



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

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

Thursday, November 06, 2025 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 6th day of November, 2025, 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

The Meeting was called to order at 4:00 p.m. by Chair Matthew Peacock

PRESENT:

Councilmember Ward 2 Matthew Peacock (Chair)
Councilmember Ward 4 Helen Grant
Councilmember Ward 6 Joshua Hinkle
Councilmember Ward 8 Scott Dixon

OTHERS PRESENT:

Mayor Stephen T Holman
Councilmember Ward 1 David Gandesbery
Councilmember Ward 7 Kimberly Blodgett
Mr. Anthony Purinton, Assistant City Attorney II
Ms. Beth Muckala, Assistant City Attorney III
Mr. Chris Mattingly, Utilities Director
Mr. Darrel Pyle, City Manager
Mr. Jason Olsen, Parks and Recreation Director
Ms. Sara Kaplan, Business and Community Relations
Mr. Taylor Johnson, Transit and Parking Program Manager
Ms. Kathryn Walker, Assistant City Attorney IV
Ms. Sandra Simeroth, Administrative Technician IV
Mr. Dan Schemm, President and CEO Visit Norman
Mr. Scott Martin, Norman Chamber President
Ms. Maria Nairn, Communications and Engagement Coordinator

AGENDA ITEMS

1. REPORT ON SPECIAL EVENTS ATTENDANCE AND VISITORS.

Mr. Jason Olsen, Parks and Recreations Director, said rain significantly impacted several 2025 festival attendance numbers. Reaves Park had strong visitation during the Medieval Fair 48,000 total, rain impacted Friday and Saturday's attendance. Juneteenth Celebration at Reaves Park had 5,200 visitors and the attendance was impacted by the NBA finals game being the same day. July 4th Fest the park had 17,000 in the park and more around the surrounding areas. Downtown Norman Music Festival had 53,000 visitors and it also rained throughout the weekend. At Andrews Park the Jazz in June event had 7,200 in attendance while the Pride Festival had 4,000 visitors. Mayfair was on Campus Corner with 12,000 visitors and Downtown Fest moved to the YFAC due to weather and had 2,800 in attendance.

Parks have strong attendance during the Spring and drops in peak summer months. Griffin Park had major weekend spikes tied to soccer tournament (Celtic Cup with 250 plus teams). Westwood had strong summer spikes though overall passes were down due to unusually wet season

University North Park remains the most visited shopping area in the Oklahoma City Metro. University Town Center is the most visited in Norman then Sooner Mall, followed by Downtown Norman and Campus Corner.

Mr. Dan Schemm, President and CEO Visit Norman, said from January 1 to October 17, 2025 the percentage of visitors is slightly down versus last year. Total visitor spending is steady, arts and entertainment spending is up five percent, restaurant and retail spending is relatively flat. Top visitor markets are Dallas, Tulsa, OKC, Sherman and Ada. Visitors are primarily going to restaurants, retail, OU campus, Lake Thunderbird and major shopping districts.

Year to date on hotel performance, occupancy is up six percent average daily rate (ADR) is flat. revenue per available rate (RevPAR) is up; hotel demand is up four percent. Short term rentals occupancy is slightly down, ADR up nearly 20% with fewer units on the market. Guest tax revenue FY25 ended with 15% increase over last year, FY26 first quarter is 25% over last year. There was strong improvement supporting arts, parks and Visit Norman marketing

Mr. Schemm, said the football economic impact this season week one Illinois state occupancy 61% like last year's ADR up 10%, short term rental (STVR) occupancy up 7% and ADR Up 44%. Week two Michigan high impact game with occupancy 93-95% and ADR up 57%, Length of stay is up, visitors were highly positive about Norman and had strong retail/restaurant spending. Week three Auburn slightly below last year but still 86% occupancy and ADR \$286 and 59% of visitor spending went to local businesses. Week four Kent State 95-96% occupancy, ADR \$406-\$412. This was parent weekend, and the city had a strong turn out from Texas Parents and the Cart Shuttle pilot from Downtown to Campus Corner it exceeded current cart fleet. Week five Mississippi occupancy 95%, ADR \$311-312, Zartico is still processing spending data for that week. Out of town fans consistently praise Norman's hospitality and staff have strong positive feedback from them.

Moved to Agenda Item 3 due to Parks Board Meeting.

3. DISCUSSION REGARDING THE USE OF BLUE SAFETY LIGHTS AND WEATHER STATIONS IN CITY PARKS.

Mr. Wade Thompson, Parks Manager, said the City Installed the first blue light solar safety towers in late 2020 at Saxon Park the City's Light has just the one button, and it rings straight to the police department, and they know the locations of all the towers. Some cellular reception at the park is unreliable and the tower ensures emergency connectivity. Staff would like to install additional units at Ruby Grant and Sutton Wilderness, but requests have not yet been funded. The cost in 2020 was \$11,000 per unit self-installed and current cost is \$15,000 depending on options and the company recently upgraded the towers from 3G to 4G. Staff can perform routine maintenance (battery-replacement, speaker repair) Staff chose to use the camera options to check for false alarms.

