

Downtown Odessa, Inc.

Minutes for August 9,2022

Concil Chambers

Present: Mark Matta. Denise Swanner, Sondra Eoff, Cruz Castillo, Alma Gomez, Shawn Rodriguez, John Herriage, William Vaughan

Absent: Lonnie Lawewnce

1. Approval of Minutes – July 12, 2022- Board approves July Minutes
2. Review of July 2022 Financials- ED Hallmark goes over financials. All in favor, board approves.
3. New Business:
 - a. Discuss event coordinator position – Position has been filled, waiting on HR going forward. Executive Assistant position has now been open.
 - b. Review job description of ED - City Manager Marrero discusses job description of ED, states ED Hallmark has taken the role and improved areas within the department. Downtown Odessa Board agrees ED Hallmark has done a great job.
 - c. Grant tier update – In an effort to bring interest to tier 3 and 4, ODC has talked about expanding the map to two tiers which will offer more funds. It has not been approved yet.
4. Event Update: Downtown Odessa has seen a large jump in social media.
 - a. Review Hot Summer Nights – Final HSN had a great turn out around 400 people. Previous HSN that were outside only saw around 80- 100 People. ED Hallmark explains potentially moving to 4 concerts that are larger then the 8 smaller concerts. Ector theater seemed to do better.
 - b. Review Painted Potter Art Walk- July 29th
 - c. Lowriders Against Bullying Car Show – Aug. 19-20 - Cookoff will start Friday night, roads will be blocked off starting Saturday morning. They have around 100 card, 2 stages and 5 musical artists.
 - d. West Texas Fest, Partnered event- September 24th – Partnered with Ellen Noel.
 - e. Downtown Art Tour (October 14th) – Date has been changes to Oct. 28th. Art tour will be Día de los Muertos theme. So far, we have 5 stops planned. We are doing four groups of 25 for 30 minutes
 - f. Treats on the street (October 31st) - Similar to downtown egg hunt, businesses will sign up to be on the map. Businesses will provide their own candy and have the option of a free listing or \$100 sponsorship with logo.
 - g. Christmas
 - i. New Year’s Eve – Discuss ideas – Possibly hiring a laser light show company for a countdown. Instead of having our own event, we would partner with businesses downtown who are having New years celebrations.
 - ii. Parade and market ideas- Registration will open up in October. Day of parade we would like to have pictures with Santa.
5. Old Business:
 - a. Discussion of grants and status updates:

- i. Compiling documents for reimbursement – Ambler Law (façade and infrastructure) – [Working on compiling documents](#)
 - ii. Under construction – PediCardio of West Texas (façade and infrastructure) – [Having issues with contractor](#)
 - iii. Under construction – ICON Tavern (façade and infrastructure) – [Submitting extension](#)
 - iv. Approved work began- Little McJack Properties LLC, (Submitted)
 - v. Document submitted – Par II (Submitted)- City council 6/14. Waiting for signature.
 - vi. Document submitted- Homemade wines (Infrastructure and Façade) Waiting for signature.
 - vii. Application submitted – MCH (Façade)
6. Comments or suggestion of future agenda items

-Next Meeting, Tuesday, September 13th, 2022-