



AGENDA

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, ACCEPTANCE, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF THE MINUTES AS FOLLOWS:

BOARD OF PARK COMMISSIONERS REGULAR MEETING MINUTES OF FEBRUARY 6, 2025 AND TREE BOARD REGULAR MEETING MINUTES OF MARCH 3, 2025

ACTION ITEMS

2. CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF PREVIOUSLY APPROVED CITY COUNCIL ITEMS
3. CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE REQUEST FROM ROBERT SCAFE TO INSTALL TWO INFORMATIONAL KIOSKS WITHIN THE GARDEN AT COLONIAL COMMONS PARK.
4. CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF THE PROPOSED AIM PARKS, RECREATION AND CULTURE MASTER PLAN
5. CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF PROPOSED WESTWOOD GOLF FEE INCREASE
6. CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE SILO MURAL PROJECT AT GRIFFIN PARK

REPORTS

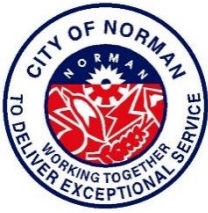
- [7.](#) ANNUAL REPORT FROM WESTWOOD GOLF & GOLF MAINTENANCE
- [8.](#) ANNUAL PRESENTATION FROM THE YOUNG FAMILY ATHLETIC FACILITY
- [9.](#) NORMAN FORWARD UPDATE
- [10.](#) DIVISION UPDATE

MISCELLANEOUS ITEMS

PUBLIC COMMENTS

This is an opportunity for citizens to address the Norman Board of Parks Commissioners. Due to Open Meeting Act regulations, the Commissioners are not able to participate in discussion during public comments. Remarks should be directed to the Commissioners as a whole and limited to three minutes or less.

ADJOURNMENT



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Jason Olsen

PRESENTER: Jason Olsen, Director of Parks & Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF THE MINUTES AS FOLLOWS:

BOARD OF PARK COMMISSIONERS REGULAR MEETING MINUTES OF FEBRUARY 6, 2025 AND TREE BOARD REGULAR MEETING MINUTES OF MARCH 3, 2025

The Norman Board of Parks Commissioners of the City of Norman, Cleveland County, State of Oklahoma, met in a Regular Session in the Development Center Conference Room A, on the 6th day of February 2025 at 5:36 p.m., and notice of the agenda of the meeting were posted at the Development Center Building at 225 N. Webster Avenue and on the City website at least 24 hours prior to the beginning of the meeting.

ROLL CALL

Present: Chair Sheriff and Commissioners Isacksen, Sallee, Usry, and Wright

Absent: Commissioners Davison and Ross and Two Vacancies

City Officials

Present: Jason Olsen, Director of Parks and Recreation
Bethany Grissom, Park Planner
Mitchell Richardson, Recreation Manager
Wade Thompson, Parks Manager
Karla Sitton, Administrative Technician IV

ITEM 1, being:

CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF MINUTES FROM THE DECEMBER 5, 2024 PARK BOARD REGULAR MEETING

Commissioner Isacksen made the motion, and Commissioner Wright seconded to approve the Regular Park Board minutes of December 5, 2024. The vote was taken with the following results:

YEAH: Chair Sheriff and Commissioners Isacksen, Sallee, Usry, and Wright

NAY: None

ITEM 2, being:

CONSIDERATION OF APPROVAL, REJECTION, AMENDED AND/OR POSTPONEMENT OF PREVIOUSLY APPROVED COUNCIL ACTIONS

Mr. Jason Olsen, Director of Parks and Recreation, highlighted the previously approved Council actions pertaining to the Parks and Recreation Department as follows:

- Easement E-2425-14: Permanent Utility Easement Granted by the City to OG&E at Reaves Park
- Contract K-2223-33: With L5 Construction LLC Increasing the Contract Amount by \$56,031 for Various Changes to the Project Design and Unforeseen Site Conditions at the North Base Phase 2 Vehicle Wash Facility Project.
- Contract K-2425-6: An Interlocal Agreement with the Central Oklahoma Transportation and Parking Authority (COTPA) DBA Embark in the Amount of \$35,221.76 to Provide Security Services at the Norman Transit Center and Contract Language Modification Due to the Opening of the City's Vehicle Wash Facility.

ITEM 3, being:

ANNUAL PRESENTATION FROM THE SANTA FE DEPOT

Ms. Shari Jackson, Executive Director of The Depot, highlighted the annual presentation to the Board and provided financials to the Board before the meeting. She said this summer would be the 25th Anniversary of Summer Breeze concerts and that in 2024, 20,000 people would be in attendance. She said an additional 622

attended various concerts at the Depot, and over 22,000 gallery guests attended new artist exhibits, receptions in conjunction with the 2nd Friday Art Walk, and/or art clinics, chats, and workshops. She said she could hire an office manager, which allowed her to expand the gallery hours in the morning and build cabinets to store and lock up supplies and gift shop items. Ms. Jackson said the annual funding received by the City helped The Depot continue to have volunteers open and host passengers boarding Amtrak's Heartland Flyer on evenings and weekends, including providing ticket and parking information and cleaning and stocking bathrooms.

Ms. Jackson highlighted the revenue sources as depot rentals (\$27,587), membership program (\$12,924), program partners/donors (\$37,716), and art and ticket sales (\$39,018). Ms. Jackson said she is working on having future street events and art markets and was thrilled to have the City move the annual Winterfest on Main to the downtown area near The Depot. She said she appreciates all the Park Staff's work at The Depot and with the Summer Breeze Concert Series at Lions Park.

Commissioner Isacksen said the grants listed on the Statement of Activity Report are significantly less than last year. Ms. Jackson said the grants/checks came in late; however, she has an account to track and help with the books in the future. Ms. Jackson said she is happy to report that this is the first time that. The Depot has a \$50,000 surplus in the bank! Chair Sheriff asked whether tickets are sold for comedy night and poetry shows, and Ms. Jackson said poetry shows are free, but tickets are sold for the comedy shows.

The Board acknowledged the presentation.

ITEM 4, being:

CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE REQUEST FROM ALLYSON RINK TO INSTALL A "LITTLE LIBRARY" IN CHERRY CREEK PARK

Ms. Bethany Grissom, Park Planner, said in December 2023, the Board recommended the Parks and Recreation Department begin requiring citizens and local groups to submit applications for requests and/or proposed projects to be installed in City parks. She said Allyson Rink approached the Parks and Recreation Department with a project proposal to install a "Little Library" in November 2024. This installation would consist of a wooden box with an operable door on a wooden post installed in the ground with a metal bracket. The purpose of this installation is to provide a location for people to exchange books freely. Ms. Grissom said "Little Library" locations exist in other parks, including Rotary Park, Oakhurst Park, Lions Park, and Ruby Grant Park. She said staff will assist with determining the exact location in the park for placement and installation to ensure it meets departmental standards.

Ms. Rink said she lives in the Cherry Creek Addition and can check, stock, and re-stock the "Little Library." She said she had done a book drive, and most books have been donated.

It is recommended that the Park Board of Commissioners recommend the Director of Parks and Recreation approve the "Little Library" Project in Cherry Creek Park.

Commissioner Wright made the motion, and Commissioner Isacksen seconded to approve the "Little Library" Project in Cherry Creek Park. The vote was taken with the following results:

- YEAH: Chair Sheriff and Commissioners Isacksen, Sallee, Usry, and Wright
 - NAY: None
-

ITEM 5, being:

CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE SITE DESIGN FOR LINKS PARK

On October 13, 2015, Norman citizens passed the Norman Forward Initiative, which funds various projects through a ½ % sales tax increase over 15 years. The Norman Forward Initiative includes a project to construct new neighborhood parks. One of the new neighborhood parks designated in that initiative is Links Park. The overall NORMAN FORWARD Neighborhood Park Improvement Plan was presented to the Board of Park Commissioners in March 2017 and then to the City Council in May 2017 for approval.

Ms. Bethany Grissom, Park Planner, said in September 2024, surveys were sent out to all residents of the Links Apartment Complex. Residents were given 30 days to complete the survey and return it to the Parks and Recreation Department. Surveys were used to rank the desirability of 11 different park amenities. Park Development staff then spent two months designing a site plan that incorporated as many top-ranking amenities as possible based on the size of the site (approximately 3.6 acres) and overall budget. This neighborhood park will primarily serve the residents of the Links Apartment Complex. No other residential developments are planned or anticipated within the foreseeable future.

Ms. Grissom said on October 13, 2015, Norman citizens passed the Norman Forward Initiative, which funds various projects through a ½% sales tax increase over 15 years. The Norman Forward Initiative includes a project to construct new neighborhood parks. One of the new neighborhood parks designated in that initiative is Links Park. The overall NORMAN FORWARD Neighborhood Park Improvement Plan was presented to the Board of Park Commissioners in March 2017 and then to the City Council in May 2017 for approval. Ms. Grissom said funding for the construction of this park will come from sales tax collected through the Norman Forward Initiative and Park Development fees collected through the issuance of building permits for the Links Apartment Complex. Upon approval of a site design, this project will undergo a bidding process(es), and construction will begin within 10 days of awarded bids. The project is expected to be completed before the end of 2025. This park will also undergo a renaming process led by a sub-committee of Park Board Commissioners, which will occur at a future date.

Chair Sheriff asked what is located on the new park's south side, and staff said it is blank land. Mr. Jason Olsen, Director of Parks and Recreation, said he does not know the zoning for this property; however, if it is currently zoned residential or rezoned to residential in the future, more funding will be available when building permits are obtained. Chair Sheriff said a sidewalk would need to be constructed on the south side of the new proposed park if residential housing is built on this blank land. Commissioner Wright asked whether tables and/or benches would be installed around the proposed trails, and staff said yes. Commissioner Wright asked how many responded to the survey, and staff said 30 to 40 people.

It is recommended that the Park Board of Commissioners recommend the Director of Parks and Recreation approve the site design for a new neighborhood park near the Links Apartment complex.

Commissioner Sallee motioned, and Commissioner Usry seconded to approve the site design for a new neighborhood park near the Links Apartment Complex. The vote was taken with the following results:

YEAH: Chair Sheriff and Commissioners Isacksen, Sallee, Usry, and Wright

NAY: None

ITEM 6, being:

CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF ART RECEPTACLE INSTALLATION AT REAVES PARK

Mr. Mitchell Richardson, Recreation Manager, said a mural receptacle is proposed for Reaves Park to recognize Juneteenth. He introduced Nick Lillard to the Norman Arts Council. Mr. Lillard said the receptacle will serve both functional and artistic purposes, acting as a waste disposal unit while showcasing a mural designed by local artists.

Mr. Lillard said he created the artwork for the Juneteenth event and showed pictures depicting his creation. He said the total budget for the project is \$4,260 without solar lighting and \$7,460 with solar lighting. The project includes material costs, artist compensation, and fabrication, with some fabrication costs being donated by the Norman Art Council. Funding sources and potential sponsorships are being explored to support the addition of solar lighting.

Staff recommends that the Board of Park Commissioners approve the placement of the Juneteenth Mural Receptacle at Reaves Park, with the option to include solar lighting based on funding availability.

Commissioner Usry made the motion, and Commissioner Sallee seconded to approve the placement of the Juneteenth Mural Receptacle at Reaves Park, with the option to include solar lighting based on funding availability. The vote was taken with the following results:

YEAH: Chair Sheriff and Commissioners Isacksen, Sallee, Usry, and Wright

NAY: None

ITEM 7, being:

NORMAN FORWARD UPDATE

Mr. Jason Olsen, Director of Parks and Recreation, said the NF Saxon Park Ad-hoc Committee met in December to review the project's 95% plans and cost estimate. He said staff will bring the Saxon Park Master Plan to the March Park Board meeting for review, and construction is set to begin in Spring 2025. Mr. Olsen said new playground equipment will be delivered and installed soon at William Morgan Park. He said the next playground renovation will be at Northeast Lions Park, and depending on the available budget, staff will also look at renovating either Springbrook or Kiwanis Parks in early 2025.

Mr. Olsen said that in 1975, the City purchased 3.2 acres from the Norman Public School System (NPS) and built recreational facilities at Irving Middle School and Whittier Middle School. The recreational facilities are entirely enclosed by NPS property. In February 2024, the City began using the YFAC for its youth sports programs, and the City's after-school programs and summer camps use only a small portion of the recreation facilities (Irving & Whittier). NPS has agreed to allow the City to continue using them for its after-school & summer camp programs for one dollar (\$1.00) a year. Additionally, the City owns property adjacent to Adams and Eisenhower Elementary, and NPS has agreed to a land exchange for property NPS owns adjacent to High Meadows Park. This land exchange will allow staff to install a new playground in High Meadows Park that is more visible and discourages vandalism.

ITEM 8, being:

DIVISIONAL UPDATE

Ms. Bethany Grissom, Park Planner, said concrete is being installed at the Westwood Golf Driving Range, and the bid for the Alameda stormwater park project is due on February 20, 2025. She said the City Forester

continues working on the Urban Forest Master Plan (UFMP) and has worked with the Steering Committee on a stakeholder list of businesses, community groups, and city government offices. Ms. Grissom said a community/public meeting is scheduled for March 8, 2025, and the UFMP should be completed by September 2025. The Forester continues working on the Community Wildfire Protection Plan (CWPP) and met with the City's contractor, Choleta, who is plugging in vegetative data to enter into a Weather and Climate model. Ms. Grissom said the data would also be entered into a Fire Behavioral Model to determine high-priority areas in Norman, and once identified, will be overlaid with GIS Maps to determine if various structures are located in the high-priority areas. Once the CWPP is completed, the City can apply for grants to identify priority areas and projects.

Mr. Mitchell Richardson, Recreation Manager, said the Daddy Daughter Dance was held on February 1, 2025, at the Young Family Athletic Facility (YFAC) and has received positive feedback regarding the location and the sensory dance. He said Family Game Nights have begun at the Irving and Whittier Rec Centers, and there is an out-of-school camp on February 17, 2025. Mr. Richardson said the 3-3 Basketball League registration has started and will run through the end of March; the Winter Basketball League post-season tournament had 1,300 participants, and the Spring Volleyball League will begin soon.

Mr. Wade Thompson, Parks Manager, said the staff was busy with the recent winter storms, beginning with pretreating City Hall sidewalks and parking lots and assisting other departments with the ice/snow removal on sidewalks and streets. Staff continues removing Christmas decorations and maintaining trees while there is no mowing at this time of year. Mr. Thompson said staff helped with the Daddy Daughter Dance set up and tear down at YFAC and the Reaves Playground repair. He said the staff has been applying pre-emergent for weed control and maintaining mowers for the upcoming mowing season.

MISCELLANEOUS ITEMS

Commissioner Sallee asked about the Council combining the Park Board with other Boards and/or Commissions, and Mr. Jason Olsen, Director of Parks and Recreation, said the first reading to combine the Park Board, Tree Board, and Greenbelt Commission will be on the February 9th Council agenda. He said the second reading will be on the February 25th Council agenda for consideration, and if approved, the newly formed Board of nine members will likely begin meeting in April.

Commissioner Isacksen said she saw the new Parks and Recreation logo at a recent OU game and thought it looked great! Mr. Olsen said P&R videos and promotions will be shown soon at OU games.

PUBLIC COMMENT

None.

ADJOURNMENT

Chair Sheriff adjourned the meeting at 6:57 p.m.

Passed and approved this _____ of _____ 2025

Sherrel Sheriff, Chair

TREE BOARD
Regular Meeting
March 3, 2025

The Tree Board of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session in the Parks & Recreation Conference Room at the Development Center, on the 3rd day of March, 2025 at 4:00 p.m., and notice of the agenda of the meeting were posted at the Norman Municipal Building at 201 West Gray, Development Center at 225 N. Webster and on the City website at least 48 hours prior to the beginning of the meeting.

ROLL CALL

Present: Chair Menzie, Members Barksdale, Fagin, Roux, and Tedder-Lofland

Absent: Members Ackman, Janaway, and Spain

City Officials: Jason Olsen, Parks and Recreation Director
Colin Zink, City Forester
B.J. Brewer, Admin Tech III

ITEM 1, being:

APPROVAL OF THE FEBRUARY 3, 2025 TREE BOARD MINUTES

Chair Menzie made the motion to approve the minutes, Member Barksdale seconded. The vote was taken with the following results:

YEAH: Chair Menzie, Members Barksdale, Fagin, Roux, and Tedder-Lofland

NAY: None

ITEM 2, being:

UPDATE REGARDING THE STATUS OF THE TREE BOARD

Jason Olsen, Parks and Recreation Director, updated the Tree Board on the Parks Board. Mr. Olsen stated that Council has been working to combine various committees with the Parks Board and that the Mayor will nominate two people from the Tree Board and Greenbelt Board to join the five members of the Parks Board. Once the nominations are made, those not selected will receive notification from the City Clerk's office. Moving forward, Mr. Olsen said the Board will be referred to as the Norman Board of Parks Commissioners and Tree Board. Member Fagin asked if the Tree City USA designation will remain in place. Chair Menzie said yes. Mr. Olsen said all the Tree Ordinances will get passed on to Park Board. Member Roux asked if Tree Board will still have a booth at the Earth Day Festival. Chair Menzie said there will be a booth, but it will be a Parks Board booth. Mr. Olsen encouraged those who will be moving on to Park Board to continue with Tree Board initiatives.

ITEM 3, being:

UPDATE ON THE CITY OF NORMAN TREE STORY AND ART CONTEST

Chair Menzie said the Tree Board members could send him their top entries and he will make a decision on the winners.

ITEM 4, being

UPDATE REGARDING THE URBAN FOREST MASTER PLAN

Colin Zink said the first community outreach meeting will be held on Saturday, March 8th at the Adult Wellness Education Center from 10 am to 12 pm to discuss the Urban Forest Master Plan. Mr. Zink said a tree survey will be sent out to people in the community.

MISCELLANEOUS DISCUSSION

Mr. Zink said the contractor, Choleta, went out to various fire stations to get information on identifying high-risk fire areas. Mr. Zink said the next step is to figure out what mitigation plans can be put in place to reduce the likelihood of fires.

ADJOURNMENT

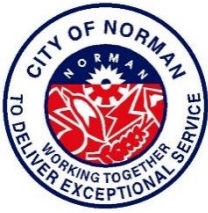
Chair Menzie made a motion to adjourn, Member Roux seconded. The vote was taken with the following results:

YEAH: Chair Menzie, Members Barksdale, Fagin, Roux, and Tedder-Lofland

NAY: None

Passed and approved this _____ of _____, 2025

Don Menzie, Chairperson



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2026

REQUESTER: Karla Sitton, Administrative Tech IV

PRESENTER: Jason Olsen, Director of Parks & Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF PREVIOUSLY APPROVED CITY COUNCIL ITEMS

DISCUSSION:

The City of Norman City Council met March 11, 2025 and March 25, 2025 to consider several items pertaining to the Parks and Recreation Department. Staff has included those previously approved City Council agenda items to keep you informed and up to date.

City of Norman, OK

Municipal Building
Council Chambers
201 West Gray
Norman, OK 73069



Meeting Agenda

Tuesday, March 11, 2025

6:30 PM

DIRECTOR OF PARKS AND RECREATION

City Council, Norman Utilities Authority, Norman Municipal Authority, and Norman Tax Increment Finance Authority

City Council

Austin Ball, Ward 1, Matthew Peacock, Ward 2, Bree Montoya, Ward 3, Helen Grant Ward 4, Michael Nash, Ward 5, Joshua Hinkle, Ward 6, Stephen Tyler Holman, Ward 7, Scott Dixon, Ward 8, Mayor Larry Heikkila.