Councilmembers requested data on how often the tower is used

Mr. Thompson said Staff will get that information and come back next meeting.

Mr. Thompson continued with the Weather Stations and said currently the City has three installed, one at Ruby Grant, Saxon Park and Sutton Wildernesses, the towers provide weather data, including Lightning detection, the heat index/Wet-Bulb Globe Temperature (WBGT), precipitation and wind speed and gust. The stations issue audible mass notifications within the park (e.g., Lightning detected within 10 miles) it also sends alerts directly to staff cell phones and the alerts are disabled after 10pm to avoid overnight noise. It is currently not available as a public App but noted the possibility of making weather data available through the City's website or Parks and Recreation App and the City pays a small fee for staff access and system adjustments. The towers help Staff in the summer with the heat index to help keep them from getting dehydrated.

Chairperson Peacock said he sees the benefits in these towers

Item 2. DISCUSSION REGARDING THE PROCESS TO INCLUDE CAMPUS CORNER IN THE CENTER CITY TAX INCREMENT FINANCE DISTRICT.

Ms. Kathryn Walker, Assistant City Attorney, provided background information on the Center City Form-Based Code. She said the CCFBC was adopted in 2017, but Campus Corner was not included. The CCFBC language states that Campus Corner's exclusion would be reconsidered when an adequately sized public parking structure is completed, or an appropriate funding mechanism is approved. Adequately sized is subjective but intended to support higher-density redevelopment envisioned in the CCFBC.

Ms. Walker said Center City Tax Increment Finance (CCTIF) District was established in 2017, was modeled around anticipated infrastructure upgrades required due to higher-density development under the CCFBC. Total project cost limit is \$47.4 million. Campus Corner is inside the CCTIF boundary but not meaningfully included in the project plan because the project plan focused almost entirely on public infrastructure needs identified by Johnson and Associates (water, sewer, storm, streets). She said parking structures were not included, and no dedicated budget exists within the plan for Campus Corner projects.

Item 2, continued.

Ms. Walker said there is growing Council interest in advancing a public parking structure near Campus Corner. The questions that need to be answered are:

- What size and cost would a parking structure require?
- Can it be funded within the existing TIF cap?
- Does the project plan need a major amendment?

Ms. Walker said amendments to CCTIF project plans fall under either a minor amendment (simple ordinance), or a major amendment, which would require the Statutory Review Committee to be reconvened as well as Planning Commission and City Council approval. She said because the plan is tightly tied to the Johnson and Associates infrastructure study and adding a parking structure likely exceeds the 5% cost threshold, Staff recommend treating this as a major amendment to mitigate risk of challenge.

A public parking structure must provide public parking to qualify for TIF assistance. A future Parking Trust may help administer parking operations, but TIF revenues would still be required for financing. Debt issuance could serve as an appropriate funding mechanism under CCFBC language, potentially allowing Campus Corner to be incorporated into the CCFBC sooner.

Parking structures typically cost \$25,000–\$35,000 per space. Concept testing based on the Catlett garage suggests the current surface lot holds 87 spaces. A structured garage on that footprint could provide 500+ spaces over 4 to 5 levels. Ground-floor commercial use could be incorporated if desired.

Councilmembers expressed the priority of bringing Campus Corner fully into the Center City Form-Based Code with emphasis on:

- Ensuring future redevelopment occurs in an urban form, not suburban.
- Possibly creating a Campus Corner specific form within the CCFBC.
- Engaging either Johnson and Associates or an ad hoc committee in the update process.

Questions were raised about water, sewer, and utility capacity if redevelopment increases building height or density. Staff noted Johnson and Associates are already working on updates; additional analysis may be required for Campus Corner.

Parking Structure Purpose and Uses

Council generally expressed strong interest in moving the parking structure forward quickly. It was stated it had the potential to support housing development, extend urban form northward toward Main Street, and consolidate surface parking. Leasing spaces to private developments is permissible, though it may affect bond type (taxable vs. non-taxable).

Ms. Walker said the previous Campus Corner TIF completed improvements on Asp, White, and Buchanan. Remaining needs may include Boyd Street frontage, University Boulevard improvements, and northern extension of Asp upgrades. Council interest is primarily in CCFBC integration, not a long list of new capital projects.

Mayor Holman expressed a strong preference against imposing height limits on Campus Corner redevelopment. Staff confirmed height standards would be part of the CCFBC amendment discussion.

Item 2, continued.

Next Steps for Staff include:

- Develop preliminary parking structure cost and capacity estimates.
- Begin work on a major amendment to the TIF project plan.
- Frame the process for incorporating Campus Corner into the Form-Based Code, potentially with a consultant, or an ad hoc committee.
- Evaluate whether infrastructure needs warrant pursuing a new TIF rather than amending the existing one.
- Bring forward Parking Trust Authority documents as scheduled.

ADJOURNMENT

The Meeting adjourned at 5:16 pm.

ATTEST:


CITY CLERK




MAYOR