



**CITY OF NORMAN, OK
CITY COUNCIL STUDY SESSION MEETING
Municipal Building, Executive Conference Room
201 West Gray, Norman, OK 73069
Tuesday, November 19, 2024 at 5:30 PM**

MINUTES

The City Council Study Session of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session in the Executive Conference Room in the Municipal Building, on Tuesday, November 19, 2024 at 5:30 PM, and notice of the agenda of the meeting was posted at the Norman Municipal Building at 201 West Gray and on the City website at least 24 hours prior to the beginning of the meeting.

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CALL TO ORDER

Mayor Heikkila called the meeting to order at 5:30 p.m.

PRESENT

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

AGENDA ITEMS

1. DISCUSSION REGARDING STATUS OF THE FYE 2025 CAPITAL IMPROVEMENTS PROGRAM BUDGET AND PREPARATION OF FYE 2026 CAPITAL IMPROVEMENTS PROGRAM BUDGET.

Discussion on this item was moved to November 26, 2024, Council Conference.

2. PRESENTATION FROM NORMAN ARTS COUNCIL REGARDING THE ECONOMIC AND SOCIAL IMPACT OF NORMAN'S NON-PROFIT ARTS AND CULTURE SECTOR.

On behalf of the Norman Arts Council (NAC), Dr. Dace Demir, Culture Section Analyst, presented the national Arts and Economic Prosperity 6 Study conducted by Americans for the Arts with participation from 373 regions across the U.S. Norman was the sole participant from Oklahoma. He emphasized both the social and economic impacts of the nonprofit arts and culture sector, locally and nationally.

Study Methodology

- Scope: Focused exclusively on nonprofit and municipal arts/culture organizations (not for-profit businesses or individual artists).
- Data Collection:
 - Audience Intercept Surveys – 1,219 surveys collected onsite during events (May 2022–July 2023).
 - Organizational Surveys – Budget, spending, and attendance data submitted by 31 of 49 identified nonprofits (63% participation).
- Timeframe: Fiscal year 2022 data.

National Findings

- \$151.7 billion in total economic activity generated by nonprofit arts & culture organizations and audiences (2022).
 - \$73.3B – organizational spending
 - \$78.4B – audience spending
- Supported 2.6 million jobs nationally.
- Generated \$101 billion in household income.
- Yielded \$29.1 billion in tax revenues (local, state, federal).
- Beyond finances, arts contribute to community pride, health, and livability.

Local Findings – Norman, Oklahoma

- Participating Organizations: 33 (31 completed).
- Total Spending: \$36.1 million (2022).
 - \$11.6M – organizational spending
 - \$24.5M – audience event-related spending
- Economic Impact:
 - 596 jobs supported.
 - \$21.3M in household income generated
 - \$6.4M in tax revenue (local, state, federal)
- Audience Spending:
 - Average \$33.39 per attendee (excluding admission).
 - Locals: 71% of attendees; average \$26.45 spending.
 - Non-locals: 29% of attendees; average \$49.40 spending (87% more, largely due to lodging and dining).
- Attendance: 800,000 total (lower than previous study; reflects COVID-19 recovery challenges).
- Volunteerism: 2,062 volunteers contributed 8,375 hours, valued at \$2.2M.

Social Impact Highlights

- 86% of respondents said arts/culture are important to quality of life and livability.
- 79% said arts/culture are important to businesses, economy, and jobs.
- Community members affirmed that arts organizations:
 - Build social connections.
 - Contribute to physical and emotional well-being.
 - Create pride and identity.
 - Ensure cultural legacy for future generations.

Discussion with Council

- Future Use of Data:
 - Supports grant applications, sponsorships, and funding requests.
 - NAC received a calculator tool from Americans for the Arts for organizations to measure individual impact.
- Statewide Representation:
 - Norman was the only Oklahoma participant; past years included Tulsa, Oklahoma City, and Edmond, which allowed for state-level comparisons.
 - NAC noted it would be beneficial to restore broader participation in future studies.
- Spending Differences:
 - Councilmembers observed non-local spending was higher due to lodging and dining; the presenter confirmed this was a key driver.
- Survey Process:
 - Time-intensive surveys made full participation difficult, but local organizations were enthusiastic.

Council thanked the Norman Arts Council for a thorough and insightful presentation. Staff confirmed the presentation materials will be distributed for public access.

3. DISCUSSION REGARDING THE OPERATION OF THE EMERGENCY SHELTER.

Mr. Anthony Purinton, Assistant City Attorney, provided an update on the City's overnight emergency shelter operations. He said City Care, Inc. (Oklahoma City) has agreed to serve as the new operator of Norman's shelter. City Care has operated a low-barrier shelter in Oklahoma City since 2001, as well as a 112-unit permanent supportive housing facility. Their model has been a reference point for Norman's shelter development efforts.

Mr. Purinton said City Care's approach aligns with the model Norman has been striving to emulate. Their expertise in housing-focused case management and support services was highlighted as a major strength. Staff emphasized City Care's focus on securing long-term housing solutions, not just temporary shelter. Mr. Purinton said their first question when approached: "Will we be able to get people housed in Norman, or will we be spinning our wheels?" Staff cited this as a positive sign of their mission-driven approach.

Item 3, continued

Mr. Purinton said the proposed contract will be brought to Council at the next agenda meeting. He said the structure is a reimbursement-based contract, similar in scope to prior Food and Shelter contract.

- Term: January 15, 2025 – end of fiscal year, with transition preparations in advance to ensure no service gap during winter.
- Contract scope adjusted to reflect City Care's operational methods.
- Estimated monthly cost: \$62,000 (up from \$54,000 with Food and Shelter), offset by higher service intensity.
- Includes two housing-focused positions: Housing Navigators/Case Managers.

Facility improvements proposed based on City Care's feedback include:

- Defibrillators for medical emergencies.
- Walk-through metal detector (already in possession; requires installation).
- Dedicated office space for confidential case management.
- Stockade fencing near James Garner Ave. to create a secure intake area.
- Camera systems for security (previously used temporarily from transit center).
- Air purification system (portable for future facilities).
- Additional bathroom for capacity needs (noted 44 men sharing one bathroom currently).
- Improvements are designed to be transferable to a future permanent shelter.

Mr. Purinton stated the City Care model is Staff is present 100% of the time while residents are in the facility. Security is present during intake hours (reversing the prior approach where security remained overnight without staff).

Council and Staff agreed this approach reflects best practices from City Care's proven operations in Oklahoma City.

Mr. Purinton said Housing Navigators will explore all available options for housing, e.g., Section 8, public housing units, other federal/state programs, pairing roommates/households to meet rent thresholds, and job coaching or employment support when appropriate. City Care emphasized that while this model will not replace long-term case management, it will provide the critical support needed to move individuals from shelter to stable housing.

Councilmember Ball asked about intentionality in service provision; Staff agreed housing case management offers the highest impact. Councilmember Grant asked about costs and security. Staff confirmed security is included, though with a new operational approach. Councilmember Holman asked about housing options for individuals earning around \$1,000/month. City Care confirmed they would evaluate creative solutions including household pairing, supplemental income programs, and transitional options. Staff emphasized the need for coordination with existing Norman providers to align resources.

Item 3, continued

Council expressed appreciation for City Care's experience and housing-centered approach. Staff confirmed a contract will be presented at the next Council agenda for formal approval. Emphasis placed on ensuring a seamless transition between providers, maintaining services through the winter, and strengthening case management to reduce chronic homelessness.

ADJOURNMENT

The meeting was adjourned at 7:11 p.m.

Attest:

City Clerk

Mayor