

City of Norman, OK

*Municipal Building
Council Chambers
201 West Gray
Norman, OK 73069*



Meeting Agenda

Tuesday, March 11, 2025

6:30 PM

DIRECTOR OF PARKS AND RECREATION

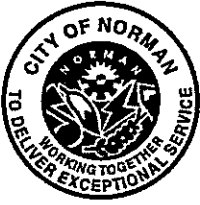
**City Council, Norman Utilities Authority, Norman Municipal
Authority, and Norman Tax Increment Finance Authority**

City Council

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

File Attachments for Item:

1. CONSIDERATION OF ACKNOWLEDGMENT, APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF PROCLAMATION P-2425-16: A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING TUESDAY, APRIL 22, 2025, AS EARTH DAY AND MARCH 22 THROUGH MAY 18, 2025, AS GREEN NORMAN ECOBRATION IN THE CITY OF NORMAN.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 02/10/2025

REQUESTER: Michele Loudenback

PRESENTER: Michele Loudenback, Environmental and Sustainability Manager

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGMENT, APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF PROCLAMATION P-2425-16: A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING TUESDAY, APRIL 22, 2025, AS EARTH DAY AND MARCH 22 THROUGH MAY 18, 2025, AS GREEN NORMAN ECOBRATION IN THE CITY OF NORMAN.

Proclamation

P-2425-16

A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING TUESDAY, APRIL 22, 2025, AS EARTH DAY AND MARCH 22 THROUGH MAY 18, 2025, AS GREEN NORMAN ECO-BRATION IN THE CITY OF NORMAN.

- § 1. WHEREAS, Senator Gaylord Nelson created Earth Day to increase environmental awareness and to highlight devastating effects of pollution to our air, water, and soil to the nation; and
- § 2. WHEREAS, twenty-two (22) million Americans celebrated the first Earth Day on April 22, 1970; and
- § 3. WHEREAS, the City of Norman Parks and Recreation, Utilities, and Public Works Departments have planned a series of events to celebrate this important milestone and provide Norman residents an opportunity to get involved; and
- § 4. WHEREAS, Tuesday, April 22, 2025 marks the 55th Anniversary of Earth Day; and
- § 5. WHEREAS, March 22 through May 18 is recognized as Green Norman Eco-Bration with free activities to be held at various locations across the city; and
- § 6. WHEREAS, the 22nd Annual Earth Day Festival will be held in Andrews Park on Sunday, April 27, 2025, from noon to 5:00 p.m.; and
- § 7. WHEREAS, we encourage the community to come be a part of these free public events and learn new things about the world around us.

NOW, THEREFORE, I, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 8. Do hereby proclaim Tuesday, April 22, 2025, as Earth Day and March 22 through May 18, 2025, as Green Norman Eco-Bration in the City of Norman and encourage our citizens to make a difference in our community: to think, reduce, reuse, recycle, replenish, restore, refresh, replant, rebuild, repurpose and respect.

PASSED AND APPROVED this 11TH day of March, 2025.

Mayor

ATTEST:

City Clerk



City of Norman, OK

*Municipal Building
Council Chambers
201 West Gray
Norman, OK 73069*



Meeting Agenda

Tuesday, March 25, 2025

6:30 PM

DIRECTOR OF PARKS AND RECREATION

**City Council, Norman Utilities Authority, Norman Municipal
Authority, and Norman Tax Increment Finance Authority**

City Council

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

File Attachments for Item:

6. CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE MAYOR'S APPOINTMENTS AS FOLLOWS:

ADA CITIZENS ADVISORY COMMITTEE

TERM: 05/28/25 TO 05/28/28, SUE FAVORS, WARD 8

TERM: 05/28/25 TO 05/28/28, DECEMBER AMBOS, WARD 6

BICYCLE ADVISORY COMMITTEE

TERM: 03/25/25 TO 02/13/28, CHIP MINTY, WARD 8

TERM: 03/25/25 TO 02/13/28, AYSHA PRATHER, WARD 5

DEVELOPMENT OVERSIGHT COMMITTEE FOR TIF NO. 2

TERM: 04/10/25 TO 04/10/28, BILL WILSON, WARD 5

TERM: 04/10/25 TO 04/10/28, KURT LEE, WARD 3

BOARD OF PARKS COMMISSIONERS

TERM: 03/25/25 TO 01/01/28, ELLEN USRY, WARD 5

TERM: 03/25/25 TO 01/01/28, KRISTI ISACKSEN, WARD 2

TERM: 03/28/25 TO 01/01/27, MARK NANNY, WARD 1

TERM: 03/28/25 TO 01/01/27, KRISTINA WYCKOFF, WARD 4

TERM: 03/28/25 TO 01/01/27, TODD FAGIN, WARD 2

TERM: 03/28/25 TO 01/01/28, WILL SPAIN, WARD 4



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 03/25/2025

REQUESTER: Mayor Heikkila

PRESENTER: Brenda Hall, City Clerk

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF THE MAYOR'S APPOINTMENTS AS FOLLOWS:

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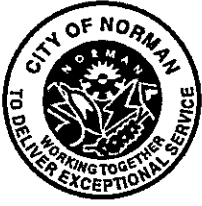
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Sue Favors, December Ambos, Chip Minty, Aysha Prather, Bill Wilson, Kurt Lee, Ellen Usry, and Kristi Isacksen are reappointments. Marc Nanny, Kristina Wyckoff, Todd Fagin, and Will Spain are new appointments for the newly combined Parks Board/Greenbelt Commission/Tree Board.

File Attachments for Item:

11. CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AND/OR POSTPONEMENT OF RECEIPT OF THE ANNUAL REPORT FROM THE SANTA FE DEPOT TO THE BOARD OF PARK COMMISSIONERS.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 03/25/2025

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ACKNOWLEDGEMENT, APPROVAL, ACCEPTANCE, REJECTION, AND/OR POSTPONEMENT OF RECEIPT OF THE ANNUAL REPORT FROM THE SANTA FE DEPOT TO THE BOARD OF PARK COMMISSIONERS.

BACKGROUND:

Built in 1909, the Historic Santa Fe Train Depot served continuously until passenger service ended in 1979. During the 1980s, a concerned group of Norman residents oversaw the restoration of the Depot. Listed in the National Register of Historic Places, the Depot resumed its original use in 1999 when passenger service was restored to Norman. After being closed for a short time for additional remodeling, the Norman Santa Fe Depot reopened in 2003 to serve the community as the rail station, an art gallery, and a performance venue, with the Performing Arts Studio as the operator working with the Parks Department to offer these services.

DISCUSSION:

The Santa Fe Depot is an agency that requests and receives annual funding from the City of Norman. The Santa Fe Depot gave its annual presentation to the Board of Park Commissioners on February 6, 2025. Their presentation included information about their events, programming, rentals, and 2023-2024 financials.

RECOMMENDATION:

It is recommended that the City Council accept the Santa Fe Depot's annual report for the 2024 calendar year.