File Attachments for Item:

1. CONSIDERATION OF ACKNOWLEDGMENT, APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF PROCLAMATION P-2425-16: A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING TUESDAY, APRIL 22, 2025, AS EARTH DAY AND MARCH 22 THROUGH MAY 18, 2025, AS GREEN NORMAN ECOBRATION IN THE CITY OF NORMAN.



**CITY OF NORMAN, OK
STAFF REPORT**

Item 2.
Item 1.

MEETING DATE: 02/10/2025

REQUESTER: Michele Loudenback

PRESENTER: Michele Loudenback, Environmental and Sustainability Manager

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGMENT, APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF PROCLAMATION P-2425-16: A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING TUESDAY, APRIL 22, 2025, AS EARTH DAY AND MARCH 22 THROUGH MAY 18, 2025, AS GREEN NORMAN ECOBRATION IN THE CITY OF NORMAN.

Proclamation

P-2425-16

A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING TUESDAY, APRIL 22, 2025, AS EARTH DAY AND MARCH 22 THROUGH MAY 18, 2025, AS GREEN NORMAN ECO-BRATION IN THE CITY OF NORMAN.

- § 1. WHEREAS, Senator Gaylord Nelson created Earth Day to increase environmental awareness and to highlight devastating effects of pollution to our air, water, and soil to the nation; and
- § 2. WHEREAS, twenty-two (22) million Americans celebrated the first Earth Day on April 22, 1970; and
- § 3. WHEREAS, the City of Norman Parks and Recreation, Utilities, and Public Works Departments have planned a series of events to celebrate this important milestone and provide Norman residents an opportunity to get involved; and
- § 4. WHEREAS, Tuesday, April 22, 2025 marks the 55th Anniversary of Earth Day; and
- § 5. WHEREAS, March 22 through May 18 is recognized as Green Norman Eco-Bration with free activities to be held at various locations across the city; and
- § 6. WHEREAS, the 22nd Annual Earth Day Festival will be held in Andrews Park on Sunday, April 27, 2025, from noon to 5:00 p.m.; and
- § 7. WHEREAS, we encourage the community to come be a part of these free public events and learn new things about the world around us.

NOW, THEREFORE, I, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 8. Do hereby proclaim Tuesday, April 22, 2025, as Earth Day and March 22 through May 18, 2025, as Green Norman Eco-Bration in the City of Norman and encourage our citizens to make a difference in our community: to think, reduce, reuse, recycle, replenish, restore, refresh, replant, rebuild, repurpose and respect.

PASSED AND APPROVED this 11TH day of March, 2025.

ATTEST:

Mayor

City Clerk



City of Norman, OK

Municipal Building
Council Chambers
201 West Gray
Norman, OK 73069



Meeting Agenda

Tuesday, March 25, 2025

6:30 PM

DIRECTOR OF PARKS AND RECREATION

City Council, Norman Utilities Authority, Norman Municipal Authority, and Norman Tax Increment Finance Authority

City Council

Austin Ball, Ward 1, Matthew Peacock, Ward 2, Bree Montoya, Ward 3, Helen Grant Ward 4, Michael Nash, Ward 5, Joshua Hinkle, Ward 6, Stephen Tyler Holman, Ward 7, Scott Dixon, Ward 8, Mayor Larry Heikkila.

File Attachments for Item:

6. CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE MAYOR'S APPOINTMENTS AS FOLLOWS:

ADA CITIZENS ADVISORY COMMITTEE

TERM: 05/28/25 TO 05/28/28, SUE FAVORS, WARD 8

TERM: 05/28/25 TO 05/28/28, DECEMBER AMBOS, WARD 6

BICYCLE ADVISORY COMMITTEE

TERM: 03/25/25 TO 02/13/28, CHIP MINTY, WARD 8

TERM: 03/25/25 TO 02/13/28, AYSHA PRATHER, WARD 5

DEVELOPMENT OVERSIGHT COMMITTEE FOR TIF NO. 2

TERM: 04/10/25 TO 04/10/28, BILL WILSON, WARD 5

TERM: 04/10/25 TO 04/10/28, KURT LEE, WARD 3

BOARD OF PARKS COMMISSIONERS

TERM: 03/25/25 TO 01/01/28, ELLEN USRY, WARD 5

TERM: 03/25/25 TO 01/01/28, KRISTI ISACKSEN, WARD 2

TERM: 03/28/25 TO 01/01/27, MARK NANNY, WARD 1

TERM: 03/28/25 TO 01/01/27, KRISTINA WYCKOFF, WARD 4

TERM: 03/28/25 TO 01/01/27, TODD FAGIN, WARD 2

TERM: 03/28/25 TO 01/01/28, WILL SPAIN, WARD 4



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 03/25/2025

REQUESTER: Mayor Heikkila

PRESENTER: Brenda Hall, City Clerk

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE MAYOR'S APPOINTMENTS AS FOLLOWS:

ADA CITIZENS ADVISORY COMMITTEE

TERM: 05/28/25 TO 05/28/28, SUE FAVORS, WARD 8

TERM: 05/28/25 TO 05/28/28, DECEMBER AMBOS, WARD 6

BICYCLE ADVISORY COMMITTEE

TERM: 03/25/25 TO 02/13/28, CHIP MINTY, WARD 8

TERM: 03/25/25 TO 02/13/28, AYSHA PRATHER, WARD 5

DEVELOPMENT OVERSIGHT COMMITTEE FOR TIF NO. 2

TERM: 04/10/25 TO 04/10/28, BILL WILSON, WARD 5

TERM: 04/10/25 TO 04/10/28, KURT LEE, WARD 3

BOARD OF PARKS COMMISSIONERS

TERM: 03/25/25 TO 01/01/28, ELLEN USRY, WARD 5

TERM: 03/25/25 TO 01/01/28, KRISTI ISACKSEN, WARD 2

TERM: 03/28/25 TO 01/01/27, MARK NANNY, WARD 1

TERM: 03/28/25 TO 01/01/27, KRISTINA WYCKOFF, WARD 4

TERM: 03/28/25 TO 01/01/27, TODD FAGIN, WARD 2

TERM: 03/28/25 TO 01/01/28, WILL SPAIN, WARD 4

Sue Favors, December Ambos, Chip Minty, Aysha Prather, Bill Wilson, Kurt Lee, Ellen Usry, and Kristi Isacksen are reappointments. Marc Nanny, Kristina Wyckoff, Todd Fagin, and Will Spain are new appointments for the newly combined Parks Board/Greenbelt Commission/Tree Board.

File Attachments for Item:

11. CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AND/OR POSTPONEMENT OF RECEIPT OF THE ANNUAL REPORT FROM THE SANTA FE DEPOT TO THE BOARD OF PARK COMMISSIONERS.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 03/25/2025

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AND/OR POSTPONEMENT OF RECEIPT OF THE ANNUAL REPORT FROM THE SANTA FE DEPOT TO THE BOARD OF PARK COMMISSIONERS.

BACKGROUND:

Built in 1909, the Historic Santa Fe Train Depot served continuously until passenger service ended in 1979. During the 1980s, a concerned group of Norman residents oversaw the restoration of the Depot. Listed in the National Register of Historic Places, the Depot resumed its original use in 1999 when passenger service was restored to Norman. After being closed for a short time for additional remodeling, the Norman Santa Fe Depot reopened in 2003 to serve the community as the rail station, an art gallery, and a performance venue, with the Performing Arts Studio as the operator working with the Parks Department to offer these services.

DISCUSSION:

The Santa Fe Depot is an agency that requests and receives annual funding from the City of Norman. The Santa Fe Depot gave its annual presentation to the Board of Park Commissioners on February 6, 2025. Their presentation included information about their events, programming, rentals, and 2023-2024 financials.

RECOMMENDATION:

It is recommended that the City Council accept the Santa Fe Depot's annual report for the 2024 calendar year.

The Performing Arts Studio, Inc. (dba The Depot)

Statement of Activity

July 2023 - June 2024

Item 2.

Item 11.

	TOTAL
Revenue	
General Donations	560.25
Grants	
City of Norman (Amtrack)	11,800.00
Norman Arts Council (NAC)	26,520.00
Oklahoma Arts Council (OAC)	7,000.00
Total Grants	45,320.00
Membership Dues	525.00
Annual Membeship	8,795.00
Monthly Membership	3,603.77
Total Membership Dues	12,923.77
Miscellaneous Income	16.05
Program Support	3,180.00
Corporate/Individual Partnership	23,630.00
Donations (cash/text)	4,493.60
Monthly Partnerships	6,412.63
Total Program Support	37,716.23
Rental Fees	18,311.25
Janitor Fees	2,651.25
Rental Deposit	6,625.00
Total Rental Fees	27,587.50
Sales	262.00
Art Sales	21,372.19
Boutique Sales	1,750.65
Depot Merchandise Sales	1,004.26
Ticket Sales	14,629.05
Total Sales	39,018.15
Tuition	2,118.98
Vendor Fee	1,080.00
Total Revenue	\$166,340.93
Cost of Goods Sold	
Cost of Goods Sold	798.70
Total Cost of Goods Sold	\$798.70
GROSS PROFIT	\$165,542.23
Expenditures	
Conference/Training Fees	1,228.17
Contract Services	2,275.00
Deposit refund	5,488.25

Accrual Basis

425

21

The Performing Arts Studio, Inc. (dba The Depot)

Item 2.
Item 11.

Statement of Activity

July 2023 - June 2024

	TOTAL
Insurance	2,524.99
Health Insurance	8,013.33
Liability/D&O Insurance	4,251.00
Total Insurance	14,789.32
Memberships	150.00
Miscellaneous Expense	780.15
Payroll Expenses	
Director's Salary	15,750.00
Hourly Wages	18,634.15
Salaries	25,833.31
Taxes	5,807.27
Wages	12,410.00
Total Payroll Expenses	78,434.73
Postage	1,766.71
Printing	4,026.26
Professional Fees	
Accountant	1,545.00
Workshop Instructor	1,560.00
Total Professional Fees	3,105.00
Program Costs	
Advertising	163.51
Artist Commissions (65%)	15,956.60
Artist Fees	20,518.20
Equipment Rental	3,423.84
Lodging	971.65
Meals	1,008.47
Permit	612.74
Refreshments	1,202.46
Sound/Technical Services	7,375.00
Total Program Costs	51,232.47
QuickBooks Payments Fees	19.00
Square Fees	1,951.06
Subscriptions	558.24
Supplies	557.60
Amtrack	420.23
Office	890.01
Other	128.13
Total Supplies	1,995.97
Ticket Refund	47.70

The Performing Arts Studio, Inc. (dba The Depot)

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Item 11.

Statement of Activity July 2023 - June 2024

	TOTAL
Utilities	1,924.61
Alarm/Security	630.68
Software/Apps	1,796.49
Telecommunications	2,879.11
Total Utilities	7,230.89
Total Expenditures	\$175,078.92
NET OPERATING REVENUE	\$ -9,536.69
NET REVENUE	\$ -9,536.69

Accrual Basis

427
23

The Performing Arts Studio, Inc. (dba The Depot)

Item 2.
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Statement of Financial Position

As of June 30, 2024

	TOTAL	
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Armstrong Checking	13,279.66	27,465.16
PayPal Bank	0.00	0.00
Petty Cash	200.00	100.00
Total Bank Accounts	\$13,479.66	\$27,565.16
Accounts Receivable		
Accounts Receivable	22,700.00	0.00
Total Accounts Receivable	\$22,700.00	\$0.00
Other Current Assets		
Credit Card Receivables	0.00	0.00
Inventory Asset	0.00	0.00
Payroll Refunds	0.00	0.00
PrePaid Expenses	0.00	0.00
Undeposited Funds	2,654.50	0.00
Total Other Current Assets	\$2,654.50	\$0.00
Total Current Assets	\$38,834.16	\$27,565.16
Fixed Assets		
Furniture and Equipment	22,171.13	20,895.84
Less Accumulated Depreciation	-9,546.00	-9,546.00
Total Furniture and Equipment	12,625.13	11,349.84
Total Fixed Assets	\$12,625.13	\$11,349.84
TOTAL ASSETS	\$51,459.29	\$38,915.00

The Performing Arts Studio, Inc. (dba The Depot)

Item 2.
Item 11.

Statement of Financial Position

As of June 30, 2024

	TOTAL	
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PY)
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	0.00	0.00
Total Accounts Payable	\$0.00	\$0.00
Other Current Liabilities		
Deferred Income	0.00	-21,009.00
Direct Deposit Payable	0.00	0.00
Health Insurance Liability	-89.23	-442.76
Hosted Ticket Sales	0.00	0.00
OK Sales Tax	515.81	390.33
Payroll Liabilities	0.00	0.00
Federal Taxes (941/944)	1,311.64	1,344.16
OK Income Tax	471.50	445.50
OK Unemployment Tax	15.55	16.06
Total Payroll Liabilities	1,798.69	1,805.72
Program Partner Funds	146.94	146.94
Rental Deposit	600.00	0.00
Sales Tax Agency Payable	0.00	0.00
Oklahoma Tax Commission Payable	0.00	0.00
Total Sales Tax Agency Payable	0.00	0.00
Sales Tax Payable	0.00	0.00
Total Other Current Liabilities	\$2,972.21	\$ -19,108.77
Total Current Liabilities	\$2,972.21	\$ -19,108.77
Total Liabilities	\$2,972.21	\$ -19,108.77
Equity		
Opening Balance Equity	0.00	0.00
Unrestricted Net Assets	58,023.77	49,155.20
Net Revenue	-9,536.69	8,868.57
Total Equity	\$48,487.08	\$58,023.77
TOTAL LIABILITIES AND EQUITY	\$51,459.29	\$38,915.00



Narrative of 2023-2024 Annual Activities
Prepared for Norman Parks & Recreation Board

Our Mission, Vision & Values
*OUR VISION: A community connected
through shared artistic experiences*

*OUR MISSION: to create, curate, and present quality arts programs to connect
and enrich our community*

*OUR VALUES: Community,
Creativity, Inclusion, Representation, Intentionality, Quality*

We are Music

The Depot produces Norman’s beloved Summer Breeze Concert Series in Lion’s Park every summer where 1500-2000 of our neighbors bring a picnic and we bring the band. We are also a fantastic listening room for our Depot Concerts featuring the best in touring and local music.

TOTAL AUDIENCES FOR MUSIC: 25,000 (includes Summer Breeze, Concert, Comedy, and Poetry Attendees, and the over 3,000 views of our Depot TV videos on YouTube)



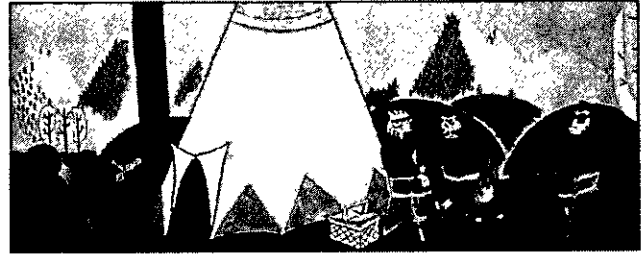
Summer Breeze - In 2024, we entertained our audiences with incredible concerts from local bands Casii Stephan, Em and the Mother Superiors, Caleb McGee, The Imaginaries, Mariachi Orgullo de America and brought touring artists The Sensational Barnes Brothers, and Mouths of Babes, and the latest in our Homegrown series curated by Kierston White of the Tequila Songbirds!

This series continued to draw huge crowds of people of all ages and diverse musical preferences. Lion’s Park is the perfect concert venue and we love the partnership with the City of Norman Parks and Recreation department. The park is always ready for us and we appreciate the support with power, trash

receptacles and trash service. Our Summer Breeze Green Team, which helps collect and transport recyclables from the parks for each concert, has less work to do each year as audiences learn to take home their own trash. We have dramatically reduced the waste left for pickup at each concert. We believe this exemplary behavior and collaborative partnership is an expression of their appreciation for the high quality music and friendly family atmosphere that Summer Breeze provides.

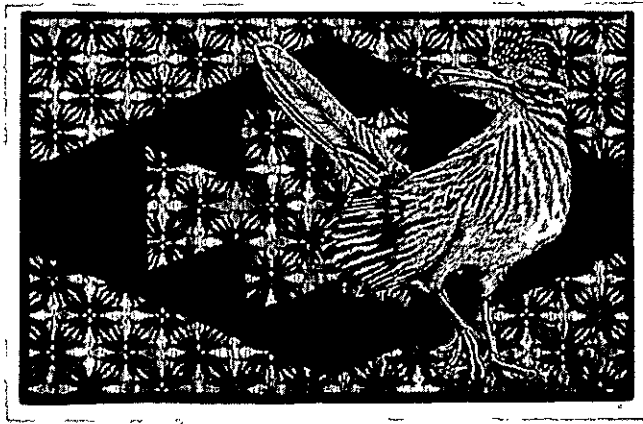


Depot Concerts - Deeply rooted in local connections, and sprinkled with national attention, Depot Concerts continue to showcase the best of what The Depot is about. We are a unique space for a show - in a historic train station, with gorgeous art on the walls, hosting musicians and audiences that are excited to be there. We are continually surprised at the numbers of our guests coming from out of town, and from out of state to see the shows we produce. Our rooms were packed last year with concerts from Beppe Gambetta, a depot favorite and Italian singer/songwriter, Chanda Graham, a must-see in the OKC music scene, our annual holiday show with Miss Brown to You (so popular we did TWO nights in 2024), and Oklahoma favorites like Travis Linville, and Carter Sampson, and touring artists Tony Furtado, Julia Othmer, and The Brother Brothers. Depot Concerts feel like a family of music lovers and sound beautiful in our historic listening room.



EXTANT: INDIGENOUS VISIONS

an all-indigenous artist showcase featuring
Kristin Gentry, Tom Farris and Marwin Begaye



Friday, May 10–Saturday, June 29

Gallery Hours 10am-2pm, Wednesday-Saturday

We are Art. The Depot Gallery hosts Oklahoma artists or artists with strong Oklahoma ties for six exhibits each year in our main gallery. The gallery is free and open to the public. Our gallery has worked diligently over the last 5 years to become the premiere gallery in Norman with annual sales averaging \$20,000 and art provided for viewing for over 25,000 patrons including our gallery guests, rental patrons, train customers, and the groups hosted by our venue. We host solo exhibitions and group shows and 2023 included our first ever "Emerging Artists Show" showcasing the breadth of artistic talent in our community.

- Our gallery in 2023-2024 hosted the works of:
- Joshua Martin - hyper realism artist and Norman resident whose works confound even photographers who don't believe they are painted.
 - Lauri Ketchum - self-described 'cowboy artist' and co-founder of the Cowgirl Artists of America
 - Extant Indigenous Visions with a trio of nationally recognized artists Marwin Begaye, Kristin Gentry and Tom Farris,
 - Gayla Goodell - Norman resident and former designer for the works of Mary Engelbreit whose charming pictures flew off our walls.
 - 'Musicians Who Make Art' with Tim Gregory of Helen Kelter Skelter, guitarist and composer Gregg Standridge, and the spectacular jewelry by Lacey Saunders



We are Education. We offer art clinics, chats and workshops working with the stellar artists who show on our walls and are gearing up to have regular clinics, chats and classes for the 2025-2026 year. The experiences we provide are unique, intimate, and impactful and last year included multiple workshops with inimitable watercolor artist Connie Seabourn and the multi-talented Debby Kaspari.

