



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

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

Monday, January 09, 2023 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 9th day of January, 2023, 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 Schueler called the meeting to order at 4:00 p.m.

PRESENT:

Councilmember Ward 2 Lauren Schueler (Acting Chair)
Councilmember Ward 4 Helen Grant
Councilmember Ward 5 Rarchar Tortorello

ABSENT:

Councilmember Ward 8 Matthew Peacock

OTHERS PRESENT:

Mayor Larry Heikkila
Councilmember Ward 5 Stephen Holman
Mr. Anthony Francisco, Finance Director
Mr. Jason Olsen, Parks & Recreations Director
Ms. Kathryn Walker, City Attorney
Mr. Shawn O'Leary, Public Works Director
Ms. Jamie Meyer, Administrative Technician IV
Mr. Scott Martin, Norman Chamber of Commerce
Ms. Sara Kaplan, Business and Community Relations
Ms. Mindy Aynes, Municipal Accountant I

AGENDA ITEMS

1. PRESENTATION FROM DAN SCHEMM, VISIT NORMAN, REGARDING A PROPOSED INCREASE IN THE CITY'S GUEST TAX.

Chairman Schueler said due to illness item 1 will be removed from the agenda today and will be presented at Council Conference Meeting for full Council on January 24, 2023.

2. DISCUSSION REGARDING ADDITIONAL FUNDING FOR HOLIDAY LIGHTING.

Mr. Jason Olsen, Parks and Recreation Director, said downtown had a big boost when the Netflix lights came to Main Street and afterwards staff had a conversation with Councilmember Peacock about getting more lights downtown to increase the economic development and replicate that year after year. Staff has suggested doing a Holiday Light walking trail on Legacy Trail from Daws Street to Main Street and then divide that up into several segments. Additionally, have the City reach out to the Business community and see if they would be interested in purchasing holiday decorations and have signage letting people know that this segment was brought to you by xyz business. Once this is bought by the business then the business would donate it back to the City and the City would be responsible for picking it up and putting in back every year. Staff would prefer work be contracted due to a heavy work load already involved in putting up other holiday lights.

Councilmember Holman said he would like to see the City do more than what the City has historically done. Additionally, he would like for Staff to pursue something like this but something more unique to our area while enhancing what the City already does.

Councilmember Grant said she would like the City to connect with local artist to possibly get more unique displays and is curious how much would be paid to the contractors putting up the displays.

Mr. Olsen said the City issued a contract for the contractor a not to exceed over \$10,000. The contractor quoted the City \$25,000 to put up the full Netflix lights and take them back down. If the businesses did a heavy buy in to this concept Staff thinks it would be more than \$10,000 to put up and take down. Staff estimates it will probably be \$25,000 to \$40,000 and some investment in decorations year to year in that price also.

Councilmember Grant said for that price range does Staff think it is doable.

Mr. Olsen said he would have to check into the numbers but does know that Yukon buys their own lights.

Mayor Heikkila is concerned about the cost and would like for the businesses to own the decorations and store them and the City just puts them up and takes them down for them.

Mr. Olsen said Legacy Trail would need some electrical upgrades to the outlets and believes it would be below \$10,000 to get it completely updated.

Mayor Heikkila asked if solar could be use instead of going off the grid.

Councilmember Schueler asked if businesses would get their name next to the sections year after year.

Mr. Olsen said it would be a pretty substantial investment any where from \$5,000 to \$7,000 and the contract would state the business would have it for the estimated life of the display.

Councilmember Grant said she would like to know economic impact information on the other cities in the area that are doing light displays.

Item 2 continued

Mr. Olsen said staff will get with Dan Schemm at Visit Norman to get the economic impact factors the other cities are seeing from the light displays.

Councilmember Holman would like for the City to combine the lighting project on Legacy Trail with updating the plugs.

Mr. Shawn O'Leary, Director of Public Works, said there has been some delays in the project so he will check on the possibility of combining the two.

Councilmember Schueler said this could grow over time. The City can start small and grow it every year and thinks the community would see it as a quality of life initiative.

ADJOURNMENT

Meeting Adjourned at 4:20 p.m.

City Clerk

Mayor