



CITY OF NORMAN, OK CITY COUNCIL BUSINESS & COMMUNITY AFFAIRS COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Thursday, March 05, 2026, at 4:00 PM

MINUTES

The City Council Business & Community Affairs Committee of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session in the Executive Conference Room on the 5th day of March, 2026, at 4:00 p.m. and notice of the agenda of the meeting were posted at the Municipal Building at 201 West Gray and on the City website at least 24 hours prior to the beginning of the meeting.

CALL TO ORDER:

Chairman Peacock called meeting to order at 4:00 p.m.

PRESENT:

Councilmember Ward 2 Matthew Peacock (Chair)
Councilmember Ward 4 Helen Grant
Councilmember Ward 6 Joshua Hinkle

ABSENT:

Councilmember Ward 8 Scott Dixon

OTHERS PRESENT:

Mayor Stephen Holman
Councilmember Ward 3 Robert Bruce
Councilmember Ward 7 Kimberly Blodgett
Ms. Beth Muckala, Assistant City Attorney III
Ms. Jamie Meyer, Interim City Clerk
Ms. Jane Hudson, Director of Planning and Community Development
Mr. Jason Olsen, Director of Parks and Recreations Department
Mr. Scott Sturtz, Director of Public Works Department
Ms. Sara Kaplan, Chief Business and Community Relations Officer
Ms. Kelly Abell, Planner I
Mr. Taylor Johnson, Transit and Parking Program Manager
Mr. Dan Schemm, President and CEO of Visit Norman/Norman Sports
Mr. Scott Martin, Norman Chamber of Commerce President
Ms. Sandra Simeroth, Administrative Technician IV

AGENDA ITEMS

1. REPORT ON SPECIAL EVENTS AND VISITORS.

Mr. Jason Olsen, Director of Parks and Recreation Department, presented a quarterly report summarizing attendance and activity related to major festivals and events in Norman during late 2025. Attendance estimates were derived from third-party cell phone data tracking.

The key highlights in attendance and visitors from the major events this last year:

- Medieval Fair: ~48,000 attendees (weather impacted)
- Norman Music Festival: ~53,000 attendees (weather impacted)
- Pride Festival (Andrews Park): ~3,900 attendees
- Mayfair Arts Festival: ~11,800 attendees
- Jazz in June: ~7,200 attendees
- Juneteenth Festival: ~5,200 attendees (concurrent with Jazz in June and NBA Finals)
- Fourth Fest: ~17,000 attendees (favorable weather conditions)
- Fall Fest: ~2,800 attendees (relocated due to weather)
- Winterfest/Christmas Parade: 1,400–7,100 attendees depending on measurement radius

Mr. Olsen said the parks have had an increase in activity at Reaves Park, Westwood, Griffin Park, and Young Family Athletic Center (YFAC), particularly during tournaments. YFAC hosts frequent smaller tournaments, often fully booked on weekends. Local basketball league participation increased to over 2,000 youth participants. Ruby Grant Park and Andrews Park are heavily utilized non-athletic parks. Jazz in June remains the largest non-athletic park event. The YFAC hosted the National “Catchball” tournament there were 1,000 participants. YFAC hosted volleyball tournaments with 88 teams participating and many events frequently overlap and utilize multiple facilities, including Norman Public Schools. Griffin Park hosted large-scale tournaments with one being the Celtic Cup with 180–200 teams participating.

Mr. Olsen said with approximately 100,000 visitors in and around the football stadium on game days, University Town Center (UTC) remains the most visited retail area in Norman. Downtown and Campus Corner alternate as the second most visited areas. Campus Corner shows seasonal spikes, especially during football season. Some retail areas showed increases compared to three-year trends, while others declined slightly.

Mr. Dan Schemm, President and CEO of Visit Norman/Norman Sports, presented a breakdown of room tax revenue for the last 3 fiscal years ending (FYE) showing significant influx during the football game day months. Norman room tax revenues were up in 2025 FYE ending in June at 15% and already revenues are up by 17% from last FYE and we are only in January with this report.

Mr. Schemm said there is a significant influx of non-resident visitors on football game days. Estimated total attendance (including residents): ~300,000 plus individuals are present in Norman on game days. Visitor attendance varies by opponent and other campus events such as Parents Weekend and Graduations. These strongly impact the local economy and visitation patterns. Visitors account for approximately 36% of total spending in Norman.

Item 1, continued

Mr. Schemm stated that 44% of spending at restaurants and retail comes from visitors and 72% of accommodation is from visitors traveling 50 plus miles away. Hotel occupancy increased by four percent over last year and short-term rentals (Airbnb/VRBO) saw increased rates despite flat occupancy.