We are Comedy. Our Third Thursday Comedy Night featuring comedy in a variety of forms from standup to sketch to improv. Our growing audiences are proving to us that our community desperately needs a good laugh.

We are a Community Partner The Depot partners with community organizations who might need headquarters for a festival, a home for a fundraiser, a room for a meeting or space for a classroom including Mardi Gras, Pride Parade, Oklahoma Storyworks, Two Weird Sisters Productions, Sierra Club, Cimarron Opera, Songwriters Association of Norman, Norman Next, , Food & Shelter, Inc, Jacobson House and others. We are also the premiere rental venue in the heart of the Walker Arts District.

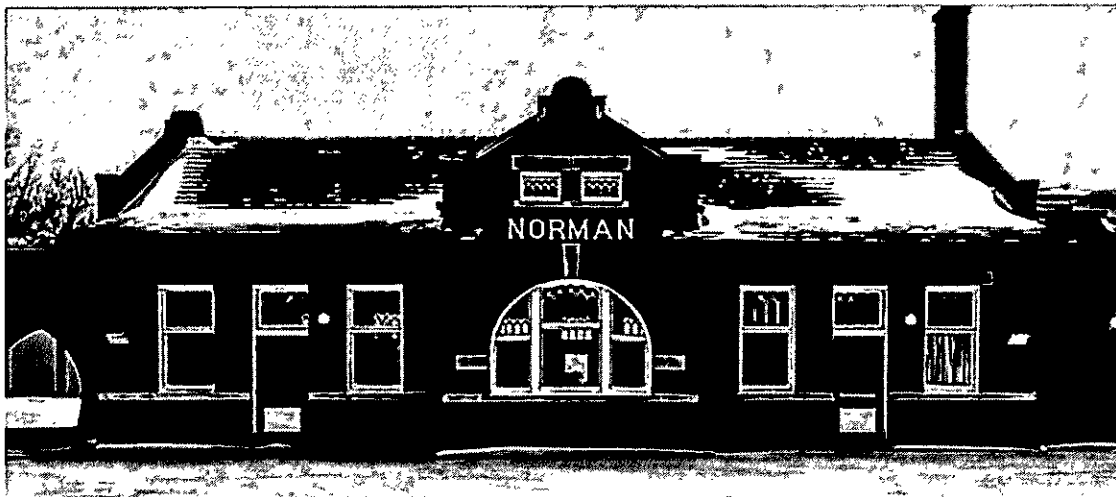


Item 2.
Item 11.



We are Poetry. Our poetry program returned with a reading by Lance Harper to a packed audience and continued in the last fiscal year with quarterly evenings of multiple poets around a theme organized by amazing Oklahoma author, poet, actor and director Paul Austin. The first was Oklahomeography in the fall of 2024 featuring Joey Brown, Ken Hada, and Benjamin Myers. Joey Brown, a poet and a fiction writer who has authored two poetry collections: Her poems and prose have appeared in many journals and anthologies. She was the featured writer of the Oswald Writers Series at the University of South Carolina-Aiken. Ken Hada is the author of eleven books of poetry and the director of the annual Scissortail Creative Writing Festival. Ken Hada received the 2022 Oklahoma Book Award for his collection, Contour Feathers, and many other awards and prizes. Benjamin Myers was the 2015-2016 Poet Laureate of the State of Oklahoma and the recipient of the Oklahoma Book Award for Poetry. He is the author of four books of poetry and his work has appeared in many journals.

We are a Depot. As caretakers of this historic facility, we welcome the opportunity to serve as host to passengers boarding Amtrak's Heartland Flyer from 8 to 9 a.m. - 7 days a week. Hosting consists of ensuring that passengers have required ticket information, luggage tags, parking information and comfortable waiting room with clean, stocked restrooms. This year, the City of Norman provided The Depot with \$11,600 to help cover the costs of providing these services. Volunteers open the Depot and serve as passenger hosts on evenings and weekends. In addition, our staff prints schedules and answers questions daily for potential train customers.



Our social media and YouTube reach have extended our audiences - We reached 118.9k people on Facebook/Instagram with our posts and reels with over 4500 followers and 3200 views of our Depot TV episodes on our YouTube channel.

We believe that the programming we provide through the stewardship of this structure on the National Registry of Historic Places not only aids the growth of Downtown Norman and supports its designation as a cultural district by the Oklahoma Arts Council, but promotes a strong and healthy community and makes Norman a great place to live and visit.

As you hopefully all know, The Depot offers an intimate listening room for concerts and poetry, an art gallery, Summer Breeze Concerts in Lions Park, Depot Comedy and a rental venue for private and community events, plus Amtrak service each morning, all in a beautiful historic building, fulfilling our mission *to create, curate and present quality fine arts programs for the enrichment of our community.*

Audience Numbers:

Summer Breeze - 20,000

Concerts - 622

Gallery Guests (includes rental patrons) - 22,000

Train Passengers - 7,047 passengers boarded the Heartland Flyer at the Depot during the 2023-2024 fiscal year. (this number does not include the patrons who stop by the Depot daily for information about how to book AMTRAK tickets, website assistance, etc.)

REVENUE SOURCES: The Depot is a 501c3, registered as a charitable organization with the State of Oklahoma and the IRS, filing an annual 990 return available on request.

Depot Rental - \$27,5877

Rental revenue is our most important revenue stream to assist in covering the administrative expenses of offering our programs. Rental income must cover salaries, insurance, phone, office supplies and other administrative costs. This was our largest year for rental revenue but doesn't appear to be a trend. Although we saw a record year in 22-23, we saw our rental numbers drop by half in 23-24 and are happy to see them rebounding this year. It seemed to be a market correction after everyone rushed to host events post-pandemic and then slowed down before returning to a more steady stream of event planning.

Rentals Sunday through Thursday are \$100/hour and rentals on Friday or Saturday are \$150/hour. This still keeps us the most reasonable rental venue in town, but allows us to continue to keep pace with inflated costs. Rentals must be a minimum of 2 hours and have an additional \$75 cleaning fee. The nearly 100 chairs, 6 round and 10 rectangular tables are available to use at no additional charge.

Membership - \$12,924

The Depot offers a membership program with a variety of benefits including discounts on art and rentals and members-only events. Membership levels are currently at \$60 for a Basic Membership which includes pre-sale ticket purchases, and a calendar of events. The Premier Membership is \$180 and offers basic benefits and 25% off a Depot rental, a 10% Gallery Discount, and we have added a Sustaining Level Membership that adds the member's name to our listings on Press Releases and Social Media posts.

Program Partners - \$37,716

The Depot's programs are beloved by the community and both in-kind and cash partnerships make up a substantial portion of our program budgets for Summer Breeze, Winter Wind, and the Gallery.

Art and Ticket Sales - \$39,018

In the last fiscal year we sold nearly \$20,000 in art and merchandise (65% going back to the artist), and nearly \$15,000 in concert tickets (80% of which go to the artist)

Responsible Parties: The Depot has an active Board of Directors and 4 part-time employees who accomplish an extraordinary slate of activities with the help of community volunteers.

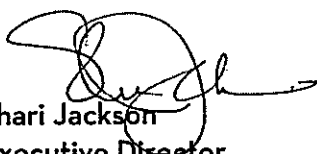
Officers who authorize expenditures:

Michael Duncan, Board Chair
Shari Jackson, Executive Director
Danielle Tipton, Events Director

Danielle and Shari are responsible for keeping the books and working with Board Treasurer Keith Reams to provide reporting to the board and coordinate the timely filing of all payroll taxes and annual 990 filings.

The Depot is extremely grateful to the City of Norman for the use of the beautiful, historic Depot and for paying a percentage of the utilities, without which it is very doubtful The Depot could exist and administer great arts programming for our community. In addition to our work, we remain committed to allowing The Depot to function as a community gathering place for events such as the Norman Music Festival, Mardi Gras, PRIDE Festival, and other community events and organizations. Norman is truly enriched by the support provided by the City for The Depot, as well as the Firehouse Art Center, Sooner Theatre and Moore-Lindsey House, all of which are integral to making Norman such a wonderful place to live.

Thank you for your consideration and attention,



Shari Jackson
Executive Director
The Depot



Board of Trustees

Michael Duncan
Signatory & Can Authorize Expenditures
200 S. Jones Avenue
Norman, OK 73069
mdead@aol.com
2nd Term ends 06/30/27

Keath Reames – Treasurer
Signatory & Can Authorize Expenditures
200 S. Jones Avenue
Norman, OK 73069
Keith.reames@gmail.com
1st Term ends 06/30/2025

Sara McFall
200 S. Jones Avenue
Norman, OK 73069
saraelyria@gmail.com
1st Term ends 06/30/2027

David Whitaker
200 S. Jones Avenue
Norman, OK 73069
daviddwhit@gmail.com
1st Term ends 06/30/2027

Alissa Branch
200 S. Jones Avenue
Norman, OK 73069
alissab100@gmail.com
1st Term ends 06/30/2027

Staff Members

Shari Jackson, Executive Director
Signatory and can Authorize Expenditures
Prepares financial reports and budget
1200 Caddell Lane
Norman, OK 73069
shari@normandepot.org

Danielle Tipton, Events Director
Signatory and maintains books
200 S. Jones
Norman, OK 73069
danielle@normandepot.org

Office Manager
Trinity Slough
200 S. Jones
Norman, OK 73069
trinity@normandepot.org

Gallery Assistant
Joy Andrews
200 S. Jones
Norman, OK 73069
joy@normandepot.org

The Performing Arts Studio, Inc. (dba The Depot)

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2023 - June 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
General Donations	560.25	400.00	160.25	140.06 %
Grants				
City of Norman (Amtrack)	11,800.00	50,700.00	-38,900.00	23.27 %
Norman Arts Council (NAC)	26,520.00	26,752.00	-232.00	99.13 %
Oklahoma Arts Council (OAC)	7,000.00	7,000.00	0.00	100.00 %
Total Grants	45,320.00	84,452.00	-39,132.00	53.66 %
Membership Dues				
Annual Membeship	8,795.00	15,000.00	-6,205.00	58.63 %
Monthly Membership	3,603.77		3,603.77	
Total Membership Dues	12,923.77	15,000.00	-2,076.23	86.16 %
Miscellaneous Income				
Program Support	3,180.00		3,180.00	
Corporate/Individual Partnership	23,630.00	60,000.00	-36,370.00	39.38 %
Donations (cash/text)	4,493.60	4,000.00	493.60	112.34 %
Monthly Partnerships	6,412.63		6,412.63	
Total Program Support	37,716.23	64,000.00	-26,283.77	58.93 %
Rental Fees				
Janitor Fees	2,651.25	3,000.00	-348.75	88.38 %
Rental Deposit	6,625.00	6,000.00	625.00	110.42 %
Total Rental Fees	27,587.50	29,000.00	-1,412.50	95.13 %
Sales				
Art Sales	21,372.19	18,000.00	3,372.19	118.73 %
Boutique Sales	1,750.65	1,892.15	-141.50	92.52 %
Depot Merchandise Sales	1,004.26	875.26	129.00	114.74 %
Ticket Sales	14,629.05	9,600.00	5,029.05	152.39 %
Total Sales	39,018.15	30,367.41	8,650.74	128.49 %
Tuition	2,118.98	1,500.00	618.98	141.27 %
Vendor Fee	1,080.00	850.00	230.00	127.06 %
Total Revenue	\$166,340.93	\$225,569.41	\$ -59,228.48	73.74 %
Cost of Goods Sold				
Cost of Goods Sold	798.70	798.70	0.00	100.00 %
Total Cost of Goods Sold	\$798.70	\$798.70	\$0.00	100.00 %
GROSS PROFIT	\$165,542.23	\$224,770.71	\$ -59,228.48	73.65 %
Expenditures				
Conference/Training Fees	1,228.17	1,228.17	0.00	100.00 %
Contract Services	2,275.00	4,650.00	-2,375.00	48.92 %
Deposit refund	5,488.25	5,200.00	288.25	105.54 %
Insurance				
Health Insurance	8,013.33	15,999.99	-7,986.66	50.08 %
Liability/D&O Insurance	4,251.00	4,500.00	-249.00	94.47 %
Total Insurance	14,789.32	20,499.99	-5,710.67	72.14 %

Accrual Basis

The Performing Arts Studio, Inc. (dba The Depot)

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2023 - June 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Memberships	150.00	200.00	-50.00	75.00 %
Miscellaneous Expense	780.15		780.15	
Payroll Expenses				
Director's Salary	15,750.00		15,750.00	
Hourly Wages	18,634.15		18,634.15	
Salaries	25,833.31	85,202.66	-59,369.35	30.32 %
Taxes	5,807.27	4,558.24	1,249.03	127.40 %
Wages	12,410.00	8,242.00	4,168.00	150.57 %
Total Payroll Expenses	78,434.73	98,002.90	-19,568.17	80.03 %
Postage	1,766.71	1,800.00	-33.29	98.15 %
Printing	4,026.26	3,773.98	252.28	106.68 %
Professional Fees				
Accountant	1,545.00	4,850.00	-3,305.00	31.86 %
Workshop Instructor	1,560.00	1,200.00	360.00	130.00 %
Total Professional Fees	3,105.00	6,050.00	-2,945.00	51.32 %
Program Costs				
Advertising	163.51	163.51	0.00	100.00 %
Artist Commissions (65%)	15,956.60	13,613.72	2,342.88	117.21 %
Artist Fees	20,518.20	23,180.00	-2,661.80	88.52 %
Equipment Rental	3,423.84	4,000.00	-576.16	85.60 %
Lodging	971.65	1,200.00	-228.35	80.97 %
Meals	1,008.47	640.75	367.72	157.39 %
Permit	612.74	386.74	226.00	158.44 %
Refreshments	1,202.46	1,253.19	-50.73	95.95 %
Sound/Technical Services	7,375.00	11,095.00	-3,720.00	66.47 %
Total Program Costs	51,232.47	55,532.91	-4,300.44	92.26 %
QuickBooks Payments Fees	19.00	26.64	-7.64	71.32 %
Square Fees	1,951.06	1,904.64	46.42	102.44 %
Subscriptions	558.24	610.19	-51.95	91.49 %
Supplies	557.60	390.08	167.52	142.95 %
Amtrack	420.23	642.93	-222.70	65.36 %
Office	890.01	3,031.92	-2,141.91	29.35 %
Other	128.13		128.13	
Total Supplies	1,995.97	4,064.93	-2,068.96	49.10 %
Ticket Refund	47.70		47.70	
Utilities	1,924.61		1,924.61	
Alarm/Security	630.68	650.04	-19.36	97.02 %
Electric		1,700.04	-1,700.04	
Software/Apps	1,796.49	2,199.96	-403.47	81.66 %
Telecommunications	2,879.11	3,000.00	-120.89	95.97 %
Total Utilities	7,230.89	7,550.04	-319.15	95.77 %
Total Expenditures	\$175,078.92	\$211,094.39	\$ -36,015.47	82.94 %

Accrual Basis

The Performing Arts Studio, Inc. (dba The Depot)

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2023 - June 2024

Item 2.
Item 11.

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET OPERATING REVENUE	\$ -9,536.69	\$13,676.32	\$ -23,213.01	-69.73 %
NET REVENUE	\$ -9,536.69	\$13,676.32	\$ -23,213.01	-69.73 %

File Attachments for Item:

13. CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2425-63: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND BRAMLETT AND ASSOCIATES MULTIMEDIA, L.L.C., D/B/A BOLD MULTIMEDIA, FOR MARKETING SERVICES IN THE AMOUNT OF \$42,955 FOR THE PARKS AND RECREATION DEPARTMENT, WESTWOOD PARK, AND THE YOUNG FAMILY ATHLETIC CENTER.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 3/25/2025

REQUESTER: Mitchell Richardson, Recreation Manager

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2425-63: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND BRAMLETT AND ASSOCIATES MULTIMEDIA, L.L.C., D/B/A BOLD MULTIMEDIA, FOR MARKETING SERVICES IN THE AMOUNT OF \$42,955 FOR THE PARKS AND RECREATION DEPARTMENT, WESTWOOD PARK, AND THE YOUNG FAMILY ATHLETIC CENTER.

BACKGROUND:

The City of Norman Parks Department established a contractual agreement starting in 2019 with Bramlett and Associates Multimedia LLC, operating as Bold Multimedia (Bold), to support multimedia and marketing initiatives for the Parks Department. The objective is to enhance visibility, engagement, and awareness of the City's various parks, facilities, and recreational programs, including Westwood Park, the Young Family Athletic Center (YFAC), and general Parks and Recreation services. This partnership uses multimedia strategies to promote community engagement and participation effectively.

DISCUSSION:

Contract Summary: Under the agreement, Bold Multimedia will provide a range of marketing services categorized into three main areas, each with specific budget allocations and service requirements.

Parks and Recreation Media: Annual Budget: \$24,955 for up to 500 service hours
Services include social media management, graphic design, email and print newsletters, direct mail campaigns, branding for special events, and signage management.

Westwood Park Media: Annual Budget: \$9,000, varying service hours by season.
Services cover social media, email newsletters, event marketing, radio ads, and other promotional materials specific to Westwood Park facilities and programs at golf, tennis, and the aquatics center.

Young Family Athletic Center (YFAC) Media: Annual Budget: \$9,000 for up to 240 service hours
Services focus on YFAC event promotion, social media, video production, website content, email newsletters, and signage management.

Budget and Compensation: The agreement sets a maximum payment structure, disbursed monthly, ensuring consistent support for marketing efforts while adhering to budget constraints.

Termination Clause: The City or Bold Multimedia may terminate the contract with a 30-day written notice, ensuring flexibility for both parties in case of unforeseen changes or challenges.

Request for Proposal (RFP) 2425-31 ran in the Journal Record and was published on January 16 and 23, 2025. Three marketing agencies provided proposals, and the staff conducted virtual interviews on February 7, 2025.

RECOMMENDATION:

It is recommended that the City Council approve the contract with Bramlett and Associates Multimedia LLC, operating as Bold Multimedia for \$42,995 annually.

MARKETING SERVICES AGREEMENT

This Agreement is a contract, made and entered into this 11th day of March, ²⁰²⁵
 ("Effective Date") by and between the City of Norman, a municipal corporation, hereinafter
 called the "City," and Brammlet and Associates Multimedia LLC, D/B/A Bold Multimedia, an
 Oklahoma limited liability company, hereinafter called "Contractor."

WITNESSETH:

WHEREAS, the City is a Municipal Corporation and maintains business premises at 201 West
 Gray St., Norman, Oklahoma; and

WHEREAS, the City of Norman Parks and Recreation Department ("Parks Department")
 orchestrates and manages many programs and facilities for the City; and

WHEREAS, Contractor desires to assist in marketing services and activities for the City's Parks
 Department and its programs and facilities.

NOW, THEREFORE, in consideration of the mutual covenants and promises herein contained,
 the parties hereto agree as follows:

ARTICLE 1 – TERM

The term of this Agreement shall commence on the Effective Date and terminate no later than
 five (5) years from the Effective Date, each one-year period a "Contract Year," unless earlier
 terminated pursuant to the provisions set forth herein, and subject to sufficient annual
 appropriations by the City.

ARTICLE 2 – SERVICES TO BE PERFORMED BY CONTRACTOR

The Contractor shall perform the Services described in Exhibit A – Parks and Recreation Media,
 Exhibit B – Westwood Park Media, and Exhibit C – Young Family Athletic Center Media.
 Contractor agrees to work with the Parks Department staff to execute the Services. Contractor
 agrees to comply with all applicable federal, state, and local laws, rules, and regulations and all
 policies and procedures established by the City in their performance of the Services.

