

**PUBLIC NOTICE**  
**ODESSA DEVELOPMENT CORPORATION**  
**BOARD OF DIRECTORS MEETING**  
**City Council Chambers - City Hall, 5<sup>TH</sup> Floor**  
**411 W. 8th Street, Odessa, Texas 79761**  
**Thursday, November 15, 2018, at 2:00 p.m.**

In accordance with the Open Meetings Act, Chapter 551 of the Government Code of Texas, notice is hereby given to all interested persons that the Odessa Development Corporation will meet as set out above to consider the following items:

1. Invocation
2. Consider Minutes of October 11, 2018
3. Contractors reports:
  - A. Economic Development Dept.-Odessa Chamber - Wesley Burnett, Director
  - B. CVA - Christi Callicoatte, Director of Account Service
  - C. UTPB-America's SBDC - Michael Crain, exec director
    - i. Status update on award money reimbursement from Supreme Athletics Competition
    - ii. Status update on location of jobs created by Wanderfull Teeth
  - D. MOTRAN - James Beauchamp, exec director
4. Receive update on Affordable Workforce Housing Survey
5. Discuss and consider for approval of Compliance Committee recommendation of incentives for Bellows Systems, Inc. including any economic development agreement documents needed to implement the incentives
6. Discussion on French Press Café closing
7. Discuss ethics, freebies for ODC
8. Appoint member to Budget, Finance and Audit Committee
9. Receive Financial and Investment Report, Terri Gayhart, City of Odessa Finance Director and ODC treasurer
10. ODC Committee and Officer reports:
  - A. Advertising Committee - Gene Collins, Ted Tuminowski
  - B. Downtown Odessa Inc. Design Committee - Gene Collins
  - C. Compliance Committee - Betsy T-H
  - D. Odessa Partnership - Betsy T-H
11. Update on results of City election
12. Adjourn

This notice is being posted on the south door of City Hall and on the bulletin board of the first floor of City Hall, Odessa, Texas, this the \_\_\_\_\_ day of \_\_\_\_\_, 2018, at \_\_\_\_\_ .m., said time being more than seventy-two hours (72) prior to the time at which the subject meeting will be convened and called to order.

The meeting is available to all persons regardless of disability. Individuals with disabilities who require special assistance should contact the City Secretary's Office at 432/335- 3276, or 411 West 8th Street, First Floor, Odessa, Texas, during normal business hours at least twenty-four hours (24) in advance of the meeting.

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Norma Aguilar-Grimaldo, TRMC, CMC  
City Secretary

**ODESSA DEVELOPMENT CORPORATION  
CITY OF ODESSA, TEXAS  
October 11, 2018**

A regular meeting of the Odessa Development Corporation (ODC) was held on October 11, 2018 at 2:00 p.m., in the Council Chambers, fifth floor, City Hall, 411 W. 8<sup>th</sup> St., Odessa, Texas.

Members present: Melanie Hollmann, Tim Edgmon, Betsy Triplett-Hurt, Ted Tuminowski, and Gene Collins.

Others present:

City Staff: Feliz Abalos, Sr. Assistant Attorney; Cindy Muncy, Interim Assistant City Manager; Michael Marrero, City Manager; Terri Gayhart, Finance Director; Celia Senoret, Deputy City Secretary.

ODC Contractors: Wesley Burnett, Economic Development Director; Renee Earls, Chamber of Commerce CEO; James Beauchamp, MOTRAN; Michael Crain, UTPB-SBDC; Bryan Bierwirth, UTPB-SBDC, and others.

A quorum being present, Mrs. Triplett-Hurt called the meeting to order and the following proceedings were held:

Mr. Collins gave the invocation.

**September 13, 2018 minutes.** Motion was made by Mr. Collins and seconded by Ms. Hollmann to approve the minutes. The motion was approved by unanimous vote.

**Contractors report: Economic Development: Odessa Chamber, CVA, UTPB-SBDC; and, MOTRAN.** Mr. Burnett reported a lot of activities were happening, people were looking at Odessa and Ector County. They accommodate as much as they can; choose workforce, housing availability in general, and trying to address all their needs. He mentioned volunteers, Kathy Vaughn, Tracy Jones and Teresa Vasquez, who helped with registrations which was another way to make connections. Mr. Burnett reported Midland Plumbing Supply Company was looking to place a new distribution center in Odessa; however, they've been impacted by the hurricane in Florida, North Carolina and Virginia. He has been trying to follow up with conference call. Mr. Burnett continued consulting with business and companies throughout the country looking at Odessa with specific question about what we have or what we can have, to make a decision to come to Odessa.

Christi Callicoatte was not present. Mr. Collins reported that Ms. Callicoatte had some progress made on the overall statement and were working on a weekly chamber report.

Mr. Crain provided a revised report: capitalization for September \$705,650 overall, \$109,000 was Odessa, and the remaining was spread out, West Texas. There were three new business, two in Odessa, 44 full time jobs, 37 were in Odessa (full time), 315 counseling sessions, and 187 counseling hours. Mr. Crain introduced Byan Bierwirth to report on the Business competition. Mr Bierwirth explained how the award was issued. There was accountability with winners. It took a couple of months to process. Only one was in business.

Maribea Craft Chocolate: They were awarded with \$100,000; and placed their chocolate in four of the five top restaurants in Midland. They have it on deserts, ice cream and working in putting in the beer, (chocolate-beer).

Nockout Retail Clothing Store: They have 50 locations in malls all around Texas, with the headquarters in Odessa. They were awarded \$25,000, and were on the process to open one more store in San Antonio.

Wonderful Teeth: The business was awarded \$75,000, she developed a device that stimulates baby's gums that reduced swelling and helped for the teeth to come through quickly and less painful. It's not in the market yet, but was very close. They found a distributor in Asia. They were going to try Asia. Within two weeks they should have a manufacture to market.

Supreme Athletic Competition: They train young athletes, mostly high-school, to be ready for basketball competition. They will have their money after basketball begins. There was no activity until January, when basketball season starts. The schedule, tournaments, training facility, and equipment were ready.

All winners were required to report for five years and provide a quarterly report to make sure that the money was spend in the business. On the current competition two orientations October 30<sup>th</sup> and November 1<sup>st</sup> at 6 p.m. would be held. Ms. Triplett-Hurt recommended that Gary Landers, Interim City Attorney contact Mr. Bierwirth about reviewing the contracts. Ms. Triplett-Hurt referred to Ms. Abalos for contracts to be reviewed. Mr. Crain agreed to report periodically and quarterly report through all the phases. He will sent the report to the City Secretary for distribution.

Mr. Beauchamp reported on MOTRAN. He reported toll fee availability I-20 was at 6%. in the next 6 months, two officials from the US Department of Transportation, was coming to look at the Interstate; the biggest issued on I-20 was capacity issues, some of the reasons bringing them was to look at waivers of existing interstate highway policies, see the challenges, help on what would be better financially, and from disrupting business on interstate. He had spent a lot of time working for the last six weeks with Permian Strategic Partnership. They prioritized the project list, which was funded and approved over two years ago. They were the same as ODC, and bringing additional dollars to the table. They met with a company in Houston that agreed to put additional money towards a project around this area. Very significant: ODC and MDC helped \$15 to \$30 million originally as part of this project. He was talking to a company about raising an additional \$2.7 million. If TxDOT kept with the schedule for improvement on 302 from Ector to Wink County line on 385, they will finished up the four lanes with dividers. This project will bring safety for the 85% of the people. They were bringing an additional \$100 million dollars' worth of roadway. Mr. Triplett-Hurt asked how TxDOT obtained ODC's money, Mr. Beauchamp stated that TxDOT knew about the \$11 plus million was dedicated to the project. An advance fund agreement was signed between the City and the Texas Department of Transportation.

**Receive update on Affordable Workforce Housing Survey.** Ms. Earls had a conference call with CDS, on October 24. The location will be determined for interviews on anything from infill to available lands, going back to 2005. There was a lot of information on Odessa History. The interviews will allow to take on one on one with groups of five to ten developers, realtors, public officials, and large private companies. Ms. Triplett-Hurt requested to send ODC the schedule of all of the meetings.

**Discuss and consider for approval of Compliance Committee recommendation of incentives for Bellows System, Inc. including any economic development agreement documents needed to implement the incentives.** Mr. Burnett received all the forms, and applications of the project. They have met twice, one at the initial application. The Compliance Committee took consideration on the completeness of the application, detail on the business plan, and ability to answer questions. It's a good offer, trying to help local Odessa to expand. Motion was made by Mrs. Triplett-Hurt and seconded by Ms. Hollmann to approve the Compliance Committee recommendation of incentives for Bellows System, Inc. Motion was approved by unanimous vote.

**Presentation on Permian Strategic Partnership.** Ms. Earls announced that the meeting was on September 28. Don Evans, former Secretary of Commerce, has taken on a role on the Permian Strategic Partnership. Ms. Earls added that this might be an interim position or CEO. Ms. Earls stated that they would meet together and let him know what was happening in Odessa, explain the leadership in Odessa, and continue focusing in education and health care. Ms. Earls said that they talked about the TRE Election, spoke about concise representation on the need for trauma here in the area. Medical Center was a trauma two. They have been already been approached to be a trauma one for this area.

**Receive Financial and Investment Report.** Ms. Gayhart gave financial report. ODC balance sheet, \$900,000 was designated in fix access in equity. Payments in the short term commitments \$480,000. Gain \$1,275,000 in sales tax, received refund outside agency for \$53,400.000, \$80,000 interest, \$10.00 gain, and \$480,000 payment. Mr. Collins ask if ODC still carried summit in reserve. Ms. Hollmann understood that the contract was not yet dismissed. Mr. Burnett replied that it was very close. Motion was made by Ms. Triplett-Hurt, and seconded by Ms. Hollmann to approve the finance report. Motion was approved by unanimous vote.

**ODC Committee and Officer Reports – Advertising Committee, Downtown Odessa Inc. Design Committee, Compliance Committee, and Odesa Partnership.** Mr. Collins reported on the TIRZ, a board would be formed to oversee the account for Downtown development. Tax that comes out of this property will go to the particular fund (TIRZ) and be used for the downtown area. Ms. Triplett-Hurt reported that the Compliance Committee and Odessa Partnership discussed the accuracy of all the elections. Ms. Triplett-Hurt said that they need to approve everything that was on the ballot.

The meeting adjourned at 3:18 p.m.

