



**TAX INCREMENT REINVESTMENT ZONE MINUTES
CITY OF ODESSA, TEXAS**

January 5, 2022

On January 5, 2022, a Tax Increment Reinvestment Zone (TIRZ) Board meeting of the City of Odessa was held at 3:00 p.m., in the Council Chambers, fifth floor, City Hall, 411 W. 8th Street, Odessa, Texas.

Board members present: Raymon "Craig" Stoker, Charles Pierce, Jeff Russell, Gaven Norris, Gary Johnson, Don Hallmark, John Herriage and Jason Harrington.

Board member absent: Toby Eoff.

Others present: Michael Marrero, City Manager; Dan C Jones, Senior Assistant Attorney; Alexa Moulakis, Downtown Odessa Event Coordinator; Casey Hallmark, Executive Director of Downtown Odessa; Kyle Benedict, Deputy Director of Parks and Recreation; Celia Senoret, Deputy City Secretary and other members of City staff.

Mr. Stoker called the meeting to order.

Approval December 1, 2021 minutes. Motion was made by Mr. Herriage and seconded by Mr. Pierce to approve the minutes. The motion was approved by unanimous vote.

Approval December 9, 2021 work session minutes. Motion was made by Mr. Herriage and seconded by Mr. Pierce to approve the minutes. The motion was approved by unanimous vote.

Discussion on Parks Projects. Mr. Benedict showed pictures of the planters and reviewed a map of the locations. He stated they were moving into planting season in the next six weeks. Twelve planters were purchased. Petunias and red feather grass were some of the options for planting. Some planter location recommendations from the board were Grant, 8th and 2nd Street, around the Courthouse, Adam and Jackson Avenue. Mr. Benedict reviewed the rendering on the parking lot at Fourth and Grant. A bid package was finalized that would be awarded by March. They were contemplating an alternate bid option for adding synthetic turf. Mr. Harrington was concerned on the maintenance of the synthetic turf. Mr. Benedict explained the different factors and the environment that takes place for maintenance. Mr. Marrero provided an updated on the trees in downtown, which needed some care. Some of the branches of the limbs had not been trimmed and were creating problems with the lighting. Mr. Benedict would meet with Oncor to figure out a process to resolve the issues with the power lines.

Discussion on Downtown Housing. Mr. Marrero stated a project of seven town homes was in progress and would be completed within months. He had discussions with a group from Wisconsin, J Jefferson and Associates. The group specialized in multifamily and redevelopment projects, and specific emphasis on older buildings. Mr. Marrero had identified a number of buildings in downtown that might be viable for small-scale multifamily developments. A couple of larger buildings were available for negotiation. He will continue discussions with the group and provide more information, logistical maps, values on properties and contact information when it was available.

Taxing entities updates. Mr. Stoker engaged with Ivy Group from Virginia, who started a community engagement. They met with the County Judge, the staff of the library and the Library Advisory Board. Next will be the community engagement interviews from the community.

Discussion on Downtown Master Plan. Mr. Marrero stated that they would have the final draft on January 14. The plan would have a formal presentation to TIRZ board on February 2. If there were no issues with the TIRZ board, it would be presented to Council for final adoption on February 22.

Discussion on TIRZ project and finance plan. Mr. Marrero stated that this plan was originally adopted in April 2019. The City of Odessa hired a consultant. Hospital, city and the college district composed of the TIRZ. The college and the city were at a 100% increment and the hospital at 75% increment. The plan provided maps of the boundaries and established the baseline value of the 2018 when TIRZ was first establish. It was \$119 million that had grown over the last few year. Assumptions were identified in terms of revenue. As discussed in the past, the revenue numbers that were in this plan were not consistent with the actually numbers. Revenues generated around \$135,000 as instead of the projection \$350,000. Another component of this plan was the projects that had been identified. Mr. Marrero recommended being more specific on what the board wanted, be more focused, be more direct and provide more direction. He recommended that the consultant come back or another group to visit to recalculate those numbers and work with them determining the best uses for those dollars. Mr. Norris questioned the difference between the forecasted number and the actual number. Mr. Marrero stated the plan was establish when there was a great deal of momentum in downtown. Post COVID had a dramatic decrease in the number of development. The difference was the drop of activity. Mr. Russell hesitated to spend more money on consultants and suggested to do the projection internally, look at the projects and do some estimation that would yield in property value increases. Mr. Herriage suggested getting the appraisal district involved.

Downtown Odessa update. Ms. Moulakis stated December was a very busy month for Downtown. She reported the different activities. Ms. Moulakis introduced the new Executive Director of Downtown, Ms. Casey Hallmark. Some grants applications and consultations were done. One more was programing with a property owner that owns three different properties in downtown. Mr. Johnson wanted to know the number of people visited during the holiday season at Starbright Village. Mr. Benedict stated 57,000 cars visited and estimated 200,000 people. He reported that \$60,000 was collected in donation to the parks foundation. Mr. Johnson wanted to know if they were collecting sales tax out of vendors. Mr. Benedict stated they were not. Vendors were charged according to classification: prime nights, Thursday through Sunday before Christmas was \$75.00 a night, \$25.00 on non-prime nights and the week after Christmas was free. Ms. Moulakis stated on the parade night it was the largest night between food vendors and general sales vendors. They had over 60 different booths, food trucks and tents. The New Year's event had very good attendance and very good feedback from people.

Call for future agenda items. Items for the next agenda would include Parks update, street lighting, Downtown Odessa update, Master Plan update, taxing entities update, Finance and Project Plan.

Public comment. No comments.

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Motion was made by Mr. Harrington and seconded by Mr. Russell to adjourn the meeting. The motion was approved by unanimous vote. The meeting adjourned at 3:54 p.m.

ATTEST:

APPROVED:

Celia Senoret
Deputy City Secretary

Raymon "Craig" Stoker
Chairperson