

Downtown Odessa, Inc.

Minutes for June 13, 2023

Council Chambers

Present: Greg Connell, Tisha Crow, Cruz Castillo, Kira Boen, Shawn Rodriguez, Anthony Rios, Bradley Marquez, Craig Stoker

Absent: Chris Hanie

1. Approval of Minutes – May 9, 2023 – Board approves May minutes.
2. Review of May 2023 Financials – ED Prieto went over financials for month May. ED Prieto explained gains and losses in May. ED Prieto explained about the large negative due to the barricades still giving us a negative balance, this will take time to change. ED Prieto explained sponsorships are coming through and that many Market and Food vendors registrations are coming through as well, feeling encouraged about this.
3. New Business:
  - a. NB Ridaz – language used during the performance – ED Prieto spoke about concerns regarding language that may be used during performance of NB Ridaz. Chair Rodriguez request that it be stated clearly that if band make any mistake in language, we be able to hold them accountable for it.
  - b. OC Downtown – ED Prieto explained the grand opening will be July 18<sup>th</sup>. We are looking at how we will incorporate doing events with them.
4. 2023 Event Update Discussion:
  - a. Farmers Market (Partnered Event) – Was going to be only Medical Center property but now will be combined Medical Center, OC, Downtown and Homemade Wines. Will be held every 4<sup>th</sup> Saturday every month for 3 months possibly 4. Will be held at the OC Downtown and 2 streets will be blocked. Working on coordinating dates so they are different than Sewell Ford.
  - b. Fandango – July 1<sup>st</sup>, 2023 – Registration is coming along looking for more. Feel like it will come through. We are struggling with finding Volunteers; ED Prieto is asking for any suggestions or support from board. Board Member Cruz suggested YPO, and Board Member Crow suggested schools.
  - c. First Fridays – Start date will Aug 4<sup>th</sup>. Looking for 10 businesses to host music, comedy, art show, a how to. The idea will be to get people downtown to not just go to one location but got to a few of these locations and it will be done every 1<sup>st</sup> Friday of the month. Board Member Connell suggested something he had seen somewhere to have like a different part of a meal at each restaurant.
  - d. Low Riders Against Bullying (Partnered event) – August 19<sup>th</sup> - Still on track working on the contract at this time. Chair Rodriguez requested that we put in contract that there be no drinking from the people putting on this show. ED Prieto assured that she has spoken with him and said he told her he wants to keep working with Downtown and will do what is needed to keep good relationship with City. ED Prieto will find contract and make sure that wording is correct.

- e. State of Downtown – September 14 – Still on track with this. Will be a dinner and an educational component.
  - f. Tacos & Tequila (Partnered Event)– September 16 – Still good with this. They are excited coming.
  - g. Treats on the Streets – October 31<sup>st</sup> - Still planned
  - h. Parade of Lights – December 2<sup>nd</sup> – Still planned
5. Old Business:
- a. Events
    - i. Mural Fest – This was a partnered event. This event had a great turnout. It would have been better if the weather were better.
  - b. Discuss partnering with KOB to purchase trash containers – ED Prieto presented the containers that KOB will be purchasing. And has confirmed that City of Odessa will oversee emptying these. Chair Rodriguez was concerned they may be thrown through windows, but Board Treasurer Rios explained that they can be bolted down. Board member Stokers only concern is that there is not any way to brand these. Board feels that these trash cans should be paid with TIRZ money.
  - c. Discuss update on 380 Agreement for JC Penny lot – There has been a hold placed on this.
  - d. Discussion of grants and status updates:
    - i. Under construction – PediCardio of West Texas (façade and infrastructure) – Asking for extension for this one.
    - ii. Little McJack Properties LLC (Façade) – They are planning making some changes still before they can be finished.
    - iii. Par II – We were waiting for some insurance issues. But these have been resolved.
6. Comments or suggestion of future agenda items – ED Prieto explained we do have an application for the old Jim’s big and tall building it is for infrastructure and facade, we have reached out to get an appointment to get all that going as well. Board Member Cruz asked about the website link. He said that someone had communicated to him about the grant and the person seemed confused. Board discussed this. ED Prieto assured that they can come to her office for clarity. She also explained that the City of Odessa is working at this time on the website to make it cleaner. Board member Stoker would like to put together a wish list for the TIRZ board. Chair Rodriguez also asked that we look at what needs to be done to get the businesses up to code or date. ED Prieto suggested possibly taking the packets about the grant info and knocking on doors.

-Next Meeting, Tuesday, August 8, 2023