CITY OF NORMAN, OK
ECONOMIC DEVELOPMENT ADVISORY BOARD
SPECIAL MEETING

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

Thursday, December 03, 2026 at 10:00 AM

AGENDA

The Economic Development Advisory Board of the City of Norman, Cleveland County, State of Oklahoma, will meet in Regular Session in the Executive Conference Room at the Municipal Building, on Thursday, December 03, 2026 at 10:00 AM 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.

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, relation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please call 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

ROLL CALL

MINUTES

1. CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD MINUTES FROM THE SPECIAL MEETING OF MARCH 18, 2026.

ACTION ITEMS

2. DISCUSSION AND POSSIBLE RECOMMENDATION TO CITY COUNCIL REGARDING THE PROPOSED CONTRACT FOR SERVICES BETWEEN THE CITY OF NORMAN AND THE CLEVELAND COUNTY ECONOMIC DEVELOPMENT COALITION.

3. DISCUSSION REGARDING THE 2027 MEETING SCHEDULE OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD.

MISCELLANEOUS COMMENTS

ADJOURNMENT

CITY OF NORMAN, OK
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING - SPECIAL MEETING

Development Center, Room A, 225 N. Webster Ave., Norman, OK 73069
Wednesday, March 18, 2026 at 9:30 AM

MINUTES

The Economic Development Advisory Board of the City of Norman, Cleveland County, State of Oklahoma, met for a Special Meeting in Conference Room A at the Development Center building, Wednesday, March 18, 2026 at 9:30 AM 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 48 hours prior to the beginning of the meeting.

PRESENT
Chuck Thompson, Chair
Mayumi Windler
Shelley Cox
Hailey Hopper

ABSENT
Scott Christian
Hossein Farzaneh

STAFF PRESENT
Darrel Pyle, City Manager
Kathryn Walker, Assistant City Attorney
Jamie Meyer, Interim City Clerk
Sarah Encinias, Legal Administrative Technician

ROLL CALL

Chairperson Thompson called the meeting to order at 9:34 a.m. A quorum was not present until 9:40 a.m. when Ms. Hopper arrived.

MINUTES

1. CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF THE MEETING MINUTES OF NOVEMBER 24, 2025.

   A vote was not initially taken due to the absence of a quorum at the time this item was discussed. Once a quorum was present, Ms. Cox made a motion to approve the meeting minutes. The motion was seconded by Ms. Hopper. Chairperson Thompson called for a vote and it passed unanimously.

ACTION ITEMS

2. DISCUSSION AND POSSIBLE ACTION OF THE PROPOSAL FROM SOONER MALL FOR A SALES TAX REBATE AGREEMENT.

Ms. Walker reviewed changes to the proposed term sheet attached to today's EDAB agenda. The rebate of new non-dedicated sales tax revenue (2.3%) generated at the mall in excess of the its annual average (2022-2024) went from 50% to 100%, and the maximum annual rebate would cap at $300,000 as opposed to $500,000. All other proposed terms remained the same as before.

Concerns from the Board included addressing who owns the land surrounding stores who own their space within the Mall, and if terms will address any sale of spaces in the future. They would also like terms to further define what is considered "Property Costs" and to add language to the terms to reset the base from which new sales tax growth is calculated at the time of renewal, if renewal is desired. Members also expressed a preference for a 50/50 split of new revenues with a higher cap so both parties benefit from sales tax revenue growth, or in the alternative, a higher rebate in years 1 -3 to allow for upfront investment, with a declining percentage rebate of new revenues after year 3.

The Board would also like to begin work on a Retail Incentive Policy to recommend to Council if and when similar requests are made in the future.

Ms. Cox made a motion to recommend to continue negotiating the term sheet based on discussions in this meeting, specifically, to address concerns about the impact of the agreement on other property owners included in Exhibit A to the term sheet, including if the Sears anchor is sold to another retailer; concerns about issuing a rebate of 100% of sales tax growth, with a preference for a 50/50 split in revenue growth between the Mall and the City with a higher cap of $500,000 or alternatively, a declining percentage that would allow for upfront investment by the Mall while preserving sales tax growth revenue over time for the City. Ms. Windler seconded the motion. Chairperson Thompson called for a vote on the motion and it was adopted unanimously.

ADJOURNMENT

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

CLEVELAND COUNTY ECONOMIC DEVELOPMENT COALITION

Serving Lexington, Moore, Noble, Norman, Slaughterville, South Oklahoma City, and unincorporated Cleveland County

CONTRACT FOR SERVICES
AGREEMENT

This Agreement, effective July 1, 2025, is by and between the City of Norman and the Cleveland County Economic Development Coalition, a private Oklahoma Not-for-Profit Corporation, hereinafter referred to as "CCEDC."

