



**ODESSA DEVELOPMENT CORPORATION MINUTES
CITY OF ODESSA, TEXAS**

April 7, 2021

A regular meeting of the Odessa Development Corporation (ODC) was held on April 7, 2021 at 1:00 p.m. in the Council Chambers, 5th floor, City Hall, 411 W. 8th St. Odessa, Texas.

Members present: Tim Edgmon, Melanie Hollmann, David Boutin, Chris Cole, Kris Crow, and Jeff Russell.

Member absent: Larry Robinson.

Others present:

City Staff: Norma Aguilar-Grimaldo, City Secretary; Natasha Brooks, City Attorney; and Cindy Muncy, Assistant City Manager; and

ODC Contractors: Craig Van Amburgh, CVA; Wesley Burnett, Economic Development; Tyler Patton, UTPB-SBDC; James Beauchamp, MOTRAN; Dustin Fawcett, MOTRAN; Paul Garza, Odessa Hispanic Chamber of Commerce; Chris Walker, Black Chamber of Commerce; and Renee Earls, Odessa Chamber of Commerce; and

Others: Council members Tom Sprawls; and other interested citizens.

A quorum being present, Mr. Edgmon called the meeting to order and the following proceedings were held:

Mr. Edgmon called the meeting to order.

Presentation to outgoing ODC Board member Gene Collins. Mr. Collins was not present.

March 18, 2021 minutes. Motion was made by Mr. Cole and seconded by Mr. Boutin to approve the minutes with corrections. The motion was approved by unanimous vote.

Mr. Crow arrived at the meeting at 1:02 p.m.

Contractors report: Economic Development Department - Odessa Chamber, CVA Advertising and Marketing, Black Chamber of Commerce, Hispanic Chamber of Commerce, UTPB-America's SBDC, MOTRAN, and City Administrative support - Financials. Mr. Burnett reported that Project Sabre had paused its activity due to COVID but was connecting to businesses and a bank. The Chamber was responding to leads provided by the State requests. Project 2020-06 was moving forward and making site comparisons. He reported that there were many site visits being made including discussions on how to expand.

Mr. Van Amburgh reported that four new podcasts were made and would be aired one a week. The business retention and expansion message would be done on selected golf

tournaments and events through August. The outdoor messages continued to focus on local business expansion and retention. Newspaper ads featured Nick Fowler as well as on the small digital ads. He reported that Odessa received recognition for the economic development in site selection for the Governor's Cup. The website traffic was up with referrals at 59% for February. Overall, social media platforms were mixed with reach down and engagement up. Facebook and Twitter were doing well. The Permian Fuels America social media had increased. The campaign would be shifting strategy due to the change in administration. The advertising used on the Permian Fuels America campaign was about 5% but ran heavy before February. Mr. Boutin stated that UTPB was doing a study that included information on the Saudi oil barrels purchased and the loss it was for the United States.

Mr. Walker reported that the Black Chamber of Commerce spent funds on salary for the administrative assistant. The next report would have more information on events.

Mr. Garza was working with a hoisting crane company in getting information for a potential loan. He was assisting a long-haul trucking on finalizing the business plan and preparing for a loan. Their client base was increasing from our area. The PPP webinars were being extended to get more people involved. The partnership with SBDC and the Black Chamber were continuing. There was a potential automation company from El Paso moving into Odessa. He was in discussions with the company. Mr. Cole stated that there was an opportunity for both Chambers to partner with SBDC on a joint program. Mr. Edgmon was pleased with the Chambers working together.

Mr. Patton reported on SBDC's March activity. There were 354 counseling sessions, three seminars presented, 49 attendees, and five new businesses with two in Odessa. The total capitalization was \$3,994,150 and Odessa had a capitalization of \$454,150. He reported that a seminar was being held with the Black Chamber on how to start your own business. A second workshop with the Hispanic Chamber was held and 30 people attended. The impact with the Hispanic Chamber's partnership has been great in promoting services. Mr. Patton reported that a new small business accelerate growth program would be started at SBDC. The program was based out of UT Austin called FASTForward. It has been successful. The program was a 10-week training program that focused on growth strategy in business. The program would be taught by local professors. He wanted to get 30 local small businesses with revenues of \$500,000 annually and at least 2 ½ employees.

