

Downtown Odessa, Inc.

Minutes for September 13,2022

Council Chambers

Present: Sondra Eoff, Cruz Castillo, Alma Gomez, Shawn Rodriguez, Lonnie Lawewnce

Absent: Mark Matta, Denise Swanner, John Herriage, William Vaughan

1. Approval of Minutes – Aug. 12, 2022 - Board approves August minutes
2. Review of Aug 2022 Financials ED Hallmark goes over financials. All in favor, board approves.
3. New Business:
  - a. Discuss and vote on \$5,000 sponsorship to Odessa Arts project - Randy Ham, Director of Odessa Arts, presented “The Story of Art in America” and requested sponsorship of \$5,000 for the project. They are planning to come film in May of 2023 during Mural Fest in Downtown Odessa. Board votes: All in favor. Motion passes
  - b. Introduce event coordinator Savannah Woodward – ED Hallmark introduces Savannah Woodward, board welcomes her.
  - c. Admin position filled – Martina Marquez – ED Hallmark informs board Martina will begin Monday. She will be at next board meeting.
  - d. Grant tier update
    - i. Second reading completed
    - ii. Sep. media push for grants

Has been approved. Will do media push to include billboards. Hopes to encourage development on outlying areas of Downtown. Went from 25% to 75% reimbursement.
  - e. Discuss board meeting times Board Member Eoff suggests changing times to 11am. Motion made and board approved.
  - f. Discuss entertainment district possibilities ED Hallmark discusses entertainment district as the same overlay as the Downtown overlay zone. ED Hallmark stated that she hopes it would encourage the public to come downtown and shop and “sip and stroll”. Board member Cruz, Eoff, and Rodriguez stated they like the idea. Board member Eoff suggested that we reach out to the chief of police to get his opinion. Board member Lawrence stated one concern would be security and concerns of who would pay for that. ED Hallmark also stated that trash cans and infrastructure would be important. Board member Castillo wants to avoid Downtown turning into “6<sup>th</sup> street” and made a suggestion of finding a balance of when bars/restaurants will be closing suggests midnight to avoid large crowds and issues late at night. ED Hallmark suggests a encouraging a balance of bars and restaurants as well as shopping options.
  - g. Review and discuss previous event P&L report ED Hallmark reviewed previous years P & L. Board discussion around events that have been successful and what has not. ED Hallmark explained that we had a very profitable year in comparison to the 4 previous years.
4. Event Update:

- a. Lowriders Against Bullying Car Show – Aug. 19-20 (Recap) ED Hallmark updated the board on the event. A few concerns were brought up and it was determined that ED Hallmark will meet with event organizers as well as City Manager to discuss how to move forward with the event next year.
- b. West Texas Fest, Partnered event- September 24<sup>th</sup> Partner with Ellen Noel Art Museum, everything is set to be a good event.
- c. Downtown Art Tour (October 28<sup>th</sup>) Dia De Los Muertos theme. 100 tickets to be sold.
- d. Treats on the street (October 31<sup>st</sup>) set up like Easter event. Will charge \$100 for logo. Also, free listing available. Will have giveaways for those who get 10 stamps on their stamp page. Great response from businesses so far. Hoping to get 20 businesses signed up as stops. Plan to give out t-shirts at event for free to help free up space in storage.
- e. Shop Small – November Social media event. Will highlight 10 businesses and give away gift cards.
- f. Christmas
  - i. Parade and market (Dec. 3<sup>rd</sup>)
  - ii. Letters to Santa ideas

Registration opens October 1<sup>st</sup>. Limit to 175 organizations. Market will take place at the same time. Letter to Santa will take place at the Rose building.

5. Old Business:

- a. Discussion of grants and status updates:
  - i. Compiling documents for reimbursement – Ambler Law (façade and infrastructure) ED Hallmark informs board that Rachel Ambler passed away and that she is in talks with the law firm on how they will move forward.
  - ii. Under construction – PediCardio of West Texas (façade and infrastructure)
    - 1. Will file for extension request in October
  - iii. Under construction – ICON Tavern (façade and infrastructure)
    - 1. Six-month extension approved
  - iv. Under Construction -- Little McJack Properties LLC (Infrastructure and Façade) Hoping to be done October/November
  - v. Under Construction -- Homemade wines (Infrastructure and Façade) Hoping to be done in October
  - vi. Document submitted – Par II (Submitted)- City council 6/14. Waiting for signature.

6. Comments or suggestion of future agenda items

Board member Lawrence brought up that he would like to discuss trimming of the trees downtown. ED Hallmark stated that they have been trimmed around March of this year. Lawrence stated he would like them 15-18 feet. ED Hallmark stated she would get with Parks.

Board member Lawrence and Eoff requested update on the CO from 2019. ED Hallmark informed the board that there was a committee formed and that a design firm had been selected. ED Hallmark stated that she will give an update at the next meeting.

Board member Lawrence also suggested a Street Art program for vacant buildings. Ed Hallmark stated that she would do research and speak with City Manager about the vacant building registry. Board members talked about encouraging Façade and Infrastructure grants.

-Next Meeting, Tuesday, October 11th, 2022-