WHEREAS, on the 23rd day of August 1996, the Board of Regents of the University of Oklahoma, the City Council of Norman, and the Board of Directors of the Norman Chamber of Commerce entered into contract K-9697-33 with the Norman Economic Development Coalition, for the purpose of "promoting and recruiting new and existing businesses and industries to the City of Norman"; **and**

WHEREAS, subject to annual funding appropriation by each individual entity, contract K-9697-33 renews automatically on July 1 of the new City Fiscal Year; **and**

WHEREAS, funding for the Coalition has not changed since July 8, 2008, reducing the buying power of the City investment by approximately 49%; **and**

WHEREAS, the partnership between the City and the Coalition has been mutually beneficial and has had many notable successes, including new company announcements, existing business expansions, and new startup company creation, resulting in thousands of jobs and millions in retail spending; **and**

WHEREAS, beginning in Fall 2022, with oversight of the founding investors, the Norman Economic Development Coalition began a comprehensive restructuring of its mission, bylaws, organizational structure, and funding model; **and**

WHEREAS, on September 5, 2024, NEDC began officially operating under the trade name Cleveland County Economic Development Coalition with an expanded countywide mission, structure, and operating model funded significantly by the private sector; **and**

WHEREAS, NEDC, dba CCEDC, wishes to let contract K-9697-33 expire, effective June 30, 2025, and enter into a new City of Norman Contract for Services, effective July 1, 2025, as provided for herein; **and**

WHEREAS, the City of Norman recognizes the value of participating in a comprehensive economic development effort to expand its financial base and increase the quality of life of residents, in partnership with the private sector, other Cleveland County cities, and Cleveland County; **and**

WHEREAS, the City and CCEDC wish to enter into a Contract for Services as provided for herein;

NOW THEREFORE, and in consideration of the mutual covenants and agreements herein, it is stipulated and agreed between the City of Norman and CCEDC as follows:

CLEVELAND COUNTY ECONOMIC DEVELOPMENT COALITION

Serving Lexington, Moore, Noble, Norman, Slaughterville, South Oklahoma City, and unincorporated Cleveland County

1. SCOPE OF SERVICES

A. The CCEDC will serve in an advisory and consultive role in support of the City's economic development objectives, including the production of economic impact reports and cost-benefit analysis, as requested by the City Manager.

B. The CCEDC will engage in industrial and business solicitation activities, the retention of existing businesses and industries, the retention and attraction of talent, and the incubation and acceleration of startup companies through the CCEDC annual business plan reviewed, adopted, and approved by the City Manager as a member of the Coalition Board of Directors.

C. The CCEDC will produce marketing materials and promote City assets, properties, and businesses to the Oklahoma Department of Commerce and Site Selectors through various marketing channels, including www.SelectClevelandCounty.com, as well as state and national trade shows and events.

D. The CCEDC will endeavor to stimulate, encourage, and promote opportunities for collaboration and partnerships with the private sector, other Cleveland County cities, and Cleveland County, to achieve mutually beneficial outcomes.

E. The CCEDC shall make such recommendations and reports to the City as it may deem necessary to further the objectives of the CCEDC and the City.

2. TERM OF AGREEMENT

This initial Agreement shall begin on July 1, 2025, and end on June 30, 2026. This Agreement shall be renewed automatically, and the terms and provisions thereof shall continue in full force and effect for a twelve (12) month period, with provisions for automatic renewal to apply to each successive twelve (12) month period thereafter. However, this agreement is always subject to the annual appropriation of funds by the City.

3. ADDITIONAL CONSIDERATIONS

A. **Indemnification:** As a private entity, the CCEDC shall indemnify and hold harmless the City and its agents and officers from any and all liability from any act performed by the CCEDC.

B. **Termination:** Unless written notice of termination by the City is given at least 90 days in advance of the expiration of this annually renewing contract, it will continue in full force and effect for a twelve (12) month period, with provisions for automatic renewal to apply.

C. **Political Activities**: The CCEDC will not utilize any funding to engage in political activities with the purpose of supporting or opposing a candidate or political party.

D. **Board Seat:** In accordance with CCEDC bylaws, which require a Per Capita investment, the City of Norman is recognized as a Founding Member of the Coalition, at the Doppler Diamond Division level. This level provides the City Manager a Board seat and Nominating Committee position for the duration of this agreement and any renewals, so long as the annual investment is appropriated.

4. FUNDING

In exchange for CCEDC economic development services, the City agrees to invest the sum of $1 per capita, based on the latest Census Bureau Projection ($130,046 as of July 1, 2023), which is subject to annual approval and appropriation, payable within 30 days after executed agreement/renewal.

5. EXECUTION AND COUNTERPARTS

Executed and Adopted upon motion duly made on this _____ day of _____ 2025.

_____	_____
Darrel Pyle	Lawrence McKinney, CEcD, CCE
City Manager	President and CEO
City of Norman	Cleveland County Economic Development Coalition