ATTEST:

Celia Senoret  
Deputy City Secretary

APPROVED:

Betsy Triplett-Hurt  
President



## Odessa Chamber of Commerce

Economic Development

### Services for the Odessa Development Corporation

October 2018

#### PROJECTS

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##### 2007-01

- Company has ended the project for Odessa due to the lack of DOE support
- Representation retained for Odessa interests; will keep ODC updated
- Bankruptcy hearings to be scheduled by the Summer 2018
- Progressing with bankruptcy, land issues
- No update

##### 2017-04

- Midland plumbing supply company looking to place a new distribution center in Odessa
- Ongoing discussions with company
- Exploring sites in Odessa
- Company representatives to narrow description and parameters for the project in Odessa
- Company has decided to explore lease options in Odessa, will continue discussion
- Company is seeking a 30Ksf building for their distribution center; 4Ksf for office space and 2-4 acres of land
- Company has contracted with CBRE for building search and will be working with Economic Development Staff
- Conference called scheduled with company. Plans for a new facility to serve the Permian Basin
- Company has received incentive application and plans for major consolidation /expansion project, 60K sf with 6 acres of yard storage

## **2017-12**

- This solar panel project is seeking property in Ector County, will create 100 jobs during construction and sustain several local jobs for the operating life of the plant. This is a \$50 million capital investment to create 50 megawatts of solar capacity for the region
- Company representatives in Odessa during the month of December 2017, met with Economic Development Department and taxing entities
- Application received for tax incentives
- Met with OC Finance Committee January 19, 2018
- OC Trustees approved Tax Abatement on January 30, 2018
- Briefing completed with ECISD, County and Hospital along with Economic Development Staff and Solar Company
- Negotiations with taxing entities in progress
- Odessa College passed resolution for 10-year tax abatement, awaiting County, ECISD and hospital consideration
- Ector County passed reinvestment zone and Tax Abatement
- ECISD heard feasibility study in June meeting
- ECISD voted to accept application for incentives and will be reviewed by Comptroller office to proceed to next step
- Hospital Board took up abatement September 04, 2018; Odessa College to formalize as soon as possible
- OC has finalized agreement. Next steps for ECISD to finalize and project starts at the end of 2018
- All entities approved. Project to move forward

## **2018-01**

- Lead from the Governor's office; This company, a chemical manufacturing business is seeking a HQ location in Odessa, adding 200 jobs to the workforce
- Seeking rail served location
- Company narrowing facilities list, will be working with economic development staff
- Negotiating for a facility continues and is close to completion

## **2018-04**

- The company is seeking 20 acres of land and a 100K SF facility for a lithium battery recycling facility
- They intend to start with 50 jobs and plan to expand with in 2-3 years and will reach 200+ employees
- Compliance Committee met on April 30, 2018
- Prospects met in Odessa May 2<sup>nd</sup> & 3<sup>rd</sup>, 2018
- Ongoing discussion with company for further information
- No update, company working on financing
- Company looking at other locations due to wage structure and workforce availability

## **2018-05**

- This company is seeking to construct and operate a specific nuclear reactor in Ector County, Texas. This is a long-term project that would not expect to be in operation until 2024 and a \$1.5 Billion project
- This intrisical safe procedure is expected to generate the sale of electricity and the process heat from this facility could self-suffice the plant operations and costs
- A feasibility study has returned favorable and positive feedback
- Ongoing discussion with company for further information
- Company visited Odessa, toured GCA- very favorable, feasibility moving forward on business model
- Company will return to Odessa and discuss water issues surrounding communities moving forward

## **2018-06**

- The company is seeking 5 acres of land and a 30K SF facility for an expansion project that will close their California location and merge with their oil and gas Texas location in Odessa for related aircraft products; expected to create 10+ new jobs
- Application submitted and staff reviewing information to move to next step with compliance committee
- Compliance evaluation, questions for company to address before progress is made
- Compliance will be meeting to reevaluate project with updated information
- Compliance approved project. ODC Board approved
- Goes before City Council in November

## **2018-07**

- The company is seeking to repurpose an existing facility for a recycling plant project that will extract oil, carbon and steel belts from used tires for repurposing. This will create 12 jobs + supervisor and operate on 3 shifts
- They have applied for a TCEQ AIR Permit to operate at this location. They would like to use the crumb tire onsite and help clean-up the tire problem in Ector County
- Company CEO visited Odessa and is seeking ownership of abandoned tires (approximately 3 million) and crumbs at the Safe Tire Disposal Site
- No update

## **2018-08**

- Company seeking 70 acres with rail for a multi-use chemical manufacturing company. This will create 50 jobs and anticipates a \$20Million investment
- Discussion with several land owners are ongoing
- On hold pending owner's evaluation of project
- Will be a 2019 project

## **2018-09**

- This company is pursuing an expansion project that will create over 400 jobs in the next 2 years with a \$140 million capital investment. They are seeking a Texas Enterprise Project nomination from the City
- Company given a nomination by City Council for Enterprise Project

## **Direct Contact- Out of State Prospects**

- Plumbing Distribution Company HQ in VA, Call with Staff
- Paper Manufacturing Company HQ in SC, Call with Staff

## **OHCC- PROJECTS**

- No current projects to report currently

## **OHCC- Applications**

- Economic Development Department has No current application from the Hispanic Chamber of Commerce

## **Odessa Partnership**

- Meeting held September 2018
- Next scheduled meeting is November 2018

## **Business Retention & Expansion**

- ✓ Completed 16 visits to local industries and PBIOS in October

## **SERVICES AND OTHER ACTIVITIES**

- ✓ Ingham Economic Index July & August Reports sent out via Mailchimp list
- ✓ Odessa Development News/Economic Indicators for August sent out via Mail Chimp
- ✓ Submitted/Responded to request for information on statistical information for housing study
- ✓ Issued Sales Tax information to ICA
- ✓ Submitted existing business establishments to Chamber President
- ✓ Submitted information to Cindy with School of Nursing on economic indicators
- ✓ Completed a Certificate of Origin for Baker Hughes/Texas Specialty Ball Co shipping to Saudi Arabia

## Partner Visits

IEDC Annual Conference	Staff attended – Professional Development
Education Partnership- ECISD Prop A	Staff Attended
Business Development Liaison- Spartan Inc.	Conference call completed
Compliance Committee	Discussed local company
TEDC Annual Conference	Staff Attended- Professional Development
Leadership Program	ED Director participating
PBIOS	Staff greeted attendees at registration & worked the show
High Ground Annual Meeting	Staff attended
Tim Edgmon/Project Discussion	ED Director attended meeting
East Coast Trade Mission	Staff attended
Welding Advisory Meeting	Staff attended meeting at Odessa College
CDS Meetings	Facilitated at the Odessa Chamber
Permian Basin Workforce Board	Staff attended College to Careers meeting
Community Development Strategies	Meetings Facilitated at the Chamber of Commerce

## Research and Development

✓ Major Employers Report is completed

Services for the Odessa  
Development Corporation

Odessa Chamber of Commerce

# Odessa Economic Indicators

## 2018

### Building Permits

	2018	2017	Total Value
New Single Family	61	49	\$11,652,970
New Commercial	1	5	\$1,400,000
Other	92	111	\$15,007,400
Totals	154	165	\$28,060,370
YTD Totals	1,753	1,524	\$250,154,936

### Sales and Use Tax

	2018	2017	% Change
City of Odessa	\$5,689,604	\$4,226,344	34.62%
Totals YTD	\$51,191,727	\$35,311,336	44.97%

### Labor Market Statistics

	2018	2017
Civilian Labor Force	80,291	80,082
Total Employment	78,099	77,352
Total Unemployment	2,192	2,730
Unemployment Rate	2.7%	3.4%
Payroll Employment Estimate	75,700	74,900

### Permian Basin Rig Count

	2018	2017
September	388	316
August	383	318
July	378	317
June	384	309

### Midland International Air and Space Port

	2018	2017
Enplaned	47,708	40,175
Deplaned	48,357	39,125
Enplaned YTD	441,916	379,374
Deplaned YTD	437,856	375,072

### MLS Statistics-Residential (SF/COND/TH)

	2018	2017
Total Sold	156	128
Dollar Volume	\$34,627,047	\$25,399,351
Total Sold YTD	1,249	1,023
Volume YTD	\$268,881,517	\$385,724,145

Sources: City of Odessa Building Inspection Division, State Comptroller of Public Accounts, Midland International Air and Space Port, Labor Market and Career Information, Odessa Board of Realtors and Baker Hughes. Published by the Odessa Chamber of Commerce [kathiv@odessaecodev.com](mailto:kathiv@odessaecodev.com) (432) 332-9111



ADVERTISING & MARKETING

# Odessa Development Corporation

**OCTOBER 2018**

## **SOCIAL MEDIA/DIGITAL MEDIA**

### **Overview**

In October we completed a page likes campaigns on Facebook and began a new one on Twitter. We are continuing to boost organic posts on Facebook and LinkedIn. Additionally, we ran a special digital campaign for the Permian Basin International Oil Show. This campaign targeted oil show attendees and will continue to serve them ads through November 11. Our digital campaign targeting medical manufacturing professionals continue to thrive with a click-thru-rate of double the industry standard.

### **Facebook**

Over the last month on Facebook, CVA has been generating content from the economic reports of Karr Ingham and Ray Perryman and from relevant articles of local news organizations. We've also generated shareable content from NewsWest9's videos regarding business development in Odessa. We have boosted each organic post that was not a share of another page. Engagements/likes are up presumably because of more frequent posting and boosting. In addition, our Page Likes campaign completed this month. It resulted in 228 new page likes and reached a total of 15,800 local people.

### **Twitter**

Over the last month on Twitter, we have been tweeting the same content we share on Facebook to engage new and existing followers. We began a followers campaign on Oct. 22nd that is scheduled to run until November 10th. Followers and likes/retweets are up slightly because of more frequent posting and our new campaign.

### **LinkedIn**

This month we have been sharing content from Facebook with a focus on local news. This includes relevant articles from local news organizations to engage users on local content. In addition, we've boosted all updates to the local Odessa area. This has resulted in a total of 127 Page Likes. Engagement of company posts has also increased due to these boosted posts and the more targeted content being posted.

### **Website**

The digital display advertising accounted for 52% of all website traffic in October, far outpacing other sources. It was followed by organic traffic with 17%. Of the digital ads, the Multiview ads below generated 93% of all digital display traffic (49% of all website traffic in October).



ADVERTISING & MARKETING

### **Oil Show Digital Campaign**

CVA conducted an event targeting campaign with the goal of advertising directly to Permian Basin International Oil Show attendees. Geofences were utilized to capture attendee from set-up through tear-down. Ads displayed before and during the Oil Show drove attendees to the ODC booth. Ads displayed after the show used the "Resourceful Spirit" message. Each set of creative had its own unique landing page. In October, the click-thru-rate was twice the industry average. We will continue to serve ads to these individuals through November 11.

### **Multiview Manufacturing Digital Campaign**

The primary target of the Multiview campaign is medical manufacturing and the secondary target is general manufacturing. The campaign continues to be successful with a click-thru-rate double the industry average. Overall clicks and impressions are down in October over September because we had an increase in impressions and clicks in September due to targeting the Site Selectors Guild Fall Forum. The few event targeting impressions served in October are from the final days of the Site Selectors Fall Forum post-event ads. The Multiview campaign also gives us insights into all visitors to the ODC website. Those highlights of visitors are included in the full report.

## **ADVERTISING/COLLATERAL**

- The "Investing at Home" series will continue on NewsWest 9 in 2019.
- 2019 Wall Calendar is at the printer.
- New Spotlight ad runs in the OA in November.

## **ODESSA BUSINESS CHALLENGE**

### **Digital & Social Media Campaign**

CVA updated the Odessa Business Challenge website, Facebook page, created a Facebook orientation event to promote event responses, and posted regularly to the Odessa Business Challenge Facebook page promoting the challenge. CVA utilized boosted posts and paid advertising campaigns to increase reach and engagement. In October, CVA began a digital display advertising campaign targeting entrepreneurs and small business owners who are interested in growing their business. The majority of impressions were served in October and will continue to be served until the final orientation on November 1.