ARTICLE 3 – COMPENSATION

The City shall pay Contractor for the Services as follows:

1. An amount not to exceed \$24,955 per Contract Year for up to 500 hours of services for
 the Services described under Exhibit A – Parks and Recreation Media. Such amount to
 be paid to the Contractor in twelve (12) monthly installments.

- 2. An amount not to exceed \$9,000 per Contract Year for: 1) ten (10) average hours of services per month from November to February, and 2) twenty (20) average hours of services per month from March to October, for the Services described under Exhibit B – Westwood Park Media. Such amount to be paid to the Contractor in twelve (12) monthly installments.

- 3. An amount not to exceed \$9,000 per Contract Year for up to 240 hours of services for the Services described under Exhibit C – Young Family Athletic Center Media. Such amount to be paid to the Contractor in twelve (12) monthly installments.

ARTICLE 4 – TERMINATION

Either party shall have the right to terminate this Agreement for any reasons provided thirty (30) days written notice is provided.

ARTICLE 5 – INDEMNIFICATION

Contractor agrees to indemnify and hold harmless the City, its officers, agents and employees from and against all liability for injuries or death to persons, legal expense or damage to property caused by Contractor's, its agents or employees performance of the Services under this Agreement; provided, however, that Contractor shall not be liable for injury, damage or loss occasioned by the sole negligence of the City, its agents or employees. Contractor shall indemnify and hold harmless the City, its officers, agents and employees from and against all claims, damages, suits, expenses, liability or proceedings of any kind whatsoever, including, without limitation, Worker's Compensation claims of or by anyone whomever, in any way resulting from, or arising out of, Contractor's acts, omissions or operations under or in connection with this Agreement. This Article 5 shall survive the completion or termination of this Agreement.

ARTICLE 6 – NOTICE

Any notice, demand, or other communication under this Agreement shall be sufficiently given or delivered when it is delivered personally, or within three (3) business days after it is deposited in the United States mail, registered or certified mail, postage prepaid, return receipt requested, to:

City:

Jason Olsen
Director of Parks and Recreation
225 N. Webster Ave.
Norman, OK 73070

Contractor:

Name: Bramlett & Associates Multimedia LLC DBA BOLD Multimedia

Title: Krystyn Richardson, Owner

Address (street): 3812 Havenbrook Circle

Address (city, state, zip): Norman, OK 73072


ARTICLE 7 – MISCELLANEOUS

- 1) *Counterparts*: This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and constitute the same instrument.
- 2) *Severability*: If any provision of this Agreement is determined to be unenforceable, invalid or illegal, then the enforceability, validity and legality of the remaining provisions will not in any way be affected or impaired, and such provision will be deemed to be restated to reflect the original intentions of the parties as nearly as possible in accordance with applicable law.
- 3) *Governing Law; Venue*: This Agreement shall be governed and construed in accordance with the laws of the United States of America and the State of Oklahoma. The venue for any action under this Agreement shall be in the District Court of Cleveland County, Oklahoma or the United States District Court for the Western District of Oklahoma. The parties agree to submit to the subject matter and personal jurisdiction of said court.
- 4) *Entire Agreement; Amendments*: This Agreement constitutes the entire agreement among the parties hereto and may not be amended or modified, except in writing, signed by each of the parties hereto. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.
- 5) *Authority*: Each party hereto has the legal right, power and authority to enter into this Agreement. Each party's execution, delivery and performance of this Agreement has been duly authorized, and no other action is requisite to the valid and binding execution, delivery and performance of this Agreement, except as expressly set forth herein.
- 6) *Relationship of Parties*: This Agreement does not create any partnership or joint venture between the parties hereto, or render any party liable for any of the debts or obligations of the other party. Neither party shall be deemed to be an agent or representative of the other. Contractor will be providing services to the City as an independent contractor and shall not be considered an employee of the City.
- 7) *Assignment*: This Agreement shall not be assigned by Contractor without prior written consent of the City, said consent not to be unreasonably withheld.

- 8) *Intellectual Property*: It is understood between the parties that each party is and shall remain the owner of all intellectual property that it owns or controls as of the Effective Date or that it authors, creates, or develops thereafter.
- 9) *Nondiscrimination*: Contractor agrees that it will not discriminate against any persons on the basis of race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex.
- 10) *Non-Waiver*: No failure on the part of either party to exercise, and no delay in exercising, any right hereunder shall operate as a waiver thereof; nor shall any single or partial exercise by either party of any right hereunder preclude any other or future exercise thereof or the exercise of any other right. The remedies herein provided are cumulative and not exclusive of any remedy available to either party at law or in equity.

IN WITNESS WHEREOF, the parties hereunto set their hands and seal the date first above written. The parties agree that they may conduct the transaction by electronic means and hereby state that electronic signature is valid and shall have the same force and effect as an original signature.


BRAMLET AND ASSOCIATES MULTIMEDIA LLC


 Name & Title: Krystyn Richardson

ACKNOWLEDGEMENT

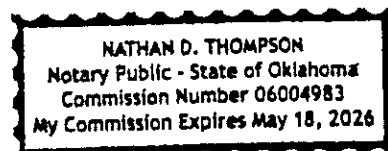
STATE OF Oklahoma)
) ss:
 COUNTY OF Cleveland)

Before me, a Notary Public in and for the State of Oklahoma, on this 11th day of March, 2024, personally appeared Krystyn Richardson, to me known to be the identical person who subscribed their names to the foregoing instrument as their free act and voluntary deed for the uses and purposes therein set forth.


 Notary Public

My Commission No. 06004983 Expires: May 18, 2026 [SEAL]

CITY OF NORMAN



Item 2.
Item 13.

APPROVED this _____ day of _____, ²⁰²⁵ by the Norman City Council.

Larry Heikkila, Mayor

ATTEST:

Brenda Hall, City Clerk

APPROVED as to form and legality this _____ day of _____, ²⁰²⁵

City Attorney

EXHIBIT A – PARKS AND RECREATION MEDIA

SCOPE OF SERVICES – PARKS AND RECREATION MEDIA

The following is a preliminary scope of services intended to communicate the expectations of the Norman Parks and Recreation Department (Parks Department) for the advertising services required. Contractor understands that the scope of work is fluid and may require adjustments as projects arise, change, and evolve. Contractor must be prepared to work in close collaboration with the Parks Department staff daily.

Client Relations:

Contractor will designate a day-to-day contact person responsible for facilitating communication between their team, designers, event planners, venue owners, and other stakeholders. This individual will work with the Parks Department from the inception of an idea, event, or product, through the development of a marketing strategy, and until the event or product launch. Expected responsibilities include:

- Continuously evolving ideas to effectively market to various facets and generations of the target market.
- Sharing the Parks Department's brand stories in a compelling manner that encourages engagement and sharing.
- Assisting in managing any media crises that may arise.
- Acting as a sounding board for the Parks Department on all matters related to marketing, advertising, and design.
- Providing specific and direct solutions to any marketing or advertising challenges faced by the Parks Department.
- Coordinating between the Parks Department, venue, and any other involved parties.
- Analyzing current marketing activities and providing advice to help develop the most effective marketing strategies.
- Engaging the target market across all relevant platforms.

Graphic & Digital Marketing:

- Creation of Facebook and Instagram graphics and management of event postings.
- Development and distribution of twelve (12) monthly email newsletters.
- Production of four (4) printed, magazine-style newsletters annually.
- Branding and graphic design services, including the creation of fliers, emails, posters, and social media graphics for special events, recreational sports, classes, and childcare programs.

Print Marketing:

- Development and coordination of direct mail campaigns.
- Design and management of apparel for events and employee uniforms.
- Photography services as needed for special events and advertising efforts.
- Creation and management of signage for events and facilities.
- Production of print ads for events and other recreational activities in the following publications:
 - Norman Transcript
 - Boyd Street

Fundraising Assistance:

- Providing support and strategies for fundraising efforts as needed.

Other Duties:

- Performing additional tasks as assigned by the Parks Department.

EXHIBIT B – WESTWOOD PARK MEDIA**SCOPE OF SERVICES – WESTWOOD PARK**

Advertising Services for Westwood Park are divided among Westwood Family Aquatic Center, Westwood Golf, The Turn, and Westwood Tennis.

Contractor will provide the following services to promote Westwood Park:

- Consulting, video production, graphic design, copywriting, event coordination, photography, website design, social media management, media buying services, print material design and coordination, and purchasing as they fall within the hours of the contract.

Specific items include:

- Manage the social media accounts for Westwood Park on Facebook and Instagram, which includes creating custom graphics for events, setting up events, and creating schedules and posts for all the events and promotions for the complex.
- Create and manage email newsletters
- Design ads for Boyd Street and Sooner Spector, others as assigned by the Parks Department, as needed
- Provide talking points for remotes
- Write and approve radio advertisements
- Find and suggest new advertising opportunities
- Food photography for both Westwood Aquatic Center and The Turn
- Design, order, and deliver merchandise
- Design, order, and deliver staff apparel
- Design Westwood program guide
- Design facility signage and coordinate installation
- Design golf cart signs
- Design of and assistance with in-store displays
- Golf tournament advertising and day-of needs as assigned, including the United Way, Memorial Day, Invitational, and Labor Day tournaments
- Jr Golf Academy and mini-clinic social media promotion

- Update The Turn's print and digital menu
- The Turn social media promotions
- Update Westwood Aquatic Center digital menus
- Promote Westwood Aquatic Center events, on average ten (10) per season
- Promotion of Westwood season passes
- Promotion of World's Largest Swim, including day of coverage, highlighting on social media and coordinating with media
- Hiring social media posts and materials for open house as needed
- Junior Tennis Program social media promotion and flyer
- Junior Tennis Clinic social media promotion and flyer
- Tennis Summer Camp social media promotion and flyer
- Provide reports detailing social media and advertising performance upon request
- Attend a monthly meeting and coordinate with the facilities staff to gather information
- Be responsive for consulting by phone, text, and email
- Other items as assigned by the Parks Department

EXHIBIT C – YOUNG FAMILY ATHLETIC CENTER MEDIA**SCOPE OF SERVICES – YOUNG FAMILY ATHLETIC CENTER**

Contractor will provide comprehensive services to promote the Young Family Athletic Center (YFAC), focusing on increasing community engagement, promoting events, and enhancing brand awareness.

The scope includes the following services:

- **Consulting:** Provide strategic guidance and recommendations to optimize marketing efforts and achieve organizational objectives.
- **Video Production:** Create engaging video content to showcase YFAC facilities, programs, and events.
- **Graphic Design:** Develop visually appealing graphics for social media posts, website banners, print materials, and advertisements.
- **Copywriting:** Generate compelling copy for promotional materials, event descriptions, social media posts, and newsletters.
- **Event Coordination:** Assist in planning and executing promotional events, including ribbon cuttings, community days, and tournaments.
- **Photography:** Capture high-quality images of YFAC facilities, activities, and participants for use in marketing materials.
- **Website Design:** Enhance the YFAC website with updated design elements, user-friendly navigation, and engaging content.
- **Social Media Management:** Manage YFAC's social media accounts, including content creation, scheduling, and community engagement.
- **Media Buying Services:** Identify and purchase advertising space in relevant media outlets to reach target audiences effectively.
- **Print Material Design:** Design and coordinate the production of printed materials such as brochures, flyers, posters, and banners.
- **Merchandise Design:** Create designs for YFAC-branded merchandise, including apparel, accessories, and promotional items.
- **Signage Management:** Develop signage for YFAC facilities, including indoor and outdoor signs, digital signs, banners, and directional signage.

- **Email Newsletters:** Design and distribute regular email newsletters to YFAC members and subscribers, featuring updates, events, and special offers.
- **Radio Advertisements:** Write and produce radio advertisements to promote YFAC programs, events, and membership opportunities.
- **Marketing Collateral:** Provide assistance in updating and maintaining marketing collateral, including brochures and promotional materials.

File Attachments for Item:

19. CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2425-109: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, APPROPRIATING \$53,193.00 FROM THE NORMAN FORWARD FUND BALANCE TO BE USED FOR THE NORMAN FORWARD ARTS PROJECTS.

Control was approved by the City Council on July 7, 2023, with installation and the public dedication of the art piece at the Adult Wellness and Education on December 13, 2024.

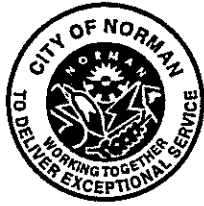
DISCUSSION:

Work is complete on the art at the AWE and final acceptance of the art by the Parks staff is recommended to the City Council, and staff further recommends that the City make the final payment to the artist.

To complete final payment, the City Council needs to approve the appropriation of \$53,193.00 from the Norman Forward Fund Balance (account 51-29000) to the Norman Forward Public Arts Project, Construction (account 51795500-46101; project NFP100).

RECOMMENDATION:

It is recommended that the City Council approve Resolution R-2425-109 for the appropriation of \$53,193.00 from Norman Forward Fund Balance (account 51-29000) to the Norman Forward Public Arts Project, Construction (account 51795500-46101; project NFP100) for Public Art at the Adult Wellness and Education Center.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 03/25/2025

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2425-109: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, APPROPRIATING \$53,193.00 FROM THE NORMAN FORWARD FUND BALANCE TO BE USED FOR THE NORMAN FORWARD ARTS PROJECTS.

BACKGROUND:

The City of Norman and the Norman Arts Council (NAC) partnered in several projects to install art in public places within the City of Norman. Through this partnership, the NAC purchases art pieces and the City provides a location for the piece(s) within public spaces owned by the City of Norman.

With the adoption of NORMAN FORWARD, the City committed to expending an amount not to exceed 1% of the aggregate construction costs of major facilities and community park improvements on public art at such facilities and parks. Because of the City's positive relationship with the NAC and the NAC's commitment to the sense of community fostered by public art, the NAC has agreed to expand the partnership with the City of Norman to assist with the selection, location, and installation of public art purchased with Norman Forward sales tax revenue.

The City of Norman has funded public art installed at or as a part of Norman Forward sales tax-funded projects, for up to 1% of construction costs, for the Central Library, East Library, Westwood Family Aquatic Center and Westwood Tennis, Ruby Grant Park, Andrews Park, Reaves Park, Griffin Park, Flood Roundabout, and the Young Family Athletic Center ("YFAC"), and have planned the future installation of artwork at Saxon Park. These costs (the "Norman Forward Public Arts Fund" or "NFPAF"), aggregated together, were initially estimated to be 1.2 million dollars.

The Selection Panel Advisory Board and the Norman Arts Council Board selected artist Nick Athanasiou of Skunk Control to build and install a sculpture at the Adult Wellness and Education Center (AWE), located at 602 N. Findlay Ave. The contract (K-2324-25) for \$100,000 to Skunk

Resolution

R-2425-109

A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA REQUESTING APPROPRIATION AND TRANSFER OF \$53,192.11 FROM THE NORMAN FORWARD FUND BALANCE TO BE USED FOR THE NORMAN FORWARD ARTS PROJECTS

- § 1. WHEREAS, the City and the Norman Arts Council (NAC) partnered to install art in public places within the City of Norman; and
- § 2. WHEREAS, with the adoption of NORMAN FORWARD, the City committed to expend an amount not to exceed 1% of the aggregate construction costs of major facilities and community park improvements for public art at those facilities; and
- § 3. WHEREAS, the City has funded public art installed at or as a part of NORMAN FORWARD sales tax funded projects for the Central Library, East Library, Westwood Family Aquatic Center and Westwood Tennis, Ruby Grant Park, Andrews Park, Reaves Park, Griffin Park, Flood Roundabout, Young Family Athletic Center and future installation of artwork at Saxon Park; and
- § 4. WHEREAS, the City approved contract K-2324-25 with Skunk Control on July 7, 2023, to build and install a sculpture at the Adult Wellness and Education Center (AWE) for the amount of \$100,000; and
- § 5. WHEREAS, installation and dedication of the AWE artwork was completed December 13, 2024; and
- § 6. WHEREAS, this appropriation will pay the full amount of \$53,192.11 due for the public art installed at the Adult Wellness and Education Center.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA:

- § 7. That the following transfer and appropriation be made for reasons as stated above:

Account Name	Losing Account	Gaining Account	Amount
Norman Forward Fund Balance	10770326	51795500-46101 Project NFP100	\$53,192.11

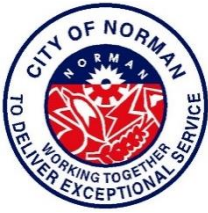
PASSED AND ADOPTED this 25th of March, 2025.

ATTEST:

Mayor

City Clerk





CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Wade Thompson, Park Manager

PRESENTER: Robert Scafe, Project Applicant

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE REQUEST FROM ROBERT SCAFE TO INSTALL TWO INFORMATIONAL KIOSKS WITHIN THE GARDEN AT COLONIAL COMMONS PARK.

BACKGROUND:

The Parks and Recreation Department adopted the Project in the Park application process in 2023 on the recommendation of the Park Board of Commissioners. Through this process, citizens and local citizen groups can propose and execute small projects within our parks that align with departmental goals.

DISCUSSION:

Robert Scafe with Red Dirt Collective approached the Parks and Recreation Department with a project proposal to install two Informational/Educational Kiosks in January 2025. This installation would consist of a sign made of durable materials with approved signage to be placed within the garden area that has been previously agreed upon. The signage would help visitors and community members learn and understand what plants are located and where in the garden they are planted. It will be up to the Red Dirt Collective to maintain the signage to departmental standards that is safe and free of hazards. Staff will not need to assist with installation but will ensure it meets departmental standards.

RECOMMENDATION:

It is recommended that the Park Board of Commissioners recommend the Director of Parks and Recreation approve two Information/Educational Kiosks to be placed within the garden area of Colonial Commons Park.

Red Dirt Collective Community Garden Kiosk Project

April 3rd, 2025

Public Services

- Adopt-a-plot beds for neighbors
- Wheelchair accessible path and beds, used by ABLE residents
- Gardening educational events
- Weekly workdays (Saturday)
- Fresh vegetables for pantry fridge at Outreach Thrift
- New Pollinator Garden (with Okies 4 Monarchs)



Item 3.

Purpose of Kiosk

Enable public use of garden through information about:

- “Adopt a Plot” information
- Harvesting guidelines
- Garden work days and educational events
- Home gardening resources and enabling support them



Item 3.

Location

Item 3.



