

Norman Board of Parks Commissioners  
September 3, 2020

The Norman Board of Parks Commissioners of the City of Norman, Cleveland County, State of Oklahoma, met on the 3rd day of September, 2020 at 5:30 p.m. and notice and agenda of the meeting were posted at 201 West Gray Street, 24 hours prior to the beginning of the meeting.

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This Park Board Meeting was a virtual meeting with Park Commissioners appearing via video conference.

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ITEM 1, being:

ROLL CALL

Present: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, Ross, Sallee and Salmond

Absent: Commissioners Wright

Tardy: Commissioner May

City Officials

Present: Jud Foster, Director of Parks and Recreation  
James Briggs, Park Planner  
Jason Olsen, Recreation Superintendent  
Wade Thompson, Parks Superintendent  
Karla Sitton, Administrative Technician IV

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ITEM 2, being:

APPROVAL OF THE JULY 2, 2020 MINUTES

Commissioner Dolan made the motion and Commissioner Isacksen seconded to approve the agenda. The vote was taken with the following results:

YEAH: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, Ross, Sallee and Salmond

NAY: None

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ITEM 3, being:

APPROVAL OF THE AGENDA

Commissioner Dolan made the motion and Commissioner Sallee seconded to approve the agenda. The vote was taken with the following results:

YEAH: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, Ross, Sallee and Salmond

NAY: None

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Commissioner May joined the meeting at 5:38 p.m.

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ITEM 4, being

**CONSIDERATION OF PARK LAND DEDICATION REQUIREMENTS FOR FLINT HILLS PUD ADDITION**

Flint Hills PUD Addition is located in a part of Section 12 Township 9 North, Range 3 West of the Indian Meridian and is located on the north side of Tecumseh Road and between 12<sup>th</sup> and 24<sup>th</sup> Avenues Northwest; just east of the BNSF rail line. He said this Addition is being developed as part of the development that was presented to Park Board in February, 2010, as the Founder's Park Addition PUD. The entirety of that development was shown on a tract of land that encompassed approximately 160 acres, with a total of 218 single family lots, 223 units of multifamily housing and 36 town home units. At that density, the addition would have generated a public parkland dedication requirement of 2.5740 acres. The development also contained commercial space in the southwest quarter of the site and a large area of floodplain in the northeast quarter of the site.

Mr. Briggs said in 2010, the developer requested that they be granted a private park decision, and to that end, they proposed approximately 37 acres of open space throughout the addition. This private park land area equaled more than fourteen times the amount of public park land that would be required for this addition, including approximately 2.5 acres of flat, open active recreation area for practice fields, along with extensive greenbelts and trails (and even a portion of the Legacy Trail eastern loop). Mr. Briggs said the Park Board approved the request for private park land at the February, 2010 meeting. He said since that time, approximately 12 acres of the Founder's Park PUD land was sold to a separate development company, who are building 246 units of multi-family housing as a portion of the original plat as a separate project. Mr. Briggs said that addition was considered earlier this year by the Park Board as the Artisan Crossing PUD Addition. The developer requested and received a Fee-In-Lieu of Land decision for their final plat, with the anticipation that the remainder of the original Founder's Park development would still yield the acreage of private park, once developed.

Mr. Briggs said now, the remainder of the original Founder's Park PUD is being proposed as the Flint Hills PUD Addition. He said this development includes 326 single family lots along with no more than the originally planned 36 town home units. Mr. Briggs said this will generate a public park requirement of 2.2946 acres. Again, the developer is proposing a large amount of green space, including the same commitment of land in the Northeast corner of the plat as was seen in the original Founder's Park proposal. That area will again include large expanses of flat land suitable for team sports practice, along with the connecting segment of Legacy Trail (10-foot wide multi-modal path), which will be built by the developer and accessed by the public as the trail is built in that part of town in the future. Other green spaces in the development will include walking trails, park furnishings and children's play equipment, according to the developer. Mr. Briggs said the total of all green space is approximately 48 acres—which is almost 21 times the size of what would be required of a public park decision. He said the development will still yield approximately \$27,150 in Community Park Development fees, depending on the final number of town homes developed at Flint Hills. Mr. Briggs said the commercial developments in the southwest corner of the plat will not require park land dedication and the Artisan Crossing residents surrounded by the Flint Hills development will have access to the Flint Hills park land/green space, which will allow the Fee-In-Lieu of Land and park development fees collected from that addition to be spent at Highland Village Park, as decided at the April, 2020, Park Board meeting.

