

Downtown Odessa, Inc.

Minutes for October 18, 2022

Council Chambers

Present: Mark Matta, Denise Swanner, Sondra Eoff, Cruz Castillo, Alma Gomez, John Herriage, Lonnie Lawrence

Absent: Shawn Rodriguez, William Vaughan

1. Approval of Minutes – September 13, 2022 – Board approves September minutes
2. Review of September 2022 Financials – ED Hallmark goes over financials. Alma asked for to see if we could get financials in a larger print. Hallmark explained this was due to being end of fiscal year. All in favor, board approves.
3. New Business:
 - a. Introduce new Executive Admin – Martina Marquez – ED Hallmark introduces Martina Marquez, board welcomes her. Board member Herriage mentioned office upgrades and updates invited board to come down and visit.
 - b. Discuss and select one board member to be a judge for Parade of Lights – Board was invited to be part of the Judging panel of Parade of Lights. Board member Cruz and Eoff both mentioned they will be out of town for Parade. Board member Herriage offered to be a judge for the Parade of lights.
 - c. Discuss Texas Downtown Conference, does the board want to send anyone? – ED Hallmark invited board members to participate. Board member Eoff said someone from her office is going and board member Herriage will also be attending.
 - d. Discuss CO, update on progress – Ed Hallmark gave update on CO she explained what is coming up and board members gave suggestions on their concerns and ideas.
 - e. Discuss and vote on HSN Selection Committee – ED Hallmark asked for suggestions and ideas on for how to improve HSN. Board member Cruz suggested we take this up later.
 - f. Review and discuss board terms – ED Hallmark discussed upcoming board changes. Board member Cruz and board member Gomez did confirm they wish to stay another term and ED Hallmark will take this to counsel.
 - g. Update and discuss 380 agreement for JC Penny's lot – ED Hallmark gave update on plans for 380 agreement. Board members gave thoughts on this.
 - h. Update on Downtown tree trimming – ED Hallmark gave update on the concerns about the tree trimming. Hallmark explained this has been done.
 - i. Discuss budget for trash cans for Downtown – ED Hallmark putting this up for future discussion. Hallmark explained some concerns and will bring back later.
4. Event Update:
 - a. Lowriders Against Bullying Car Show – Aug. 19-20
 - i. Update on meeting with event organizers – ED Hallmark gave update on future ideas for car show. Explained we will extend invitation with some changes to be made.
 - b. West Texas Fest, Partnered event- September 24th – ED Hallmark gave update on the success of this event. And explained changes that they will be making to improve it for next year. Board members discussed their ideas ways to make it better.

- c. Downtown Art Tour (October 28th) – ED Hallmark gave update on progress sign up is going well.
 - d. Treats on the street (October 31st) – ED Hallmark explained what the plans are for this event and the success that we are seeing of business get involved. Was discussed how we have 32 business and we are combining forces with Medical Center Hospital.
 - e. Shop Small – November – Explained on our plans for have virtual event for shop small Saturday.
 - f. Christmas
 - i. Parade and market (Dec. 3rd) – Introduced packet to board and discussed sponsorships. Looking forward to seeing Conoco Phillips being good Sponsor for this event. We have put a cap at 175 as the limit this year for groups. Discussed Market details.
 - 1. Discuss KOB “Trash Busters” donation : \$2,000 – Presented to board paying KOB to get trash picked up at end of parade. All agreed with this.
 - ii. Letters to Santa - Explained about our Letters to Santa there will be a photographer to take pictures this will be a free event. CASA will be providing all supplies for writing letters to Santa.
 - g. New Year’s Eve – December 31st – Downtown Odessa will not be doing any New Years Eve event. ED Hallmark presented to board idea of creating a flyer or advertise for all of the events that are already currently scheduled. Board agreed with this idea.
 - h. State of Downtown – February 24th - We have Rose building locked for this event.
 - i. Hot Summer Nights – Fridays in June Update – Looking at changes to this event like possibly having 4 instead of 8 with bigger bands and possibly changing to Thursdays. Board discussed many changes.
 - j. Fandango
 - i. Layout – Will need to make changes making the footprint bigger. Just need to have this in mind to discuss in future meetings. Date will be July 1st.
 - ii. Music – Looking for a new feel and this is what we are looking at so far - Jo Jo Disalvo - Acoustic, Treaty Oak Revival – Texas country and headliner being MB Ridaz – 90’s R&B.
 - iii. Volunteers – Suggested to the board that we need to pay for trash crew like for the Christmas Parade.
5. Old Business:
- a. Discuss entertainment district update – Put pin in this for now still waiting on update on lighting and trash cans. Many ideas in the works just not in a place to confirm on this yet.
 - b. Discuss past due invoices – ED Hallmark brought up outstanding invoices Texas Tech did pay but still missing Glitz and ORMCM, talked about what has been done to get paid.
 - c. Discussion of grants and status updates:
 - i. Compiling documents for reimbursement – Ambler Law (façade and infrastructure) – A large packet of information has been submitted, but still waiting on some invoices.
 - ii. Under construction – PediCardio of West Texas (façade and infrastructure) -

1. Will file for extension request in October – We have reached out to them and they are in process of requesting extension.
 - iii. Under construction – ICON Tavern (façade and infrastructure)
 1. Six-month extension approved – Did get approved till March but looks like possibly by December.
 - iv. Under Construction -- Little McJack Properties LLC (Infrastructure and Façade) – Looking at being open in November.
 - v. Under Construction -- Homemade wines (Infrastructure and Façade) – In construction and looking at opening in November.
 - vi. Document submitted – Par II (Submitted)-received signature-waiting on insurance – We did receive Mr. Rios signature needed he submitted wrong insurance but will be updating that soon.
6. Comments or suggestion of future agenda items –
 - a. Board member Lawrence asked about progress on Fountainville. Board member Herriage explained there are some financial issues going on with this, but they are working on resolving them.
 - b. Board member Lawrence asked where we are on getting sponsorships. ED Hallmark explained that all events this year have had good response and we are open to any new ones.

-Next Meeting, Tuesday, November 8, 2022-