



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

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

Thursday, June 06, 2024 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 6th day of June, 2024, 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

Councilmember Peacock called Meeting to order at 4:00 PM

PRESENT:

Councilmember Ward 4 Helen Grant
Councilmember Ward 5 Michael Nash
Councilmember Ward 8 Matthew Peacock (Chair)

OTHERS PRESENT:

Councilmember Ward 2 Lauren Schueler
Councilmember Ward 7 Stephen Holman
Ms. Beth Muckala, Assistant City Attorney III
Mr. Chris Mattingly, Utilities Director
Mr. Darrel Pyle, City Manager
Ms. Jane Hudson, Director of Planning and Community Development
Mr. Jason Olsen, Director of Parks and Recreations
Ms. Shannon Stevenson, Assistant City Manager
Ms. Destiny Andrews, Planner II
Ms. Sara Kaplan, Business and Community Relations
Ms. Sandra Simeroth, Administrative Tech. III
Mr. Trent Brown, Director of Norman Sports
Mr. Dan Schemm, Visit Norman/Norman Sports President and CEO

1. DISCUSSION REGARDING POTENTIAL CHANGES TO THE ZONING USES ALLOWED AS HOME OCCUPATIONS.

Ms. Jane Hudson, Director of Planning and Community Development, said the question about having barbershops and beauty shops as home occupations has come up over the years. In 1954 when the Zoning Code was written, Council concerns were the increase of traffic and keeping the integrity of the neighborhoods intact and so barbershops and beauty shops were prohibited as home occupations. Staff is here today to discuss the possibilities of changing the zoning laws for these occupations.

Chairman Peacock said the reason why this is so timely is because Council has been talking about this concept of accessory, commercial units and how, home beauty salons or barber shops are one form of that. Council is really interested to see where this discussion goes as they relate to further accessory commercial.

Councilmember Grant said one chair should not be a big deal because, in theory, that is one person working on one client's hair. It is one extra car in the neighborhood, if they even drove a car, it is a possibility someone biked or walked because it was so close. She also stated instructors teaching from home with one person in their home teaching piano to one student that comes and goes, anything where it is a one to one and it is not disrupting the flow of the neighborhood has potential.

Councilmember Nash said he would like to see some kind of buffer to facilitate an overlap. To protect the business owner, if one client gets there early and the first person has not left yet technically it would make them in violation and he does not want that to happen.

Chairman Peacock said he would like it to be for renters also not just people that own their own homes.

Councilmember Schueler said the city of Norman is behind the curve on this and there are so many other cities that allow these businesses already. She also thinks landlords should approve in rental agreements and Home Owner Associations (HOA's) should still be able to restrict within their bylaws.

Councilmember Holman said he agrees and expanding the ways that people can earn income is great. Many people are working from home through various different ways now, it would be helpful to expand people's options for income.

Ms. Hudson said Staff will keep it at the one chair qualifier and tenant granted and no more than two clients at a time.

Ms. Beth Muckala, Assistant City Attorney III, said Council could consider limitation based on no more than two client vehicles parked at the resident at a time.

Chairman Peacock said that is a great way to approach it. The importance of balancing economic opportunities with neighborhood impact and the need for clear regulations.

2. REPORT ON SPECIAL EVENTS ATTENDANCE AND VISITORS

Mr. Jason Olsen, Director of Parks and Recreation, said Staff would like to start providing a monthly report at Business and Community Affairs (BACA) meetings of what is happening in Norman. To report all of the good things that we have happening in Norman. Special events attendance at our new Norman Forward areas. Also, some of the Oklahoma University (OU) larger events, such as football games, basketball games and events, to give you a general idea of what is happening and what kind of things are attracting people to town. The large investments that the City has made in the Norman Forward programs, what is specifically happening around those parks, those properties.

The City has a new software called Placer.AI Visitor Data it basically works with your cell phone data. There is a bunch of apps that work integrate with Placer, and it basically shows where people are, where they went before, and where they have gone after, and how much time they are dwelling at certain spots. It is showing us visitors when we are having a large tournament at the Young Family Athletic Center (YFAC). Placer is showing Staff where people were actually staying at different hotels that were not inside the city, and Staff thought that was fascinating. In discussions with the City Manager Pyle regarding the software an agreement was met that this would be a great way to start integrating data and information with Council

Chairman Peacock asked if this is all private data, no one's personal information being gathered.

Ms. Sara Kaplan, Business and Community Relations, said it is all anonymized, aggregated, extrapolated and stripped of identifiers. So it is exciting that we have a tool that can get us some really solid estimates and these kind of things that just were not possible 10 years ago. The technology has evolved greatly. I cannot track a certain person because it is all completely anonymized. Basically Placer tracks various apps on your phone that have location tracking services. The different apps have those built into them, and it then they have a proprietary algorithm that then extrapolates from that.

Mr. Darrel Pyle, City Manager, asked is this the tool that you utilized to share how 10 million people visited the University North Park (UNP) area last year and 60% were from outside of Norman and that is the aggregate data you get from a tool like that.