### **Collateral & PR**

Brochures, flyers and pull screens were produced to promote the orientations. News releases were sent to local media as well.

| SOCIAL OVERVIEW - PAGE 1 |

 Total Social Impressions

15.99K  
IMPRESSIONS

 Total Social Engagement

586  
ENGAGEMENT

 Total Social Followers

1.86K  
FOLLOWERS

 Total Social Clicks

290  
CLICKS

 Total Social Likes

235  
LIKES

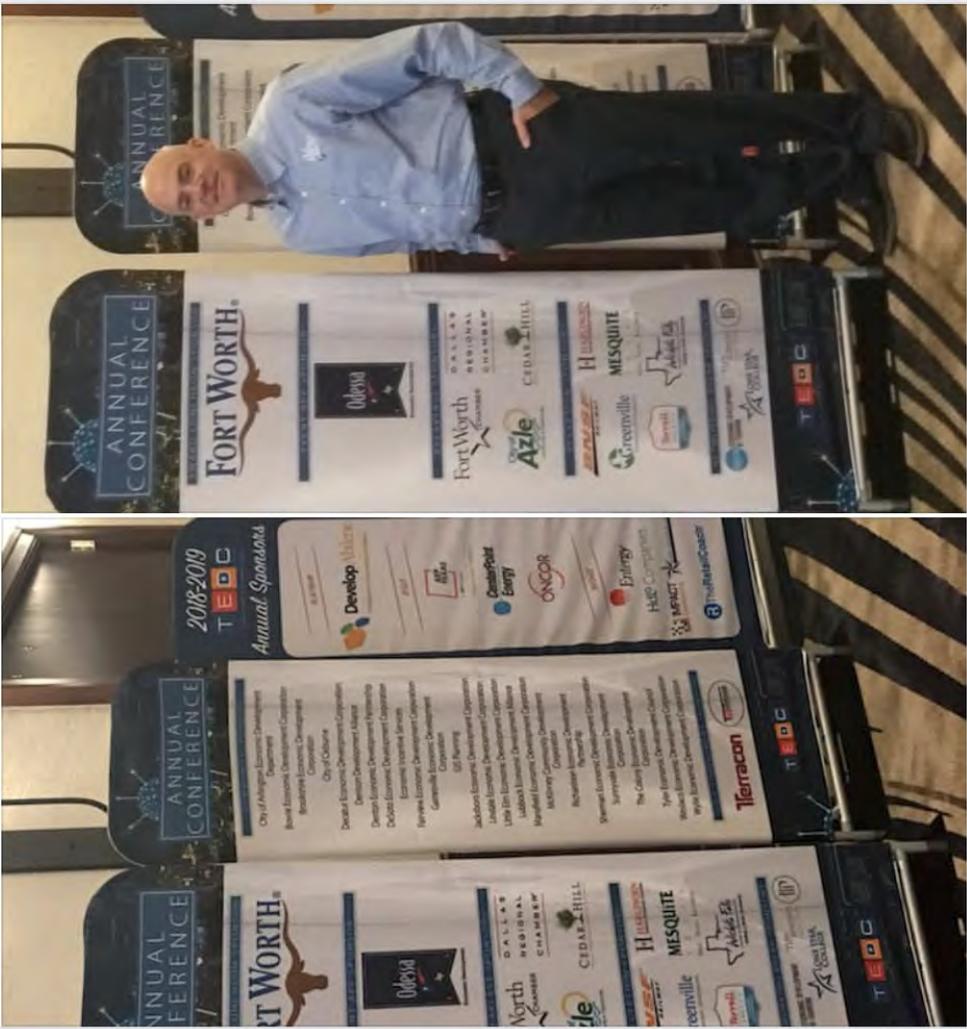
 Total Social Shares

53  
SHARES

Top Performing Posts

**Odessa Development Corporation**  
 Published by Caleb Burnett [?] · October 18 at 12:33 PM ·

Odessa is an Event App Sponsor at the TEDC (Texas Economic Development Council) 2018 Annual Conference in Fort Worth this week.  
 #TEDC2018



Performance for Your Post

<b>1,001</b> People Reached		
<b>51</b> Reactions, Comments & Shares <i>i</i>		
<b>44</b> Like	<b>34</b> On Post	<b>10</b> On Shares
<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
<b>3</b> Comments	<b>1</b> On Post	<b>2</b> On Shares
<b>3</b> Shares	<b>3</b> On Post	<b>0</b> On Shares
<b>62</b> Post Clicks	<b>0</b> Link Clicks	<b>21</b> Other Clicks <i>i</i>
<b>41</b> Photo Views	<b>0</b> Hide All Posts	<b>0</b> Unlike Page
<b>0</b> Report as Spam		

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Top Performing Posts

**Odessa Development Corporation**

October 6 at 1:30 PM · 🌐

Like Page

The University of Texas at the Permian Basin School of Engineering is proving to be one of the best in the country at turning out career ready graduates.

ODESSATEX.COM

**UTPB Engineering surpasses national passing standards - Odessa TX | Econo... Development**

Learn More

Performance for Your Post

1,742 People Reached

33 Reactions, Comments & Shares

22 Like On Post 14 On Post 8 On Shares

1 Love On Post 1 On Post 0 On Shares

1 Wow On Post 0 On Post 1 On Shares

0 Comments On Post 0 On Post 0 On Shares

9 Shares On Post 9 On Post 0 On Shares

26 Post Clicks 0 Photo Views 18 Link Clicks 8 Other Clicks

### Page Views

#### Page Views

September 1 - September 28

173

Total Page Views **▲193%**



#### Page Previews

September 1 - September 28

7

Page Previews **▲75%**



### Page Views

#### Page Views

October 1 - October 28

245

Total Page Views **▲26%**



#### Page Previews

October 1 - October 28

11

Page Previews **▲10%**



### People Reached

#### Reach

October 1 - October 28

10,296

People Reached ▲ 11%



### Video Views

#### Videos

October 1 - October 28

5,958

Total Video Views ▲ 1,927%



Overview

OCT 2018 SUMMARY

Tweets

8

Tweet impressions

18.4K

Profile visits

416

Mentions

2

New followers

34

New Followers

Followers

705 ↑31



Top Tweet

**Top Tweet** earned 1,739 impressions

The **@utpb** School of Engineering is proving to be one of the best in the country at turning out career ready graduates. [odessatex.com/utpb-engineeri...](https://odessatex.com/utpb-engineeri...)

↗ 6 ❤️ 16

Top Media Tweet

**Top media Tweet** earned 263 impressions

The ODC team is representing the resourceful spirit of Odessa at the Permian Basin International Oil Show G-20 this week!

Stay tuned for more photos from the show.  
[#PBIOS pic.twitter.com/Wf1PC521t8](https://pic.twitter.com/Wf1PC521t8)



↻ 1   ♥ 5

[View Tweet activity](#)

[View all Tweet activity](#)

Top Performing Updates



**Odessa Development Corporation**

127 followers

1mo

Great article on our Economic Development Director, Wesley Burnett, in the Odessa American.

...see more



**Economic development director tackles growth issues**

oaa.com

5 Likes · 2 Comments



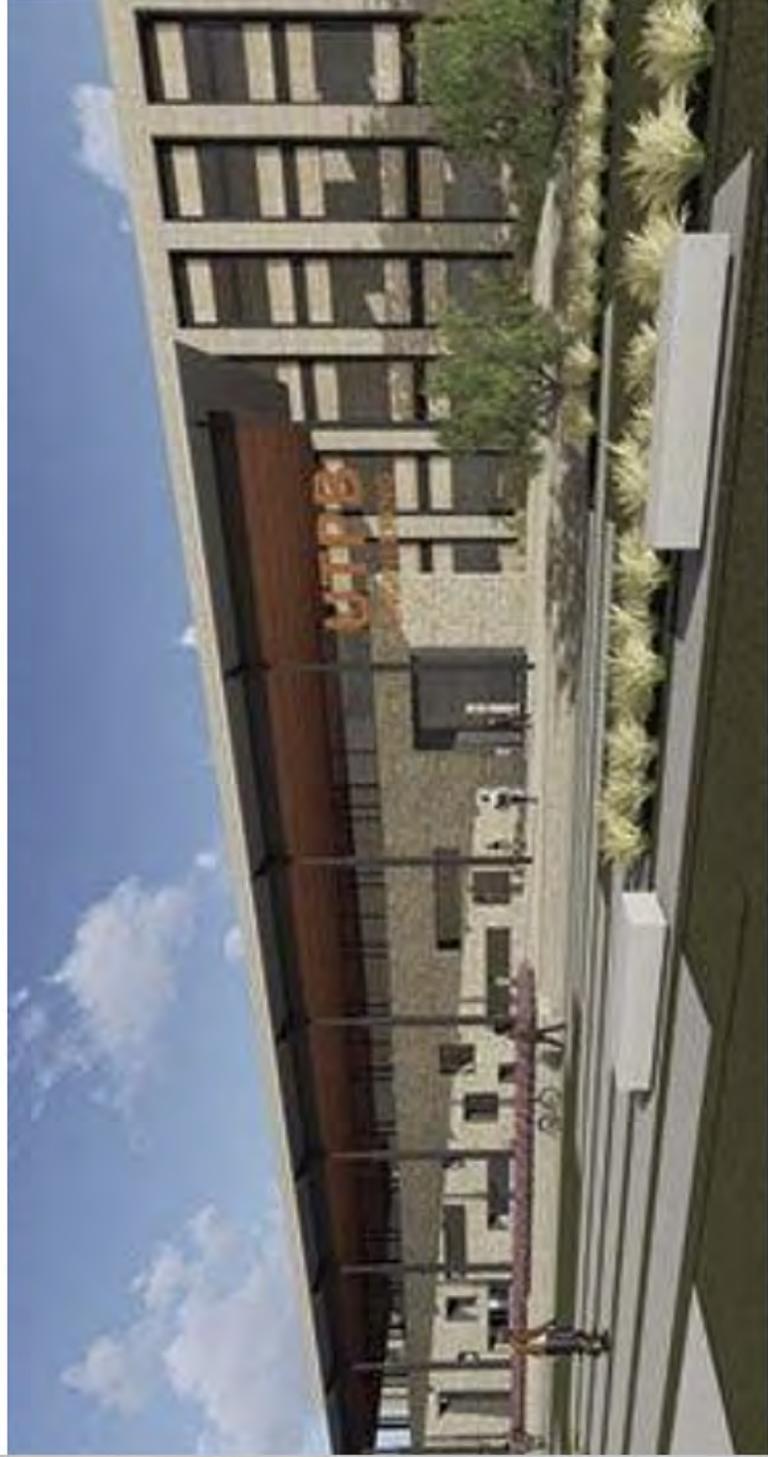
Top Performing Updates

## Odessa Development Corporation



127 followers  
52m

The University of Texas of the Permian Basin School of Engineering is proving to be one of the best in the country at turning out career ready graduates.



**GOOD NEWS: UTPB Engineering surpasses national passing standards**

oaoa.com

2 Likes

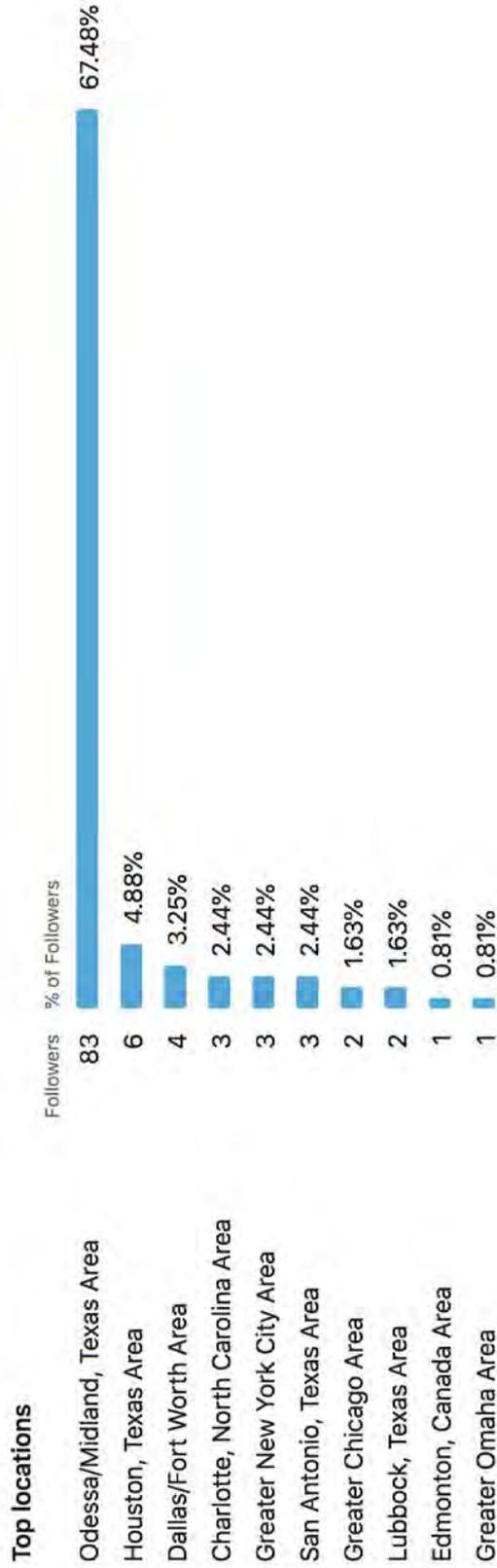


Like Comment

### Follower Demographics

#### Follower Demographics

Data for: Location



### Highlights

#### Follower highlights

127

Total followers

Top Performing Posts



Odessa Business Challenge

October 20 at 1:11 PM · 🌐

Last year's winner of the Odessa Business Challenge, Maribea Chocolate, is thriving!