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Statement of Activity

July 2023 - June 2024

	TOTAL
Revenue	
General Donations	560.25
Grants	
City of Norman (Amtrack)	11,800.00
Norman Arts Council (NAC)	26,520.00
Oklahoma Arts Council (OAC)	7,000.00
Total Grants	45,320.00
Membership Dues	525.00
Annual Membeship	8,795.00
Monthly Membership	3,603.77
Total Membership Dues	12,923.77
Miscellaneous Income	16.05
Program Support	3,180.00
Corporate/Individual Partnership	23,630.00
Donations (cash/text)	4,493.60
Monthly Partnerships	6,412.63
Total Program Support	37,716.23
Rental Fees	18,311.25
Janitor Fees	2,651.25
Rental Deposit	6,625.00
Total Rental Fees	27,587.50
Sales	262.00
Art Sales	21,372.19
Boutique Sales	1,750.65
Depot Merchandise Sales	1,004.26
Ticket Sales	14,629.05
Total Sales	39,018.15
Tuition	2,118.98
Vendor Fee	1,080.00
Total Revenue	\$166,340.93
Cost of Goods Sold	798.70
Cost of Goods Sold	798.70
Total Cost of Goods Sold	\$798.70
GROSS PROFIT	\$165,542.23
Expenditures	
Conference/Training Fees	1,228.17
Contract Services	2,275.00
Deposit refund	5,488.25

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Statement of Activity

July 2023 - June 2024

	TOTAL
Insurance	2,524.99
Health Insurance	8,013.33
Liability/D&O Insurance	4,251.00
Total Insurance	14,789.32
Memberships	150.00
Miscellaneous Expense	780.15
Payroll Expenses	
Director's Salary	15,750.00
Hourly Wages	18,634.15
Salaries	25,833.31
Taxes	5,807.27
Wages	12,410.00
Total Payroll Expenses	78,434.73
Postage	1,766.71
Printing	4,026.26
Professional Fees	
Accountant	1,545.00
Workshop Instructor	1,560.00
Total Professional Fees	3,105.00
Program Costs	
Advertising	163.51
Artist Commissions (65%)	15,956.60
Artist Fees	20,518.20
Equipment Rental	3,423.84
Lodging	971.65
Meals	1,008.47
Permit	612.74
Refreshments	1,202.46
Sound/Technical Services	7,375.00
Total Program Costs	51,232.47
QuickBooks Payments Fees	19.00
Square Fees	1,951.06
Subscriptions	558.24
Supplies	557.60
Amtrack	420.23
Office	890.01
Other	128.13
Total Supplies	1,995.97
Ticket Refund	47.70

Accrual Basis

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Statement of Activity

July 2023 - June 2024

	TOTAL
Utilities	1,924.61
Alarm/Security	630.68
Software/Apps	1,796.49
Telecommunications	2,879.11
Total Utilities	7,230.89
Total Expenditures	\$175,078.92
NET OPERATING REVENUE	\$ -9,536.69
NET REVENUE	\$ -9,536.69

Accrual Basis

427

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Statement of Financial Position

As of June 30, 2024

	TOTAL	
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Armstrong Checking	13,279.66	27,465.16
PayPal Bank	0.00	0.00
Petty Cash	200.00	100.00
Total Bank Accounts	\$13,479.66	\$27,565.16
Accounts Receivable		
Accounts Receivable	22,700.00	0.00
Total Accounts Receivable	\$22,700.00	\$0.00
Other Current Assets		
Credit Card Receivables	0.00	0.00
Inventory Asset	0.00	0.00
Payroll Refunds	0.00	0.00
PrePaid Expenses	0.00	0.00
Undeposited Funds	2,654.50	0.00
Total Other Current Assets	\$2,654.50	\$0.00
Total Current Assets	\$38,834.16	\$27,565.16
Fixed Assets		
Furniture and Equipment	22,171.13	20,895.84
Less Accumulated Depreciation	-9,546.00	-9,546.00
Total Furniture and Equipment	12,625.13	11,349.84
Total Fixed Assets	\$12,625.13	\$11,349.84
TOTAL ASSETS	\$51,459.29	\$38,915.00

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Statement of Financial Position

As of June 30, 2024

	TOTAL	
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PY)
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	0.00	0.00
Total Accounts Payable	\$0.00	\$0.00
Other Current Liabilities		
Deferred Income	0.00	-21,009.00
Direct Deposit Payable	0.00	0.00
Health Insurance Liability	-89.23	-442.76
Hosted Ticket Sales	0.00	0.00
OK Sales Tax	515.81	390.33
Payroll Liabilities	0.00	0.00
Federal Taxes (941/944)	1,311.64	1,344.16
OK Income Tax	471.50	445.50
OK Unemployment Tax	15.55	16.06
Total Payroll Liabilities	1,798.69	1,805.72
Program Partner Funds	146.94	146.94
Rental Deposit	600.00	0.00
Sales Tax Agency Payable	0.00	0.00
Oklahoma Tax Commission Payable	0.00	0.00
Total Sales Tax Agency Payable	0.00	0.00
Sales Tax Payable	0.00	0.00
Total Other Current Liabilities	\$2,972.21	\$ -19,108.77
Total Current Liabilities	\$2,972.21	\$ -19,108.77
Total Liabilities	\$2,972.21	\$ -19,108.77
Equity		
Opening Balance Equity	0.00	0.00
Unrestricted Net Assets	58,023.77	49,155.20
Net Revenue	-9,536.69	8,868.57
Total Equity	\$48,487.08	\$58,023.77
TOTAL LIABILITIES AND EQUITY	\$51,459.29	\$38,915.00



Narrative of 2023-2024 Annual Activities
Prepared for Norman Parks & Recreation Board

Our Mission, Vision & Values

*OUR VISION: A community connected
through shared artistic experiences*

*OUR MISSION: to create, curate, and present quality arts programs to connect
and enrich our community*

*OUR VALUES: Community,
Creativity, Inclusion, Representation, Intentionality, Quality*

We are Music

The Depot produces Norman's beloved Summer Breeze Concert Series in Lion's Park every summer where 1500-2000 of our neighbors bring a picnic and we bring the band. We are also a fantastic listening room for our Depot Concerts featuring the best in touring and local music.

