Vincent then fielded questions from members about current enforcement measures being taken to discourage criminal activity in the area. Mr. Jordan said there has been a recent increase of vandalism, trespassing, loitering, camping tents, and

arson, and he asked what measures have been or could be taken to prevent these occurrences. Area businesses are also having to deal with abandoned shopping carts, hypodermic needles being left on the ground, and panhandling to customers in drive-thru lanes. There have also been reports of retaliation against a business for reporting criminal behavior against a specific person. In the past, they've tried calling the City Action Line and a community action line but this yields no results, so they're looking for other ways to help resolve these issues.

Major Vincent said he often consults with the Legal Department for help in addressing these complicated, multifaceted issues. At first, PD tried using dispatchers to determine individual needs by phone but this didn't result in meaningful impact. Now officers are dispatched to the location to perform in-person outreach and address any criminal aspects related to the call. A municipal citation can be issued if necessary, and the subject is referred to the City's Community Docket where additional outreach can be performed while also holding them accountable for violation(s). The ultimate goal is to identify repeat offenders. Major Vincent said this method has been the most successful so far but he is always open to suggestions.

Currently, Major Vincent is working with Legal Department staff to start a program that helps businesses understand how to report a trespasser. The business has to provide required documentation, are given a sign to display a warning that trespassers will be reported, and they must agree to sign charges for a reported event. Major Vincent is finding when businesses don't want to sign charges, it's because they're afraid of retaliation.

Once the program is finalized, a notice will be sent to BID members to advise them of this option. A small fee will be charged to supply the sign and help with administrative costs. Members asked if hiring 24-hour security would help and Ms. Walker said the Board could agree to this expense.

3. UPDATE AND DISCUSSION REGARDING LEGACY PARK EVENTS AND RESERVATIONS

Mr. Olsen said the event season has started and will continue until the hot weather arrives. The Legacy Park Fest Battle of the Bands is set for Saturday, June 8, and will have dueling bands competing for a monetary prize. Also scheduled is an international festival that was previously held at Reaves Park. These festivals will include food trucks and various other vendors.

4. UPDATE AND DISCUSSION REGARDING THE YOUNG FAMILY ATHLETIC CENTER

The center is doing well and parking is full on the weekends. There have been basketball and volleyball games as well as regional tournaments. They reached max capacity with standing room only when a viral basketball team played. College coaches are attending games and summer camps have also been held. Over one month, about 75,000 people were in attendance and stayed an average of 2 hours. Hotels are staying full and restaurants and sports clothing stores are seeing an increase in business. A shoe store and coffee shop saw 2 months worth of business in just 2 days.

5. UPDATE AND DISCUSSION REGARDING BID ASSESSMENTS

Liens have been placed on non-paying property owners and the lien is promptly release once the lien has been paid. There are some unpaid liens at this time.

6. DISCUSSION RELATED TO POSSIBLE RENEWAL OF THE BID

Ms. Walker updated the cash flow statement to show \$150,000 intended for the Tecumseh entrance (per Amendment #1 of DA #5) was moved to reserve. This leaves a balance of \$427,796 to be used to maintain the area. Mr. Avery asked what happens to the money if the BID isn't renewed. Ms. Walker said the money is held by the City and disbursed when the BID Board determines its use. Also, the park is maintained by the City, reducing BID expenditure.

Mr. Jordan said he has been talking to a consultation group in OKC to help with the BID renewal process. The cost to start the process with this group is \$12,000 up front for a total of \$37,000 estimated need to complete the process. He then would like representatives of BID members to attend meetings, manage the BID, complete contracts, etc. Mr. Jordan asks if BID monies could be used to pay for the consultant fees and Ms. Walker said she would look into it.

If the BID is renewed and the City is asked to hold BID monies, collect assessments and place property liens, there will be a contract between the BID Board and the City for this mechanism and to include a 2% annual fee charged by the City for admin costs. Once Ms. Walker determines if the consultant can be paid from BID monies, members wish to meet again for a vote to use the money this way. They are aiming to hold a special meeting in late June.

7. UPDATE AND DISCUSSION REGARDING POSSIBLE NEW BUSINESSES IN UNP

Mr. Jordan said a frozen yogurt store is going in next to Target, in the old cell phone repair shop. The cell phone repair shop went to another building. The Brockhaus building is nearing completion and Vision Bank bought a parcel.

8. TOPICS FOR FUTURE DISCUSSION

None.

MISCELLANEOUS COMMENTS

Chair Quinn expressed his gratitude to BID Board members and City staff for the work that was put into the BID during the last 10 years and he looks forward to working with everyone in the future, if and when the BID is renewed.

ADJOURNMENT

The meeting was adjourned at 11:00 a.m.