

UNIVERSITY NORTH PARK BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MINUTES

July 15, 2016

The University North Park Business Improvement District Advisory Board met at 10:00 a.m. in the John Q. Hammons Boardroom at the Embassy Suites Hotel & Conference Center on the 15<sup>th</sup> day of July, 2016, and notice and agenda of the meeting were posted in the Municipal Building at 201 West Gray 48 hours prior to the beginning of the meeting.

PRESENT:

Mike Thompson  
Matt Clouse  
Mandy Haws  
Bill Nemeth  
Dan Quinn  
Jennifer Alexander  
John Richardson

ABSENT:

Guy Patton  
Rex Amsler

STAFF PRESENT:

Jud Foster, Director of Parks & Recreation  
Matt Hendren, Parks Superintendent  
Sara Kaplan, Retail Marketing Coordinator  
Kathryn Walker, Assistant City Attorney  
Jayme Rowe, Legal Admin Tech

Item 1, being:

APPROVAL OF THE MAY 20, 2016, MEETING MINUTES.

Ms. Walker advised that Mr. Brad Goodwin had requested that his name be removed from the list of absent members due to the fact that Mr. Austin Goodwin was present as the representative from University Town Center/Sooner Investments. After review, a motion was made by Mr. Thompson, seconded by Ms. Haws to accept the Minutes from the May 20, 2016, meeting as amended. The vote was unanimous to accept the Minutes as amended.

Item 2, being:

UPDATE ON BID ASSESSMENT PROCESS.

Ms. Walker explained the assessment process which begins with a review of county records to confirm ownership. The assessment roll is then filed with the City Clerk and a hearing is set regarding the assessment. This year's hearing is scheduled for August 23<sup>rd</sup>. The assessments will go out to property owners on November 1, 2016, with payments being due by March, 2017.

Ms. Walker commented that, while there were some updates for the March, 2017 assessments, she was excited about the next year's assessments as many projects will be completed within the next several months.

Mr. Thompson asked about the tenants mentioned at the last meeting who had not yet paid their assessments. She reported that list was down now to one or two tenants. The most common reason for delay in payments was communication issues between owners and tenants. She felt as though the outstanding assessments would be current in the near future and, if not, she initiate contact with the responsible parties. She doesn't anticipate any problems as they have paid their assessments in the past following a phone call to clarify.

Item 3, being:

#### CONTINUED DISCUSSION REGARDING LEGACY PARK RESERVATIONS.

Mr. Foster reported that he had hoped to have a completed operating agreement by this meeting but, unfortunately, he has not been able to complete that project. He did report that the final payment to the contractor was authorized by City Council in June. The contractor has provided a one-year warranty from the date of final payment and a few maintenance issues have been reported to the contractor who is in the process of taking care of those details.

He also reported that there have been two scheduled events that were cancelled or shortened because of weather in the past month. First Baptist had scheduled an event anticipating 500-700 that got started but was cut short due to a lightning and thunderstorm that rolled through shortly after the beginning of the program. Ms. Haws asked about parking for such a large event and Mr. Foster responded that the event organizer from First Baptist had contacted nearby businesses such as Academy and Crest to advise them of the event. First Baptist was prepared to shuttle attendees from those parking lots. According to Mr. Foster's information, none of the businesses had any concerns about this plan.

Mr. Hendren reported that the item requesting purchase of the seasonal decorations approved by this Board at the May 20<sup>th</sup> meeting is on the August 9<sup>th</sup> City Council agenda which should allow time for delivery and installation prior to the holiday season.

Mr. Foster concluded his report by stating that the Parks and Recreation Department will continue to act as the point of contact for scheduling until the operating agreement is finalized.

Item 4, being:

#### DISCUSSION REGARDING MARKETING OF THE DISTRICT.

Ms. Walker introduced Sara Kaplan, Retail Marketing Coordinator for the City of Norman and John Richardson, owner of BOLD Multimedia. Ms. Kaplan demonstrated the website she has established for marketing purposes: [www.destinationnorman.com](http://www.destinationnorman.com). She pointed out items of interest on the website and literature from other cities, as well as brochures she has developed for

Norman. The site contains general demographic information and updates on projects throughout the city. She invited members of this Board to share information and links with her for inclusion in the website. She also demonstrated a new social media site, [www.opposites.com](http://www.opposites.com) that focuses more on developers.

Ms. Kaplan spoke about the International Council of Shopping Centers organization which is a marketing group that helps promote shopping centers and retail establishments throughout the world. She also mentioned there are regional opportunities to attend conferences and workshops. However, since budgeting for her area is very limited at the present time, she working closely with internal staff to develop marketing tools to promote Norman.

Mr. Richardson mentioned that his firm, BOLD Multimedia has been retained by the developer, Sooner Investments, to promote the area. They are currently working on developing a website specific to the UNP TIF area. The developer is also establishing a presence on Facebook and Instagram and has committed funds to advertise in local publications and explore the possibility of digital ads. His firm is also working with Mr. Goodwin on upcoming marketing events and with several possible new tenants. Both Ms. Kaplan and Mr. Richardson mentioned that in the marketing arena, many positive comments are being shared about the area's development.

Mr. Richardson went on to mention that the architectural designs for the entrances were being drafted and would be available soon for this Board's review.

Mr. Quinn asked if either Ms. Kaplan or Mr. Richardson needed anything from this Board to help with their marketing plans for the area and both encouraged the members to contact them with information they felt would be helpful on the various websites and social media outlets. It was specifically discussed by the group that it could be helpful to have links to the design requirements on all of the social media sites.

Item 5, being:

#### TOPICS FOR FUTURE DISCUSSION.

Mr. Quinn asked the group for topics for future discussion. Ms. Haws mentioned being involved in a discussion at a recent Chamber of Commerce Board meeting regarding the municipal agenda and setting goals for the future. She suggested contacting Andy Sherrer regarding speaking with this Board about the Chamber's goals and projects, particularly in connection with the UNP TIF area.

Mr. Thompson then asked Mr. Nemeth about the status of the homeless people who had been camping in the area. Mr. Nemeth reported that an officer came out the date after the last meeting and made contact with the person in question and there have been no further issues.

Ms. Walker reported that there should be designs of the entrances available within the next few weeks so this should be a topic of discussion at the next meeting.

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Mr. Foster mentioned that his department is working with the Norman Arts Council regarding an event at Legacy Park in October that will include the Norman Philharmonic Orchestra and various local artists. He should have details to share at the next meeting.

Item 6, being:

DISCUSSION ABOUT DATE, TIME AND LOCATION FOR THE NEXT MEETING.

The Board decided to schedule the next meeting for Friday, September 9, 2016, beginning at 10:00 a.m. Ms. Alexander offered the conference room at the Embassy Suites.

ADJOURNMENT.

The meeting adjourned at 10:46 a.m.