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Staff is in favor of a private park decision for the Flint Hills PUD Addition, provided that a combination of active and passive space and the Legacy Trail segment construction is included in the planning of the private park land, as shown on the plat.

Vice-Chair Moxley asked if a private park already exists and Mr. Briggs said yes. Vice-Chair Moxley asked what will change from the original plat and Mr. Briggs said it will be similar to what the Park Board approved in 2010; however, more green space is proposed versus a narrow and more constrictive space. Commissioner Salmond asked if the developer has to re-do the plat and Mr. Sean Reiger, representative for Flint Hills PUD Addition, said no; however, the developer did re-do the plat since they are proposing more houses. Commissioner Ross asked if the proposed green space is buildable and Mr. Reiger said no, because the space is too wet and has dry detentions. Commissioner Ross said she hoped the developer considers the issue with the water features since they are close to homes and Mr. Reiger said new homes have a Home Energy Efficiency Rating (HERS) which is an efficiency rating which includes water usage. He said the developer, Ideal Homes, is known for green homes as they relate to the stormwater which will filtrate per the City's Water Quality Protection Zone (WQPZ). Mr. Reiger said the exiting multi-family has already been constructed within the original plat for Founder's Park Addition PUD. He said the proposed plat for Flint Hills will have single-family homes, one area gated and one area not gated, light industrial construction and commercial construction. Commissioner Dolan asked how many stories will the multi-levels contain and Mr. Reiger said up to three (3) stories. Commissioner Isacksen asked how the WQPZ requirements are enforced and Mr. Briggs said they are written into the covenants (for Flint Hills PUD Addition).

Commissioner Moxley made the motion and Commissioner Dolan seconded to approve a private park decision for the Flint Hills PUD Addition. The vote was taken with the following results:

YEAH: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, May, Ross, Sallee and Salmond

NAY: None

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ITEM 5, being

**CONSIDERATION OF PARK LAND DEDICATION REQUIREMENTS FOR UNIVERSITY NORTH PARK SECTION XVI PUD ADDITION**

University North Park (UNP) Section XVI PUD Addition is located in a part of Section 14 Township 9 North, Range 3 West of the Indian Meridian and is located north of Rock Creek Road, on the east side of 24<sup>th</sup> Avenue NW. This is a proposal for an assisted living facility for senior citizens (see conceptual plan, attached). The preliminary plat for the entire UNP area showed many different zoning types in the development; including some residential units, as are proposed in this UNP Section XVI plat.

This addition contains 189 units of RM-6-type assisted living housing, which will generate a park land dedication requirement of 0.8363 acres. At that density, this development will also yield \$14,175 in Neighborhood Park Development Fees and the same in Community Park Development fees once all building permits have been issued. The final plat being shown (attached) has assigned the name "Medicare" to the facility—however, it is the same footprint and number of units as was shown on the UNP Section XVI preliminary plat.

At this time, the developer is seeking a private park decision for the UNP Section XVI (Medicare) property. They intend to provide on-site space for recreation for their residents, as most of them will

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not be physically able to travel off-property. In that case, the developer will have to provide 1.6726 acres of private park land (double the amount of a public park requirement), and will only be required to pay the Community Park Development Fees when building permits are issued. Knowing this, the developer has proposed the attached site development plan, which includes 1.78 acres of recreational space around the building (see attached). They will also be obligated to provide amenities of a value at least equivalent to the neighborhood park fees that would have been collected if they were opting for a private park.

To that end, the developer has committed to install walking trails, site furnishings and facilities in these areas for a variety of activities, including an off-leash dog play area, lawn game area for horseshoes, bocce ball and other such activities, outdoor yoga and fitness space, grilling and eating areas and other un-programmed green space. A pool will also be built, but that amenity cannot count towards their park development credit, according to the park development ordinance. However, it will provide recreational opportunities on-site along with the other activities planned for the areas that will count as their private park.

Staff recommends a private park land decision for the University North Park Section XVI PUD Addition; with the developer pledged to provide the recreational amenities described in their development plan and as shown in the conceptual plan for UNP Section XVI.

Commissioner Salmond asked if the proposal included a public park and Mr. Briggs said no, the proposal is a private park for assisted living residents. Vice-Chair Moxley asked if the nearest City park was Legacy Park and Mr. Briggs said yes.

Commissioner Dolan made the motion and Commissioner Sallee seconded to approve a private park decision for the University North Park Section XVI PUD Addition. The vote was taken with the following results:

YEAH: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, May, Ross, Sallee and Salmond

NAY: None

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ITEM 6, being

**ANNUAL PRESENTATION FROM CLEVELAND COUNTY HISTORICAL SOCIETY**

Ms. Amy Pence, Museum Manager, Cleveland County Historical Society (CCHM), highlighted their 2019-2020 Annual Report, to include financials, to the Board which was submitted prior to the meeting.