MRT.COM

Spilling the cacao beans: Odessa has a craft chocolate shop

Learn More

Performance for Your Post

3,745 People Reached

160 Reactions, Comments & Shares *i*

113	Like	39	On Post	74	On Shares
8	Love	2	On Post	6	On Shares
3	Wow	0	On Post	3	On Shares
20	Comments	5	On Post	15	On Shares
16	Shares	16	On Post	0	On Shares

316 Post Clicks

0 Photo Views | 263 Link Clicks | 53 Other Clicks *i*

Top Performing Posts

...  
**Odessa Business Challenge**  
 October 20 at 12:53 PM · 🌐  
 Come by Music City Mall Saturday, Oct. 27th from 12-3 pm to learn more about how to get FREE FUNDING to start your small business through the Odessa Business Challenge.



**Odessa Business Challenge**  
 Community Organization

Learn More

**23,882** People Reached

**664** Engagements

Boost Again

Performance for Your Post

<b>23,882</b> People Reached	
<b>259</b> Reactions, Comments & Shares <i>i</i>	
<b>187</b> Like	<b>178</b> On Post   <b>9</b> On Shares
<b>12</b> Love	<b>11</b> On Post   <b>1</b> On Shares
<b>1</b> Haha	<b>1</b> On Post   <b>0</b> On Shares
<b>5</b> Wow	<b>5</b> On Post   <b>0</b> On Shares
<b>34</b> Comments	<b>31</b> On Post   <b>3</b> On Shares
<b>21</b> Shares	<b>20</b> On Post   <b>1</b> On Shares
<b>405</b> Post Clicks	
<b>286</b> Photo Views	<b>2</b> Link Clicks   <b>117</b> Other Clicks <i>i</i>
<b>NEGATIVE FEEDBACK</b>	
<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Social Media Ads

Suggested Page



**Odessa Business Challenge**  
Sponsored

Helping entrepreneurs and small businesses grow in Odessa.



**Odessa Business Challenge**  
Community Organization  
160 people like this



Social Media Ads



## Odessa Business Challenge

Sponsored ·

Start or grow your business through the Odessa Business Challenge.  
Attend an orientation October 30th or November 1st to participate.



### WHAT'S YOUR BIG IDEA?

Compete to earn money to start or grow your business.

Attend an orientation to participate.  
October 30 or November 1, 2018

ODESSABUSINESSCHALLENGE.COM

### What's Your Big Idea?

Gain valuable business skills. Compete to earn money to...

[Learn More](#)

### Social Media Promotions Summary

**People Reached** i

**36,251**

Reaching more people helps you build brand awareness.

**Post Engagements** i

**5,141**

When promotions are relevant to people who see them, they're more likely to engage.

**Link Clicks** i

**786**

This is one way to help you measure how engaged people are with your promotions.