Mr. Edgmon congratulated Mr. Beauchamp on his award. Mr. Beauchamp testified to the public health committee on trauma cases. He provided examples of accidents with trauma transportation. He also testified to the redistricting committee. He stated the West Texas Region was the largest oil field and there was a population growth in The Permian. He provided background on past redistricting. He reported that on the federal level the I-14 designation was in the new draft of transportation. He was working with Senator Cruz on the designation. Mr. Beauchamp also there would be an added energy traffic for freight transportation projects.

Mrs. Muncy reported on the February financial reports. There was \$57,350,382 in total assets, and unreserved \$25,359,122. She provided a monthly report on sales tax revenue. With the opening of Texas, there may be a rise in sales tax. There were no changes in the reserved Fund Balance. There was a move of investment from the Logic Pool. She filed the economic development report with the State.

Motion was made by Mr. Cole and seconded by Ms. Hollmann to approve the financial report. The motion was approved by unanimous vote.

Recess for Executive Session - Deliberation Regarding Economic Development Negotiations. (Texas Government Code Sec. 551.087) Reconvene in open session for possible action. Motion was made by Mr. Cole and seconded by Mr. Crow to go into executive session under 551.087. The motion was approved by unanimous vote.

Motion was made by Mr. Boutin and seconded by Ms. Hollmann to return from executive session under 551.087. The motion was approved by unanimous vote.

Motion was made by Mr. Crow and seconded by Ms. Hollmann to go remove the reappointment and appointment of the Compliance Committee members from the table. The motion was approved by unanimous vote.

Motion was made by Mr. Cole and seconded by Mr. Boutin to approve the Compliance Committee recommendation to provide a 10-year economic development contract with Project Watson for \$20 million at \$2 million a year if it meets requirements. The motion was approved by unanimous vote.

Discuss procedure for termination of economic development agreements due to COVID-19. Ms. Brooks stated that two projects were not going to meet its obligations due to COVID. She stated that the companies requested contract termination as there was no action. The companies would not be able to achieve the milestones. The board agreed to terminate the contracts.

Discuss proposed FY 2021-2022 budget calendar. Mr. Edgmon asked if the outside agencies responses due date be extended to July. Mr. Burnett stated the proposed budget would remain flat due to the current conditions. Mrs. Muncy stated the date could be moved to July. She will adjust the schedule for the budget accordingly.

Remove from the table to appoint Compliance Committee member to replace outgoing member (Phil Padilla whose term expired 12/31/20) and Re-appoint Compliance Committee members whose current terms expired 12/31/20 (Virginia Ruiz, Jefferson Cox, Mike Withrow, Gaven D. Norris) Mrs. Grimaldo provided a ballot of names interested in serving on the Compliance Committee.

Motion was made by Ms. Hollmann and seconded by Mr. Boutin to reappoint Virginia Ruiz, Jefferson Cox, Mike Withrow, and Gaven Norris to the Compliance Committee. Mr. Boutin recommended to change the bylaws to allow a minimum of ten members to the Compliance Committee due to the added number of ODC board members. Ms. Hollmann suggested expanding and include a cap. Mr. Edgmon asked that the bylaws be on the May meeting. Ms. Brooks asked that the members submit their suggestions to the Legal Department. Mr. Cole reported that over six to seven years, about six to seven Compliance Committee members attended the meetings. The motion was approved by unanimous vote.

ODC Committee and Officer Reports. The Tax Incentive Committee reviewed two contracts that met obligations and the guidelines were presented with no changes. No other committee meetings were held.

Discuss appointments to ODC Board Committees: Partnership, Advertising, and Downtown Grant Design Review Board. The board agreed to the following appointments:

- Partnership – Tim Edgmon, David Boutin and Melanie Hollmann
- Tax Incentive – Kris Crow, Melanie Hollmann and David Boutin
- Advertising – Jeff Russell and Chris Cole
- Downtown Grant Design Review Board – Jeff Russell

Citizen comments on non-agenda items. None.

Compliance Committee appointment. Motion was made by Ms. Hollmann and seconded by Mr. Boutin to appoint Peggy Dean to the Compliance Committee. The motion was approved by unanimous vote.

There was no other business the meeting adjourned at 2:21 p.m.

ATTEST:

APPROVED:

Norma Aguilar-Grimaldo, TRMC, CMC
City Secretary

Tim Edgmon
President