



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

July 7, 2021

On July 7, 2021, 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, Dale Jenkins, Gaven Norris, Toby Eoff; Gary Johnson, Jeff Russell, Richard Pierce, Jason Harrington.

Board member absent: Richard Pierce.

Others present: Michael Marrero, City Manager; Norma Aguilar-Grimaldo, City Secretary; Dan C. Jones, Senior Assistant Attorney; Phillip Urrutia, Assistant City Manager; and other members of City staff.

Mr. Stoker called the meeting to order.

Downtown Master Plan schedule. Jeff Whitacre, Kimley Horn, stated that the next two months would be for Kimley Horn to familiarize and evaluate the current master plan. Preparation would be made for the kick-off community engagement. In September, there would be a three-day workshop. A survey would be prepared for the board's review. The board and the City would identify the strategic stakeholders to be inclusive of all stakeholders. There would be three meetings and on-line surveys for public input. The six month timeline included two months of master plan review, two months of feedback and two months of wrap up. A memo would be provided to the board regarding the plan. Mr. Norris asked about roadblocks over the six months. Mr. Whitacre stated that it was the consensus of communicating the conclusions and building consensus. Mr. Urrutia stated that the board would be involved in the process.

Approve minutes of May 26, 2021. Motion was made by Mr. Harrington and seconded by Mr. Jenkins to approve the minutes. The motion was approved by unanimous vote.

Remove from the table and discuss TIRZ #1 bylaws. Motion was made by Mr. Johnson and second by Mr. Jenkins to remove the bylaws from the table. The motion was approved by unanimous vote.

Mr. Jones asked about comments on the proposed bylaw changes. The changes were sent in May. The board did not recall receiving the changes. Mr. Jones would resend the proposed bylaws.

Motion was made by Mr. Johnson and seconded by Mr. Russell to table the bylaws. The motion was approved by unanimous vote.

Downtown Master Plan Marketing. Mr. Stoker stated it was important to inform and provide transparency to the public and make use of the tools to get community involved. Mr. Urrutia stated that social media and flyers could be used utilized. There were other avenues to reach outside the Downtown footprint for outreach. Mr. Johnson stated to start communication to the community to obtain suggestions and input for the plan. Mr. Marrero stated that Kimley Horn had a portion of the plan to obtain community engagement. The TIRZ and Downtown Odessa could develop a survey and send out on social media. Community Development events, fair, rodeo, and other events could be places to obtain input. The survey could work in conjunction with Kimley Horn. Mr. Stoker suggested a QR code. Mr. Norris complemented the City in its outreach of CARES funding.

He did not want to leave any segment of the community out from the opportunity to provide feedback for Downtown. Mr. Marrero would get the survey to the board for review.

Future Downtown projects. Mr. Stoker would like to see some action in six months. Mr. Urrutia stated that there were quick smaller parks projects that could be accomplished. He stated that one project could be the parks streetscape enhancements that included improving gateways, landscaping, update benches and trash cans. On the 4th & Grant parking lot new turf, replace drip irrigation system and flower beds could be improved. The enhancement cost was \$100,000. Mr. Norris asked about an art project on 4th St. next to the Marriott. Mr. Urrutia stated that could be considered with a cost effective maintenance. The Master Plan may provide for landscaping and sidewalk upgrades. Mr. Russell suggested a zero scape. Mr. Urrutia stated another project was to add 12 flowerpots at a cost of \$18,000. The flowers were raised inhouse. Another project was the EZ rider station enhancements on 5th and Lincoln. He stated that the board had \$213,000 in funds with the next collection in Spring 2022. The EZ Rider had the ability to apply for grants to improve the station. Mr. Eoff requested a usage report for the station and surrounding stations. He would like to see conceptual plans that included zero scape. Mr. Marrero stated the projects should complement the master plan. He reported that Odessa College wanted to have an activation space Downtown which was a multi purpose space. The College would bring in events such as musicians and art. Mr. Jenkins would like to see culinary included. Mr. Eoff would like to see the immediate change by obtaining the flowerpots. The authorization to purchase the flowerpots would be on the next agenda for the board's consideration. Mr. Marrero stated that there were parking issues, and the City was working on plans to provide more parking. The parking lots could be enhanced with the TIRZ funding. Mr. Norris asked that more angled parking be analyzed. Mr. Jenkins stated that the flowerpots could be used to identify Downtown and be placed on the parking lots to identify Downtown. Mr. Stoker asked about the opportunity for food trucks and identify locations for the food trucks.

Motion was made by Mr. Johnson and seconded by Mr. Russell to adjourn the meeting. The motion was approved by unanimous vote. The meeting adjourned at 3:50 p.m.

ATTEST:

APPROVED:

Norma Aguilar-Grimaldo, TRMC, CMC
City Secretary

Raymon "Craig" Stoker
Chairperson