Ms. Pence gave a narrative of annual activities at CCHM and said programming continues while attempting to survive and thrive through the COVID-19 pandemic. She said CCHM was closed from March 14 to May 29, 2020, and re-opened slowly, first by appointment only, then on an every-other day basis, finally with only guided tours with scheduled times. Ms. Pence said CCHM strives to create a quality visitor experience and pursue the mission of presenting, preserving, and sharing Cleveland County's history. She said CCHM received one award and two grants last year; the 2020 Best of Norman Award for museums and a \$3,000 Operational Support Grant from the Norman Arts Council and a \$4,950 Oklahoma Heritage Preservation Grant from the Oklahoma Historical Society.

Ms. Pence said CCHM experienced a downturn in visitor numbers due to the pandemic. She said approximately 1,080 visitors has visited the museum since October, 2019. Ms. Pence said CCHM hosted three exhibits including Victorian Holiday Traditions, Pioneer Photography: The Life and Art of Emma Coleman; and a Quilt Show. She said in attempt to create a more accessible museum, each exhibit was open at least one time in the evening and also included an interactive element. She said all the events re open to the public and most are free, though some require pre-registration and a registration fee. Ms. Pence said events with a registration fee include the Children's Summer History Camp Series and Spring Break History Camp Series, the Mother's Day Tea Party and various crafting workshops offered throughout the year. She said CCHM does not charge an admission fee to tour the museum, but visitors are encouraged to leave a \$5 donation.

CCHM offers a Victorian Tea Birthday Party package for \$150 fee for a two-hour party. The museum and carriage house can be rented out for small events and/or photography sessions for a fee of \$50 per hour. Ms. Pence said the gift shop averages \$100 a month gross income that helps support the museum.

Ms. Pence said yearly memberships are as follows: Standard: \$10 and includes monthly email updates; Heritage: \$30 and includes monthly email updates as well as a choice of CCHS' publications, "Norman 1889-1949" or "Norman's Navy Years"; and Premium: \$50 and includes monthly email updates as well as a choice of CCHS' publications, "Norman 1889-1949" or "Norman's Navy Years", and a Moore-Lindsey Historic House ornament.

Ms. Pence said CCHM continues to offer their photo and document archives as a free service available on the website and the museum website also serves as a resource for those who are interested in submitting a research request as well as over a 360-degree virtual tour of the museum and programming available.

The CCHM feels very positive about the programming, outreach, and historical information that are being shared with the community through the initiatives over the past year.

The board acknowledged the report.

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ITEM 7, being

#### DISCUSSION REGARDING A PARKS AND RECREATION NEEDS ASSESSMENT

Mr. Ryan Murray with ETC, presented a proposal to conduct a Parks and Recreation Needs Assessment to the Board. He said ETC is a national leader in market research for local governmental organizations in order to gather and use survey data to enhance organizational performance for more than 30 years.

Mr. Murray said the goal of a Needs Assessment will be to objectively assess where the greatest ara for opportunities exist to include the following:

- Provides an objective assessment of how the organization is performing;
- Results will be put into perspective to better understand the needs of your community;
- ETC will help organizations to understand the unmet needs in the community;
- ETC will provide comparisons to better understand how an organization compares with others;
- ETC will identify priorities for investment; and
- ETC will provide recommendations regarding the next steps.

Mr. Murray said the scope of services include:

**Task 1: Design Survey and Prepare Sampling Plan Develop the Survey**

❖ Design Survey

- Tailor the survey our needs to be current issues are addressed;
- Utilize our experience to help craft questions by providing examples from other clients;
- Review previous surveys; and
- Usually involves 3-4 drafts before final draft is approved.

