



**JOINT CITY COUNCIL AND
ODESSA DEVELOPMENT CORPORATION MEETING
CITY OF ODESSA, TEXAS**

MARCH 9, 2017

On March 9, 2017, a joint meeting was held with the Odessa City Council and the Odessa Development Corporation (ODC) Board at 1:00 p.m., in the Council Chambers, fifth floor, City Hall, 411 W. 8th Street, Odessa, Texas.

City Council Members present: Mayor David R. Turner; Council members; Malcolm Hamilton, District One; Dewey Bryant, District Two; Barbara Graff, District Three; Mike Gardner, District Four; and Filiberto Gonzales, District Five.

Odessa Development Corporation members present: Charles Carlson, Betsy Triplett-Hurt, Jim Breaux, Tim Edgmon, and Gene Collins.

Others present: Richard Morton, City Manager; Larry Long, City Attorney; Norma Grimaldo, City Secretary; Joel Roberts, Michael Marrero, Deputy City Manager, Ray Perryman, Lorraine Perryman, Tom Crowe, David Watts and others.

Mayor Turner convened the City Council meeting to order. Mr. Breaux convened the ODC meeting to order and the following action took place.

Hear presentation and discuss “an analysis of economic development strategy and opportunities for long-term prosperity in the Odessa-Ector County Area”. Dr. Perryman stated that Odessa has changed over time. Since 1992, the distribution has developed and doubled, UTPB received a four-year status and Odessa College ranked top in the country. The economy was more diverse now than 25 years ago in Odessa. He reviewed the past economic history of Odessa.

Dr. Perryman highlighted key points from the economic development study. The economic forecast showed continued growth. The occupational forecast should be used as a tool. There would be growth in the restaurant, food, transportation, and healthcare. He identified the target industries, which should be used as a way to allocate resources. Dr. Perryman looked at the current structure of the economy on who they buy and sell, and the cost to do business. The target industries included energy. He stated that Odessa has a deep supply chain for the sector but there was a 23% of leakage in the supply chain. Odessa has a high multiplier for oil and gas production of 8.8. He suggested looking into renewable energy. There was a big growth on the environmental side of energy. He discussed the wind capacity in Texas. Health was another identified target industry. Health has grown by 54% in 25 years. Healthcare was increasing due to the aging population and the Hispanic population growing larger that have healthcare intensive issues. Another target industry was chemical manufacturing. Additional demand was needed but it was underutilized.

Dr. Perryman discussed the strengths and weakness factors that enhance growth. One strength was the entertainment options, which included college football, public art, Ellen Noel Art Museum, and Wagner Noel Performing Art Center. Another strength was the downtown redevelopment and the Mexico Initiatives. He reported that Texas was the largest state that

trades with Mexico. There was opportunities from Mexico. The Port of Topolobampo has made a lot of improvements with more efficiency on its loading and unloading. Free trade barriers may change. Many of the imports from Mexico were used as parts to make products in the states. A relationship must be built with Mexico. Professional guidance was needed from Mexico. Odessa would be a good location for distribution. A weakness of the growth factor was ECISD and education issues. It was the missing link with the great community college, university and Texas Tech Health Science Center. Education was a struggle with the growing enrollment but it needed to be better. He discussed that oil field work only needed a high school diploma. He discussed the occupations in the area. With the diversification, it was a move in the right direction. Another weakness was the cyclical economy issues. The workforce insufficiencies was a challenge.

Dr. Perryman provided recommendations. It included support education at all levels, continue to work on regional alliances to solve pressing problems, ensure the sufficiency of fiscal resources, and consider altering the sales tax for economic development. He stated that there were pros and cons for changing the sales tax to a 4B structure. It allowed more flexibility but there were more restrictions. Another recommendation was to enhance the role of energy companies in the community. Utilizing them as a corporate partner would provide for forthcoming meaningful interactions. He recommended promoting Odessa on a local, regional, national and international basis. He stated to involve diverse groups including age and occupational. Other recommendations included increase involvement of diverse groups within the community, serve as an advocate for the energy industry, such as supporting educational efforts, and become more aggressive with political advocacy.

Mrs. Triplett-Hurt asked how ODC could help ECISD. Mr. Crowe stated that the Education Foundation was helping. The Foundation would be working to evaluate the whole curriculum. The whole community needed to get involved. There was a high percentage of kids with parents incarcerated. There were many single parent homes. He stated that school was a social institution not just an education institution. The community needed to get involved with the schools. The Mexico Initiatives assisted through ten letters of intent for teachers from Mexico. Mrs. Perryman stated that there would be education partnership recommendations to ODC to support the public education. Funding was needed for teacher recruitment, teacher effectiveness and teacher credentials. Council member Graff urged the community leaders and citizens to go to the schools and listen to children read.

Council member Gonzales asked if the target industry analysis could be prioritized. Dr. Perryman did not recommend prioritizing but identify into high and low categories. Council member Gonzales asked an average amount of investment for a distribution center. Dr. Perryman stated that Mexico needed to be viewed as a partner and marketing the location. He stated that we needed to engage people in Mexico to make it work. Michael Garza, President Odessa Hispanic Chamber of Commerce, stated that Mexico relationships were very powerful. The relationships must be maintained.

Mayor Turner thanked Dr. Perryman. The City Council and the ODC board adjourned the meeting. There was no other business, the meeting adjourned at 2:40 p.m.

ATTEST:

APPROVED:

Norma Aguilar-Grimaldo, TRMC, CMC
City Secretary

David R. Turner
Mayor