TOTAL AUDIENCES FOR MUSIC: 25,000 (includes Summer Breeze, Concert, Comedy, and Poetry Attendees, and the over 3,000 views of our Depot TV videos on YouTube)



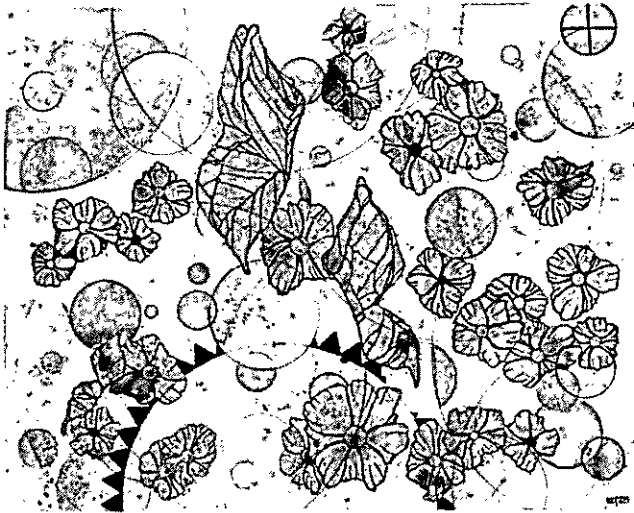
Summer Breeze - In 2024, we entertained our audiences with incredible concerts from local bands Casii Stephan, Em and the Mother Superiors, Caleb McGee, The Imaginaries, Mariachi Orgullo de America and brought touring artists The Sensational Barnes Brothers, and Mouths of Babes, and the latest in our Homegrown series curated by Kierston White of the Tequila Songbirds!

This series continued to draw huge crowds of people of all ages and diverse musical preferences. Lion's Park is the perfect concert venue and we love the partnership with the City of Norman Parks and Recreation department. The park is always ready for us and we appreciate the support with power, trash

receptacles and trash service. Our Summer Breeze Green Team, which helps collect and transport recyclables from the parks for each concert, has less work to do each year as audiences learn to take home their own trash. We have dramatically reduced the waste left for pickup at each concert. We believe this exemplary behavior and collaborative partnership is an expression of their appreciation for the high quality music and friendly family atmosphere that Summer Breeze provides.

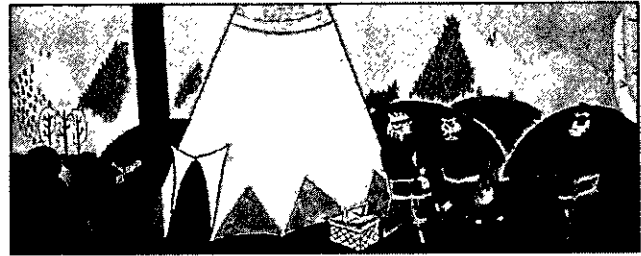


Depot Concerts - Deeply rooted in local connections, and sprinkled with national attention, Depot Concerts continue to showcase the best of what The Depot is about. We are a unique space for a show - in a historic train station, with gorgeous art on the walls, hosting musicians and audiences that are excited to be there. We are continually surprised at the numbers of our guests coming from out of town, and from out of state to see the shows we produce. Our rooms were packed last year with concerts from Beppe Gambetta, a depot favorite and Italian singer/songwriter, Chanda Graham, a must-see in the OKC music scene, our annual holiday show with Miss Brown to You (so popular we did TWO nights in 2024), and Oklahoma favorites like Travis Linville, and Carter Sampson, and touring artists Tony Furtado, Julia Othmer, and The Brother Brothers. Depot Concerts feel like a family of music lovers and sound beautiful in our historic listening room.



Friday, May 10—Saturday, June 29

Gallery Hours 10am-2pm, Wednesday-Saturday



EXTANT: INDIGENOUS VISIONS

an all-indigenous artist showcase featuring
Kristin Gentry, Tom Farris and Marwin Begaye



We are Art. The Depot Gallery hosts Oklahoma artists or artists with strong Oklahoma ties for six exhibits each year in our main gallery. The gallery is free and open to the public. Our gallery has worked diligently over the last 5 years to become the premiere gallery in Norman with annual sales averaging \$20,000 and art provided for viewing for over 25,000 patrons including our gallery guests, rental patrons, train customers, and the groups hosted by our venue. We host solo exhibitions and group shows and 2023 included our first ever "Emerging Artists Show" showcasing the breadth of artistic talent in our community.

Our gallery in 2023-2024 hosted the works of:

Joshua Martin - hyper realism artist and Norman resident whose works confound even photographers who don't believe they are painted.

Lauri Ketchum - self-described 'cowboy artist' and co-founder of the Cowgirl Artists of America

Extant Indigenous Visions with a trio of nationally recognized artists Marwin Begaye, Kristin Gentry and Tom Farris,

Gayla Goodell - Norman resident and former designer for the works of Mary Engelbreit whose charming pictures flew off our walls.

'Musicians Who Make Art' with Tim Gregory of Helen Kelter Skelter, guitarist and composer Gregg Standridge, and the spectacular jewelry by Lacey Saunders



We are Education. We offer art clinics, chats and workshops working with the stellar artists who show on our walls and are gearing up to have regular clinics, chats and classes for the 2025-2026 year. The experiences we provide are unique, intimate, and impactful and last year included multiple workshops with inimitable watercolor artist Connie Seabourn and the multi-talented Debby Kaspari.

We are Comedy. Our Third Thursday Comedy Night featuring comedy in a variety of forms from standup to sketch to improv. Our growing audiences are proving to us that our community desperately needs a good laugh.

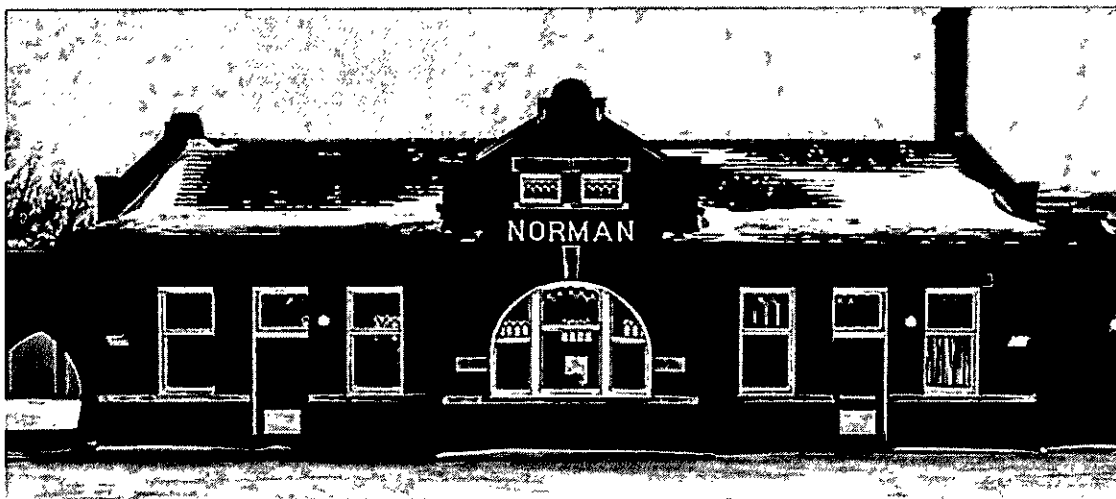
We are a Community Partner The Depot partners with community organizations who might need headquarters for a festival, a home for a fundraiser, a room for a meeting or space for a classroom including Mardi Gras, Pride Parade, Oklahoma Storyworks, Two Weird Sisters Productions, Sierra Club, Cimarron Opera, Songwriters Association of Norman, Norman Next, , Food & Shelter, Inc, Jacobson House and others. We are also the premiere rental venue in the heart of the Walker Arts District.