❖ Design the Sampling Plan

- Sample designed to ensure results are representative of the City's population;
- Sample will be address-based;
- Sample will include households with land-lines and cell-phones;
- Sample will include email addresses;
- Sample designed to ensure the completion of at least 400 completed surveys; and
- Sample size will allow ETC to provide cross-tabular data by key demographics

**Task 2: Administer the Survey**

❖ Administer the Survey

- Select a random sample of residents;
- Utilize hybrid mail/online/phone methodology;
  - Mail survey cover letter (with internet option)
  - Follow-up by email;
  - Follow-up by phone (if needed);
- ETC guarantees the collection of a minimum of 400 completed surveys;
- Results are statistically valid City-wide at the 95% level of confidence with a margin error of +/-5%;
- ETC actively monitors the distribution of responses/results as they are collected to ensure the sample reflects the demographic composition of the community

❖ Administer Procedures

- ETC will work with the City of Norman to develop a communication plan for the survey;
- Mail survey to households selected in random sample;
  - Include cover letter on City letterhead and postage paid return/reply envelope;
- Geocode the respondent's home address to ensure good geographic representation;
- Approximately 10 days after surveys are mailed, follow-up emails will begin; and
- Emails and phone calls will be concentrated on demographic and geographic areas where response is low

❖ Data Management and QA/QC

- Program has been refined through our experience with hundreds of similar projects;
- Quality assurance program is directly monitored by ETC's CEO Chris Tatham;
- The program is designed so all ETC employees are involved;
- The program gives our clients error free results; and
- Processes have been reviewed by the United States Office of Management and Budget

**Task 3: Analysis and Final Report**

❖ Survey Analysis and Reporting

- ETC will analyze the results and prepare a report including the following analysis tools:
  - Priority Investment Analysis
  - Benchmarking Analysis
  - Cross-tabulations; and
  - Trends Analysis (if available)

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Mr. Murray highlighted a Needs Assessment for the City of Gwinnett County, Georgia and said first survey question identified the number of households that have a need for various facilities/amenities. He said next question asked how well facilities/amenities meet the needs of respondent households which identifies the facilities, amenities and programs that residents think should receive the highest priority for the investment. Mr. Murray said the next question asked the estimated number of households whose needs for a facilities/amenities are being partly met or not met which reflects the importance residents place on items and the unmet needs relative to the item that rated highest overall.

Mr. Murray said ETC prioritizes top priorities for investment for facilities/amenities based on the priority investment rating into three (3) categories, i.e., high priority (100+), medium priority (50-99) and low priority (0-49). He said ETC determines decisions related to future investments that should consider both the level of unmet needs and the importance of needs that are being met.

Mr. Murray said ETC utilizes their experience completing needs assessments across the country to build one of the most comprehensive benchmarking databases available. He said benchmarking will help put your results into perspective. Mr. Murray said ETC utilizes cross-tabulations to help the City better understand their survey data with geographic location, age, gender, income, years lived in the City, and race/ethnicity. He said a final report will be prepared, recommendations are based on the analysis; and ETC will help set realistic expectations for action.

Mr. Murray highlighted the proposed Needs Assessment Survey schedule timeline stating the following:

- ❖ Month 1: Survey Design and Final Sampling Plan;
- ❖ Month 2: Survey Administration Begins and Survey Administration Complete;
- ❖ Month 3: ETC will Analyze the Data, Submit a Draft Report, and Deliver a Final Report.

Mr. Jud Foster, Director of Parks and Recreation, asked the Board their thoughts on completing a Needs Assessment at this time. Commissioner Salmond said he would have rather seen the survey done prior to the recent Norman Forward (NF) General Obligation (GO) Bond that failed on August 25, 2020, which would have provided a shortfall on the NF projects. He asked whether 400 responses would be enough for a through needs assessment and Mr. Murray said it would be a great sample size for Norman reminding the Board the margin of error is +/-5% and the 95% level of confidence. Mr. Jason Olsen, Recreation Superintendent, said ETC could collect more responses; however, the cost for the survey will go up which may not be enough to gain another 1-2% percent. Mr. Foster said a survey was completed prior to the 2015 NF Election and Mr. Olsen said a small poll was conducted in March, 2020, both surveys determined there was enough NF support to move forward with the initial NF Election (2015) and the NF GO Bond election (2020). Mr. Olsen said the survey will be approximately seven (7) pages and will consist of recreation and park based questions, not just NF questions. He said the Parks and Recreation Department saved on FYE2019-20 Special Events due to COVID-19 which will help pay for the \$15,000 needs assessment survey.

Commissioner Dolan said he thought a needs assessment survey was a great idea. Commissioner Sallee asked whether the Park Board would see the survey before it goes out to the Community and Mr. Olsen said yes. Commissioner Ross said felt like the needs assessment needs to address the environmental aspect. Commissioner Favors asked if the survey results will determine NF priorities and Mr. Foster said the information will be shared as an opportunity for NF projects. Vice-Chair Moxley asked whether the survey will ask the residents to prioritize the remaining NF projects and Mr. Foster said that is a good idea. Commissioner Isacksen said a needs survey is an excellent idea; however, she is concerned about survey/response fatigue since there has been a recent election, i.e., NF GO Bond, and the ongoing 2020 Census as well as upcoming November elections. Mr. Olsen said

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people are generally more tender-hearted towards a Parks and Recreation survey and past surveys have had a 20% response rate.