### Facebook Page Insights

**Post Engagements** i

October 3 - October 30

**2,189**

Post Engagement **▲5,816%**

**Videos** i

October 3 - October 30

**3,326**

Total Video Views **▲100%**

**Page Followers** i

October 3 - October 30

**94**

Page Followers **▲1,075%**

### Facebook Page Insights

**Page Likes**  
October 3 - October 30

**94**  
Page Likes **▲1,075%**



**Reach**  
October 3 - October 30

**51,059**  
People Reached **▲38,290%**



**Page Views**  
October 3 - October 30

**242**  
Total Page Views **▲1,413%**



### Digital Ad Campaign Metrics

Impressions

**250,519**  
N/A from previous 30 days

Clicks

**326**  
N/A from previous 30 days

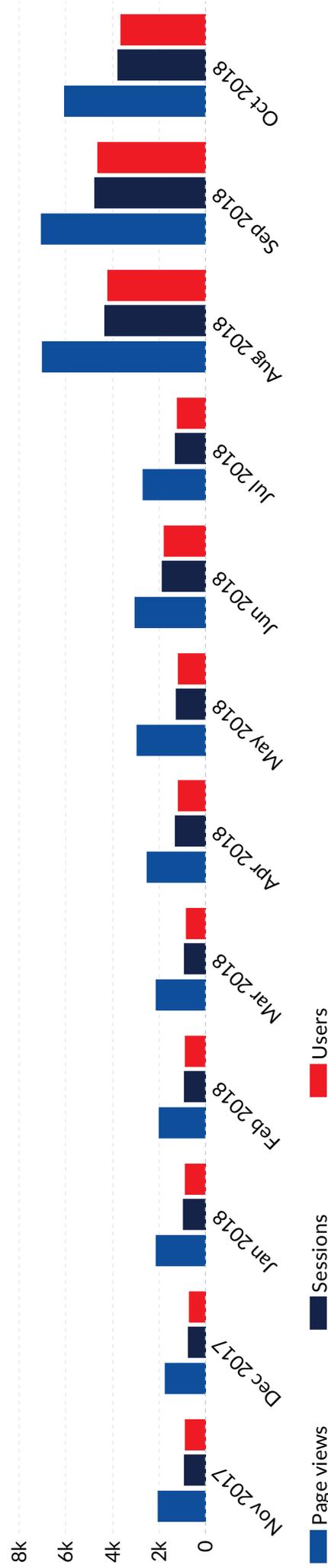
CTR

**0.13%**  
No data from previous 30 days

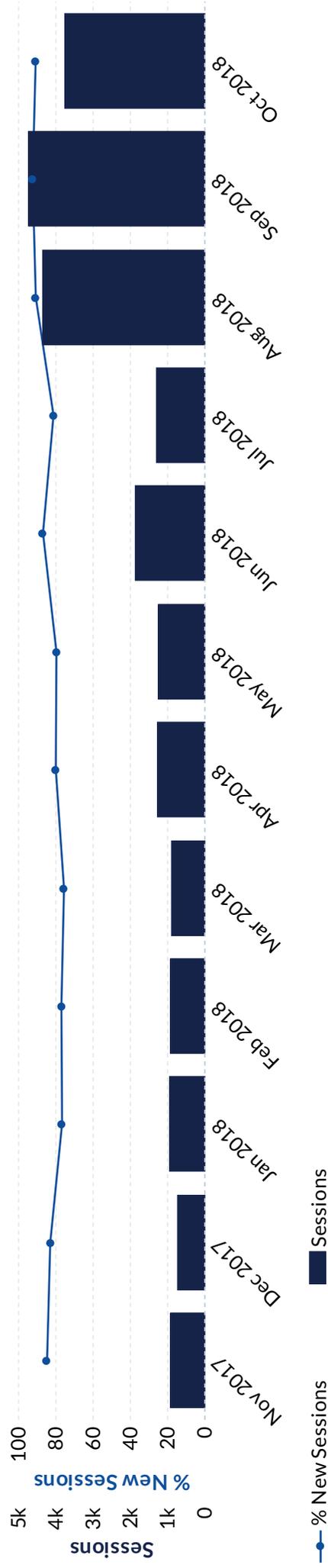
Performance KPIs



Website Performance Trend



Sessions vs New Sessions



MULTIVIEW MEDICAL MANUFACTURING DIGITAL ADVERTISING CAMPAIGN - PAGE 1

Ads Shown By Device

Ads Shown By Device



Desktop

42%



Tablet

6%



Mobile

50%

MULTIVIEW MEDICAL MANUFACTURING DIGITAL ADVERTISING CAMPAIGN - PAGE 2

Ad Delivery Location

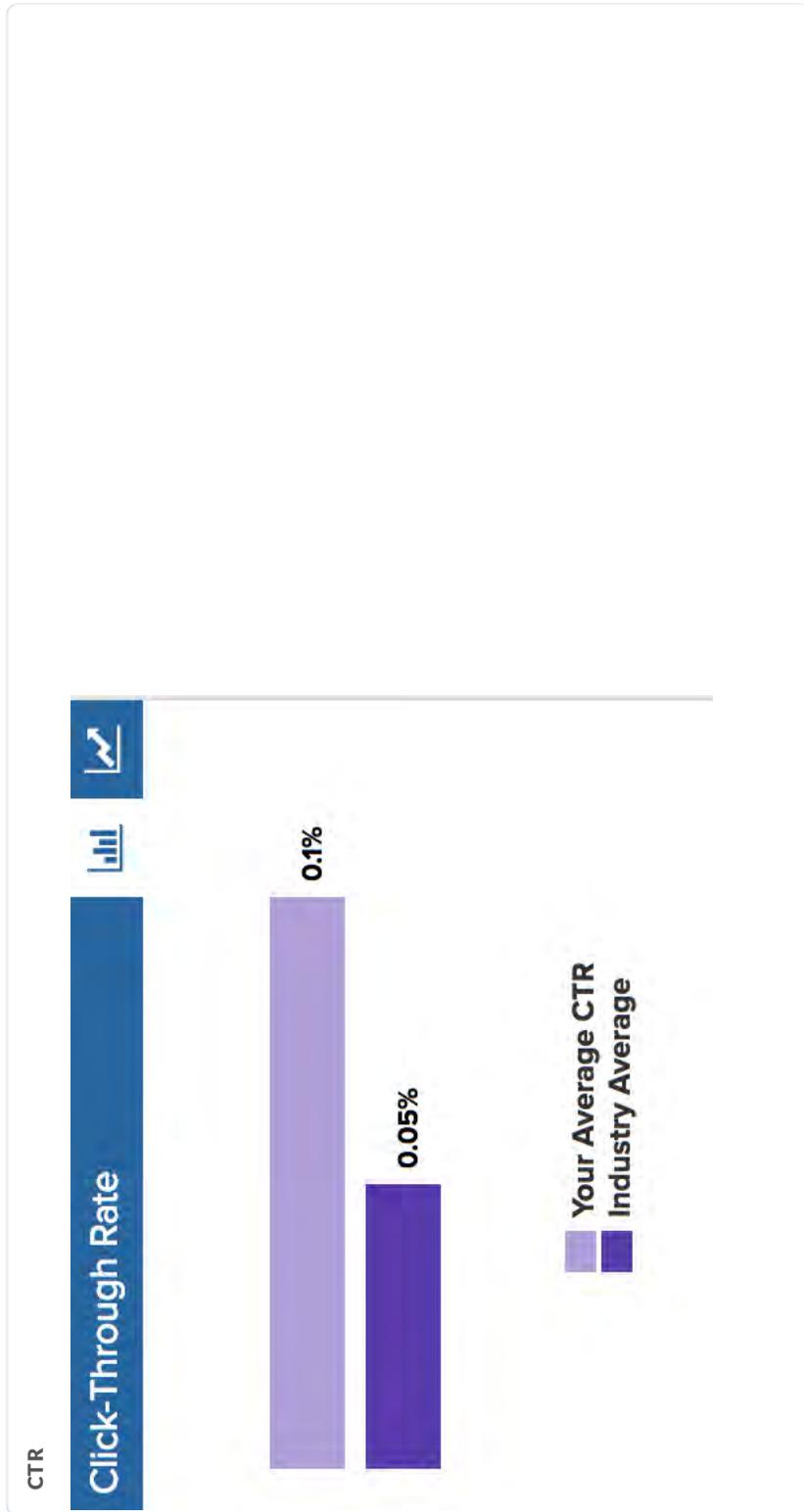
Ad Delivery Location

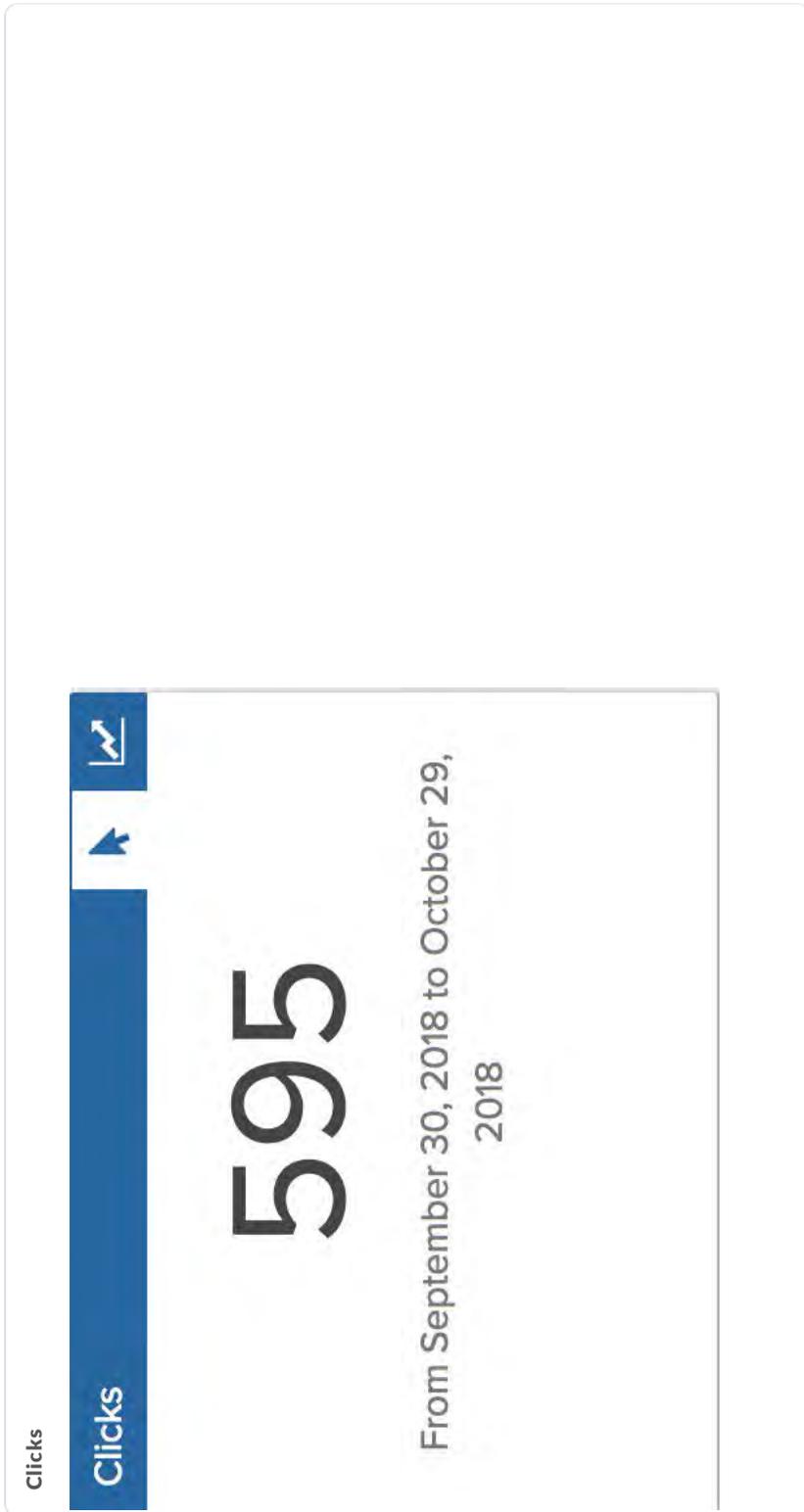


Ad delivery location currently does not include any Persona campaigns. This will be remedied in a later release.



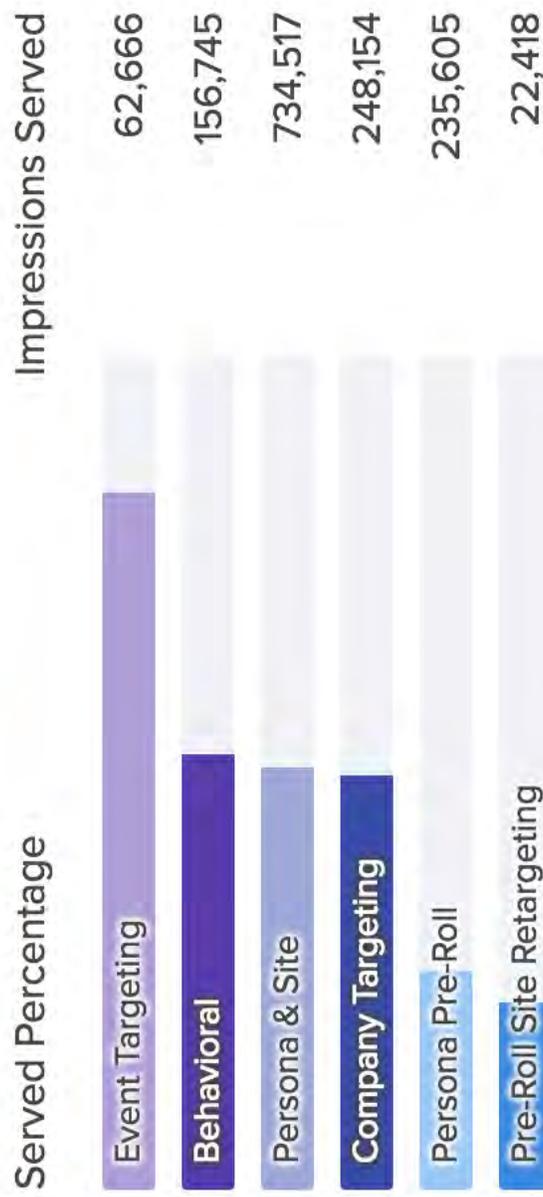
MULTIVIEW MEDICAL MANUFACTURING DIGITAL ADVERTISING CAMPAIGN - PAGE 3





### Lifetime Campaigns At A Glance

## Lifetime Campaigns At A Glance



Persona & Site Summary

Persona & Site

Impressions: **302,432** Clicks: **308** CTR: **0.10%** First Impression: **08/20/2018** Last Impression: **10/28/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Medical Persona	Persona HD	225,197	163	0.07 %		<a href="#">View All Ads</a>
General	Persona HD	56,308	84	0.15 %		<a href="#">View All Ads</a>
Site Retargeting	Site Retargeting	20,927	61	0.29 %		<a href="#">View All Ads</a>
<b>Summary</b>		<b>302,432</b>	<b>308</b>	<b>0.10 %</b>		

Pre-Roll Site Retargeting Summary

Pre-Roll Site Retargeting

Impressions: **11,012** Clicks: **29** CTR: **0.26%** First Impression: **08/23/2018** Last Impression: **10/28/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Pre-Roll Site Retargeting	Site Retargeting	11,012	29	0.26 %	Image preview not available	<a href="#">View All Ads</a>
<b>Summary</b>		<b>11,012</b>	<b>29</b>	<b>0.26 %</b>		

Event Targeting

Event Targeting

Impressions: **8,616** Clicks: **6** CTR: **0.07%** First Impression: **09/12/2018** Last Impression: **10/10/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Site Selectors Guild Fall Forum 2018- POST ET	Event Targeting	8,616	6	0.07 %		<a href="#">View All Ads</a>
<b>Summary</b>		<b>8,616</b>	<b>6</b>	<b>0.07 %</b>		

Behavioral Summary

Behavioral

Impressions: **65,258** Clicks: **41** CTR: **0.06%** First Impression: **08/21/2018** Last Impression: **10/29/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Behavioral	Behavioral	65,258	41	0.06 %		<a href="#">View All Ads</a>
<b>Summary</b>		<b>65,258</b>	<b>41</b>	<b>0.06 %</b>		

Persona Pre-Roll Summary

**Persona Pre-Roll**    

Impressions: **99,891** Clicks: **109** CTR: **0.11%** First Impression: **08/23/2018** Last Impression: **10/28/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Medical Manufacturing_Pre-Roll	Persona HD	79,897	85	0.11 %	Image preview not available	<a href="#">View All Ads</a>
General Manufacturing Pre-Roll	Persona HD	19,994	24	0.12 %	Image preview not available	<a href="#">View All Ads</a>
<b>Summary</b>		<b>99,891</b>	<b>109</b>	<b>0.11 %</b>		

Company Targeting Summary

**Company Targeting**    

Impressions: **104,643** Clicks: **58** CTR: **0.06%** First Impression: **08/21/2018** Last Impression: **10/29/2018**

Ad Group Summary

Ad Group Name	Targeting Type	Impressions	Clicks	CTR	Image Preview	View Ads
Company Targeting	Company Targeted	104,643	58	0.06 %		<a href="#">View All Ads</a>
<b>Summary</b>		<b>104,643</b>	<b>58</b>	<b>0.06 %</b>		

Summary

Impressions  
**21,379**  
N/A from previous 30 days

Clicks  
**23**  
N/A from previous 30 days

CTR  
**0.11%**  
No data from previous 30 days





11/6/2018

Odessa Development Corporation Board of Directors,

The Odessa Business Challenge has officially begun! We kicked off the challenge with two orientation dates on October 30<sup>th</sup> and November 1<sup>st</sup>, which saw 55 entrepreneurs attend. We also recently added a third orientation scheduled on Wednesday, November 7<sup>th</sup> at noon for all those who could not make it in the evening the week prior.

A lot of preparation went into the Odessa Business Challenge before it started. The UT Permian Basin Small Business Development Center worked with CVA Advertising and Marketing to create a promotional strategy that would best suit reaching entrepreneurs of Odessa. Promotion started for the challenge in the first week of October. Bryan Bierwirth, Business Challenge Consultant at SBDC, conducted multiple television and radio interviews throughout the month, including every local news station in the Permian Basin and seven radio stations. 15 and 30 second television spots ran locally throughout the month of October. Consultants from the SBDC also had a table set up in Music City Mall in order to recruit entrepreneurs for the challenge and answer any questions potential participants may have.

CVA and the SBDC launched a heavy digital media ad campaign as well. We have been creating organic content on Facebook highlighting previous winners, local news articles, and important competition dates. All posts have been boosted to the Odessa area. Additionally, we have been running ads to promote traffic to the Odessa Business Challenge website, to get more people to visit and like the Facebook page, and to raise awareness about orientation dates. We've also been running a targeted Facebook campaign with important competition dates and information. This was targeted to local entrepreneurs and small business owners. In October, we garnered 94 new page likes and reached over 51,000 people. We also had 786 link clicks, which means people clicked links to view the website or articles to get more information about the competition.

