

Downtown Odessa, Inc.

Minutes for April 12,2022

Council Chambers

Board members present: Cruz Castillo, Mark Matta, Shawn Rodriguez, Denise Swanner, William Vaughan and Lonnie Lawrence

Absent: John Herriage, Sondra Eoff and Alma Gomez.

Board President Shawn Rodriguez leads the meeting starting at 12:03pm

Downtown Odessa, Inc:

1. Approval of Minutes- February 8th, 2022- Motion was made by board member Castillo and seconded by board member Rodriguez to approve minutes.
2. Review of February and March 2022 Financials- Financials reviewed, board would like to wait for Treasurer Eoff to approve at next meeting.
3. New Business:
 - a. Discuss ODC grant process/ ODC meeting and update – Businesses will be required to have a business plan and resume. Based on the length of time they have owned the business and resume will determine if they are required to take CE classes.
 - b. Discuss Design Committee for ODC and appointment – Board votes Lonnie Lawrence in place of John Herriage for ODC Design committee. All approve.
 - c. Discuss Housing Taskforce with TIRZ- Board approves John Herriage and nominates Sondra Eoff for Taskforce with TIRZ.
 - d. Summer help May-July – ED Hallmark discusses the need for help in the Summer. It would be a partnership with the city and university that would offer a paid internship. An intern through UTPB will help pilot Downtown Odessa as well as other department and get students involved in government entities.
 - e. Discuss parking updates – 4th and grant update has been approved and is ready to go. 4th and Jackson has a new sign that shows the rendering that has been approved. Waiting on design committee to move forward. 4th and 5th street parking has been changed to diagonal parking.
 - f. Discuss RFP's- Two RFP's currently out. JC Penny lot and Scott Theater. City would like to see restaurant and retail on bottom level and housing on the top. Open until May 11th.
 - g. Discuss process of planning 7 million from 2019- For design firms to come in and show the potential of where the 7 million could be spent. City staff and design committee are working on reviewing proposals.
 - h. Discuss Travel Texas Grant- Grant through the governor's office. DOI received a grant from Travel Texas, Expedia, and Culture Map.
 - i. Discuss volunteer commitments for summer events – ED Hallmark explained the need for volunteers in the summer. Presented a volunteer signup sheet.
4. Event Update:

- a. State of Downtown Recap/ TIRZ event recap- Great response for both events.
- b. Downtown Egg Hunt - April 8th -16th – Huge turnout. This year we gave out 14,000 eggs. We saw lots of foot traffic in Downtown. First year charging to be a stop on the bunny trail, turned out to be a success.
- c.

Meeting was adjourned due to lack of members will table the rest for next meeting.