Commissioner Sallee made the motion and Commissioner Dolan seconded to move forward with a Parks and Recreation Needs Assessment.

YEAH: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, May, Ross, Sallee and Salmond

NAY: None

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Commissioner May left the meeting at 6:54 p.m.

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ITEM 8, being

**NORMAN FORWARD UPDATE**

Mr. Jud Foster, Director of Parks and Recreation gave a Norman Forward Update to the Board. He said most are probably aware that all four (4) of the propositions for the General Obligation (GO) Bond Election failed on August 25, 2020. Mr. Foster said Proposition 1 would have funded the shortfall on the Norman Forward (NF) projects 58.8% - 41.2%. He said the next step will be to meet with all the NF Ad Hoc Committees to determine how to proceed with their respective projects.

Mr. Foster highlighted the NF Projects currently under construction to include Ruby Grant Park, Andrews Skate Park, Griffin Park – Soccer Fields, and Rotary Park.

**Ruby Grant Park**

Mr. Foster showed a slide depicting the Ruby Grant Master Plan highlighting all the facilities at the park and several pictures reflecting current work being done to include the Ruby Grant Memorial Pavilion, All-Inclusive Playground, and Restroom Building. Mr. Foster said work continues on the construction of the walking and running trails, as well as the parking lots.

**Andrews Skate Park**

Mr. Foster said the American Ramp Company (ARC) is making good progress on the Andrews Skate Park Project. He said the triple-bowl feature is complete and work has been done on the specialty sloped surfaces in the lower street course plaza area south of the bowls. A contractor will install LED lighting at the park as the concrete crews finished their work in September.

**Griffin Park**

Mr. Foster said field grading, irrigation, and sprigging was completed on the southwest fields and should be ready to play on in September.

**Rotary Park**

Mr. Foster said construction continues at Rotary Park. He said the new playground equipment is almost completely installed and crews are working on the safety surfacing underneath the playground equipment. Mr. Foster said Council awarded Cavins Construction the bid for the new restroom building on July 14th and the old restroom building has been demolished so the new can be constructed.



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Commissioner Salmond asked how quickly moving softball fields to Reaves Park will be and Mr. Foster said it depends on how quickly the current Park Maintenance Facility is demolished. Mr. Foster said that will clear the way to start work at Reaves Park to install a 300 square foot fields for adults and possible the installation of temporary fencing for youth play.

Commissioner Favors asked if the indoor facility at Griffin Park was off the table since the GO Bond failed and Mr. Foster said yes, that is correct. He said the enhanced lighting and extra parking lot would not be constructed as well.

Vice-Chair Moxley said the biggest elephant in the room is the Indoor Aquatic and Multi-Sports Facility and wondered whether the City could partner with swim grounds and/or the Optimist Club. Mr. Foster said elements for the project still remain to include the 12 acres of property by Embassy Suites that the City already owns, TIF funding in the amount of \$2.7 million, and the Young donation is the amount of \$4 million. He said the Indoor Aquatic and Multi-Sports Facility can be constructed so that future pool(s) and/or court(s). Mr. Foster said once a Construction Manager at Risk (CMaR) is selected, they will begin working with FSB.

Commissioner Salmond asked whether the Needs Assessment Survey will include maintenance/operational costs at the Indoor Aquatic and Multi-Sport Facility and Mr. Foster said plans to select a day to day operator and their responsibilities will be between the City and the operator. Mr. Foster said those details would be worked out at a later time.

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ITEM 9, being

**MISCELLANEOUS DISCUSSION**

Mr. Jason Olsen, Recreation Superintendent, said a Labor Day Event including fireworks will be held at Reaves Park on Saturday, September 5<sup>th</sup> and invited the Board. He said a drone will capture the fireworks show which will begin around 9:15 p.m., and a will be live-streamed on FaceBook and on KGOU radio. Mr. Olsen said Staff has marked off areas within the park for social distancing should anyone attend the fireworks show in person.

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ITEM 10, being

**ADJOURNMENT**

Commissioner Salmond made the motion and Commissioner Dolan seconded to adjourn. The vote was taken with the following results:

YEAH: Vice-Chair Moxley and Commissioners Dolan, Favors, Isacksen, Ross, Sallee and Salmond

NAY: None

Passed and approved this 1st of October 2020

  
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Kristi Wright, Chairperson