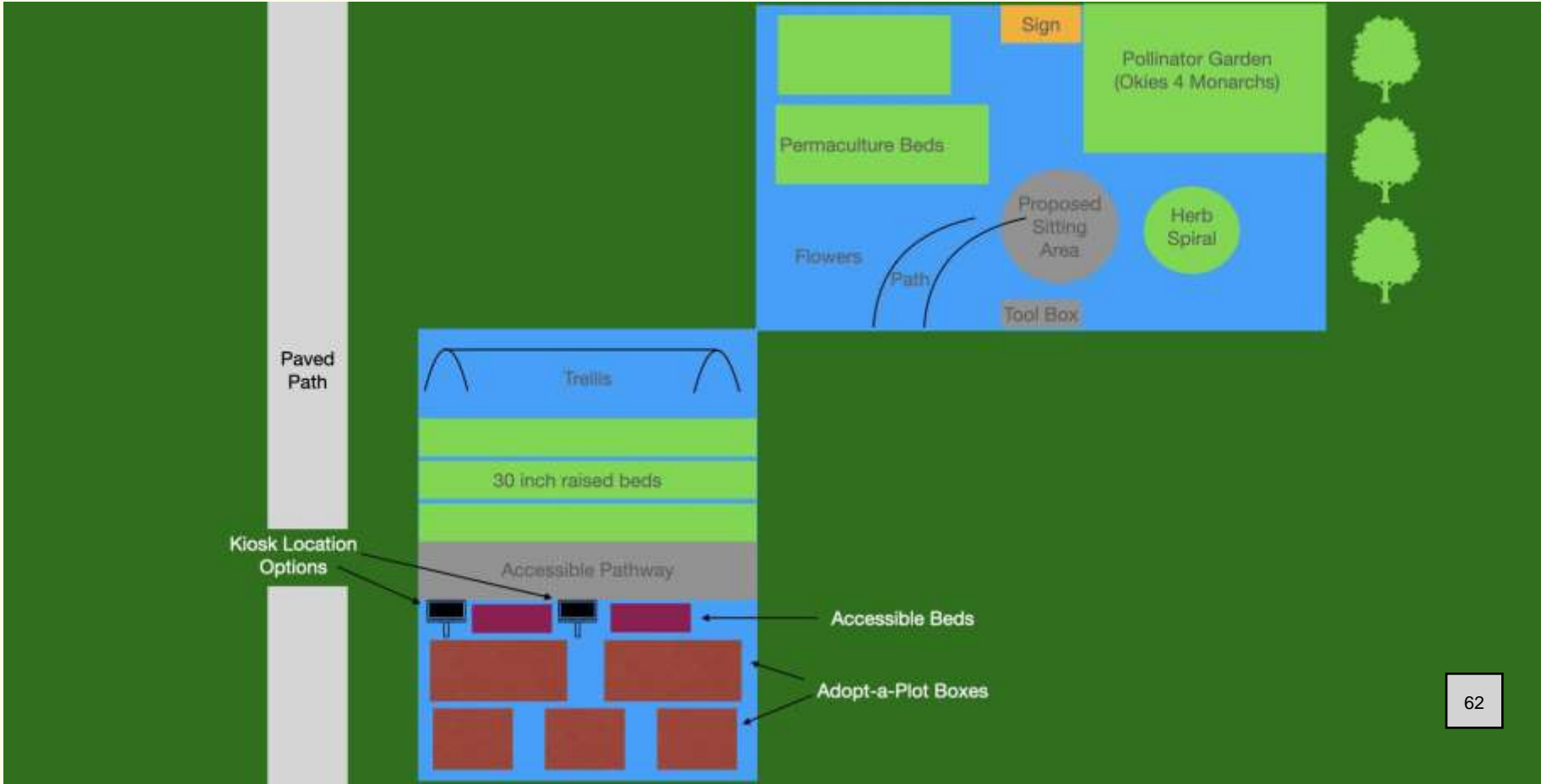
Location (cont.)

Item 3.



Kiosk Location Options

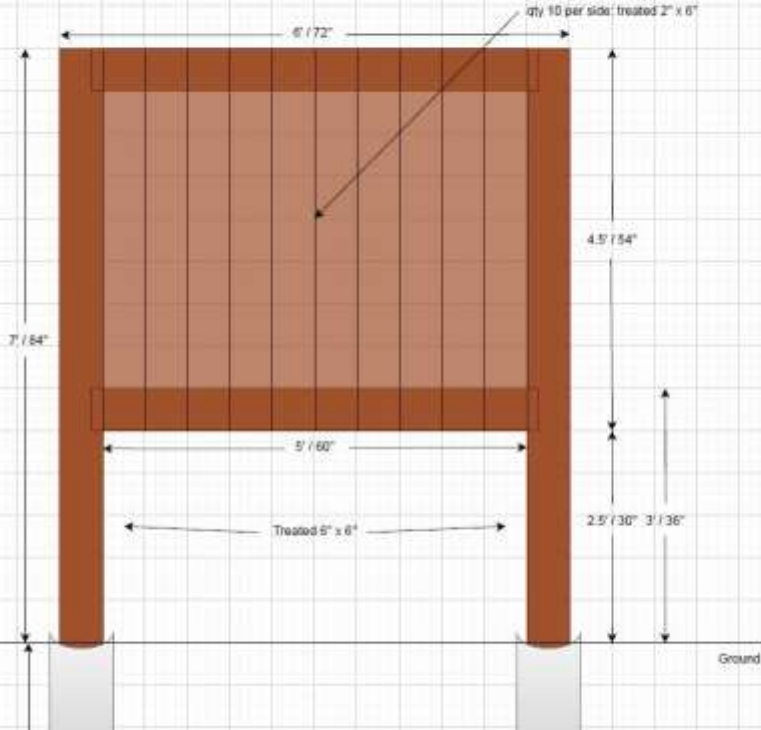
Item 3.



Design - front

Kiosk Front - No Roof

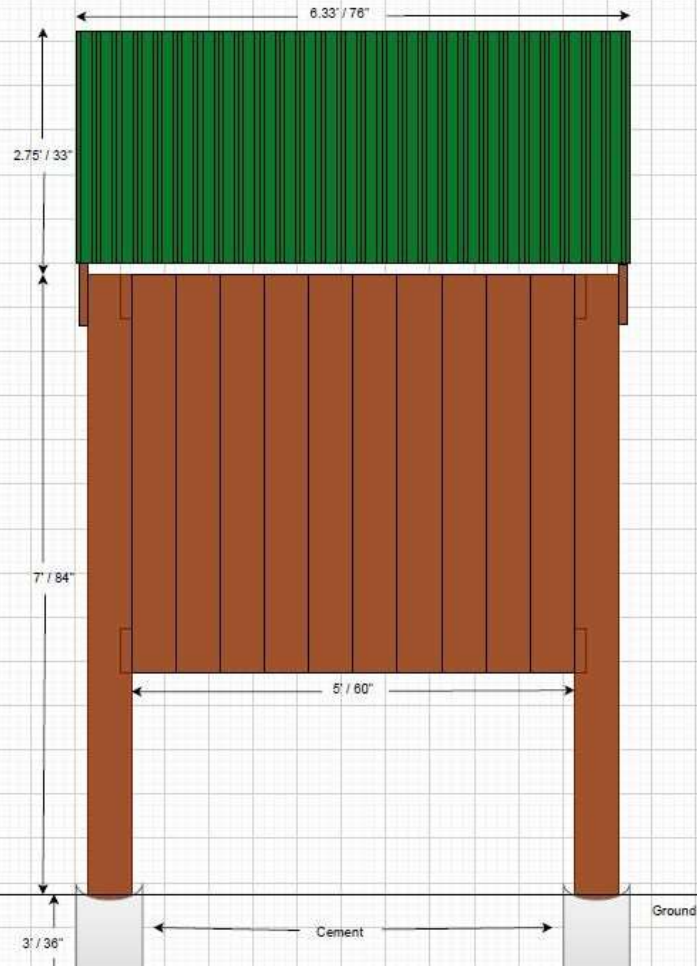
Scale
1 small square = 1.5"
1 large square = 6"



Kiosk Front - With Roof

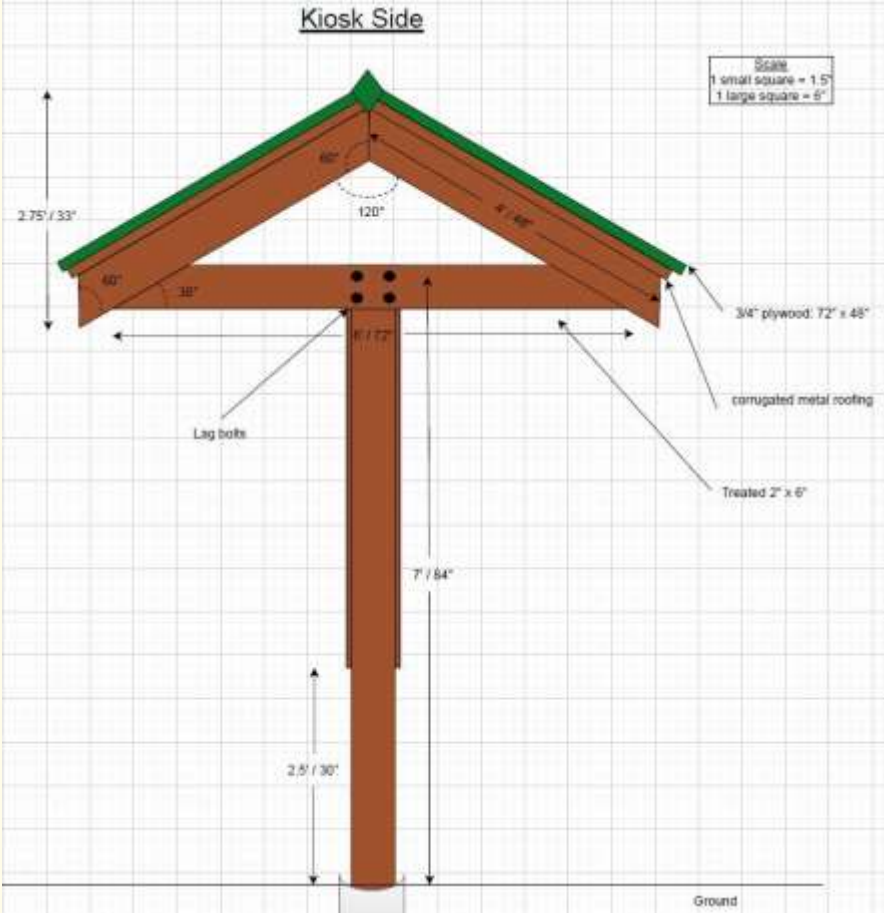
Item 3.

Scale
1 small square = 1.5"
1 large square = 6"



Design - side

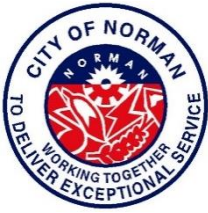
Item 3.



Construction and Maintenance

- Red Dirt Collective will be responsible for paying for kiosk materials and installation
- Regular maintenance will consist fixing broken, cracked, or splintering wood or roofing. An oil based stained will be applied annually to prevent water and UV damage.

Questions?



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Karla Sitton, Administrative Tech IV

PRESENTER: Jason Olsen, Director of Parks & Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF THE PROPOSED AIM PARKS, RECREATION AND CULTURE MASTER PLAN

BACKGROUND:

In 2023, the City of Norman launched an Area and Infrastructure Master Plan, AIM Norman Master Plan. The Master Plan is comprised of seven distinct elements of City infrastructure, services and growth and the goal was to ensure they align seamlessly with one another to include Land Use, Water, Wastewater, Stormwater, Housing, Transportation, and Parks. The AIM Norman Master Plan(s) were guided by RDG Planning and Design, Inc., and Garver, in close partnership with City staff. The AIM Norman Master Plans included several citizen-led Steering Committees who met over 16-20 months to discuss and help create their individual infrastructure (7) plans. These seven plans will synergize with one another and help shape the course of the community over the next two decades and will provide essential guidance to City leaders and decision-makers as we plan for the future.

DISCUSSION:

Between January 2024 and December 2024, the AIM Parks Sub-Committee had several meetings, including open houses to gain public input, to discuss five plan objections as follows:

- 1) Maintain, Update & Improve the Norman Park System;
- 2) Support & Elevate the Organizations who Contribute to Arts and Culture in Norman;
- 3) Update & Modernize Policies;
- 4) Opportunities for Connection & Growth; and
- 5) Protect Natural Resources

After months of study and public input, the AIM Park Sub-Committee presented a draft AIM Parks, Recreation & Cultural Master Plan to the Board of Park Commissioners at a Joint meeting on September 10, 2024 and to Council at a City Council Study Session on January 7, 2025. The AIM Parks Sub-Committee submitted recommendations for consideration, including specific updates and improvements to Norman's park system, protection of natural resources and elevating the community's arts and cultural organizations.

RECOMMENDATION:

It is recommended that the Board of Park Commissioners recommend the proposed AIM Parks, Recreation & Cultural Master Plan to City Council for their consideration and approval.



AIM NORMAN

AREA & INFRASTRUCTURE MASTER PLAN

PARKS, RECREATION & CULTURE MASTER PLAN



The City of Norman is embarking on an ambitious endeavor, the AIM Norman Area & Infrastructure Master Plan. This citywide initiative will help shape the course of the community over the next two decades. AIM Norman represents a crucial roadmap that will provide essential guidance to our city leaders and decision makers as we plan for the future.

The AIM Norman Area & Infrastructure Master Plan will be comprised of seven distinct elements:



THE CITY OF NORMAN'S AREA INFRASTRUCTURE MASTER PLAN



Purpose- AIM Norman serves as an essential compass for the City's leaders and decision makers. It's designed to capitalize on the community's strengths and identify fresh opportunities, all aimed at enhancing the overall quality of life in Norman.

Scope- AIM Norman covers a wide spectrum of city planning aspects, including land use, transportation, stormwater management, water infrastructure, wastewater, parks and affordable housing.

Community Vision- AIM Norman aspires to create a collective vision for the city's future. This vision is all-encompassing and inclusive, supported by every facet of the community, aligning with the values and aspirations of Norman's residents.

Infrastructure Synergy- To ensure that the infrastructure developments align seamlessly with the Comprehensive Plan's goals, we're updating related plans. This includes the Comprehensive Transportation Plan, Stormwater Master Plan, Water Master Plan, and the development of Wastewater Master Plans.

Affordable Housing Commitment- Recognizing the pivotal role of affordable housing, AIM Norman incorporates a comprehensive housing market analysis. It also outlines a strategic plan for addressing the community's affordable housing needs.

Community Engagement- Involvement is the cornerstone of AIM Norman. We actively seek input to ensure the plan mirrors the needs, desires, and collective decisions of the entire community. Active participation makes this plan representative and inclusive.



Appointed Steering Committee

- Alex Lanphere
- Amanda Nairn
- Mitch Biesemeyer
- Derek Rosendahl
- Evan Nixon
- Inger Giuffrida
- Jayke Flaggert
- Jim Adair
- Terry Vanwinkle
- Lee Hall
- Patrick Schrank
- Dan Bergey
- Richard McKown
- Shavonne Evans
- Charles Kuster
- Robert Castleberry

Partners

- Brian Holderread
- Rod Cleveland
- Chloe Shi Odom
- Scott Martin
- Chuck Thompson
- Andy Sherrer
- Nick Migliorino
- Julie Knutson
- Joyce Burch
- Lucien Bridges
- John Johnson
- Lawrence McKinney
- Richie Splitt
- Dan Schemm
- David Nimmo

MEET THE TEAM



“We’re better together.”

- **Chair:** Lee Hall
- Jennifer Baker
- Dennis Brigham
- Marcus Madlock
- Mark Nanny
- Amanda Prince
- Sara Sancak
- Sherrel Sheriff
- Roberta Pailes (Alternate)

Micro-Committees:

1. Trails
2. Recreation
3. Park Development & Impact Fees
4. Arts/Cultural Amenities/Historic Buildings

Consultants:



WHAT WE'VE BEEN UP TO

Item 4.

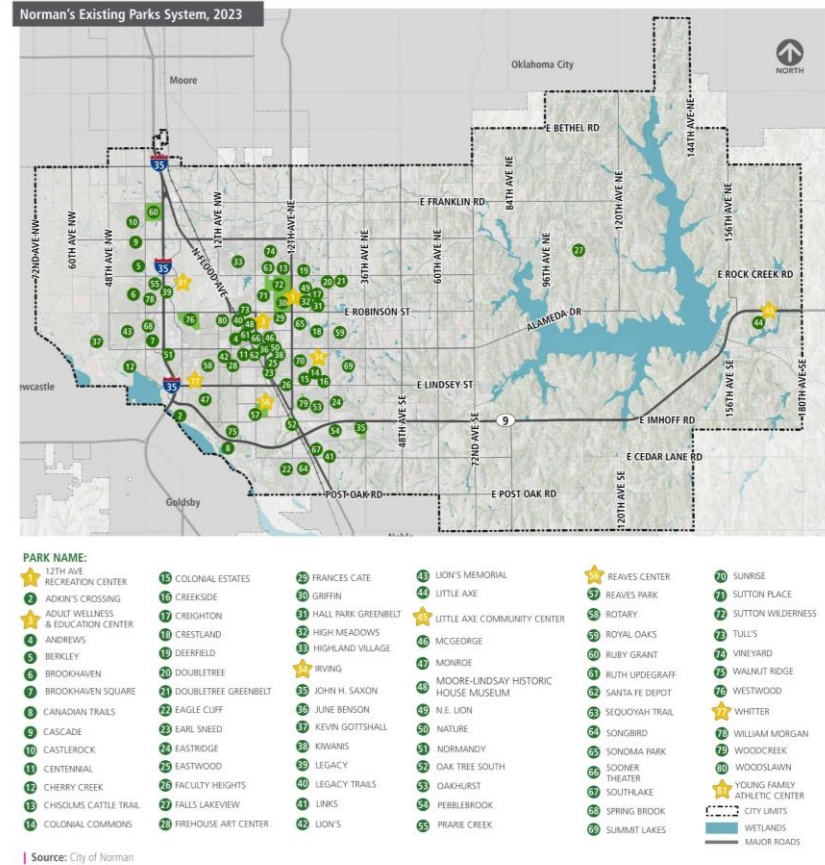
- Inventory and Analysis
- Facility Tours
- Regular Meetings with Staff
- Public Engagement
- Subcommittee Meetings
- Recreation Program Analysis
- Facility Analysis
- Marketing and Branding
- Goal Setting
- Finding synergies with other planning efforts
- Developing a long-term plan



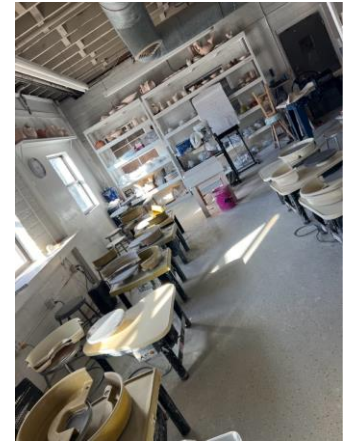
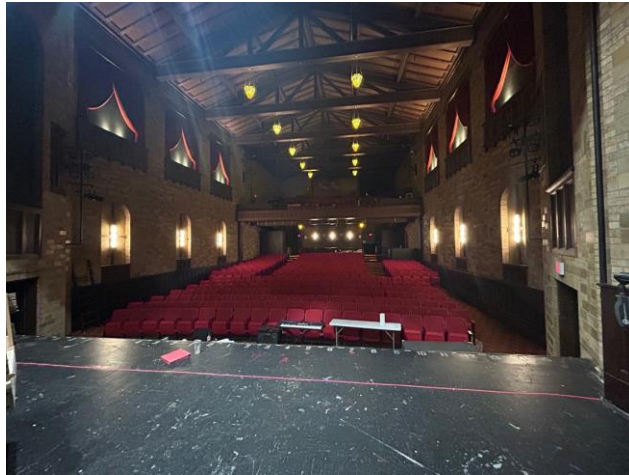
INVENTORY & ANALYSIS



- Introductions
- Benchmarking Continued
- **Summary of Inventory Analysis**
- Public Engagement Update
- Introduction to Recreation and Program
- Goal Setting
- Next Steps



VISITING CULTURAL & HISTORIC BUILDINGS



VISITING REC CENTERS



PUBLIC ENGAGEMENT



Park-Specific Questions, Total Responses: 386

MONTHLY POLL - PARKS

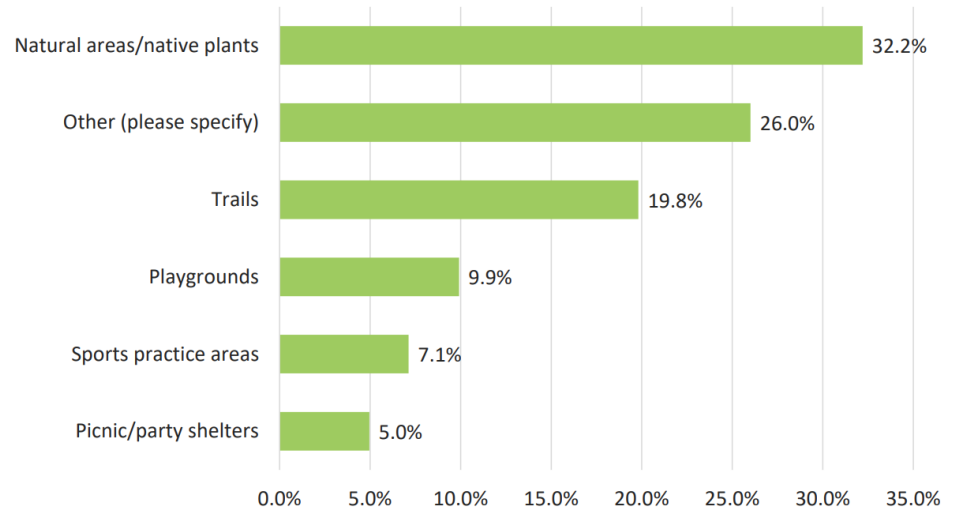


MONTHLY POLL
MARCH

323 Responses



What would you like to see more of in your closest neighborhood park?