We are Poetry. Our poetry program returned w reading by Lance Harper to a packed audience and continued in the last fiscal year with quarterly evenings of multiple poets around a theme organized by amazing Oklahoma author, poet, actor and director Paul Austin. The first was Oklahomeography in the fall of 2024 featuring Joey Brown, Ken Hada, and Benjamin Myers. Joey Brown, a poet and a fiction writer who has authored two poetry collections: Her poems and prose have appeared in many journals and anthologies. She was the featured writer of the Oswald Writers Series at the University of South Carolina-Aiken. Ken Hada is the author of eleven books of poetry and the director of the annual Scissortail Creative Writing Festival. Ken Hada received the 2022 Oklahoma Book Award for his collection, Contour Feathers, and many other awards and prizes. Benjamin Myers was the 2015-2016 Poet Laureate of the State of Oklahoma and the recipient of the Oklahoma Book Award for Poetry. He is the author of four books of poetry and his work has appeared in many journals.

We are a Depot. As caretakers of this historic facility, we welcome the opportunity to serve as host to passengers boarding Amtrak's Heartland Flyer from 8 to 9 a.m. - 7 days a week. Hosting consists of ensuring that passengers have required ticket information, luggage tags, parking information and comfortable waiting room with clean, stocked restrooms. This year, the City of Norman provided The Depot with \$11,600 to help cover the costs of providing these services. Volunteers open the Depot and serve as passenger hosts on evenings and weekends. In addition, our staff prints schedules and answers questions daily for potential train customers.



Our social media and YouTube reach have extended our audiences - We reached 118.9k people on Facebook/Instagram with our posts and reels with over 4500 followers and 3200 views of our Depot TV episodes on our YouTube channel.

We believe that the programming we provide through the stewardship of this structure on the National Registry of Historic Places not only aids the growth of Downtown Norman and supports its designation as a cultural district by the Oklahoma Arts Council, but promotes a strong and healthy community and makes Norman a great place to live and visit.

As you hopefully all know, The Depot offers an intimate listening room for concerts and poetry, an art gallery, Summer Breeze Concerts in Lions Park, Depot Comedy and a rental venue for private and community events, plus Amtrak service each morning, all in a beautiful historic building, fulfilling our mission *to create, curate and present quality fine arts programs for the enrichment of our community.*

Audience Numbers:

Summer Breeze - 20,000

Concerts - 622

Gallery Guests (includes rental patrons) - 22,000

Train Passengers - 7,047 passengers boarded the Heartland Flyer at the Depot during the 2023-2024 fiscal year. (this number does not include the patrons who stop by the Depot daily for information about how to book AMTRAK tickets, website assistance, etc.)

REVENUE SOURCES: The Depot is a 501c3, registered as a charitable organization with the State of Oklahoma and the IRS, filing an annual 990 return available on request.

Depot Rental - \$27,5877

Rental revenue is our most important revenue stream to assist in covering the administrative expenses of offering our programs. Rental income must cover salaries, insurance, phone, office supplies and other administrative costs. This was our largest year for rental revenue but doesn't appear to be a trend. Although we saw a record year in 22-23, we saw our rental numbers drop by half in 23-24 and are happy to see them rebounding this year. It seemed to be a market correction after everyone rushed to host events post-pandemic and then slowed down before returning to a more steady stream of event planning.

Rentals Sunday through Thursday are \$100/hour and rentals on Friday or Saturday are \$150/hour. This still keeps us the most reasonable rental venue in town, but allows us to continue to keep pace with inflated costs. Rentals must be a minimum of 2 hours and have an additional \$75 cleaning fee. The nearly 100 chairs, 6 round and 10 rectangular tables are available to use at no additional charge.

Membership - \$12,924

The Depot offers a membership program with a variety of benefits including discounts on art and rentals and members-only events. Membership levels are currently at \$60 for a Basic Membership which includes pre-sale ticket purchases, and a calendar of events. The Premier Membership is \$180 and offers basic benefits and 25% off a Depot rental, a 10% Gallery Discount, and we have added a Sustaining Level Membership that adds the member's name to our listings on Press Releases and Social Media posts.

Program Partners - \$37,716

The Depot's programs are beloved by the community and both in-kind and cash partnerships make up a substantial portion of our program budgets for Summer Breeze, Winter Wind, and the Gallery.

Art and Ticket Sales - \$39,018

In the last fiscal year we sold nearly \$20,000 in art and merchandise (65% going back to the artist), and nearly \$15,000 in concert tickets (80% of which go to the artist)

Responsible Parties: The Depot has an active Board of Directors and 4 part-time employees who accomplish an extraordinary slate of activities with the help of community volunteers.

Officers who authorize expenditures:

Michael Duncan, Board Chair

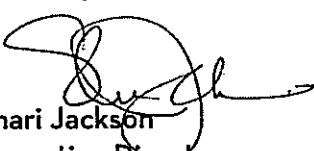
Shari Jackson, Executive Director

Danielle Tipton, Events Director

Danielle and Shari are responsible for keeping the books and working with Board Treasurer Keith Reams to provide reporting to the board and coordinate the timely filing of all payroll taxes and annual 990 filings.

The Depot is extremely grateful to the City of Norman for the use of the beautiful, historic Depot and for paying a percentage of the utilities, without which it is very doubtful The Depot could exist and administer great arts programming for our community. In addition to our work, we remain committed to allowing The Depot to function as a community gathering place for events such as the Norman Music Festival, Mardi Gras, PRIDE Festival, and other community events and organizations. Norman is truly enriched by the support provided by the City for The Depot, as well as the Firehouse Art Center, Sooner Theatre and Moore-Lindsey House, all of which are integral to making Norman such a wonderful place to live.

Thank you for your consideration and attention,


Shari Jackson
Executive Director
The Depot



Board of Trustees

Michael Duncan
Signatory & Can Authorize Expenditures
200 S. Jones Avenue
Norman, OK 73069
mdead@aol.com
2nd Term ends 06/30/27

Keath Reames – Treasurer
Signatory & Can Authorize Expenditures
200 S. Jones Avenue
Norman, OK 73069
Keith.reames@gmail.com
1st Term ends 06/30/2025

Sara McFall
200 S. Jones Avenue
Norman, OK 73069
saraelyria@gmail.com
1st Term ends 06/30/2027

David Whitaker
200 S. Jones Avenue
Norman, OK 73069
daviddwhit@gmail.com
1st Term ends 06/30/2027

Alissa Branch
200 S. Jones Avenue
Norman, OK 73069
alissab100@gmail.com
1st Term ends 06/30/2027

Staff Members

Shari Jackson, Executive Director
Signatory and can Authorize Expenditures
Prepares financial reports and budget
1200 Caddell Lane
Norman, OK 73069
shari@normandepot.org