Ms. Kaplan said yes it is. I am going to talk a little about Downtown and Campus Corner. This is something I monitor regularly and going back to January of this year you can see the trends of both. There was a large peak in April for both areas due to Parents weekend and the Music Festival. Downtown peaked at dinner time while Campus Corner peaked at late night. Downtown visitors have been right about 2.9 million a year for the past three years and Campus Corner has gone up in the last three years from 2.6 million to 3.3 million. With this app I can see visitors by origin, zip code, and so on. This last Spring it shows that 27% of visitors at the Medieval Fair were from Norman and the rest came from outside cities and I can go back to the year 2017 and look at statics from that year and compare them to this year's statics.

Mr. Olsen highlighted the YFAC information, which has been a great success. Starting in January of this year to May, we are already up over 50 thousand visitors with Fridays, Saturdays and Sundays being our big days. The Adidas Girls 3SSB tournament was at the YFAC and then the Fade Away Hoops tournament, which is a local group that planned the Fade Away Hoops Tournament, recruited an internet famous team to come into town. He said he did not realize how famous and how big this team was until a Dad from Massachusetts emailed him asking

what time the games start because he and his son were flying in to watch this weekend. After my first internet search on this team I found out that this team has over million followers on YouTube and over six million on Tiktok, and it started to make sense.

Mr. Dan Schemm, Visit Norman President and CEO, said Visit Norman did get the spike because people came to see them. Because of the guest tax increase from events like the Adidas Girls 3SSB, the Puma, and NXT Pro tournaments, staff is able to have the resources now to go after these types of events and bring them in. Whether the City sponsors court fees or bid fees or other things. Visit Norman can help with these incentives to bring the next NXT Pro event. The second Adidas event in March, Staff registered 200 teams competing across the YFAC. The City also had to use Premier Sports Complex and both Norman high schools for that tournament. There were also about 400 college coaches here that flew in from around the country. These things do not just happen, it is the partnership with Norman Parks and Recreation team, and the Adidas folks in multiple visits to make it happen. These numbers are with a very short lead out and these numbers are booking out 2,3,4 years into the future and now that Norman has the facilities open Visit Norman is able to sell these out for a longer period of time.

Mr. Olsen said Staff had an economic impact sheet that Mr. Trent Brown, Norman Sports Director, ran for this 3-day event his results found that it was about \$1.8 Million dollars impacted the community. Beanstalk has the concession at the YFAC and its sales in this one weekend was more there than all 3 of their other locations combined.

It was not just Arkansas, Texas and Kansas teams that are coming here. There were teams from New York, Minnesota and Alaska and from all over the country that came here to Norman, Oklahoma, to hang out for at least 3 days. I think the City will get a lot more of these live events.

Mr. Schemm said the General Manager at the Embassy Suites is the chairman on the Visit Norman Board and stated his hotel numbers were the highest of any time in their history and other local hotels rooms are being sold-out since the opening of the YFAC.

Mr. Olsen said when Staff ran the Placer information the first time it was just on our local leagues, which is normally when it was at the Optimist Club and the recreation centers. During this time only getting Norman and some Noble and Washington people, but now we have people from Edmond and Mustang and Yukon that joined this league, another reason that we saw those numbers go from 1200 to 1700.

Chairman Peacock said the Council would like see what the map looks like on the National tournament and show us what kind of branding and marketing opportunities might be available elsewhere outside of Norman to increase the attraction from the ones already coming here.

Mr. Schemm said they are looking at purchasing addition software, similar to Placer but tourism focused. We plan on coming to talk with Council beforehand to tweak it to include all that. Want to decide where we spend our dollars.

Councilmember Holman asked if Norman has enough hotel rooms and where were people staying.

Item 2, continued

Mr. Pyle said the City of Moore accommodated the guests not able to stay here. The Resident Inn in Norman is getting their temporary Certificate of Occupancy June 19, 2024, and they will have 600 rooms.

Mr. Olsen said next how far are people willing to drive to the YFAC. The data shows up to 15% of visitors drive 250 miles plus when we bring those big tournaments into the city

Ms. Sara Kaplan said this is information graph for the past couple years showing September 1 through December of last year with the pretty obvious days that are game days on there. show that over 200,000 (not including residents) coming from outside of the City.

Mr. Schemm said the Korn Ferry Tour-PGA Tour is coming up. Staff expects much larger crowds this year, especially on Saturday, since Jack Nicklaus is going to be there doing a putting challenge. But in June, Prime Time sports is coming to the YFAC; the Mid America youth basketball tournaments are coming, and they utilize Edmond, Oklahoma City and Norman for all of their courts. We have softball coming at Reaves Park, more Prime Time sports at the YFAC and then out at Griffin Park there will be a big flag football tournament in August.

ADJOURNMENT

The meeting adjourned at 5:10 p.m.

ATTEST:

City Clerk

Mayor