Park-Specific Questions, Total Responses: 386

MONTHLY POLL - PARKS

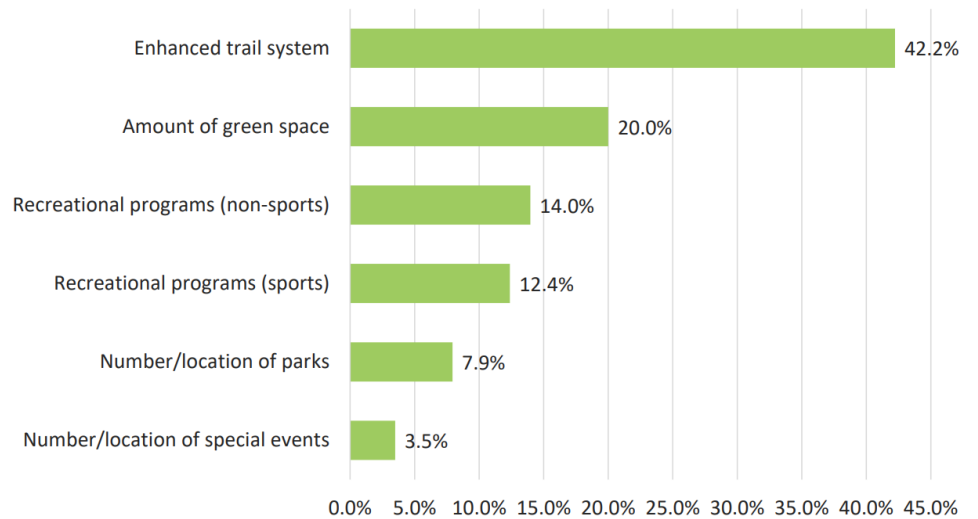


MONTHLY POLL
MARCH

323 Responses



In what areas does Norman need to increase our facility and program offerings?



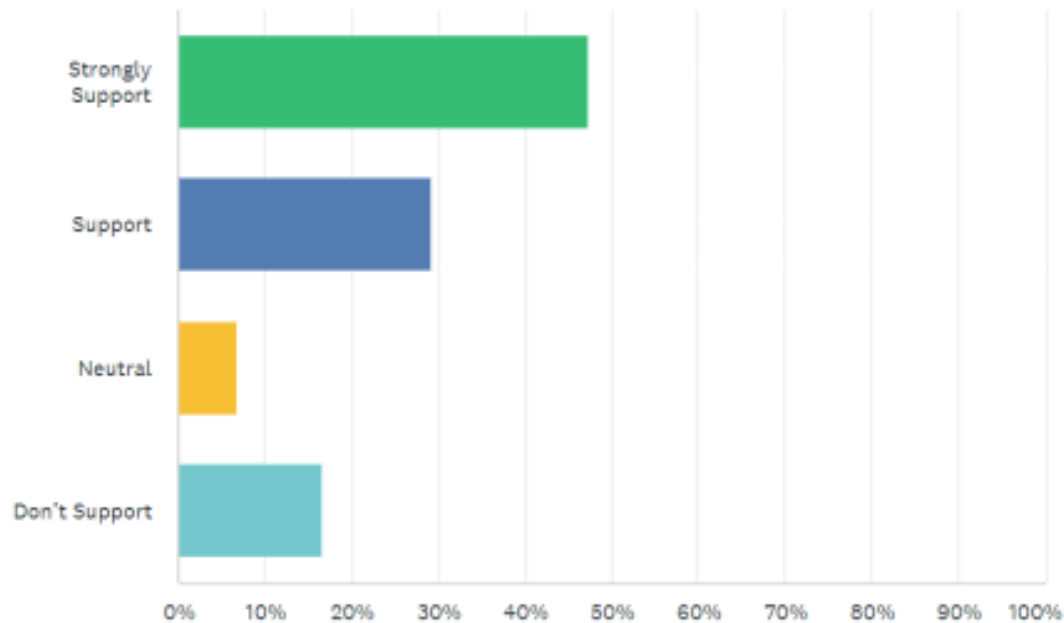
Online Survey

Park-Specific Questions: Round 2 (192 Answers)

QUESTION 5

Would you support a new Commercial Development Impact fee being used to support Trails and Beautification?

Answered: 192 Skipped: 26



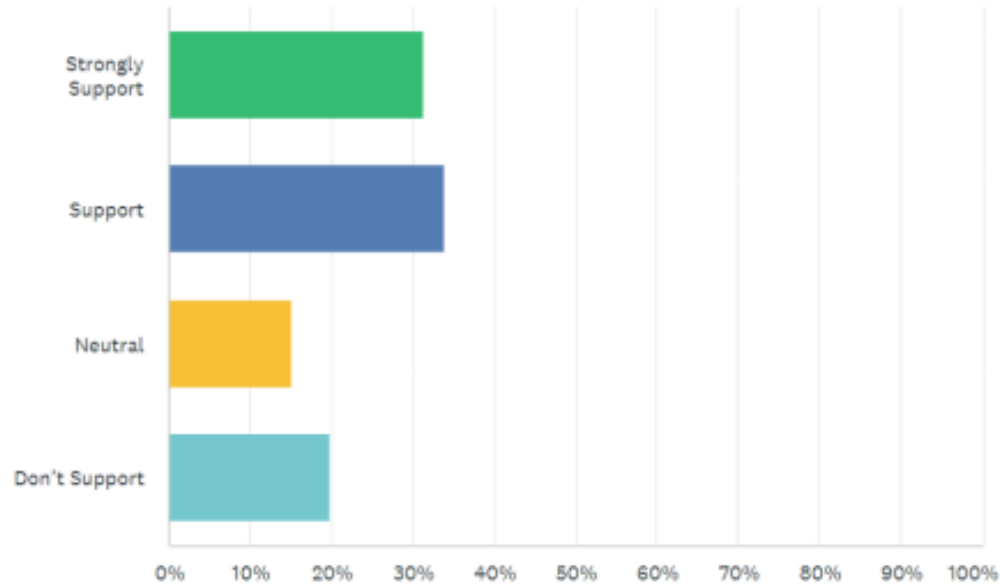
Online Survey

Park-Specific Questions: Round 2 (192 Answers)

QUESTION 6

Would you support Neighborhood Development Impact fees being expanded to support parks AND recreation and cultural centers?

Answered: 192 Skipped: 26



PEOPLE LOVE PARKS (AND TRAILS!)



RECREATION PROGRAM ANALYSIS

Item 4.

- Age Segmentation
- Lifecycle Analysis
- Program Classifications
- Pricing Strategies
- Recommended Areas of Growth



RECOMMENDED AREAS OF GROWTH



Item 4.

- **Adult programs and fitness**
- **Outdoor recreation/environmental education**
- **Community gardens and unprogrammed open spaces**
- **Additional special/community events**
- **Teen/tween programs**
- **Affordable childcare**
- **Outdoor adventure/family programs**
- **Adaptive programs**

FACILITY PRIORITIZATION ANALYSIS



Item 4.

Facility / Amenity Priority Ranking Model

Facility / Amenity	Priority Ranking
Trails and pathways	12.00
Indoor sports courts	10.40
Playgrounds	10.30
Park benches to relax, read and enjoy nature	10.00
Community gardens	9.65
Dedicated Teen Zone/Youth Game Room	9.50
Spraygrounds	9.40
Pickleball courts	9.20
Dedicated social space for Active Older Adults	9.10
Indoor event space	9.00
Park shelters/picnic facilities	8.60
Outdoor amphitheater/stage/performance area	8.60
Dog parks	8.20

Facility / Amenity	Priority Ranking
Soccer fields	7.80
Outdoor fitness facility	7.20
Indoor fitness classes	6.95
Indoor fitness facilities	6.90
Computer lab/classroom	6.40
Classroom/meeting rooms	6.40
Volleyball	6.20
Outdoor sports courts	6.20
Disc golf course	5.90
Baseball/softball fields	5.70
Golf course	5.20
Outdoor basketball courts	5.20
Indoor performance space	5.20

Facility / Amenity	Priority Ranking
Food concessions	4.80
Catering and teaching kitchen	4.80
Indoor swimming pool	4.60
Archery range	4.55
Dance studio/exercise studio	4.40
Private patio for events	3.50

Priority Ranking	Score
High Priority	8.0-12.0
Moderate Priority	5.0-7.9
Low Priority	1.0-4.9

PROGRAM PRIORITIZATION ANALYSIS



Item 4.

Program Priority Ranking Model

Program Priorities	Priority Ranking
Community events	12.00
Adult art/performing arts programs	11.70
Tennis/pickleball lessons and leagues	11.05
Adult sports programs	10.00
Community garden programs	9.90
Nature/environmental education programs	9.70
Youth summer camps	9.40
Youth learn to swim programs	9.40
Before and after school programs	9.40
Youth art/performing arts programs	9.40
Teen recreation programs	9.25
Preschool programs / early childhood	8.30
Fitness/exercise classes	8.10
Adult fitness and wellness	8.10
Water fitness programs	8.00

Program Priorities	Priority Ranking
Park stewardship/volunteer programs	7.75
Youth sports programs	7.70
Outdoor hiking/walking clubs	7.65
Martial arts programs	6.60
Inclusive/adaptive recreation programs	6.40
Youth fitness and wellness classes	6.40
Indoor running clubs	5.40
Gymnastics and tumbling programs	3.60

Program Priorities	Priority Ranking
Fishing clinics/classes	3.00

Priority Ranking	Score
High Priority	8.0-12.0
Moderate Priority	5.0-7.9
Low Priority	1.0-4.9

INDOOR FACILITY ASSESSMENTS



- **Scores Facilities Across 5 Categories and 20 Total Criteria**

- **Infrastructure Integrity**
- **Accessibility**
- **Technology and Connectivity**
- **Activation and Programming**
- **Modernization**



INDOOR FACILITY ASSESSMENTS



Item 4.

AVERAGE ASSESSMENT SCORES

The below chart displays the average section and category scores of each assessed facility. The ten assessed facilities were given average scores from each individual assessment, along with total scores for each category (in the Summary section), and average scores for each category across all ten facilities on the bottom 'Averages' row.

	Infrastructure Integrity				Accessibility				Tech & Connectivity				Activation/Programming				Modernization				TOTAL SCORE (OUT OF 100)					
	Building Envelope	Utilities and Systems	Interiors	FF&E	Accessibility Features	Facility Signage	Recreation Facilities	Multi-sensory/Behavioral Accom.	Staff-access Internet	Public-access Internet	Public Access to Technology	Operational Support Technology	Specialized Program Areas	Older/Active Adult Programs	Summer/Annual Youth Programs	STEM/Arts/Cultural Programs	Versatile Design and Amenities	Upgrades in Last 10 Years	Climate-response Ready	Modern Design/Ops Standards		Total Infrastructure Integrity	Total Accessibility	Total Technology & Connectivity	Total Activation/Programming	Total Modernization
12th Avenue Recreation Center	4.3	3.7	4.3	3.7	5	3.7	4.7	3	4.3	1	1	3	4	4	5	3.7	4	4	4	4	16	16.3	9.3	16.7	16	74.3
Firehouse Art Center	3.3	2.5	3.8	3.3	3.3	2.5	4	4.3	2.8	1.5	1.3	3.8	4	4.5	5	5	4.5	4.5	2.8	3.3	12.8	14	9.3	18.5	15	69.5
Irving Recreation Center	4.5	4	4	4	5	4	5	3	5	1	1	3	4	3.5	5	3.5	4	4	4	5	16.5	17	10	16	17	76.5
Little Axe Community Center	4	4	4	4	2	2	4	3	5	5	5	4	5	5	3	3	3	3	3	3	16	11	19	16	12	74
Moore-Lindsay Historical House	3.3	3.3	3.7	3.7	3	2.3	3.7	3.3	3.3	1.3	1.3	3.3	3	3.3	4	3	1.3	4.3	3	2	14	12.3	9.3	13.3	10.7	59.7
Santa Fe Depot	3.4	2	2.4	2	2.6	2.6	2.2	2.4	4.6	4.4	1.6	3.4	2.8	4.2	3.2	4.4	3.2	4	3	2.4	9.8	9.8	14	14.6	12.6	69.8
Sooner Theater	3	3.3	3.8	4	2.8	3.8	2.3	3.8	5	4.8	1.5	4.5	2.8	3.8	5	4.8	4.5	5	3.8	4	14	12.5	15.8	16.3	17.3	75.8
Westwood Family Aquatic Center	4.5	4.5	4	4	4.5	3.5	3.5	4	4.5	2	2	4.5	4	5	5	1.5	4.5	4	3.5	4.5	17	15.5	13	15.5	16.5	77.5
Whittier Recreation Center	5	4	5	4	5	4	5	3	4	1	1	3	4	3	5	4	4	4	4	4	18	17	9	16	16	76
Young Family Athletic Center (YFAC)	4.7	5	5	5	5	4	5	3.3	5	3.3	1.7	4.7	5	5	4.3	3	5	5	4	5	19.7	17.3	14.7	17.3	19	88
AVERAGE SCORE	4	3.6	4	3.8	3.8	3.2	3.9	3.3	4.4	2.5	1.7	3.7	3.9	4.1	4.5	3.6	3.8	4.2	3.5	3.7	15.4	14.3	12.3	16	15.2	

EVOLUTION OF A PARKS DEPT.

Item 4.

- Parks and....
- Facilities
- Pools
- Arts & Culture
- Trails
- Open Spaces
- Recreation Centers
- Westwood
- AWE
- YFAC

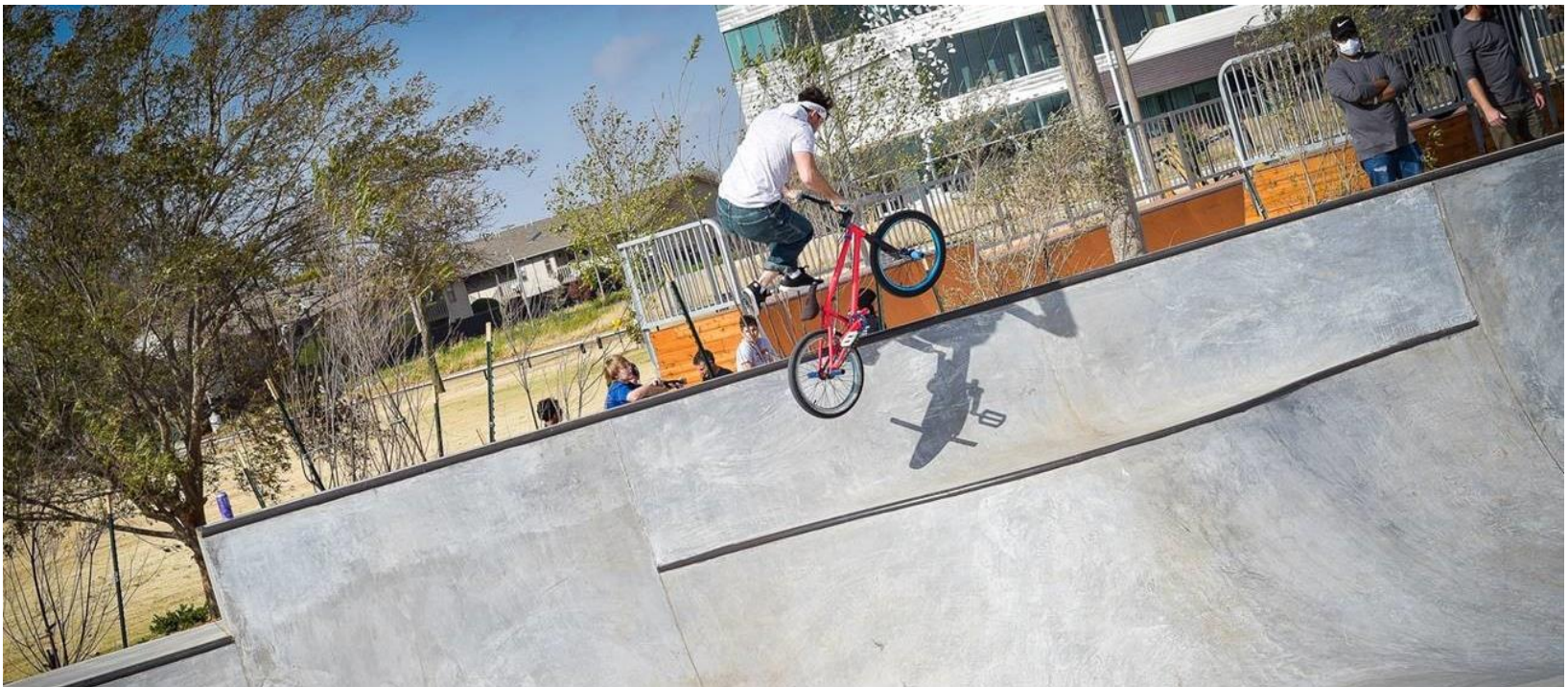


MISSION UPDATE



Current Mission Statement:

The city of Norman Parks and Recreation Department is **dedicated** to providing **fun** and **engaging** parks and recreational activities for the **citizens** of Norman.



MISSION UPDATE



Suggested New Mission Statement:

Our Mission is to provide the **community** of Norman with safe, inclusive, and **accessible** parks, recreation, and cultural experiences that enhance the **quality of life** for **residents** of all ages.



LOGO GETS AN UPDATE

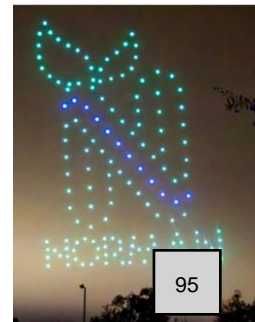


NEW LOGO!OOOO!