Danielle Tipton, Events Director
Signatory and maintains books
200 S. Jones
Norman, OK 73069
danielle@normandepot.org

Office Manager
Trinity Slough
200 S. Jones
Norman, OK 73069
trinity@normandepot.org

Gallery Assistant
Joy Andrews
200 S. Jones
Norman, OK 73069
joy@normandepot.org

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2023 - June 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
General Donations	560.25	400.00	160.25	140.06 %
Grants				
City of Norman (Amtrack)	11,800.00	50,700.00	-38,900.00	23.27 %
Norman Arts Council (NAC)	26,520.00	26,752.00	-232.00	99.13 %
Oklahoma Arts Council (OAC)	7,000.00	7,000.00	0.00	100.00 %
Total Grants	45,320.00	84,452.00	-39,132.00	53.66 %
Membership Dues	525.00		525.00	
Annual Membeship	8,795.00	15,000.00	-6,205.00	58.63 %
Monthly Membership	3,603.77		3,603.77	
Total Membership Dues	12,923.77	15,000.00	-2,076.23	86.16 %
Miscellaneous Income	16.05		16.05	
Program Support	3,180.00		3,180.00	
Corporate/Individual Partnership	23,630.00	60,000.00	-36,370.00	39.38 %
Donations (cash/text)	4,493.60	4,000.00	493.60	112.34 %
Monthly Partnerships	6,412.63		6,412.63	
Total Program Support	37,716.23	64,000.00	-26,283.77	58.93 %
Rental Fees	18,311.25	20,000.00	-1,688.75	91.56 %
Janitor Fees	2,651.25	3,000.00	-348.75	88.38 %
Rental Deposit	6,625.00	6,000.00	625.00	110.42 %
Total Rental Fees	27,587.50	29,000.00	-1,412.50	95.13 %
Sales	262.00		262.00	
Art Sales	21,372.19	18,000.00	3,372.19	118.73 %
Boutique Sales	1,750.65	1,892.15	-141.50	92.52 %
Depot Merchandise Sales	1,004.26	875.26	129.00	114.74 %
Ticket Sales	14,629.05	9,600.00	5,029.05	152.39 %
Total Sales	39,018.15	30,367.41	8,650.74	128.49 %
Tuition	2,118.98	1,500.00	618.98	141.27 %
Vendor Fee	1,080.00	850.00	230.00	127.06 %
Total Revenue	\$166,340.93	\$225,569.41	\$ -59,228.48	73.74 %
Cost of Goods Sold				
Cost of Goods Sold	798.70	798.70	0.00	100.00 %
Total Cost of Goods Sold	\$798.70	\$798.70	\$0.00	100.00 %
GROSS PROFIT	\$165,542.23	\$224,770.71	\$ -59,228.48	73.65 %
Expenditures				
Conference/Training Fees	1,228.17	1,228.17	0.00	100.00 %
Contract Services	2,275.00	4,650.00	-2,375.00	48.92 %
Deposit refund	5,488.25	5,200.00	288.25	105.54 %
Insurance	2,524.99		2,524.99	
Health Insurance	8,013.33	15,999.99	-7,986.66	50.08 %
Liability/D&O Insurance	4,251.00	4,500.00	-249.00	94.47 %
Total Insurance	14,789.32	20,499.99	-5,710.67	72.14 %

Accrual Basis

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2023 - June 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Memberships	150.00	200.00	-50.00	75.00 %
Miscellaneous Expense	780.15		780.15	
Payroll Expenses				
Director's Salary	15,750.00		15,750.00	
Hourly Wages	18,634.15		18,634.15	
Salaries	25,833.31	85,202.66	-59,369.35	30.32 %
Taxes	5,807.27	4,558.24	1,249.03	127.40 %
Wages	12,410.00	8,242.00	4,168.00	150.57 %
Total Payroll Expenses	78,434.73	98,002.90	-19,568.17	80.03 %
Postage	1,766.71	1,800.00	-33.29	98.15 %
Printing	4,026.26	3,773.98	252.28	106.68 %
Professional Fees				
Accountant	1,545.00	4,850.00	-3,305.00	31.86 %
Workshop Instructor	1,560.00	1,200.00	360.00	130.00 %
Total Professional Fees	3,105.00	6,050.00	-2,945.00	51.32 %
Program Costs				
Advertising	163.51	163.51	0.00	100.00 %
Artist Commissions (65%)	15,956.60	13,613.72	2,342.88	117.21 %
Artist Fees	20,518.20	23,180.00	-2,661.80	88.52 %
Equipment Rental	3,423.84	4,000.00	-576.16	85.60 %
Lodging	971.65	1,200.00	-228.35	80.97 %
Meals	1,008.47	640.75	367.72	157.39 %
Permit	612.74	386.74	226.00	158.44 %
Refreshments	1,202.46	1,253.19	-50.73	95.95 %
Sound/Technical Services	7,375.00	11,095.00	-3,720.00	66.47 %
Total Program Costs	51,232.47	55,532.91	-4,300.44	92.26 %
QuickBooks Payments Fees	19.00	26.64	-7.64	71.32 %
Square Fees	1,951.06	1,904.64	46.42	102.44 %
Subscriptions	558.24	610.19	-51.95	91.49 %
Supplies	557.60	390.08	167.52	142.95 %
Amtrack	420.23	642.93	-222.70	65.36 %
Office	890.01	3,031.92	-2,141.91	29.35 %
Other	128.13		128.13	
Total Supplies	1,995.97	4,064.93	-2,068.96	49.10 %
Ticket Refund	47.70		47.70	
Utilities	1,924.61		1,924.61	
Alarm/Security	630.68	650.04	-19.36	97.02 %
Electric		1,700.04	-1,700.04	
Software/Apps	1,796.49	2,199.96	-403.47	81.66 %
Telecommunications	2,879.11	3,000.00	-120.89	95.97 %
Total Utilities	7,230.89	7,550.04	-319.15	95.77 %
Total Expenditures	\$175,078.92	\$211,094.39	\$ -36,015.47	82.94 %

Accrual Basis

440

The Performing Arts Studio, Inc. (dba The Depot)

Item 11.

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2023 - June 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET OPERATING REVENUE	\$ -9,536.69	\$13,676.32	\$ -23,213.01	-69.73 %
NET REVENUE	\$ -9,536.69	\$13,676.32	\$ -23,213.01	-69.73 %

File Attachments for Item:

13. CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2425-63: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND BRAMLETT AND ASSOCIATES MULTIMEDIA, L.L.C., D/B/A BOLD MULTIMEDIA, FOR MARKETING SERVICES IN THE AMOUNT OF \$42,955 FOR THE PARKS AND RECREATION DEPARTMENT, WESTWOOD PARK, AND THE YOUNG FAMILY ATHLETIC CENTER.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 3/25/2025

REQUESTER: Mitchell Richardson, Recreation Manager

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2425-63: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND BRAMLETT AND ASSOCIATES MULTIMEDIA, L.L.C., D/B/A BOLD MULTIMEDIA, FOR MARKETING SERVICES IN THE AMOUNT OF \$42,955 FOR THE PARKS AND RECREATION DEPARTMENT, WESTWOOD PARK, AND THE YOUNG FAMILY ATHLETIC CENTER.