Revenue per available room (RevPAR) varies significantly depending on property type and the following numbers are for the Calendar year of 2025. All the top-tier hotels were at 58.2% occupancy and higher revenue performance, excluding the Postal Training Center at 54.8%. The biggest increase was short-term rentals due to raising their rates while occupancy stayed flat. The booking demand is typically lower in December and January. Norman saw a bump this year in December due to the SEC playoff game. Zartico shows 36% of all spending in Norman last year was by visitors. The breakdown is 85% of accommodation and 44% is from visitor's restaurant spending and retail sales.

Costar Data shows all the hotels self-reporting data including the Postal Training Center and that is over 936 rooms and 30% of the market so it can really move the needle. If out of state investors are looking at just these numbers, they will probably pass on investing here. Zartico, Key Data hotels are Norman's top hotels and show the RevPAR at \$85 which is calculated by credit card swipes.

Upcoming local events are "The Stormin" Norman Half Marathon in late March formerly (Fury Run) and the Maverick Criterium cycling event happening in late May. These are Second annual events for each of these. The development of the Norman Sports Hall of Fame (not OU related) has ties or impacted Norman outside of the University of Oklahoma. This will be for the people who were either born here or lived in Norman for a significant amount of time. The launch is planned for November. Visit Norman launched a new website redesign with focus on AI-driven search optimization to lead readers to Norman. Visit Norman expanded the Visitors Guide with local shops and restaurants and expanded Visitor Guide distribution lists to 1,400 plus travel locations

The SEC not only brought in athletic sports but also opened target markets to create conferences. It brought in SEC Police Chief's Conference, but we are not big enough for their National Conferences. We can accommodate their Regional Conferences.

2. DISCUSSION REGARDING POTENTIAL ALTERATION OF ACCESSORY DWELLING UNIT ("ADU") FRONT SETBACK TO MATCH THAT OF THE PRINCIPAL DWELLING, POTENTIAL INCREASE OF R-1 ADU SIZE LIMITATION WHERE A CONFORMING PERMITTED STRUCTURE EXISTED PRIOR TO ADOPTION OF ADU USES AND DEFINITIONS.

Ms. Jane Hudson, Director of Planning and Community Development, said the City has an ADU ordinance and there have been around 20 built. There have been several residents that because of the location of their primary property they cannot get an ADU in the rear 25%. Sometimes measuring for the 25% can be a difficult task and Staff would like to simplify the process going forward with the ADU being placed no further forward than the primary structure. Some primary structures are at 25 ft and some will be 30 ft but Staff would like to keep the ADU subordinate to the principal dwelling. Allowing ADUs to align with the front setback of the primary structure rather than limiting placement strictly to rear 25% of property.

Item 2, continued

Councilmembers are in general support of the ADU aligning with the front setback of the primary structure.

Ms. Hudson said in some of the R1 district neighborhoods they were previously R-2 and R-3 districts that became R1 and already have structures larger than 650 sq feet prior to the ADU ordinance. Should they be allowed to convert them into ADU structures?

Councilmember Hinkle said he would not be opposed to existing structures larger than 650 square feet being turned into ADU's.

Chairman Matthew Peacock said he would want to ensure code compliance and safety, requiring permits.

Councilmember Helen Grant said she has concerns with parking in neighborhoods with narrow streets.

Mayor Stephen Holman proposed to have an agreement that owners ensure parking for the existing building if used as an ADU.

Councilmembers were in general support of allowing existing structures with conditions. Emphasis was put on preserving neighborhood character while enabling housing flexibility.

Ms. Hudson said with this direction from Council, she will revise and bring to Council before going to the Planning Commission.

3. DISCUSSION REGARDING POTENTIAL AMENDMENTS TO SUBDIVISION REGULATIONS TO AMEND APPLICATION DEADLINE FOR PRELIMINARY PLATS AND TO REMOVE GREENBELT REFERENCES.

4.

Ms. Hudson said in the subdivision regulations, it reads Monday by 1:30pm and historically that was the first Monday of the month. City View is set as the first business day of the month. Staff would like to be consistent with submittal deadlines. Therefore, changing it to read the first business day of the month is consistent with City View. There is also a reference to the greenbelt enhancement statement and Staff would like to eliminate the "Greenbelt Enhancement Statement" requirement due to obsolescence.

Councilmembers were in consensus with both changes as they are administrative and straightforward with no objections raised.

ADJOURNMENT:

The meeting was adjourned at 5:07 p.m.

ATTEST:

City Clerk

Mayor