



MINUTES

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in Conference in the Executive Conference Room of the Norman Municipal Building on the 26th day of August, 2025, at 5:30 p.m., and notice and agenda of the meeting were posted at the Municipal Building at 201 West Gray Street 24 hours prior to the beginning of the meeting.

CALL TO ORDER

Mayor Holman called the Meeting to Order at 5:30 p.m.

PRESENT

Mayor Stephen T. Holman
Councilmember Ward 1 David Gandesbery
Councilmember Ward 2 Matthew Peacock
Councilmember Ward 3 Bree Montoya
Councilmember Ward 4 Helen Grant
Councilmember Ward 6 Joshua Hinkle
Councilmember Ward 7 Kimberly Blodgett
Councilmember Ward 8 Scott Dixon

AGENDA ITEMS

1. DISCUSSION REGARDING RESOLUTION R-2526-38 BETWEEN THE CITY OF NORMAN AND HEALTHY LIVING CENTER NORMAN, L.L.C.

Mr. Jason Olsen, Director of Parks and Recreation, provided background on the Adult Wellness and Education Center's operating contract. In November 2020 a Request for Proposal (RFP) was issued for a Senior Wellness Center operator. In April 2021 a contract was approved with Healthy Living and Fitness, Inc. (Oklahoma City). May 2023 the contract was reassigned to Healthy Living Center Norman, L.L.C. and finally the Center was opened in November 2023, at which time the name was changed to Adult Wellness and Education Center.

Mr. Olsen said Staff received notification in December 2024 from Healthy Living to form a new Norman-based entity. He said the proposed change is to reassign the contract from the Oklahoma City-based Healthy Living to a Norman-based nonprofit with a local board. No changes are anticipated in staffing, membership, pricing, or operations. He said the City responsibilities under current contract include utility assistance (first 3 years), janitorial services, landscaping, and pool maintenance will remain. He viewed reassignment of the contract as beneficial because the new board will be composed entirely of Norman residents, including community leaders and professionals.

Item 1, continued

Board Governance:

- New entity board members are nominated and serve three-year staggered terms.
- Qualifications: Norman residency or employment in Norman.
- City Manager (or designee) serves as ex-officio member, currently that is the Parks and Recreation Director.

Council expressed support for local control and Norman-based governance. Resolution R-2526-38 is scheduled for Council's consideration on the Consent Agenda later this evening.

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2. DISCUSSION REGARDING OPERATION OF THE CAFÉ AT THE YOUNG FAMILY ATHLETIC CENTER (YFAC).

Mr. Olsen highlighted the background on the Center stating the YFAC opened in February 2024. He said the concession stand was initially operated by Beanstalk Coffee and Snow under Contract K-2324-72 approved in December 2023. By mutual agreement, the contract was terminated June 2025 due to challenges of maintaining a consistent business model in a recreation setting.

Mr. Olsen said Staff proposes to assume operations of the café beginning October 2025. He said the role of the Food and Beverage Coordinator from Westwood will be expanded to include supervisory over the concession at YFAC.

He said the first fiscal year of operation shows an approximate \$290,000 net loss in the overall operations at YFAC, which is expected for new recreation facilities. Café operations are projected to generate \$165,000 in net revenue after \$235,000 in costs (\$400,000 total revenue). He said Staff anticipates gradual improvement toward profitability in three to five years. The Finance Department has reviewed cost estimates and projections; a separate cost center will be established for monitoring.

Mr. Olsen said the menu will include traditional concession items (nachos, hot dogs, popcorn, pizza), sports drinks, fresh fruit, and breakfast options. He said the City's current contract with Coca Cola provides rebates on beverage sales. Staff anticipates partnerships with local businesses (Ray's BBQ, Chick-fil-A, etc.) for prepared foods.

Council expressed appreciation for Beanstalk's service during the first year. Additional discussion included parking challenges, possible parking fees, and long-term facility expansion. Council acknowledged YFAC generates broader economic benefits (sales tax, hotel stays) beyond direct operating revenues.

ADJOURNMENT

The meeting was adjourned at 6:03 p.m.

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ATTEST:

Brenda Hall

City Clerk



SLH

Mayor