

ECONOMIC DEVELOPMENT ADVISORY BOARD

May 4, 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 4th day of May, 2023, at 8:34 a.m. Notice and agenda of the meeting were posted at the Municipal Building 48 hours prior to the beginning of the meeting.

MEMBERS PRESENT:

Ms. Shelley Cox
Mr. Josh Hinkle
Ms. Chris Purcell
Ms. Mayumi Windler
Mr. Chuck Thompson, Chairman

MEMBERS ABSENT:

Mr. Hossein Farzaneh
Ms. Hailey Hopper

OTHERS PRESENT:

Ms. Crystal Romanyszyn, Senior
Vice-President Norman Economic
Development Coalition
Ms. Brenda Hall, City Clerk
Ms. Sara Kaplan, Retail Marketing
Coordinator
Ms. Kathryn Walker, City Attorney

Item 1. Welcome and introductions.

Chairman Thompson welcomed everyone to the meeting.

Item 2. Approval of the January 5, 2023, meeting minutes.

Member Hinkle moved that the minutes be approved, as corrected, 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 January 5, 2023

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

Item 2, continued:

YEAS:

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

NAYES:

None

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

Item 3. Update regarding the Norman Economic Coalition's Incubator project.

Ms. Kathryn Walker, City Attorney, said City Council designated \$1.2 million from American Rescue Plan Act (ARPA) funds to be used for economic development, specifically helping small businesses, incubators, and entrepreneurs through grants with participation from the Norman Economic Development Coalition (EDAB), Norman Regional Health System (NRHS), Moore-Norman Technology Center (MNTC), Cleveland County, and Norman Public Schools (NPS).

Ms. Crystal Romanyszyn, Senior Vice-President Norman Economic Development Coalition (NEDC), said Cleveland County also contributed \$1 million in ARPA funding to NEDC and NEDC purchased the Copelin Office Supply building in Downtown Norman to renovate into suitable space for incubator projects. She said the facility plans to open with 20 businesses once it has been renovated at an estimated cost of \$1.8 million.

Mr. Chuck Thompson, EDAB Chair, said the building is located in a qualified census track, which was required for use of ARPA funds. The Copelin building appraised for \$1.65 million and that is what NEDC paid for the building. He said a couple of tenants who will be occupying space in the building are planning to contribute grant money for the renovations. He said the City will receive quarterly and annual reports to ensure applications meet ARPA guidelines. He said he would be interested in a presentation from City Staff regarding ARPA reporting guidelines for NEDC.

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Item 4. Presentation regarding the One Norman Visioning Process.

Ms. Romanyszyn said top issues discussed during the Norman Stakeholder Summit included affordable housing/housing security; business retention and expansion; investment to attract and create high-quality jobs; quality of life improvements; NORMAN FORWARD Projects; and zoning to create mixed-use neighborhoods. Discussion of vision topics included government; infrastructure; private sector leadership; education; quality of life; and economic development.

Item 4 continued:

The foundation for the Visioning process includes unique opportunities as follows:

Government – equity in placemaking; diversified revenue sources; cooperative ownership of shared spaces; fiscal sustainability; zoning to create neighborhoods with mixed use development pockets; consistent planning and execution; centralized resource center to support community; collaboration between City, University of Oklahoma (OU), and County; homeless/social services; unified planning process with City and OU; and incentive occupied property.

Infrastructure – safe, secure, long-term water supply; public housing, homeless shelter, affordable public transportation without raising taxes; public transit and infrastructure; investment in public plan for traffic; build public transportation and plan for traffic; varied transportation; and stormwater infrastructure.

Private Sector Leadership – foster diversity, exposure to different cultures, business models, and thought; affordable housing for the workforce at all levels; mixed-use development; enhanced civic involvement; sense of civility; re-envisioning Central Norman; and multi-family housing.

Education – known for best education pre-kindergarten through 12th grade; investment in public education; and support of public education (teachers, staff, programs).

Quality of Life – public safety; Norman's version of Maps Projects (NORMAN FORWARD); food deserts, more accessible access to stores and nutrition; family focused; access to affordable and ongoing healthcare; walkable Main Street with greenbelts; entertainment areas to include an entertainment venue; recreational activities; historic preservation/balanced growth; be more Norman; and environment/protect rural life.

Economic Development – retention of businesses and OU students; redevelop some older areas; generate more sales tax; incentive development in lower-income areas; workforce development; quality jobs that pay livable housing wages; build desirable targeted eastside development with unique retail; investment to attract and create high quality jobs; community development (MAPS model); ecotourism; and tourism/capitalize on natural assets.