NORMAN
PARKS & RECREATION

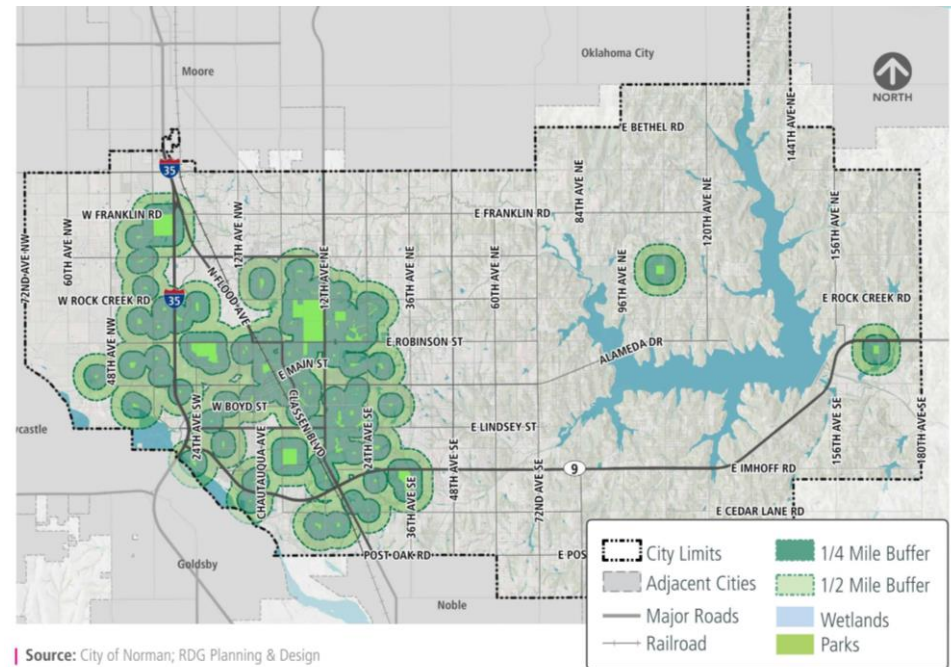
- The new design features a stylized 'N' incorporating natural elements and movement, representing our commitment to the environment and active lifestyles.
- The 'N' shape is central to the design, representing Norman.
- Green color symbolizes nature and growth.
- Blue wave represents water and recreational activities.
- Leaf elements reflect our dedication to environmental stewardship.
- Each element is carefully chosen to represent different facets of our mission.



GOAL SETTING



- Introductions
- Benchmarking Continued
- Summary of Inventory Analysis
- Public Engagement Update
- Introduction to Recreation and Program
- **Goal Setting**
- Next Steps





1 Use urban services efficiently.

2 Promote diverse housing options.

3 Promote infill development and neighborhood reinvestment.

4 Respect and protect the environment in all decision making.

5 Foster distinctive, attractive communities with strong sense of place.

6 Provide a multi-modal and connected transit network.

7 Enhance public safety and minimize hazards.

8 Encourage balanced and connected neighborhoods.

9 Make development decisions predictable, fair and cost-effective.

10 Make decisions in a transparent and collaborative manner.



1) Prioritize outstanding goals form previous (2009) Master Plan

- More splash and spray grounds.
- Build a new Recreation Center (Ruby Grant Park as possible site).
- Rebuild or renovate and expand the 12th Avenue Recreation Center.
- Give the City-run recreation centers to Norman Public Schools.
- Rebuild or renovate and expand the Little Axe Community Center.
- Develop a Community Park in the SW portion of Norman.
- Continue planned upgrades to Griffin, Reaves, and Westwood Parks.

PLAN RECOMMENDATIONS



2) Update and improve Norman Park System

- Construct completed master plan projects.
- Purchase both Griffin Park and Sutton Wilderness from State of Oklahoma.
- Work towards having large, expansive playgrounds that are highly accessible in all of Norman's Community Parks and have poured surfaces.
- Work toward a goal of replacing Park playground systems every 15 years and not allowing the life of that playground to exceed 20 years.
- Create and organize community-wide support for a tax or bond program for the Norman Park system, possibly a Norman Forward II.



3) Support and elevate the organizations who contribute to arts and culture in Norman

- Create an Arts and Culture Hub and Performing Arts Center to house the Norman Arts Council and other arts and culture organizations and artists.
- Address the ‘needs’ on the Wish Lists compiled for:
 - The Depot.
 - The Firehouse Art Center.
 - The Moore-Lindsay House.
 - The Sooner Theatre.
- Support the Master Planning effort underway for the Griffin Memorial Site, including saving the Griffin Chapel as possible home to a renovated Performing Arts Center.



4) Update and modernize policies

- Review and increase the Park Development Fee Ordinance, last updated in 1994.
- Change the cost structure for the Park Development Fee from a flat fee to a cost-per-square-foot model.
- Create and define four quadrants of park service areas to coordinate with the Park Development Fees.
- Review and revise the Park Land Dedication Ordinance, last updated in 1976. Explore placing a housing number limit for fees in Fee-in-Lieu of Land in the Park Land Dedication Ordinance language.
- Explore implementing Commercial Development Impact Fee to support beautification and trails.
- Update Municipal Parkland Zoning and properly zone parks.
- Analyze and reclassify (as needed) parks in Norman Park System.
- Repurpose Rock Creek, Russell Bates, and Brookhaven Village Parks for different park or municipal uses.



5) Create opportunities for connection and growth

- Create a Comprehensive Trail Network Master Plan for Norman.
 - Connect parks, neighborhoods and schools.
 - Connect to existing and neighborhoods trail systems.
- Expand Staff and Department development opportunities.
- Enhance marketing and brand awareness for the Department.
- Pursue CAPRA (Commission for Accreditation of Parks and Recreation Agencies) Accreditation.



6) Protect natural resources

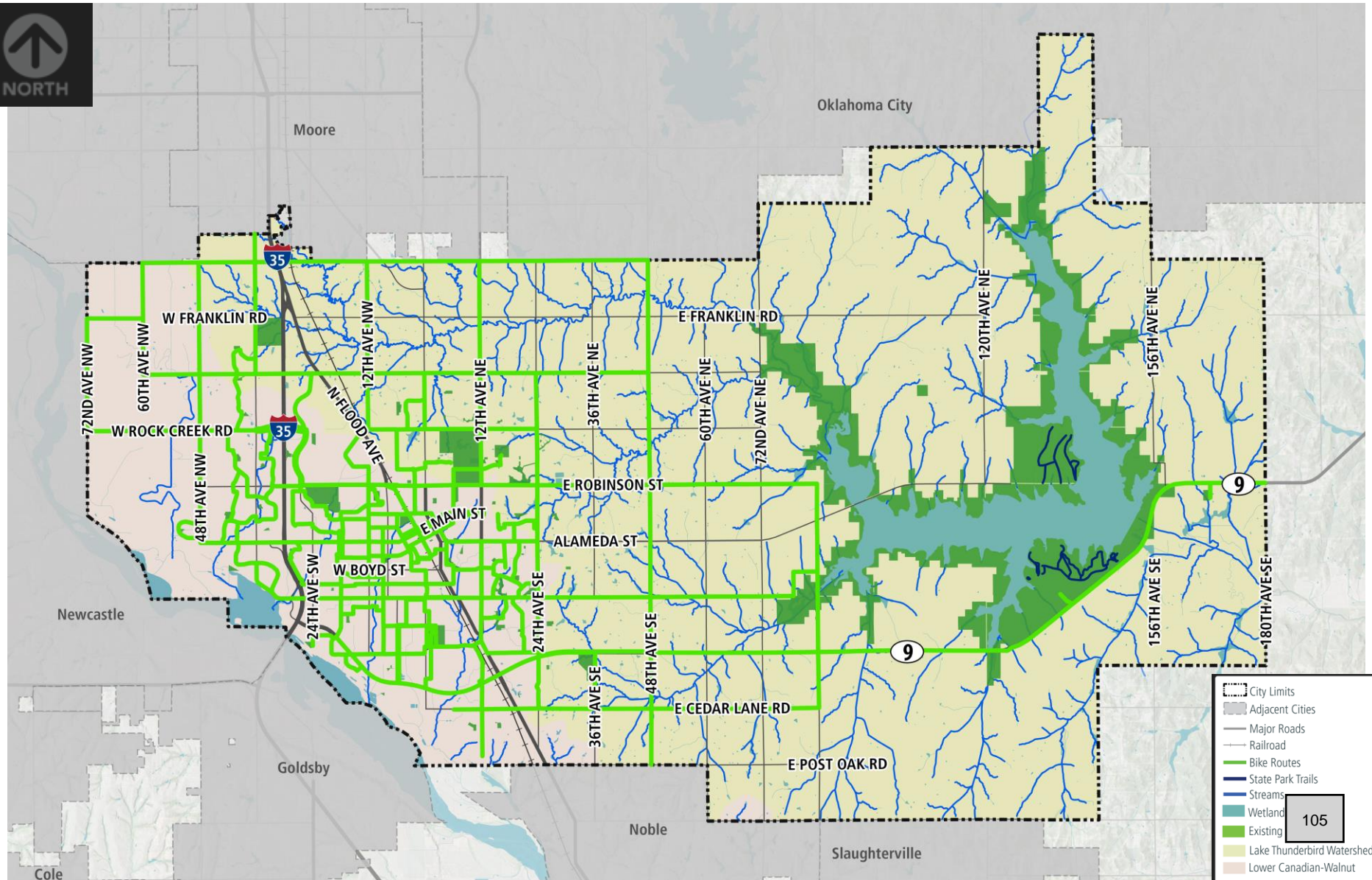
- Prioritize effective stormwater management.
- Protect Lake Thunderbird's water quality and quantity.
- Identify sensitive watershed areas for future linear parks:
 - Rock Creek
 - Dave Blue Creek
- Improve biodiversity.
- Create and implement Urban Forest Master Plan (underway).
- Grow Forestry Division.



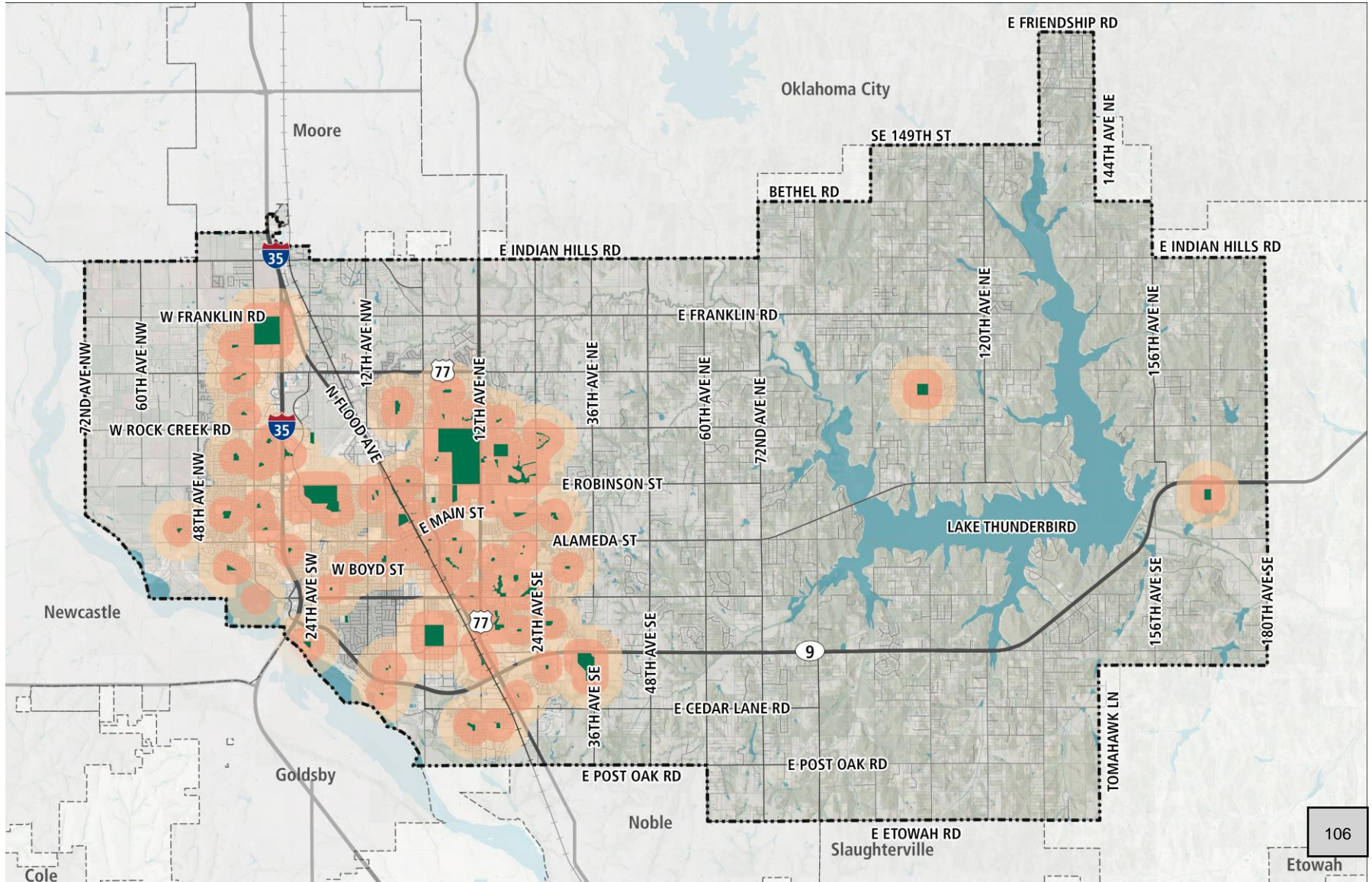
7) Prioritize ongoing maintenance

- Develop a set of maintenance standards for contractors for:
 - Planting
 - Irrigation
 - Park Furniture
- Update and refresh park signage with new sign family, logo and brand standards.
- Review and inspect all parks annually and refer to the maintenance and operation standards.

