

UNIVERSITY NORTH PARK BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MINUTES

September 9, 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 9th day of September, 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
Guy Patton
Rex Amsler
Brad Goodwin
Austin Goodwin
Andy Sherrer

ABSENT:

None

STAFF PRESENT:

Jud Foster, Director of Parks & Recreation
Matt Hendren, Parks Superintendent
Anthony Francisco, Director of Finance
Kathryn Walker, Assistant City Attorney
Jayme Rowe, Legal Admin Tech

APPROVAL OF THE JULY 15, 2016, MEETING MINUTES.

After review, a motion was made by Mr. Thompson, seconded by Ms. Haws to accept the Minutes from the July 15, 2016, meeting as submitted. The vote was unanimous to accept the Minutes as submitted.

DISCUSSION OF CHAMBER OF COMMERCE GOALS RELATED TO UNP.

At this time in the Agenda, the Chair introduced Andy Sherrer, Vice Chair of the Norman Chamber of Commerce. Mr. Sherrer spoke about the goals of the Chamber as they relate to the UNP TIF area. The Chamber goals are to continuing to build new commerce and promote existing commerce in the area which will encourage sales tax growth. The Chamber continues to be very active in the master plan which includes long term goals and collaborations with the OU Foundation and the City.

Ms. Haws asked if the Chamber group discusses specific projects or commerce in the UNP TIF area. Mr. Sherrer responded that there are some exciting projects that are possible in the near

future, but that these projects could depend on decisions other parties make within the UNP TIF area. He mentioned that there have been discussions regarding an expo center and where that might be located but, at the present time, no decision has been made regarding this project.

UPDATE ON BID ASSESSMENT PROCESS.

Ms. Walker updated the Board on the status of the assessment process. The assessments were approved by City Council at the City Council meeting on August 23rd, and notices will be going out to property owners on November 1, 2016, with payments being due by March, 2017. She advised there were three property owners who had not yet paid the 2016 assessments and she will be contact with those property owners. She estimated those outstanding assessments to be in the approximate amount of \$2,000 to \$3,000.

CONTINUED DISCUSSION REGARDING LEGACY PARK RESERVATIONS.

Mr. Foster reported that two events have been confirmed – the Silver Soiree is scheduled for September 23rd and Legacy Park Arts Day is scheduled for October 16th. The Silver Soiree is a repeat fundraising event hosted by Fred Jones Museum and the Norman Arts Council hosts the Legacy Park Arts Day that includes music, art activities for children and a marketplace for local artists. There have been several other inquiries for weddings and other events that are scheduled in 2017.

Mr. Foster and Mr. Hendren reported that the first of two phases of seasonal decorations have been ordered and should arrive in six weeks. This phase will decorate 60 trees and 40 light poles. Mr. Foster also reported that the audio system approved in the FY2017 City budget has been ordered and is expected to be installed by the upcoming holiday season.

Mr. Foster and Mr. Hendren also discussed the fountain issue that will be addressed by the contractor beginning today. A portion of the water will be drained from the fountain in order to access the equipment that has needed to be repaired for quite some time. Once the equipment is repaired, the water level will be raised and the fountain will be fully functional.

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.

DISCUSSION REGARDING OPERATING AGREEMENT FOR LEGACY PARK.

Mr. Foster and Ms. Walker discussed the history of obtaining an operating agreement for Legacy Park. They will be meeting next week to draft an operating agreement that limits the services provided by an outside group to event planning only and will be based on agreements other local parks that host special events use. They hope to have the agreement drafted within the next two weeks.

TOPICS FOR FUTURE DISCUSSION.

Mr. Quinn asked the group for topics for future discussion. He went on to mention that he had attended the August 23rd City Council meeting when the assessments were discussed. The vote on that item went very smoothly. Ms. Walker mentioned that the designs for the entrances are being prepared and the final design should be available within the next 60 days.

Ms. Walker also mentioned that Oklahoma state law had changed to allow tourism improvement districts and has generated interest from Visit Norman as a possibility in Norman.

Mr. Thompson asked if any information has been reported since the opening of Red Rock Canyon Grill. Several of the attendees commented that they had heard many favorable comments about Legacy Park and the area in general. Others had seen customers taking photos and enjoying the outside seating area. Mr. Quinn commented on other businesses that will be opening around the park.

There were some questions about businesses that have moved into the area and closed other locations, particularly along Ed Noble Parkway. Mr. Francisco explained the transfer adjustment to the tax assessments, in particular that the district doesn't profit from the decision of a business to close one location and move into the TIF area. He further explained that there are safeguards in place to ensure the City's long term sales tax growth rate doesn't suffer. These types of moves are decisions made at a corporate level within the structure of the business. Mr. Goodwin commented that they try to discourage businesses from moving locations if the move involves closing an existing location but they would rather see the business move than leave Norman altogether.

Mr. Patton asked about the status of the lifestyle center. Ms. Walker responded that there is still interest in developing the Lifestyle Center, it just hasn't moved forward yet.

Mr. Clouse asked if there had been any response to John Richardson's request for information which was a topic discussed at the last meeting. Mr. Patton responded that his group had reached out to Mr. Richardson, but have not received any response.

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

The Board decided to schedule the next meeting for Friday, November 18, 2016, beginning at 10:00 a.m. Mr. Amsler offered the conference room at the Embassy Suites.

ADJOURNMENT.

The meeting adjourned at 10:38 a.m.