BACKGROUND:

The City of Norman Parks Department established a contractual agreement starting in 2019 with Bramlett and Associates Multimedia LLC, operating as Bold Multimedia (Bold), to support multimedia and marketing initiatives for the Parks Department. The objective is to enhance visibility, engagement, and awareness of the City's various parks, facilities, and recreational programs, including Westwood Park, the Young Family Athletic Center (YFAC), and general Parks and Recreation services. This partnership uses multimedia strategies to promote community engagement and participation effectively.

DISCUSSION:

Contract Summary: Under the agreement, Bold Multimedia will provide a range of marketing services categorized into three main areas, each with specific budget allocations and service requirements.

Parks and Recreation Media: Annual Budget: \$24,955 for up to 500 service hours
Services include social media management, graphic design, email and print newsletters, direct mail campaigns, branding for special events, and signage management.

Westwood Park Media: Annual Budget: \$9,000, varying service hours by season.
Services cover social media, email newsletters, event marketing, radio ads, and other promotional materials specific to Westwood Park facilities and programs at golf, tennis, and the aquatics center.

Young Family Athletic Center (YFAC) Media: Annual Budget: \$9,000 for up to 240 service hours
Services focus on YFAC event promotion, social media, video production, website content, email newsletters, and signage management.

Budget and Compensation: The agreement sets a maximum payment structure, disbursed monthly, ensuring consistent support for marketing efforts while adhering to budget constraints.

Termination Clause: The City or Bold Multimedia may terminate the contract with a 30-day written notice, ensuring flexibility for both parties in case of unforeseen changes or challenges.

Request for Proposal (RFP) 2425-31 ran in the Journal Record and was published on January 16 and 23, 2025. Three marketing agencies provided proposals, and the staff conducted virtual interviews on February 7, 2025.

RECOMMENDATION:

It is recommended that the City Council approve the contract with Bramlett and Associates Multimedia LLC, operating as Bold Multimedia for \$42,995 annually.

MARKETING SERVICES AGREEMENT

This Agreement is a contract, made and entered into this 11th day of March, ²⁰²⁵
("Effective Date") by and between the City of Norman, a municipal corporation, hereinafter
called the "City," and Brammlet and Associates Multimedia LLC, D/B/A Bold Multimedia, an
Oklahoma limited liability company, hereinafter called "Contractor."

WITNESSETH:

WHEREAS, the City is a Municipal Corporation and maintains business premises at 201 West
Gray St., Norman, Oklahoma; and

WHEREAS, the City of Norman Parks and Recreation Department ("Parks Department")
orchestrates and manages many programs and facilities for the City; and

WHEREAS, Contractor desires to assist in marketing services and activities for the City's Parks
Department and its programs and facilities.

NOW, THEREFORE, in consideration of the mutual covenants and promises herein contained,
the parties hereto agree as follows:

ARTICLE 1 – TERM

The term of this Agreement shall commence on the Effective Date and terminate no later than
five (5) years from the Effective Date, each one-year period a "Contract Year," unless earlier
terminated pursuant to the provisions set forth herein, and subject to sufficient annual
appropriations by the City.

ARTICLE 2 – SERVICES TO BE PERFORMED BY CONTRACTOR

The Contractor shall perform the Services described in Exhibit A – Parks and Recreation Media,
Exhibit B – Westwood Park Media, and Exhibit C – Young Family Athletic Center Media.
Contractor agrees to work with the Parks Department staff to execute the Services. Contractor
agrees to comply with all applicable federal, state, and local laws, rules, and regulations and all
policies and procedures established by the City in their performance of the Services.

ARTICLE 3 – COMPENSATION

The City shall pay Contractor for the Services as follows:

1. An amount not to exceed \$24,955 per Contract Year for up to 500 hours of services for
the Services described under Exhibit A – Parks and Recreation Media. Such amount to
be paid to the Contractor in twelve (12) monthly installments.

2. An amount not to exceed \$9,000 per Contract Year for: 1) ten (10) average hours of services per month from November to February, and 2) twenty (20) average hours of services per month from March to October, for the Services described under Exhibit B – Westwood Park Media. Such amount to be paid to the Contractor in twelve (12) monthly installments.
3. An amount not to exceed \$9,000 per Contract Year for up to 240 hours of services for the Services described under Exhibit C – Young Family Athletic Center Media. Such amount to be paid to the Contractor in twelve (12) monthly installments.

ARTICLE 4 – TERMINATION

Either party shall have the right to terminate this Agreement for any reasons provided thirty (30) days written notice is provided.

ARTICLE 5 – INDEMNIFICATION

Contractor agrees to indemnify and hold harmless the City, its officers, agents and employees from and against all liability for injuries or death to persons, legal expense or damage to property caused by Contractor's, its agents or employees performance of the Services under this Agreement; provided, however, that Contractor shall not be liable for injury, damage or loss occasioned by the sole negligence of the City, its agents or employees. Contractor shall indemnify and hold harmless the City, its officers, agents and employees from and against all claims, damages, suits, expenses, liability or proceedings of any kind whatsoever, including, without limitation, Worker's Compensation claims of or by anyone whomever, in any way resulting from, or arising out of, Contractor's acts, omissions or operations under or in connection with this Agreement. This Article 5 shall survive the completion or termination of this Agreement.

ARTICLE 6 – NOTICE

Any notice, demand, or other communication under this Agreement shall be sufficiently given or delivered when it is delivered personally, or within three (3) business days after it is deposited in the United States mail, registered or certified mail, postage prepaid, return receipt requested, to:

City:

Jason Olsen
Director of Parks and Recreation
225 N. Webster Ave.
Norman, OK 73070

Contractor:

Name: Bramlett & Associates Multimedia LLC DBA BOLD Multimedia

Title: Krystyn Richardson, Owner

Address (street): 3812 Havenbrook Circle

Address (city, state, zip): Norman, OK 73072

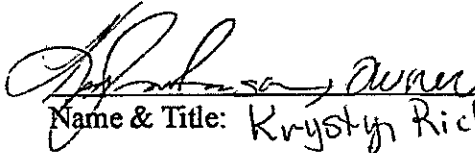
ARTICLE 7 – MISCELLANEOUS

- 1) *Counterparts*: This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and constitute the same instrument.
- 2) *Severability*: If any provision of this Agreement is determined to be unenforceable, invalid or illegal, then the enforceability, validity and legality of the remaining provisions will not in any way be affected or impaired, and such provision will be deemed to be restated to reflect the original intentions of the parties as nearly as possible in accordance with applicable law.
- 3) *Governing Law; Venue*: This Agreement shall be governed and construed in accordance with the laws of the United States of America and the State of Oklahoma. The venue for any action under this Agreement shall be in the District Court of Cleveland County, Oklahoma or the United States District Court for the Western District of Oklahoma. The parties agree to submit to the subject matter and personal jurisdiction of said court.
- 4) *Entire Agreement; Amendments*: This Agreement constitutes the entire agreement among the parties hereto and may not be amended or modified, except in writing, signed by each of the parties hereto. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns.
- 5) *Authority*: Each party hereto has the legal right, power and authority to enter into this Agreement. Each party's execution, delivery and performance of this Agreement has been duly authorized, and no other action is requisite to the valid and binding execution, delivery and performance of this Agreement, except as expressly set forth herein.
- 6) *Relationship of Parties*: This Agreement does not create any partnership or joint venture between the parties hereto, or render any party liable for any of the debts or obligations of the other party. Neither party shall be deemed to be an agent or representative of the other. Contractor will be providing services to the City as an independent contractor and shall not be considered an employee of the City.
- 7) *Assignment*: This Agreement shall not be assigned by Contractor without prior written consent of the City, said consent not to be unreasonably withheld.

- 8) *Intellectual Property*: It is understood between the parties that each party is and shall remain the owner of all intellectual property that it owns or controls as of the Effective Date or that it authors, creates, or develops thereafter.
- 9) *Nondiscrimination*: Contractor agrees that it will not discriminate against any persons on the basis of race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex.
- 10) *Non-Waiver*: No failure on the part of either party to exercise, and no delay in exercising, any right hereunder shall operate as a waiver thereof; nor shall any single or partial exercise by either party of any right hereunder preclude any other or future exercise thereof or the exercise of any other right. The remedies herein provided are cumulative and not exclusive of any remedy available to either party at law or in equity.

IN WITNESS WHEREOF, the parties hereunto set their hands and seal the date first above written. The parties agree that they may conduct the transaction by electronic means and hereby state that electronic signature is valid and shall have the same force and effect as an original signature.

BRAMLET AND ASSOCIATES MULTIMEDIA LLC


Name & Title: Krystyn Richardson

ACKNOWLEDGEMENT

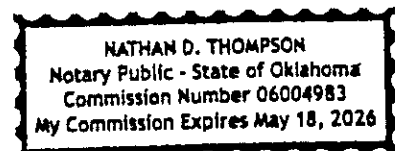
STATE OF Oklahoma)
) ss:
COUNTY OF Cleveland)

Before me, a Notary Public in and for the State of Oklahoma, on this 11th day of March, 2024, personally appeared Krystyn Richardson, to me known to be the identical person who subscribed their names to the foregoing instrument as their free act and voluntary deed for the uses and purposes therein set forth.


Notary Public

My Commission No. 06004983 Expires: May 18, 2026 [SEAL]

CITY OF NORMAN



APPROVED this _____ day of _____, ²⁰²⁵ by the Norman City Council.

Larry Heikkila, Mayor

ATTEST:

Brenda Hall, City Clerk

APPROVED as to form and legality this _____ day of _____, ²⁰²⁵.

City Attorney

EXHIBIT A – PARKS AND RECREATION MEDIA**SCOPE OF SERVICES – PARKS AND RECREATION MEDIA**

The following is a preliminary scope of services intended to communicate the expectations of the Norman Parks and Recreation Department (Parks Department) for the advertising services required. Contractor understands that the scope of work is fluid and may require adjustments as projects arise, change, and evolve. Contractor must be prepared to work in close collaboration with the Parks Department staff daily.

Client Relations:

Contractor will designate a day-to-day contact person responsible for facilitating communication between their team, designers, event planners, venue owners, and other stakeholders. This individual will work with the Parks Department from the inception of an idea, event, or product, through the development of a marketing strategy, and until the event or product launch. Expected responsibilities include:

- Continuously evolving ideas to effectively market to various facets and generations of the target market.
- Sharing the Parks Department's brand stories in a compelling manner that encourages engagement and sharing.
- Assisting in managing any media crises that may arise.
- Acting as a sounding board for the Parks Department on all matters related to marketing, advertising, and design.
- Providing specific and direct solutions to any marketing or advertising challenges faced by the Parks Department.
- Coordinating between the Parks Department, venue, and any other involved parties.
- Analyzing current marketing activities and providing advice to help develop the most effective marketing strategies.
- Engaging the target market across all relevant platforms.

Graphic & Digital Marketing:

- Creation of Facebook and Instagram graphics and management of event postings.
- Development and distribution of twelve (12) monthly email newsletters.
- Production of four (4) printed, magazine-style newsletters annually.
- Branding and graphic design services, including the creation of fliers, emails, posters, and social media graphics for special events, recreational sports, classes, and childcare programs.

Print Marketing:

- Development and coordination of direct mail campaigns.
- Design and management of apparel for events and employee uniforms.
- Photography services as needed for special events and advertising efforts.
- Creation and management of signage for events and facilities.
- Production of print ads for events and other recreational activities in the following publications:
 - Norman Transcript
 - Boyd Street

Fundraising Assistance:

- Providing support and strategies for fundraising efforts as needed.

Other Duties:

- Performing additional tasks as assigned by the Parks Department.

EXHIBIT B – WESTWOOD PARK MEDIA**SCOPE OF SERVICES – WESTWOOD PARK**

Advertising Services for Westwood Park are divided among Westwood Family Aquatic Center, Westwood Golf, The Turn, and Westwood Tennis.

Contractor will provide the following services to promote Westwood Park:

- Consulting, video production, graphic design, copywriting, event coordination, photography, website design, social media management, media buying services, print material design and coordination, and purchasing as they fall within the hours of the contract.

Specific items include:

- Manage the social media accounts for Westwood Park on Facebook and Instagram, which includes creating custom graphics for events, setting up events, and creating schedules and posts for all the events and promotions for the complex.
- Create and manage email newsletters
- Design ads for Boyd Street and Sooner Spector, others as assigned by the Parks Department, as needed
- Provide talking points for remotes
- Write and approve radio advertisements
- Find and suggest new advertising opportunities
- Food photography for both Westwood Aquatic Center and The Turn
- Design, order, and deliver merchandise
- Design, order, and deliver staff apparel
- Design Westwood program guide
- Design facility signage and coordinate installation
- Design golf cart signs
- Design of and assistance with in-store displays
- Golf tournament advertising and day-of needs as assigned, including the United Way, Memorial Day, Invitational, and Labor Day tournaments
- Jr Golf Academy and mini-clinic social media promotion

- Update The Turn's print and digital menu
- The Turn social media promotions
- Update Westwood Aquatic Center digital menus
- Promote Westwood Aquatic Center events, on average ten (10) per season
- Promotion of Westwood season passes
- Promotion of World's Largest Swim, including day of coverage, highlighting on social media and coordinating with media
- Hiring social media posts and materials for open house as needed
- Junior Tennis Program social media promotion and flyer
- Junior Tennis Clinic social media promotion and flyer
- Tennis Summer Camp social media promotion and flyer
- Provide reports detailing social media and advertising performance upon request
- Attend a monthly meeting and coordinate with the facilities staff to gather information
- Be responsive for consulting by phone, text, and email
- Other items as assigned by the Parks Department

EXHIBIT C – YOUNG FAMILY ATHLETIC CENTER MEDIA**SCOPE OF SERVICES – YOUNG FAMILY ATHLETIC CENTER**

Contractor will provide comprehensive services to promote the Young Family Athletic Center (YFAC), focusing on increasing community engagement, promoting events, and enhancing brand awareness.