The month of November will feature three seminars. November 5<sup>th</sup> the SBDC will host a Brainstorming/Business Model Canvas Seminar. This will cover best practices to come up with different ideas about your business and to think from different angles that might not have been thought about previously. It will also cover the nine elements, or buckets, that is a strategic management and lean startup template for developing new or documenting existing business models. On November 13<sup>th</sup>, there will be an Investor Fact Sheet Seminar, where the SBDC will go over all the aspects to creating a short, yet detailed "one pager" to present to possibly investors. This will also lead to the first round of eliminations. On November 29<sup>th</sup>, Madison Tate, Marketing and Communications Specialist for the Odessa Chamber of Commerce, will present a Marketing Seminar that will cover the different types of marketing strategies, what the best practices are for different types of businesses, and how to go about undertaking it yourself. Also throughout November, Bryan Bierwirth will conduct one on one coaching with all the participants.

As of today, the SBDC has not spent any monies from the approved challenge budget. The majority of the funds will most likely be spent toward the end of the challenge.

Bryan Bierwirth

Business Challenge Consultant

University of Texas of the Permian Basin

America's Small Business Development Center

432-552-2463

Bierwirth\_b@utpb.edu



P. O. Box 60816 • Midland, Texas 79711

(432) 563-6240

**La Entrada al Pacífico**

October 29, 2018

The Honorable Betsy Triplett-Hurt, Chair  
Odessa Development Corporation  
P.O. Box 4398  
Odessa, Texas 79760

Dear Chairwoman Hurt:

Please find the attached monthly financials for the Midland-Odessa Transportation Alliance, Inc., for September, 2018, and activity report for October, 2018.

We appreciate your continued support and assistance.

Sincerely,

James Beauchamp  
President, Midland-Odessa  
Transportation Alliance

cc. The Honorable David Turner, City of Odessa



**OCTOBER 2018**

**MARKETING/ENERGY IMPACT STUDY**

During the month of October, MOTRAN has provided programs to the 7<sup>th</sup> Annual National Frac Sand Conference, the Texas Association of County Judges and Commissioners, and will be presenting to the King and Spaulding Energy Forum in early November.

The National Frac Sand Conference also provided a lot of opportunities for additional data collection regarding the Energy Impact Survey we are conducting with TTI and TXDOT.

Despite a decrease in oil and gas exploration activity levels currently, compared to the beginning of 2018, due to pipeline capacity constraints, we expect to see activity with sand mining and transport to increase during the first quarter of 2019, due to the end of northern sand contracts and more growth in regional sand usage/production.

**SH 302**

We have been working with local officials in Winkler and Loving County to obtain parcel maps for properties adjacent to the SH 302 from Odessa to US 285. Both counties have indicated they are receptive to efforts to build out SH 302 as a four-lane divided structure.

We are currently awaiting information from TXDOT on the exact amounts of ROW that would be necessary to facilitate the project.

Additionally, we have been discussing the proposed project with several businesses along that route and ask for their private sector assistance, as well.

**TRAFFIC STUDY**

We have collected and begun mapping data associated with traffic (AADT) growth, significant overall levels of traffic (AADT), and overall crashes and fatalities, as well as, Commercial Motor Vehicle crashes and fatalities.

We anticipate setting up meetings with various stakeholders in the next 30 to 60 days to begin building consensus around short term and long term improvements.

The key area seems to be Interstate 20 from Pecos to Stanton (through Odessa and Midland).

10:43 AM  
 10/04/18  
 Cash Basis

**MOTRAN ALLIANCE, INC.**  
**Profit & Loss YTD Comparison**  
**September 2018**

	<u>Sep 18</u>	<u>Oct '17 - Sep 18</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4000 · Founding Member Dues	5,413.00	20,000.00
4010 · Member Dues	7,750.00	52,250.00
4200 · Interest Earned	104.45	954.35
4300 · Miscellaneous income	0.00	20,000.00
4410 · MDC	0.00	90,000.00
4420 · ODC	0.00	90,000.00
<b>Total Income</b>	<b>13,267.45</b>	<b>273,204.35</b>
<b>Expense</b>		
I-14 Initiative	10,000.00	10,000.00
5000 · Marketing		
5001 · MOTRAN Marketing	159.60	16,671.35
5000 · Marketing - Other	0.00	1,231.50
<b>Total 5000 · Marketing</b>	<b>159.60</b>	<b>17,902.85</b>
5025 · Travel Expenses	1,269.79	10,049.36
5050 · Events & Expos	2,210.91	11,210.77
5075 · Professional Services	0.00	11,768.00
6000 · Administration		
6035 · Dues & Subscriptions	245.94	1,284.21
6045 · Food & Entertainment	296.08	5,067.89
6055 · Gifts	0.00	478.38
6060 · Insurance	0.00	3,517.99
6085 · Office Lease	0.00	10,620.00
6090 · Office Supplies	486.94	5,379.82
6105 · Postage	412.99	2,855.94
6115 · Program Supplies	0.00	1,712.49
6140 · Telephone	716.19	3,500.43
<b>Total 6000 · Administration</b>	<b>2,158.14</b>	<b>34,417.15</b>
6073 · Lodging		
6074 · Delegation	0.00	1,812.60
<b>Total 6073 · Lodging</b>	<b>0.00</b>	<b>1,812.60</b>
6500 · Personnel		
6501 · Salaries & Wages	29,136.08	162,300.08
6502 · Payroll Taxes	1,920.15	12,139.52
6503 · Employee Health Reimbursement	1,256.51	5,746.51
6504 · Payroll Service Fee	107.36	1,393.96
<b>Total 6500 · Personnel</b>	<b>32,420.10</b>	<b>181,580.07</b>
7410 · Previous year remittance-MDC	0.00	344.31
7420 · Previous year remittance-ODC	0.00	344.31
<b>Total Expense</b>	<b>48,218.54</b>	<b>279,429.42</b>
<b>Net Ordinary Income</b>	<b>(34,951.09)</b>	<b>(6,225.07)</b>
<b>Net Income</b>	<b>(34,951.09)</b>	<b>(6,225.07)</b>

10:40 AM  
10/04/18  
Cash Basis

**MOTRAN ALLIANCE, INC.**  
**Balance Sheet**  
As of September 30, 2018

	<u>Sep 30, 18</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · Frost MOTRAN Checking	1,754.53
1010 · Frost MOTRAN Money Market	156,246.66
1015 · Frost-ODC Money Market	3,850.03
1020 · Frost- MDC Money Market	3,882.52
<b>Total Checking/Savings</b>	<u>165,733.74</u>
<b>Total Current Assets</b>	165,733.74
<b>Fixed Assets</b>	
1500 · Furniture & Fixtures	926.94
1510 · Accum. Dep - Furn & Fix	(926.94)
1520 · Machinery & Equipment	3,356.07
1530 · Accum Dep - Mach & Equip	(3,356.07)
<b>Total Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><b>165,733.74</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
3900 · Net Assets	171,958.81
Net Income	(6,225.07)
<b>Total Equity</b>	<u>165,733.74</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>165,733.74</b></u>

10:42 AM

10/04/18

**MOTRAN ALLIANCE, INC.**  
**Statement of Cash Flows**  
September 2018

---

	<u>Sep 18</u>
<b>OPERATING ACTIVITIES</b>	
<b>Net income</b>	<u>(34,951.09)</u>
<b>Net cash provided by Operating Activities</b>	<u>(34,951.09)</u>
<b>Net cash increase for period</b>	<u>(34,951.09)</u>
<b>Cash at beginning of period</b>	<u>200,684.83</u>
<b>Cash at end of period</b>	<u><u>165,733.74</u></u>

**MOTRAN, INC. MONTHLY EXPENSE SUMMARY  
FOR THE MONTH OF Sep-18**

<b>EXPENDITURE CATEGORIES</b>	<b>MONTHLY EXPENSE</b>	<b>MDC</b>	<b>ODC</b>
Accounting Fees			
Depreciation			
Drive SMART Marketing			
Dues and Subscriptions	\$245.94		
Events and Expo's	\$2,210.91		
Food and Entertainment	\$296.08		
Gifts			
Health Insurance Reimbursement	\$1,256.51		
I-14 Initiative	\$10,000.00	\$1,500.00	\$1,500.00
In Kind Contributions			
In Kind Marketing Expense			
Insurance			
Lodging-Delegation			
MOTRAN Marketing	\$159.60		
Other Marketing			
Misc. Expense			
Office Lease			
Office Supplies	\$486.94		
Payroll Salaries	\$29,136.08	\$1,418.00	\$1,418.00
Payroll Taxes	\$1,920.15		
Payroll Service Fee	\$107.36		
Postage	\$412.99		
Professional Services			
Program Supplies			
Travel	\$1,269.79	\$610.22	\$610.22
Delegation			
Utilities: Telephone & Internet	\$716.19		
Rail District Contribution			
Previous Year Remittance to MDC			
Previous Year Remittance to ODC			
<b>TOTAL EXPENSES</b>	<b>\$48,218.54</b>	<b>\$3,528.22</b>	<b>\$3,528.22</b>

MOTRAN ALLIANCE, INC.  
September 2018/City EDC Funding Breakdown

	<u>Budget</u> FY2016-17	<u>Current</u> Month	<u>YTD Amount</u>	<u>Remaining</u> Balance	<u>Percent</u> <u>Remaining</u>
<b>Revenue</b>					
Founding Members Dues	\$20,000.00	\$5,413.00	\$20,000.00	\$0.00	0%
Member Dues	\$47,000.00	\$7,750.00	\$52,250.00	(\$5,250.00)	5%
Midland Development Corp	\$90,000.00		\$90,000.00	\$0.00	0%
Odessa Development Corp	\$90,000.00		\$90,000.00	\$0.00	0%
Interest Income	\$100.00	\$104.45	\$954.35	(\$854.35)	0%
Misc. Income	\$18,000.00		\$20,000.00	(\$2,000.00)	0%
<b>Total Revenues</b>	<b>\$265,100.00</b>	<b>\$13,267.45</b>	<b>\$273,204.35</b>	<b>(\$8,104.35)</b>	<b>0%</b>
<b>Expenditures</b>					
Drive Smart Marketing					
Dues & Subscriptions					
Events					
Food & Entertainment					
Gifts					
Health Ins. Reimbursement					
Insurance					
I-14 Initiative	\$1,500.00	\$1,500.00	\$0.00	\$0.00	0%
Miscellaneous Expenses					
Office Lease					
Office Supplies					
Payroll-Salaries	\$68,000.00	\$1,418.00	\$68,000.00	\$0.00	0%
Payroll-Service Fee					
Payroll Taxes	\$5,000.00		\$5,000.00	\$0.00	0%
401 K Plan					
Postage					
Marketing	\$5,000.00		\$5,000.00	\$0.00	0%
Program Supplies					
Telephone					
Travel Expenses	\$5,000.00	\$610.22	\$4,398.78	\$0.00	0%
Professional Services	\$5,500.00		\$5,500.00	\$0.00	0%
<b>TOTAL EXPENSES</b>	<b>\$90,000.00</b>	<b>\$3,528.22</b>	<b>\$87,898.78</b>	<b>\$0.00</b>	<b>12%</b>

**Christina M. Buhnerkempe**

---

**From:** Sean Cahill <sean.cahill@southwest66.com>  
**Sent:** Wednesday, October 31, 2018 8:50 AM  
**To:** Christina M. Buhnerkempe  
**Cc:** Gary Landers; William Duke  
**Subject:** Re: BFAC Recommendations

Christina,

It is with deep regret that I must resign my position on our committee, as I will be moving to Oklahoma. I would like to recommend my successor, William Duke, in my place. William is a lifelong resident of Odessa and went to Permian High.

In addition to be the new President and CEO for Southwest 66 Credit Union, he is also the President of the Permian Basin Chapter of Credit Unions, served as an Ambassador of the Odessa Chamber, and has created numerous products and services to support our community. He will be a worthy addition to the Finance Committee if appointed.