Chairman Thompson said there is a difference between work force affordable housing and low income affordable housing. The federal government considers housing to be affordable if a family spends no more than 30% of its income on its housing costs, including utilities. Workforce housing is housing for the occupations needed in every community, including teachers, nurses, police officers, fire fighters, and many other critical workers. In many communities, there is a mismatch between where these jobs are located and where affordable homes are located, which is a difficult situation for both working households and employers.

Member Cox asked if there is a range of income and Ms. Romanyszyn said median household income is \$58,000 with one-third being contributed to housing. She said \$1,500 a month for housing it not much.

Item 4, continued:

Items submitted for the record

1. Results of ONE Norman Stakeholder Summit

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

Ms. Walker said the Economic Development Advisory Board (EDAB) was created in 2014 with an initial task list assigned by Council, including financing mechanisms for Campus Corner/Downtown Norman parking solutions. The Parking Plan was updated in 2015/2016 with County participation and the City participated in the County's Parking Study in 2017. She said EDAB explored a multi-jurisdictional parking authority to implement, plan, and better manage existing parking with unanimous support.

Ms. Walker said public trusts exist as legal entities separate and distinct from municipal beneficiaries so the City is not liable for trust activity and the Trust is not liable for City activity. They also exist for the public benefit and acts on behalf and in furtherance of a public function. A Trust may issue debt, commit to long-term financial obligations, and the sale of real or personal property. A Trust may also exercise the power of eminent domain.

Public trusts operate under the Authority of a Board of Trustees; creates a fiduciary relationship; Trustees hold the title to property and act as authorized in relation to the property for the benefit of another; field an annual report with each beneficiary; have annual audits filed with the State Auditor and each beneficiary; uses competitive bidding for construction, labor, equipment, material, or repairs; must comply with Open Record Act and Open Meetings Act; and requires two-thirds approval of the governing body of the beneficiary before issuing debt or entering into financial obligations for real or personal property.

To create a public trust, Council would adopt a resolution approving the trust indenture and accepting beneficial interest in the trust. The document would be filed with the County and Secretary of State and a notice of creation would be filed with the State Auditor.

Ms. Walker said current City public trusts include Norman Municipal Authority – golf course/sanitation/revenue bond debt issuance; Norman Utilities Authority – water and sewer projects; Norman Regional Hospital Authority – Norman Regional Hospital; Norman Tax Increment Finance District Authority – Tax Increment Finance Districts; and Norman Economic Development Authority – citywide economic development projects.

Ms. Walker said Oklahoma City has the Central Oklahoma Transportation and Parking Authority (COTPA) created in 1966 for the purpose to plan, build, and operate a balanced parking and transportation system. COTPA's Board of Trustees include the Mayor, City Manager, Finance Director, five trustees appointed by the Mayor and approved by Council (one must live outside of Oklahoma City), and the administrator of COTPA is appointed by the City Manager and approved by the Trustees.

Item 5, continued:

The City of Tulsa has the Tulsa Parking Authority created in 1963 to promote acquisition, construction and operation of parking facilities within Tulsa. The Board of Trustees include a Mayor designee, four Mayoral appointees with Council's approval, and operates the off-street parking (garages and lots) while parking meters are managed by the City of Tulsa.

The proposed Parking and Transit Authority's purpose will be to plan and administer any public parking and transit systems and facilities, administer and provide funds for actions related to public parking and transit systems and buildings or other properties, and acquire all physical properties needed to furnish and provide such services.

The Parking and Transit Authority's proposed governance will be similar to other Norman trusts with Council as Trustees, City Manager as General Manager, and the City as the sole beneficiary. The Parking and Transit Authority would follow the same policies as the other public trusts requiring Trustee approval.

Possible revenues could include public transit sales tax revenue; grants; parking meter revenue (projected to total \$220,000 in FYE 24); and parking enforcement revenue (approximately \$234,980 in FYE 22). Possible expenses include Staff; internal operations; purchase, renovation of real property; purchase and maintenance of equipment; and contract services (EMBARK, transit plan, etc.). A dedicated sales tax plus Federal Transportation Authority (FTA) funding could be designated to cover these expenses.

Items submitted for the record

1. PowerPoint presentation entitled, "Proposed Parking and Transit Authority," dated April 20, 2023
2. Draft Trust Indenture Creating the Norman Parking and Transit Authority

Item 6. Miscellaneous comments.

Chairman Thompson said at the next meeting, EDAB would like an update on ARPA reporting for the NEDC incubator, review of previous parking studies, and an update regarding the Southeastern Conference (SEC) Readiness Committee progress.

Item 7. Adjourn.

The meeting was adjourned at 9:33 a.m.