The scope includes the following services:

- Consulting: Provide strategic guidance and recommendations to optimize marketing efforts and achieve organizational objectives.
- Video Production: Create engaging video content to showcase YFAC facilities, programs, and events.
- Graphic Design: Develop visually appealing graphics for social media posts, website banners, print materials, and advertisements.
- Copywriting: Generate compelling copy for promotional materials, event descriptions, social media posts, and newsletters.
- Event Coordination: Assist in planning and executing promotional events, including ribbon cuttings, community days, and tournaments.
- Photography: Capture high-quality images of YFAC facilities, activities, and participants for use in marketing materials.
- Website Design: Enhance the YFAC website with updated design elements, user-friendly navigation, and engaging content.
- Social Media Management: Manage YFAC's social media accounts, including content creation, scheduling, and community engagement.
- Media Buying Services: Identify and purchase advertising space in relevant media outlets to reach target audiences effectively.
- Print Material Design: Design and coordinate the production of printed materials such as brochures, flyers, posters, and banners.
- Merchandise Design: Create designs for YFAC-branded merchandise, including apparel, accessories, and promotional items.
- Signage Management: Develop signage for YFAC facilities, including indoor and outdoor signs, digital signs, banners, and directional signage.

- **Email Newsletters:** Design and distribute regular email newsletters to YFAC members and subscribers, featuring updates, events, and special offers.
- **Radio Advertisements:** Write and produce radio advertisements to promote YFAC programs, events, and membership opportunities.
- **Marketing Collateral:** Provide assistance in updating and maintaining marketing collateral, including brochures and promotional materials.

File Attachments for Item:

19. CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2425-109: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, APPROPRIATING \$53,193.00 FROM THE NORMAN FORWARD FUND BALANCE TO BE USED FOR THE NORMAN FORWARD ARTS PROJECTS.

Control was approved by the City Council on July 7, 2023, with installation and the public dedication of the art piece at the Adult Wellness and Education on December 13, 2024.

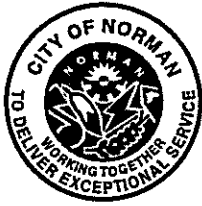
DISCUSSION:

Work is complete on the art at the AWE and final acceptance of the art by the Parks staff is recommended to the City Council, and staff further recommends that the City make the final payment to the artist.

To complete final payment, the City Council needs to approve the appropriation of \$53,193.00 from the Norman Forward Fund Balance (account 51-29000) to the Norman Forward Public Arts Project, Construction (account 51795500-46101; project NFP100).

RECOMMENDATION:

It is recommended that the City Council approve Resolution R-2425-109 for the appropriation of \$53,193.00 from Norman Forward Fund Balance (account 51-29000) to the Norman Forward Public Arts Project, Construction (account 51795500-46101; project NFP100) for Public Art at the Adult Wellness and Education Center.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 03/25/2025

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF ADOPTION, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF RESOLUTION R-2425-109: A RESOLUTION OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, APPROPRIATING \$53,193.00 FROM THE NORMAN FORWARD FUND BALANCE TO BE USED FOR THE NORMAN FORWARD ARTS PROJECTS.

BACKGROUND:

The City of Norman and the Norman Arts Council (NAC) partnered in several projects to install art in public places within the City of Norman. Through this partnership, the NAC purchases art pieces and the City provides a location for the piece(s) within public spaces owned by the City of Norman.

With the adoption of NORMAN FORWARD, the City committed to expending an amount not to exceed 1% of the aggregate construction costs of major facilities and community park improvements on public art at such facilities and parks. Because of the City's positive relationship with the NAC and the NAC's commitment to the sense of community fostered by public art, the NAC has agreed to expand the partnership with the City of Norman to assist with the selection, location, and installation of public art purchased with Norman Forward sales tax revenue.

The City of Norman has funded public art installed at or as a part of Norman Forward sales tax-funded projects, for up to 1% of construction costs, for the Central Library, East Library, Westwood Family Aquatic Center and Westwood Tennis, Ruby Grant Park, Andrews Park, Reaves Park, Griffin Park, Flood Roundabout, and the Young Family Athletic Center ("YFAC"), and have planned the future installation of artwork at Saxon Park. These costs (the "Norman Forward Public Arts Fund" or "NFPAF"), aggregated together, were initially estimated to be 1.2 million dollars.

The Selection Panel Advisory Board and the Norman Arts Council Board selected artist Nick Athanasiou of Skunk Control to build and install a sculpture at the Adult Wellness and Education Center (AWE), located at 602 N. Findlay Ave. The contract (K-2324-25) for \$100,000 to Skunk

Resolution

R-2425-109

**A RESOLUTION OF THE COUNCIL OF THE CITY OF
NORMAN, OKLAHOMA REQUESTING APPROPRIATION AND
TRANSFER OF \$53,192.11 FROM THE NORMAN FORWARD
FUND BALANCE TO BE USED FOR THE NORMAN FORWARD
ARTS PROJECTS**

- § 1. WHEREAS, the City and the Norman Arts Council (NAC) partnered to install art in public places within the City of Norman; and
- § 2. WHEREAS, with the adoption of NORMAN FORWARD, the City committed to expend an amount not to exceed 1% of the aggregate construction costs of major facilities and community park improvements for public art at those facilities; and
- § 3. WHEREAS, the City has funded public art installed at or as a part of NORMAN FORWARD sales tax funded projects for the Central Library, East Library, Westwood Family Aquatic Center and Westwood Tennis, Ruby Grant Park, Andrews Park, Reaves Park, Griffin Park, Flood Roundabout, Young Family Athletic Center and future installation of artwork at Saxon Park; and
- § 4. WHEREAS, the City approved contract K-2324-25 with Skunk Control on July 7, 2023, to build and install a sculpture at the Adult Wellness and Education Center (AWE) for the amount of \$100,000; and
- § 5. WHEREAS, installation and dedication of the AWE artwork was completed December 13, 2024; and
- § 6. WHEREAS, this appropriation will pay the full amount of \$53,192.11 due for the public art installed at the Adult Wellness and Education Center.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA:

- § 7. That the following transfer and appropriation be made for reasons as stated above:

Account Name	Losing Account	Gaining Account	Amount
Norman Forward Fund Balance	10770326	51795500-46101 Project NFP100	\$53,192.11

PASSED AND ADOPTED this 25th of March, 2025.

ATTEST:

Mayor

City Clerk