Thank you,

Sean

**ODESSA DEVELOPMENT CORPORATION**  
**Budget, Finance & Audit Committee**

		Term expires:	
T. Jack Bain, CPA 4001 E. 42 <sup>nd</sup> St., Ste 300 Odessa, Texas 79762	PH: 617-8070	12-31-16	Email: <a href="mailto:jbain@cableone.net">jbain@cableone.net</a>  First term: 07-01-10 to 06-30-12 Second term: 07-01-12 to 06-30-14 Third term: 07-01-14 to 12-31-16
Ron Kirby, CPA 2626 JBS Parkway, B-200 Odessa, Texas 79761	PH: 550-2708 FAX: 552-0032	12-31-16	Email: <a href="mailto:RKcpa@basinbroadband.com">RKcpa@basinbroadband.com</a>  First term: 07-01-10 to 06-30-12 Second term: 07-01-12 to 06-30-14 Third term: 07-01-14 to 12-31-16
Terry Lynn Louvin 3912 Springdale Dr. Odessa, TX 79762	PH: 312-5254	12-31-19	Email: <a href="mailto:tlouvin@hotmail.com">tlouvin@hotmail.com</a>  First term: 07-01-13 to 06-30-15 Second term: 07-01-15 to 12-31-17 Third term: 1-1-18 to 12-31-19
Stacey L. Gerig 8 Chambord Drive Odessa, TX 79765	PH: 362-0705 CELL: 967-1240 OFFICE: 582-8340	12-31-19	Email: <a href="mailto:SGerig@iasishealthcare.com">SGerig@iasishealthcare.com</a>  First term: 07-01-13 to 06-30-15 Second term: 07-01-15 to 12-31-17 Third term: 1-1-18 to 12-31-19
Sean M. Cahill P.O. Box 12010 Odessa, Texas 79768-2010	PH: 363-6600 FAX: 367-0611	12-31-19	Email: <a href="mailto:sean.cahill@southwest66.com">sean.cahill@southwest66.com</a>  First term: 07-01-13 to 06-30-15 Second term: 07-01-15 to 12-31-17 Third term: 1-1-18 to 12-31-19
Christi Brown 10 Dolores Ct. Odessa, TX 79765	PH: 349-0491	12-31-18	Email: <a href="mailto:Christi@onyxcontractors.com">Christi@onyxcontractors.com</a>  First term: 07-01-14 to 12-31-16 Second term: 1-1-17 to 12-31-18
Don Bonifay 1709 Bonham Ave Odessa, TX 79761-3009	PH: 230-6815	12-31-19	Email: <a href="mailto:db@bonspot.com">db@bonspot.com</a>  First term: 07-01-15 to 12-31-17 Second term: 1-1-18 to 12-31-19
VACANT		12-31-18	
<b>Ex Officio</b> Cindy Muncy 411 West 8 <sup>th</sup> Street Odessa, TX 79761	PH: 335-3232 FAX: 335-3281		Email: <a href="mailto:cmuncy@odessa-tx.gov">cmuncy@odessa-tx.gov</a>

Three consecutive term limit starting 7-01-04

EXHIBIT "A"

BYLAWS OF  
ODESSA DEVELOPMENT  
CORPORATION

ARTICLE I  
PURPOSE AND POWERS

Section 1.1 **Purpose.** The Corporation is incorporated for the purposes set forth in Article IV of its Articles of Incorporation, the same to be accomplished on behalf of the City of Odessa, Texas (the "City") as its duly constituted authority and instrumentality in accordance with the Development Corporation Act, as amended, Chapters 501-507, Local Government Code, as amended, (the "Act"), and other applicable laws.

Section 1.2 **Powers.** (a) In the fulfillment of the corporate purpose, the Corporation shall be a Type A organization governed by the Act, and shall have all of the powers set forth and conferred in its Articles of Incorporation, in the Act, and in other applicable law, subject to the limitations prescribed therein and herein and to the provisions thereof and hereof.

ARTICLE II  
BOARD OF DIRECTORS

## EXHIBIT "A"

➔ Section 2.7 **Committees of the Board.** The Board may designate two or more directors to constitute an official committee of the Board to exercise such authority of the Board as may be specified in the resolution. It is provided, however, that all final, official actions of the Corporation may be exercised only by the Board. Each committee so designated shall keep regular minutes of the transactions of its meetings and shall cause such minutes to be recorded in books kept for that purpose in the principal office of the Corporation.

➔ Section 2.8 **Other Committees.** The Board shall appoint a compliance committee and may appoint certain other committees, all in an advisory capacity to the Board. The following committees are specifically described as well as specific rules applicable to such committees.

## EXHIBIT "A"

a. Compliance Committee - This committee shall be responsible for reviewing the qualifications of all applicants as well as their proposals and also reviewing all agreements between the corporation and any beneficiary to make sure of compliance with its bylaws, except as otherwise hereafter provided. Policies should be in place to provide for the compliance committee to make recommendations to the ODC Board regarding eligibility, required number of jobs, payroll, investment, economic development incentives, economic impact on the community, financial ability of the applicant and feasibility of applicant's business plan. There should be written policies or guidelines in place to give direction to the Economic Development Department of the Chamber of Commerce ("EDD") and to provide procedures for processing applications. The policies shall be prepared by the committee and submitted to the Board for final approval. The policies shall be reviewed by the committee on an annual basis. A majority of the committee members shall have experience in commercial banking, lending, accounting, insurance or law. This committee shall be comprised of people who would be willing to volunteer their time in an advisory capacity to the Board. Applicants for Downtown Odessa, Inc. façade and infrastructure grants that have received a recommendation from the Downtown Odessa, Inc. Design Committee shall not be required to obtain a recommendation from the Compliance Committee.

➔ b. Budget, Finance and Audit Committee - This committee, if appointed, would have the responsibility of working with the Board in the formation and promotion of the annual budget of the corporation. This committee would also monitor all budget expenditures and investments of the corporation.

c. Committee for Business Retention and Expansion - This committee, if appointed, would work with the directors of the corporation to keep them informed of all development and activities concerning business retention and expansion.

d. Committee for New Business Attraction and Recruitment - This committee, if appointed, would work with the corporation's Board and keep them informed of all developments and activities concerning business attraction and recruitment.

➔ e. It is important that all committee members be actively involved in the affairs of their committee and that their attendance at committee meetings be excellent. They should also be available for special meetings if necessary and receptive to any other form of communication. The following rules shall apply to all committees:

- (i) If a member misses more than three consecutive called meetings without an excuse, , the Board may dismiss that member by appointing a new member for that position.
- (ii) The City Secretary shall draw lots for all of the existing committee members so that one-half shall draw two-year terms and one-half shall draw one-year terms. After such initial term, all members shall serve two-year terms.
- (iii) Committee members are restricted to no more than three consecutive terms. Time served prior to the initial term described above shall not be considered in the application of this restriction.
- (iv) The chairmen shall be appointed by the committees for a one-year term. The existing chairmen shall continue to serve for the first one-year term.

## EXHIBIT "A"

- (v) Committee members shall continue to serve until their successor is appointed unless they resign or unless removed by the Board. A person appointed to continue a term shall serve until that term is completed and is eligible for reappointment. Time served in a partial term shall not be counted when interpreting the two-term restriction.
- (vi) A term is assigned to each committee member for the purpose of determining when the appointment should be reconsidered and not to confer any official status to the committee member. All committee members are at-will and their services are advisory to the ODC Board.
- (vii) Ten members shall be appointed by the ODC Board to the Compliance Committee and a quorum shall be four. Eight members shall be appointed by the ODC Board to the Budget, Finance and Audit Committee and a quorum shall be four. Any other standing committee, shall consist of at least five appointed members and a quorum shall consist of one-half of its members.
- (viii) The Compliance Committee shall also include three non-voting ex-officio members that shall include one representative from the Black Chamber of Commerce, Odessa Chamber of Commerce and Odessa Hispanic Chamber of Commerce, as appointed by each entity.

**ODESSA DEVELOPMENT CORPORATION**  
**BALANCE SHEET**  
**SEPTEMBER 2018**

**ASSETS**

Investments - Local Government Pools	\$	16,612,306
Investments - U.S. Government Securities	.	
Investments - CDs and CDARs		5,410,776
Investments - Municipal Securities		22,227,050
Investments - Money Market		5,176,791
Interest Receivable - CD's		-
Interest Receivable - U.S. Agency Notes		-
Interest Receivable - Municipal Securities		152,111
Prepaid Insurance		13,593
<b>TOTAL ASSETS</b>	<b>\$</b>	<b>49,592,627</b>

**DEFERRED OUTFLOWS OF RESOURCES**

Advance payments to grantees	\$	216,000
<b>TOTAL ASSETS AND DEFERRED OUTFLOWS OF RESOURCES</b>	<b>\$</b>	<b>49,808,627</b>

**LIABILITIES**

Accounts Payable	\$	3,810,848
<b>TOTAL LIABILITIES</b>	<b>\$</b>	<b>3,810,848</b>

**FUND BALANCE**

Reserved - Short Term Commitments Due Within One Year			
FMC Technologies	\$	-	
Select Energy		18,374	
Standard Sales Company, LP.		-	
West Texas Food Bank		-	
Odessa College - 2nd Project Training Facility		4,595,855	
UTPB - 2nd Project Training Facility		1,500,000	
Total Short Term Commitments		<u>6,114,229</u>	\$ 6,114,229
Reserved - Long Term Commitments Due in More Than One Year			
FMC Technologies	\$	305,594	
Glazer's Beer & Beverage		1,134,991	
Select Energy		73,497	
Standard Sales Company, LP.		200,000	
Summit Power Energy, LLC		5,000,000	
West Texas Food Bank		440,866	
Odessa College - 2nd Project Training Facility		3,000,000	
UTPB - 2nd Project Training Facility		6,000,000	
Total Long Term Commitments		<u>16,154,948</u>	\$ 16,154,948
Total Reserved	\$		22,269,177
Assigned (TXDOT Projects)	\$		11,500,000
Unreserved	\$		12,228,602
<b>TOTAL FUND BALANCE</b>	<b>\$</b>		<b>45,997,779</b>
<b>TOTAL LIABILITIES AND FUND BALANCE</b>	<b>\$</b>		<b>49,808,627</b>

**ODESSA DEVELOPMENT CORPORATION  
CHANGES IN RESERVED FUND BALANCE  
SEPTEMBER 2018**

**Reserved - Short Term Commitments**

				Dates in Fiscal Years	
	Current Month	Prior Month	Month End Change	Pmt Began	Expires
FMC Technologies	\$ -	\$ -	\$ -	2017-18	2021-22
Select Energy	18,374	18,374	-	2017-18	2021-22
Standard Sales Company, LP.	-	-	-	2014-15	2018-19
West Texas Food Bank	-	-	-	2016-17	2020-21
Odessa College - 2nd Project Training Facility	4,595,855	4,595,855	-	2017-18	2019-20
UTPB - 2nd Project Training Facility	1,500,000	1,500,000	-	2017-18	2021-22
<b>Total Short Term Commitments</b>	<b>\$ 6,114,229</b>	<b>\$ 6,114,229</b>	<b>\$ -</b>		

**Reserved - Long Term Commitments**

				Dates in Fiscal Years	
	Current Month	Prior Month	Month End Change	Pmt Began	Expires
FMC Technologies	\$ 305,594	\$ 305,594	\$ -	2017-18	2021-22
Glazer's Beer & Beverage	1,134,991	1,134,991	-	Not started (5 year payout)	
Select Energy	73,497	73,497	-	2017-18	2021-22
Standard Sales Company, LP.	200,000	200,000	-	2014-15	2018-19
Summit Power Energy, LLC	5,000,000	5,000,000	-	Expired; pending bankruptcy	
West Texas Food Bank	440,866	440,866	-	2016-17	2020-21
Odessa College - 2nd Project Training Facility	3,000,000	3,000,000	-	2017-18	2019-20
UTPB - 2nd Project Training Facility	6,000,000	6,000,000	-	2017-18	2021-22
<b>Total Long Term Commitments</b>	<b>\$ 16,154,948</b>	<b>\$ 16,154,948</b>	<b>\$ -</b>		
<b>Total Reserved Fund Balance</b>	<b>\$ 22,269,177</b>	<b>\$ 22,269,177</b>	<b>\$ -</b>		