SYNERGIES WITH OTHER PLANS



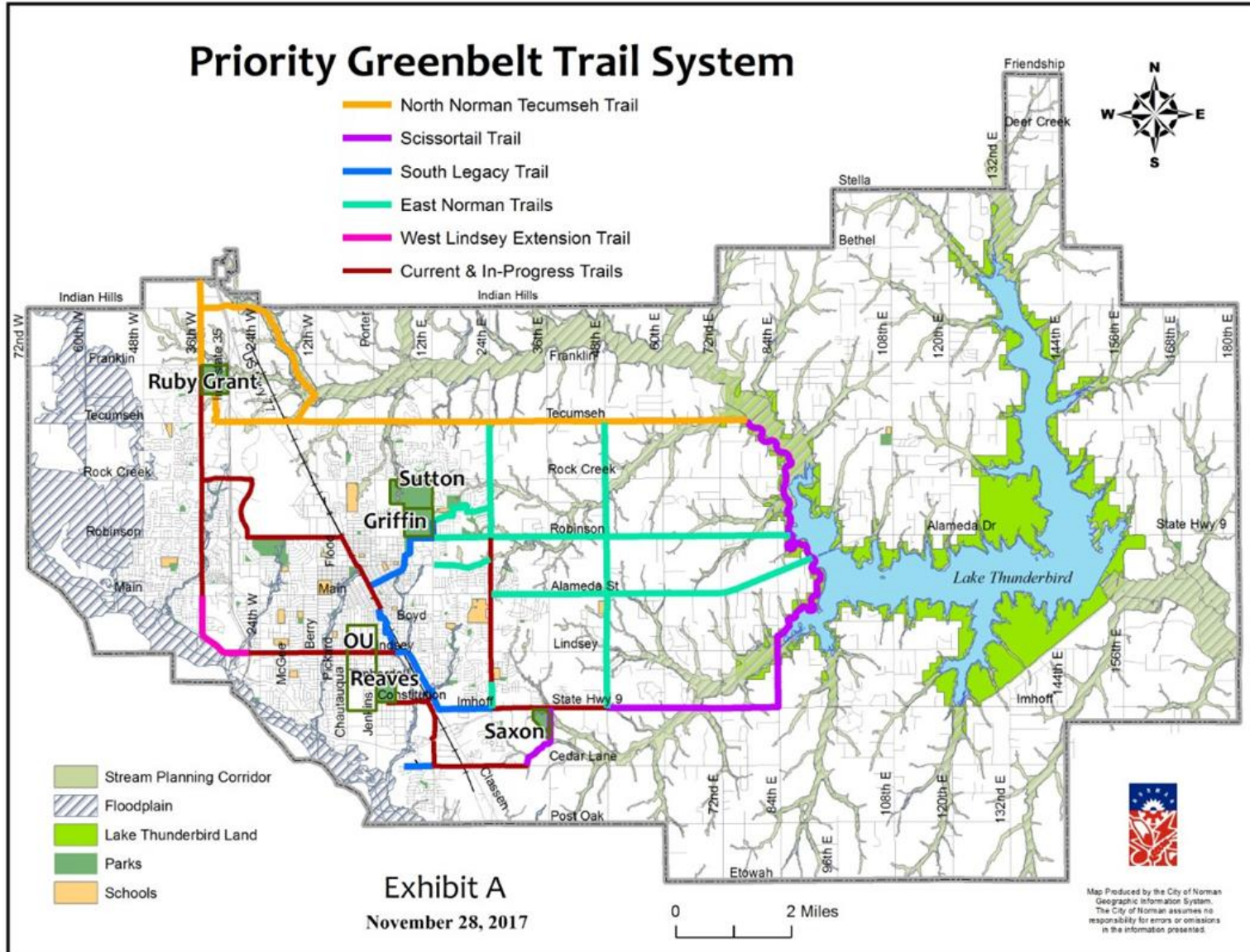
SYNERGIES- PARK SERVICE AREAS



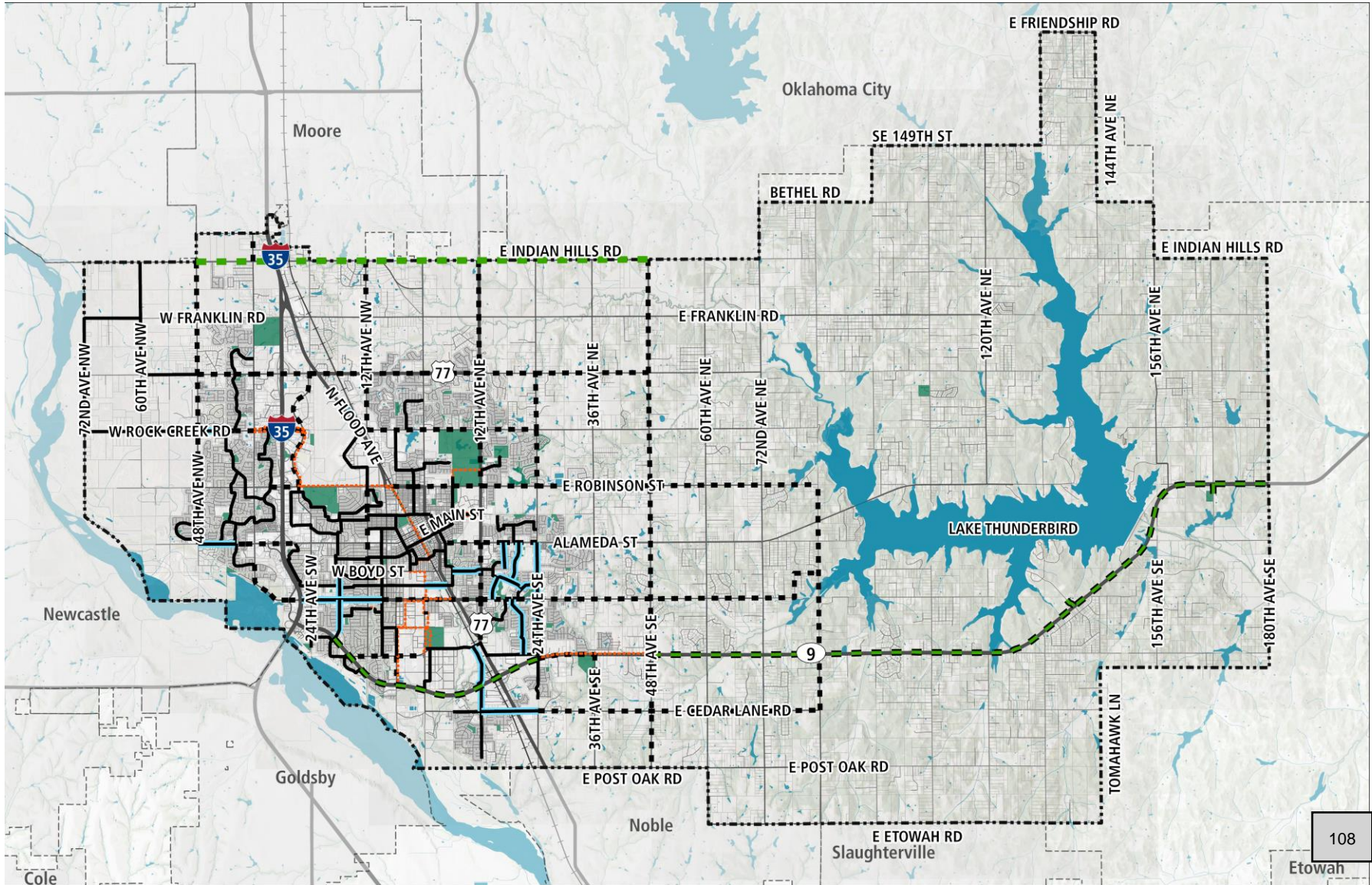
SYNERGIES- TRAILS



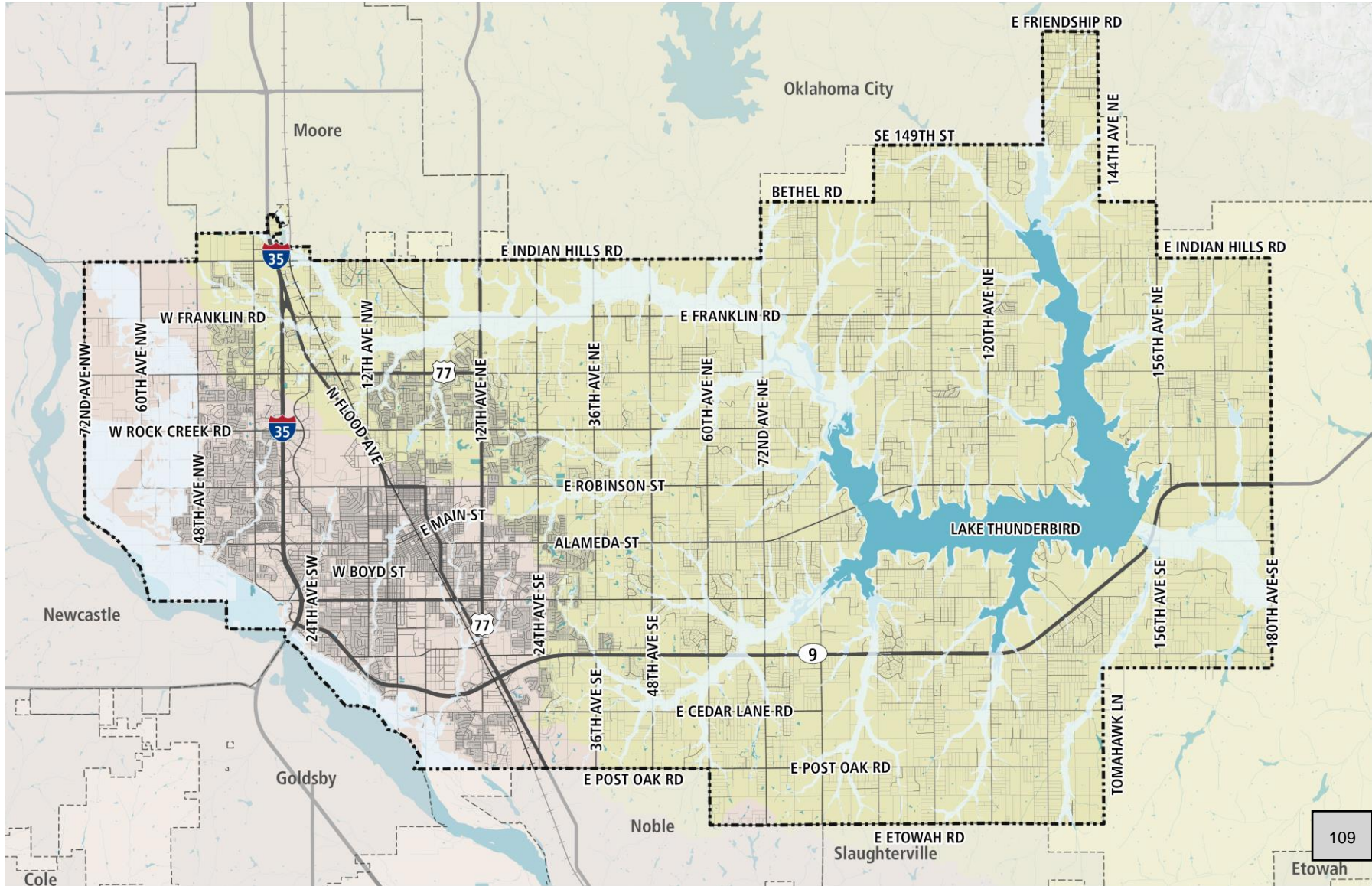
Item 4.



SYNERGIES- TRAILS



SYNERGIES- STORMWATER



A PLAN FOR THE FUTURE!



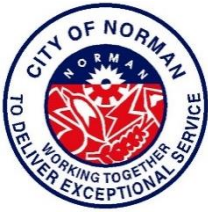
Steps We've Taken to Get Here:

- Work Session with Parks Board
- Acceptance of the Master Plan content by Parks Subcommittee
- Acceptance of the AIM Norman Plans by the AIM Norman Steering Committee
- Presentation at Council Study Session
- Style Guide review and updates

What's Next:

- Parks Board Vote
- Council Vote





CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Karla Sitton, Administrative Tech IV

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF PROPOSED WESTWOOD GOLF FEE INCREASE

DISCUSSION:

Staff surveyed golf fees of metro area golf courses to determine whether our fees are comparable. Currently, Westwood Golf fees are equal, but most are much lower than most of the metro area golf courses. Westwood Golf's operating costs have increased over the years, and a fee adjustment will allow Westwood Golf to continue providing the high level of service our customers have come to expect.

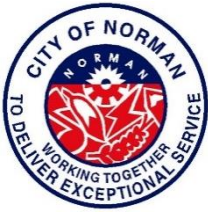
RECOMMENDATION:

Park Commissioners recommend the Director of Parks and Recreation increase pricing at the Westwood Golf Course as presented.

WESTWOOD GOLF FEE COMPARISON

Item 5.

	OKC Courses		Trooper		Kickingbird	Westwood	
	Current	7/1/2025	Current	7/1/2025		Current	7/1/2025
Regular Green Fee	\$ 34.26	\$ 35.89	\$ 32.08	\$ 33.71	\$ 37.89	\$ 33.00	\$ 34.00
2:00 Fee	\$ 28.82	\$ 29.91	\$ 26.64	\$ 27.73	\$ 28.15	\$ 28.00	\$ -
5:00 Fee	\$ 22.02	\$ 23.11	\$ 20.93	\$ 22.02	\$ 24.36	\$ 23.00	\$ -
Senior Fee	\$ 20.93	\$ 10.06	\$ 19.85	\$ 20.93	\$ 24.36	\$ 20.00	\$ -
Junior Fee	\$ 8.97	\$ 22.02	\$ 8.97	\$ 10.06	\$ 14.07	\$ 10.00	\$ -
School Fee	\$ 7.34	\$ 8.43	\$ 7.34	\$ 8.43	\$ 11.91	\$ 7.00	\$ 8.00
9-Hole Fee	\$ 23.11	\$ 24.20	\$ 22.02	\$ 23.11	\$ 24.36	\$ 23.00	\$ -
Driving Range	\$ 4.00	\$ 4.25	\$ 4.00	\$ 4.25		\$ 4.00	\$ 4.50
Cart 1/2 - 18 Holes	\$ 19.58		\$ 19.58		\$ 19.49	\$ 18.00	\$ 19.00
Cart 1/2 - 9 Holes	\$ 9.79		\$ 9.79		\$ 10.83	\$ 11.00	\$ -
Regular w/18 - 1/2 Cart	\$ 53.84	\$ 55.47	\$ 51.66	\$ 53.29	\$ 57.37	\$ 51.00	\$ 53.00
Senior w/ -18 - 1/2 Cart	\$ 40.51	\$ 41.60	\$ 39.43	\$ 40.51	\$ 43.84	\$ 38.00	\$ 39.00



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Karla Sitton, Administrative Tech IV

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE SILO MURAL PROJECT AT GRIFFIN PARK

BACKGROUND:

As part of ongoing efforts to enhance public art and community engagement, an art mural is proposed for the silos at Griffin Park. This project aligns with Norman's commitment to supporting cultural representation, public art, and park enhancements.

DISCUSSION:

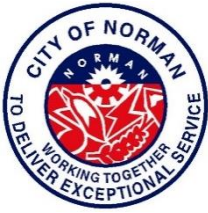
Several residents and representatives from the Norman Arts Council and City Staff were selected to serve on the Silo Mural Selection Committee. In December 2025, the Committee received 118 applications and asked three applicants to move forward with submitting sketches. The three applicants met with the Committee on December 6, 2025, and the Committee made their final selection on December 7, 2025. On February 17, the Committee met with the selected artist to discuss specifics about the proposed art. The budget for the art project is \$40,000 for the silos, with \$30,000 coming from the Norman Forward Griffin Park project and \$10,000 coming from the NAC murals in public places fund.

RECOMMENDATION:

Staff recommends that the Board of Park Commissioners approve the design for the Silo Mural Project at Griffin Park.







CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Karla Sitton, Administrative Tech IV

PRESENTERS: Rick Parish, Westwood Golf Professional
Paul Krout, Westwood Golf Maintenance Superintendent

ITEM TITLE: ANNUAL REPORT FROM WESTWOOD GOLF & GOLF MAINTENANCE

DISCUSSION:

The Westwood Golf Course was designed in 1967 by golf architect Floyd Farley and later redesigned by Tripp Davis in 2003. The 6,200-yard course renovated in 2003 features wide, tree-lined fairways, gently contoured greens, twenty traps, and several water hazards. The challenging yet playable course is perfect for the weekend golfer or the advanced competition. Open year-long, Westwood is well-known throughout the metropolitan area as an excellent municipal golf course that consistently offers exceptional greens. Along with the course, the facility contains an onsite driving range (featuring "Lunch and Launch" on weekdays), practice putting and chipping greens, a clubhouse, a golf shop, a restaurant, and an outdoor scoreboard with an adjoining patio. Rates are affordable, and tee times and professional lessons are available daily. Every year, the course hosts The Westwood Invitational, a 3-day, 54-hole stroke play tournament usually takes place around July 4th. It is one of the state's largest and longest-running tournaments.

2025 WESTWOOD GOLF ANNUAL REPORT

1. Opening – Thank you for your time and for having us.
2. On January 3rd Bobby Florer retired as the Assistant golf Professional II after 38 years of service. On February 7, Tyler Baumann became the Program Coordinator/Assistant Golf Professional. Tyler has been with Westwood for over 15 years. He started out as a Cart and Range Attendant, moved into the pro shop part time and worked in the grill part time, before moving into the Golf Shop Assistant position for the last 10 years.
3. Westwood Men’s Golf Association
 - WMGA Saturday League began Saturday, March 8th and will end with The Club Championship on August 20th.
 - Thursday League began Thursday, March 20th and finishes Thursday October 23rd. They will start with 2 Man – 9 hole tournaments followed by 12 weeks of league play and finishing with more 2 Man - 9 hole tournaments.
4. Westwood Ladies Play Days
 - Thursday Morning Play Days beginning in May
5. Senior Play Days
 - Starting April and ending in October. Playing every Wednesday.
 - 20 to 30 participants
6. 50th Invitational- July 4, 5 & 6, 2025. Averaging 140 players per year over the last 10 years. We are having a dinner and band out this year to celebrate the 50th.
7. First Tee – Spring, Summer and Fall. Wednesday nights, 60 kids per session.
8. U.S. Kids in 2024 – 387, 2023 – 413, 2022 – 456 players, 2021 – 463, 2020 – 391 and 2019 – 351 players.
9. South Central Section, PGA, Jr. Tour – Scheduled for June 4, 2024. Attendants as scorers and markers. 90 players annually.
10. Westwood Free Jr. Clinic, June 11 and 12, 2024.
11. Westwood Jr. Academy: 90 – 2024; 90 – 2023; 90-2022; 91-2021; 60-2020; 85-2019; 65-2018; 56 – 2017; 82 – 2016; 92 -2015; 97 – 2014; and 87 - 2013.
 - Begins June 17th and finishes with our Jr. Academy Championship on July 23rd.
12. Pro Shop discount to Annual Members, Men’s and Ladies Golf Associates
 - Promote Customer loyalty to pro shop and to Westwood GC
13. Host Norman High on Mondays, Norman North on Tuesdays and Middle Schools (Alcott/Irving and Whittier/Longfellow) on Wednesdays. Southmoore and CCS Monday – Thursday.
14. 6A Girls – Sabercat JV- 9-hole tournament - March 12. Robert O. Smith Spring Break Junior Invitational 2nd Annual Tournament on March 19th. This is a new tournament that was introduced to us by Greg Grost. 6A Lady Sabercat Varsity Invitational - March 24, 6A Boys Sabercat Varsity Invitational – March 25, 2025. NHS-Middle School Invitational on April 2. Varsity boys assist in all tournament functions to learn what it takes to run a tournament. We are in talks to do a Fall 25 Lady Sabercat and Sabercat Tournaments.

Total rounds in FY20 – 30,996; FY21 – 36,553; FY22 - 38,257; FY23 – 37,257; and FY24 – 35,327.

Thank You To: My Staff (Bobby Florer, Tyler Baumann, Lonnie Burks, Gary Holm and Jay Gibson) and the Grounds Crew (Paul Krout, Mike Winkler, Eric Dissell, Brian Sullivan and Joe Pempin). Paul has truly made this more of a team concept. He includes the pro shop staff with any changes to the course. Jason Olsen, Mitchell Richardson, Esther Rojo and Karla Sitton – For all their help and guidance.

Thank You for giving me this opportunity, I'm honored to be the Golf Professional at Westwood Golf Course.

2025 Westwood Golf Maintenance Annual Report

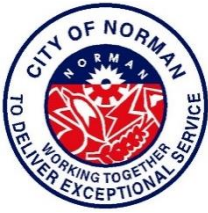
The maintenance staff has been busy with tree and debris work, weed control, #2 back tee construction to lengthen the par 3 and #7 pond renovation for material use at the tee project during the 2024 golf season. The following is a report of work completed.

We started with trimming low hanging tree limbs around the course. This was a problem for golfers and pace of play. Then, we moved onto large tree logs that remained from 2023 golf season. Next was the water sprouts and lower limbs inhibiting us from mowing and trimming. This process requires a borrowed tractor and attachment from Park Maintenance. We started removing dead trees and stumps that are on the golf course. We removed stumps on holes 4, 5, 6, 9, 10, 11, 14, 15, 16 and 18. Going forward, we will remove dead trees and stumps and continue to clean up the debris left behind from this process. Storm water maintenance division is also helping us with trimming the large brush areas and difficult to trim areas around waterways. To date they are almost finished. This leaves Westwood Maintenance staff with cleanup of brush and debris left behind from this process.

We enlarged number 7 greenside pond and used the excavated soil to extend the teeing area on number 2 hole. This tee serves as a back teeing effectively lengthening the hole, which is part of an overall plan to create a long overall course yardage. As part of this project cart path repairs are also presently underway adjacent to number 7 pond area. These projects should be completed before the spring golfing season. Also, the driving range tee has a matted area to help turf areas recover during the off season.

We have made major strides this past growing season in eradicating broadleaf and grassy weeds on Westwood golf course and tennis grounds. Some of the major problem weeds were Dallasgrass, Nutsedge, Kyllinga, Goosegrass and Knotweed. We will continue with applications this year in hope of reaching our goal of a very low threshold of weed competition. Number 2 greenside bunker is our next bunker renovation as part of the overall course bunker renovation. To date 7 of the 14 bunkers are complete.

Thank You to all that contribute to our goal of improving playability and quality of Westwood Golf Course. Especially, Parks And Recreation Director Jason Olsen, Head Golf Professional Rick Parish and the rest of the greens staff.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025

REQUESTER: Karla Sitton, Administrative Tech IV

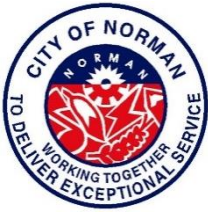
PRESENTER: Kellen McCoy, Field Operations Supervisor Athletics

ITEM TITLE: ANNUAL PRESENTATION FROM THE YOUNG FAMILY ATHLETIC FACILITY

DISCUSSION:

The Young Family Athletic Center (YFAC) is an approximately 122,000-square-foot facility built on a 12-acre site on the north side of Norman, OK. The Young Family Athletic Center furthers the citizen-initiated Norman Forward mission to fund and create quality-of-life projects for the community. This center was made possible by a generous \$4 million donation from the Young Family Foundation.

The YFAC offers premier basketball and volleyball courts, aquatics, sports medicine, youth sports, sports camps, leagues, and a retail store. YFAC is sought after for sports tournaments, will be open for rentals, and has hours for the community to enjoy.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025
REQUESTER: Jason Olsen
PRESENTER: Jason Olsen, Director of Parks & Recreation
ITEM TITLE: NORMAN FORWARD UPDATE

DISCUSSION:

Norman Forward is a citizen-initiated proposal to renovate, expand, construct and fund Quality of Life projects, such as multiple recreational facilities, libraries, parks, athletic venues, public art, trails, swim complexes and other quality of life projects throughout Norman. The initiative came to the City Council from community groups, stakeholders and Norman residents, who prepared an initial package using analysis and information from recreational planning professionals and research firms. Citizens approved the initiative at the polls in October 2015.

The Director of Parks and Recreation will provide updates on park-related Norman Forward Projects.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 04/03/2025
REQUESTER: Karla Sitton, Administrative Tech IV
PRESENTER: Jason Olsen, Director of Parks & Recreation
ITEM TITLE: DIVISION UPDATE

DISCUSSION:

The Parks and Recreation Department manages the park systems, recreational facilities & programs, and the Westwood Complex and maintains city-owned buildings. The department comprises six functional divisions: Administration, Parks, Recreation, Parks Planning & Forestry, Facility Maintenance, and Westwood.

Each Division Manager will briefly overview recent programs and/or progress within their division.