

**ODESSA DEVELOPMENT CORPORATION  
CITY OF ODESSA, TEXAS  
APRIL 11, 2019**

A regular meeting of the Odessa Development Corporation (ODC) was held on April 11, 2019 at 2:00 p.m., in the Council Chambers, fifth floor, City Hall, 411 W. 8<sup>th</sup> St., Odessa, Texas.

Members present: Betsy Triplett-Hurt, Ted Tuminowski, Melanie Hollmann and Gene Collins; and ex-officio Mayor David Turner.

Member absent: Tim Edgmon.

Others present:

City Staff: Norma Aguilar-Grimaldo, City Secretary; Atasi Bhavsar, Senior Assistant City Attorney; Natasha Brooks, Senior Assistant City Attorney; Cindy Muncy, Interim Assistant City Manager; Gary Landers, Interim City Attorney; and

ODC Contractors: Renee Earls, Odessa Chamber of Commerce; Wesley Burnett, Economic Development Director; Craig Van Amburgh, CVA; Dustin Fawcett, MOTRAN; Tyler Patton, UTPB-SBDC; Bryan Bierwith, UTPB-SBDC; and

Others: Council member Malcolm Hamilton, Council member Mari Willis and other interested citizens.

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

Mr. Collins gave the invocation.

**March 14, 2019 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 Advertising and Marketing, UTPB-America's SBDC, MOTRAN, and City Administrative support.** Mr. Burnett reported that there was no Summit update. He was waiting on a local plumbing company to submit an application. The Solar project will break ground in June. There was a lot of local expansion activity. He was attending airport development meetings.

Mr. Van Amburgh reported that there were busy with ODC activities. Five podcast were completed. ORMC would be taped next month. The Spirit Odessa news segment was successful. KWES was recording segments on Investing at Home. A direct mail piece would be mailed targeting the medical industry. The social media was doing well as the hits have quadrupled. He would evaluate the hits to determine the most effective issues.

Mr. Patton reported that Odessa's February capitalization was \$60,000. There were 243 council sessions with 220 hours. Four seminars were presented with 10 attendees. Satellite offices would be open around the area. SBDC was rated as number one in capitalization. He reviewed the May seminars.

Mr. Bierwirth thanked the speakers for the Business Challenge awards event. Mrs. Triplett-Hurt stated it was exciting and well produced. The three winners were The Human Bean awarded \$150,000, Infinite Coolers awarded \$125,000, and StreetBound awarded \$75,000. The Human Bean would open another business on the West of

Odessa. Infinite Coolers holds ice for 10 days. The Infinite Coolers will be competing on Shark Tank. He provided an update on the 2018 winners. Mr. Bierwirth reported that the Business Challenge has spurred a lot of interest from other communities as they were inquiring about the program. Mr. Collins asked about the Business Challenge advertising. Mrs. Muncy would provide an update at the next meeting but there were funds budgeted to begin advertising the new challenge earlier.

Mr. Fawcett reported on MOTRAN. He discussed the I-14 developing to the area. He stated it was great for economic development. Three states supported the I-14, which builds a larger coalition for the interstate. MOTRAN was collecting the Wi-Fi results. MOTRAN was working to get more flights at the airport, especially Austin. Flight surveys were distributed that was geared toward businesses. He stated it would provide more valuable data. He reviewed the I-14 process, as it was a 40-year plan.

Mrs. Muncy reported that the finance report was not ready and would be provided at the next meeting. She stated for February, sales tax was \$1.3 million with \$62,000 in expenditures. No incentives were paid out.

Mrs. Muncy reviewed the budget calendar. The board would review and approve at the next meeting. She would make any board changes.

**Consider reappointment of ODC representatives to the Tax Incentive Committee.**

Mr. Landers stated that the board could appoint or reappoint the members on the Tax Incentive Committee. Ms. Hollmann reported that the committee met March 26 and all taxing entities representatives were present. Tax abatements were discussed. Mr. Landers provided examples of tax incentives. Mr. Collins expressed that the same opportunity should be given to the small businesses.

Motion was made by Mr. Tuminowski and seconded by Mrs. Triplett-Hurt to reappoint Melanie Hollmann and Gene Collins. The motion was approved by unanimous vote.

**Appointment of Contractor Criteria Review Committee.** Mr. Tuminowski asked what qualifies a contractor. Mr. Landers responded that anyone that meets the criteria for the funding program would qualify. The Compliance Committee was created to review the applications for meeting requirements as directed by ODC. Mrs. Triplett-Hurt reviewed the service contractors. Mr. Collins stated that ODC provided guidelines and the matrix to give the parameters for qualifications. Mr. Collins asked if there were no parameters how the Compliance Committee can qualify the application. Discussion was held on the matrix. Mr. Collins stated that ODC did not give any guidance to evaluate and recommend the housing funds. Mayor Turner stated that Council approved setting aside the \$5 million from ODC. Council agreed that it was not up to ODC to set the structure but only to oversee the use of the funds. The other entities would work together to structure the program.

The budget calendar was discussed. Mr. Burnett requested to extend the proposal deadline as much as possible. Last year, there was a two-week turnaround. After further discussion, the deadline was set for June 20.

Discussion was held on the contract proposal process. Mr. Landers would provide more communication with the ODC on its status; therefore, no committee was needed.

**ODC Committee and Officer Reports: Advertising Committee, Downtown Odesa, Inc., Compliance Committee, Odessa Partnership and Business Challenge.** Mr. Tuminowski reported that 28% of the advertising budget was spent. The advertising was more social media. There was a focus to educate the local business and professionals on ODC. Mr. Collins reported on Downtown. He discussed the zone incentives, which was a state opportunity program. An application of several areas were submitted to the Governor for zone incentives. The application was turned down. He explained the uses and benefits. He stated we qualified for the incentives. Ms. Bhavsar reported that the Governor was only designated a limited amount to forward to the Federal Government. The program was new. Mr. Collins asked if the application could be resubmitted. Ms. Bhavsar would research. There was no Compliance Committee report. Mayor Turner reported that the Partnership Committee met and were working on meeting with the housing committee. There was no report on the Business Challenge.

**Discuss process and structure for moving forward with ODC support for reasonably priced workforce housing.** Mayor Turner reiterated that Council voted to allocate the \$5 million from ODC funds. ODC was removed from setting up the program structure. ODC would manage the funds. He was working with the other entities to formulate a structure. Mr. Tuminowski asked about the Council resolution from its Council meeting. Mr. Landers stated that was only a draft resolution and it was not approved. The Compliance Committee needed guidance on what would qualify. A joint Council and ODC workshop would be set up.

Council member Hamilton asked that there would be consistency, uniformity and transparency with the process. He thanked the board for the work. He stated that there were many opportunity to solve the housing issue. Council member Willis stated it was important to move the project quickly to resolve the housing crisis. She stated that there was a lot of opportunity to serve and assist. She asked that nothing be left unturned. She thanked the board.

The meeting adjourned at 3:31 p.m.

ATTEST:

APPROVED:

Norma Aguilar-Grimaldo, TRMC, CMC  
City Secretary

Betsy Triplett-Hurt  
President