**ODESSA DEVELOPMENT CORPORATION**  
**STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE**  
**TOTAL BUDGET COMPARISON**  
**SEPTEMBER 2018**

	<u>TOTAL BUDGET</u>	<u>ACTUAL - YTD</u>	<u>REMAINING BALANCE</u>
<b>REVENUES</b>			
4-A Sales Tax Receipts	\$ 8,472,560	\$ 13,059,727	\$ 4,587,167
Miscellaneous Income/Refunds	-	105,204	105,204
Interest Income	350,000	849,668	499,668
Gain and or (Loss) on Investments	(150,000)	(217,091)	(67,091)
<b>TOTAL REVENUES</b>	<b>\$ 8,672,560</b>	<b>\$ 13,797,507</b>	<b>\$ 5,124,947</b>
<b>EXPENDITURES</b>			
Supplies and Materials	\$ 600	\$ 2,163	\$ (1,563)
Audit Services	30,000	27,850	2,150
Special Services	70,000	49,227	20,773
Insurance	13,270	11,058	2,212
Bank Services	4,000	6,424	(2,424)
Administration Fee - City of Odessa	229,221	229,221	-
Contingencies	100,000	-	100,000
Capital Outlay	7,137	3,501	3,636
Contracted Economic Development Services			
Chamber of Commerce	800,000	800,000	-
MOTRAN	90,000	90,000	-
UTPB - Small Business Center	97,065	97,065	-
Odessa Hispanic Chamber	138,119	92,080	46,039
Odessa Hispanic Ch-Mex In	167,000	113,384	53,616
Promotional			
Marketing	689,000	630,040	58,960
UTPB - SBDC Entrep. Contest	380,654	260,000	120,654
Façade Grants	120,000	20,000	100,000
Marketing - Other Uses	178,256	-	178,256
Business Incentives	34,686,974	827,543	33,859,431
<b>TOTAL EXPENDITURES</b>	<b>\$ 37,801,296</b>	<b>\$ 3,259,556</b>	<b>\$ 34,541,740</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES</b>	<b>\$ (29,128,736)</b>	<b>\$ 10,537,951</b>	<b>\$ 39,666,687</b>
<b>FUND BALANCE - AT BEGINNING OF YEAR</b>	<b>\$ 35,459,828</b>	<b>\$ 35,459,828</b>	<b>\$ -</b>
<b>FUND BALANCE - AT END OF YEAR</b>	<b>\$ 6,331,092</b>	<b>\$ 45,997,779</b>	<b>\$ 39,666,687</b>

**ODESSA DEVELOPMENT CORPORATION  
INVESTMENT SUMMARY  
SEPTEMBER 2018**

This investment summary report is in full compliance with the investment strategy as established per the City's Investment Policy and the the Public Funds Investment Act.

The fair value for the beginning and end of the reporting period are as follows:

<u>INVESTMENT</u>	<u>BEGINNING BALANCE</u>	<u>PURCHASE AMOUNT</u>	<u>CHANGES IN FAIR VALUE AND INTEREST</u>	<u>SALES AMOUNT</u>	<u>ENDING BALANCE</u>
<b>GOVERNMENT POOLS</b>	\$ 15,823,398	\$ 1,430,340	\$ 26,759	\$ 668,190	\$ 16,612,306
<b>CD'S AND CDARS</b>	5,402,646	-	8,131	-	5,410,777
<b>SAVINGS AND MONEY MARKE</b>	5,171,860	-	4,931	-	5,176,791
<b>MUNICIPAL BONDS</b>	21,898,619	353,535	(25,104)	-	22,227,050
<b>AGENCY NOTES</b>	-	-	-	-	-
<b>TOTAL</b>	<u>\$ 48,296,523</u>	<u>\$ 1,783,875</u>	<u>\$ 14,716</u>	<u>\$ 668,190</u>	<u>\$ 49,426,924</u>

Note: This investment report is prepared in accordance with Generally Accepted Accounting Principles (GAAP), and is in compliance with the City of Odessa's investments strategies in the investment policy, and with relevant provisions of the Public Funds Investment Act.

  
 Interim Assistant City Manager

  
 Director of Finance

**ODESSA DEVELOPMENT CORPORATION**  
**INVESTMENT PORTFOLIO**  
**AUGUST 31, 2018**

<u>INVESTMENT TYPE</u>	<u>YTM</u>	<u>MATURITY</u>	<u>PAR</u>	<u>FAIR**</u>
<b>Local Government Investment Pools</b>				
TexPool	1.89%	Open	\$ 9,018,479	\$ 9,018,479
Logic	2.18%	Open	6,804,919	6,804,919
<b>Total Local Government Investment Pools</b>			<b>\$ 15,823,398</b>	<b>\$ 15,823,398</b>
<b>Weighted Average Rate Per Pools Tot.</b>	<b>2.02%</b>			
<b>Money Market Investment</b>				
Lone Star State Bank	1.25%	Open	\$ 5,171,860	\$ 5,171,860
<b>Total Money Markets</b>			<b>\$ 5,171,860</b>	<b>\$ 5,171,860</b>
<b>Weighted Average Rate Per MM Total</b>	<b>1.25%</b>			
<b>CD AND CDARs Investments</b>				
AimBank - 12 Month CD	1.20%	8/31/18	\$ 2,058,620	\$ 2,099,150
Frost Bank CDARs	1.35%	10/11/18	513,339	519,527
Frost Bank CDARs	1.35%	10/11/18	513,339	519,527
Lone Star Bank - 18 MO CD	1.49%	1/21/19	1,250,000	1,258,609
Ally Bank -CD	0.90%	7/16/18	-	-
Capital One Bank - CD	0.90%	7/13/18	-	-
Discover Bank -CD	0.95%	7/13/18	-	-
BBVA CD	1.75%	12/15/18	1,000,000	1,005,833
<b>Total CD and CDARs Investments</b>			<b>\$ 5,335,297</b>	<b>\$ 5,402,646</b>
<b>Weighted Average Rate Per CD's Total</b>	<b>1.40%</b>			
<b>Municipal Securities</b>				
Atlanta GA E Tax	2.70%	1/1/20	\$ 1,000,000	\$ 997,220
Arizona ST B Tax	2.80%	7/1/2020	\$ 340,000	335,097
Hudson Cnty NJ B	2.60%	6/4/19	1,500,000	1,505,970
Grand Prairie Tex Tax	1.52%	1/1/19	390,000	391,334
Gateway PA Sch Tax	1.76%	7/15/19	1,900,000	1,869,201
New York NY City Tax	1.25%	2/1/19	2,000,000	1,989,720
Union City NJ B Tax	1.48%	12/1/18	1,000,000	1,000,910
Union City NJ B Tax	2.80%	3/1/20	300,000	311,613
Florida St A	1.50%	7/1/19	5,000,000	4,981,100
Fresno Cnty CA Tax	1.25%	8/15/19	650,000	649,110
California St Tax	1.66%	7/1/19	1,680,000	839,345
Kansas St Dev H Tax	1.40%	4/15/20	820,000	816,909
State of Texas	1.51%	10/1/19	1,000,000	993,130
Dallas TX	1.81%	10/1/20	3,325,000	3,290,753
Port Saint Lucie FL	1.76%	7/1/19	675,000	670,376
Pittsburg PA Urban Dev	1.80%	12/1/19	770,000	763,062
Texas Tech University	1.95%	2/15/21	500,000	493,770
<b>Total Municipal Securities</b>			<b>\$ 21,850,000</b>	<b>\$ 21,898,619</b>
<b>Weighted Average Rate Per Muni Total</b>	<b>1.81%</b>			
<b>TOTAL INVESTMENTS</b>	<b>1.78%</b>		<b>\$ 48,180,555</b>	<b>\$ 48,296,523</b>

\*\* Amount does not reflect prior period market adjustments and represents fair market value adjustment as of current period end only.

**ODESSA DEVELOPMENT CORPORATION  
INVESTMENT PORTFOLIO  
SEPTEMBER 30, 2018**

End of Month

<u>INVESTMENT TYPE</u>	<u>YTM</u>	<u>MATURITY</u>	<u>PAR</u>	<u>FAIR**</u>
<b>Local Government Investment Pools</b>				
TexPool	2.00%	Open	\$ 9,795,022	\$ 9,795,022
Logic	2.21%	Open	6,817,284	6,817,284
<b>Total Local Government Investment Pools</b>			<b>\$ 16,612,306</b>	<b>\$ 16,612,306</b>
<b>Weighted Average Rate Per Pools Total</b>	<b>2.08%</b>			
<b>Money Market Investment</b>				
Lone Star State Bank	1.25%	Open	\$ 5,176,791	\$ 5,176,791
<b>Total Money Market</b>			<b>\$ 5,176,791</b>	<b>\$ 5,176,791</b>
<b>Weighted Average Rate Per MM Total</b>	<b>1.25%</b>			
<b>CD AND CDARs Investments</b>				
AimBank - 17 Month CD	2.38%	8/31/18	\$ 2,058,620	\$ 2,103,117
Frost Bank CDARs	1.35%	10/11/18	513,339	520,104
Frost Bank CDARs	1.35%	10/11/18	513,339	520,104
Lone Star Bank - CD	1.49%	1/21/19	1,250,000	1,260,161
BBVA CD	1.75%	12/15/18	1,000,000	1,007,291
<b>Total CD and CDARs Investments</b>			<b>\$ 5,335,297</b>	<b>\$ 5,410,777</b>
<b>Weighted Average Rate Per CD's Total</b>	<b>1.86%</b>			
<b>Municipal Securities</b>				
Arizona ST B Tax	2.80%	7/1/20	\$ 340,000	\$ 334,373
Atlanta GA E Tax	2.70%	1/1/20	1,000,000	995,040
State of Connecticut	2.60%	9/15/19	350,000	351,239
Hudson Cnty NJ B	2.60%	6/4/19	1,500,000	1,504,710
Grand Prairie Tex Tax	1.52%	1/1/19	390,000	390,975
Gateway PA Sch Tax	1.76%	7/15/19	1,900,000	1,870,702
New York NY City Tax	1.25%	2/1/19	2,000,000	1,991,320
Union City NJ B Tax	1.48%	12/1/18	1,000,000	1,000,460
Union City NJ B Tax	2.80%	3/1/20	300,000	310,458
Florida St A	1.50%	7/1/19	5,000,000	4,983,000
Fresno Cnty CA Tax	1.25%	8/15/19	650,000	648,687
California St Tax	1.66%	7/1/19	840,000	840,050
Kansas St Dev H Tax	1.40%	4/15/20	820,000	815,269
State of Texas	1.51%	10/1/19	1,000,000	992,650
Dallas TX	1.81%	10/1/20	1,325,000	1,304,396
Dallas TX	2.70%	10/1/20	2,000,000	1,968,900
Port Saint Lucie FL	1.76%	7/1/19	675,000	670,424
Pittsburg PA Urban Dev	1.80%	12/1/19	770,000	762,477
Texas Tech University	1.95%	2/15/21	500,000	491,920
<b>Total Municipal Securities</b>			<b>\$ 22,360,000</b>	<b>\$ 22,227,050</b>
<b>Weighted Average Rate Per Munis Total</b>	<b>1.83%</b>			
<b>TOTAL INVESTMENTS</b>	<b>1.86%</b>		<b>\$ 49,484,394</b>	<b>\$ 49,426,924</b>

\*\* Amount does not reflect prior period market adjustments and represents fair market value adjustment as of current period end only.