

Downtown Odessa, Inc.

Minutes for July 12, 2022

Council Chambers

Board members present Shawn Rodriguez, John Herriage, Cruz Castillo, Alma Gomez.

Absent: Mark Matta, Sondra Eoff, William Vaughan, Denise Swanner, and Lonnie Lawrence.

1. Approval of Minutes – June 14, 2022 – Minutes approved by all.
2. Review of May and June 2022 Financials – Financials reviewed and approved by all.
3. New Business:
 - a. Discuss event coordinator position – Position is open again.
 - b. Discuss City Funds update- Presented to city council, DOI's full amount was approved and fully funded
 - c. Discuss Odessa College Downtown campus update – Progress is beginning, hopefully will be completed by next summer. Focus events in that area.
 - d. Clarification of board expectations for Executive Director role – Board requested a job description so they are aware of what is expected and would like City Manager Marrero during meeting.
4. Event Update:
 - a. Firecracker Fandango -July 2nd
 - i. Discuss ideas for footprint next year- Board member Castillo explained the OC park is not set up to take on a large crowd but can be incorporated somehow. With the right entertainment we can keep the same numbers next year that we did this year. Another note is not having a public entrance right next to the car show. VIP needs to be reimaged. Fireworks we're great.
 - ii. Get board input on potential bands to research- Board agrees to find a big artist for next year. We would find sponsors and fundraise.
 - iii. Go over financials for Fandango- Fandango was profitable.
 - b. Hot Summer Nights- July – June was successful, we are now in the park. Last HSN will be partnered with Painted potter. Next year board would like to see new bands.
 - c. Painted Potter Art Walk- July 29th – Will start at 7 to go with HSN.
 - d. Lowriders Against Bullying Car Show – Aug. 19-20 – partnered event, will have cook-off, car show, and concert.
 - e. West Texas Fest partnered event- September 24th – Partnered with Ellen Noel, to have concert and local breweries.
 - f. Downtown Art Tour (October) – Día de los Muertos theme, we're looking at October 21st.
 - g. Halloween ideas- discuss what has been done in the past, what would the board like to see this year- last year we had trunk or treat in the park, a few years before that there was a trick-or-treat throughout all businesses, board explained that it was a success.
 - h. Christmas
 - i. Teddy Bear Tea –Discuss other ideas – ED Hallmark explained teddy bear tea has not been successful. It's not an event that DOI would like to present. We can

possibly rework this event into the holiday market, where we have pictures with Santa, we can have cookie decorating and our letters to Santa mailbox.

- ii. New Year's Eve – Discuss ideas- New years has not been successful, Marriot will be having their own event this year. We can possibly work with all bars downtown and maybe project a downtown. It will keep people in the businesses.
- iii. Parade and market ideas

5. Old Business:

- a. Discussion of grants and status updates:
 - i. Compiling documents for reimbursement – Ambler Law (façade and infrastructure)- We have not been able to get in contact, we are just waiting on reimbursement.
 - ii. Under construction – PediCardio of West Texas (façade and infrastructure)
 - iii. Under construction – ICON Tavern (façade and infrastructure)
 - iv. Approved work began- Little McJack Properties LLC, (Submitted)
 - v. Document submitted – Par II (Submitted)- City council 6/14
 - vi. Document submitted- Homemade wines (Infrastructure and Façade)
6. Comments or suggestion of future agenda items

-Next Meeting, Tuesday, August 9th, 2022-