

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Board of Directors Meeting of July 18, 2012
Location: Chase Tower 201 E. Main 16th Floor, Conference Room

Attendees: **Total: 13 of 21** **Quorum: 11**

Members Present:

Bob Ayoub	Marco Bencomo	Adam Frank	Arlene Carroll
Brent Harris	Jorge Hernandez	Mary Kipp	Sam Legate
TJ Karam	Mike McQueen	George Salom, Jr.	Y.I. Santoscoy
Ruben Torres			

Members Not Present:

Sandra Almanzan	Bill Burton	Jim Dove	Tripper Goodman
Bill Hooten	Chris Kleberg	Eric Pearson	Octavio Gomez

Staff: Verónica Soto, Lilia Granillo, Monica Miranda and Patricia Reyes

Guests: Jake Rodriguez, Jay Banasiak, Eddie Gutierrez

1. Call meeting to order

Mike McQueen called the meeting to order at 12:07 p.m. on July 18, 2012 at the Chase Tower Building, 201 E. Main, 16th Floor Conference Room El Paso, Texas. Notice of this Meeting was posted at the El Paso County Courthouse, El Paso City Hall, and at the Administrative Office of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Lilia Granillo on July 12, 2012 in accordance with the Texas Open Meeting Act.

2. Approval of minutes of May 16, 2012 meeting

After review, Y.I. Santoscoy made a motion to approve the minutes of June 20, 2012. Ruben Torres seconded the motion and the motion passed unanimously.

Presentation by Erick Castaneda on behalf of the El Paso Police Department

Erick Castaneda went before the board to ask for their input in a survey conducted by the police department. Its main goal was to receive feedback on how respondents felt about the police department and their operations. The police department planned to use the information to determine whether more regional command centers were necessary. The survey would be open to the public.

3. Tex Pool Account - rate 0.1395% current balance \$250,589.36 as of May 9, 2012

Ruben Torres explained to the board that as of July 12, 2012 the Tex Pool interest rate was 0.1395% and the account balance was \$250,589.36. No other issues were reported in regards to finances with the Wells Fargo Account or the Bank of the West CD.

4. Committee Reports: Executive

Mike McQueen reported that the strategic planning session had gone very well and had produced ideas for new programs to undertake in the coming years.

5. Discussion and Action on Approval of recommendations to City Council to fill upcoming Vacancies on Board of Directors as Follows:

Reappointments:

<u>Position</u>	<u>Incumbent</u>	<u>Last Appt Date</u>	<u>Term#</u>	<u>Expiration Date</u>
Place 2	George Salom, Jr	8/2009**	1	August 2015
Place 3	Adam Frank	8/2009	3	August 2015

Place 4	Mike McQueen	8/2009	3	August 2015
Place 5	Jorge Hernandez	8/2009**	1	August 2015
Place 6	Bill Burton	12/2010**	1	August 2015
Place 7	Eric Pearson	3/2012**	1	August 2015

New appointments:

<u>Position</u>	<u>Name</u>	<u>Last Appt Date</u>	<u>Term#</u>	<u>Expiration Date</u>
Place 1	Jon Law	N/A	1	August 2015

**First full term to be served as previously appointed for unexpired terms.

All the above persons recommended are qualified to serve on the Board in accordance with the qualifications established by Chapter 375 as follows: are at least 18 years old, and are connected within the District as either (1) a resident, (2) owner of property, (3) owner of stock on property, as an individual or in a corporate capacity, (4) owner of a beneficial interest in a trust that owns property, or (5) be an agent, employee or tenant of the owners listed in categories 2, 3 and 4. And further, all of the above persons have experience in at least one of the following statutorily mandated areas: (1) energy matters, (2) commercial banking, (3) real estate development, (4) finance and insurance matters, (5) matters relating to retail or the provision of services, (6) provision of utilities, or (7) general issues the district will address.

Mike McQueen explained that Bill Hooten declined to be reappointed to the board. Jon Law was nominated to fill the vacant seat. Y.I. Santoscoy moved to approve the placement of Jon Law into the Board of Directors. Ruben Torres seconded the motion; it passed unanimously. Seven board positions were also up for reappointment. Places 2-7 had to be approved by the board for reappointment in order to present the slate to City Council. Marco Bencomo made a motion to submit places 2-7 to City Council for reappointment, as well as place 1 for approval. Ruben Torres seconded the motion and it passed unanimously.

6. Discussion and Action on Five Year Budget Plan

Mike McQueen clarified that this item was not a discussion and action item. He explained that the strategic planning session had encouraged the DMD to add two new services to the service plan. Veronica Soto presented before the board, and revealed two new services as well as current services being expanded. Presentations would be held introducing downtown stakeholders to these new services. Notably, the DMD would be expanding security efforts by adding an Ambassador program. The Façade Program would be complemented with a program that would allow property owners or tenants to apply for funds that would encourage interior improvements and renovations. Transportation and Parking would be expanded to include a uniform signage initiative.

7. Committee Reports: Finance

Ruben Torres stated that the Finance Committee was waiting for the CAD valuations to be finalized as there were still property owners contesting their valuations. Once the values were finalized, the Finance Committee would use the expected assessment totals to structure next fiscal year's budget.

8. Committee Reports: Marketing – Y.I. Santoscoy

Y.I Santoscoy explained that the Marketing Committee had met on July the 12th and began review of budget items for the next fiscal year. The committee recently agreed to allow the DMD to increase their current prices for the banner program to allow for easier accounting and billing, as well as easier pricing for customers to understand. The committee also agreed to not renew the yearly advertising with Piñata Publishing and would like to put forth those additional

funds toward other marketing efforts. The committee also had a recommendation for Board action for the DWNTWN Circulator decals.

9. Discussion and Action on the branding the New Downtown Circulator Route and Vehicle using the DWNTWN marketing plan

Jay Banasiak presented an alternative approach to the Downtown Circulator routes. He explained that the current routes were too long. Sun Metro and the DMD would work together to create two new routes. If the Board decided to approve moving forward with the project, two new routes could be created by August. These routes, 8 and 9 would be 30 and 15 minutes long, respectively. Route 9 would focus on transporting people around the Downtown Shopping District. Route 8 would circulate throughout downtown's banking and business areas. Mike McQueen suggested that the circulators are labeled as "DWTWN Circulator" so that riders are confident that the shuttles will only circulate throughout downtown. Also, riders should know that the circulators are free. Ruben Torres asked how many stops each route would feature. Mr. Basniak explained that the routes would have more stops than the maps could denote. The maps only showed stops that occurred within a particular time range. Arlene Carroll suggested that the DMD use the space inside the shuttles to advertise. Bob Ayoub mentioned that users should be able to easily understand the amount of time it would take to get from one point to another. Sam Legate asked where the bus stops would be and the average distance a user would have to travel to a bus stop. Mr. Legate asked if a user could hail a shuttle instead of waiting at a specific location. Mr. Basniak explained that hailing a shuttle was not very effective and didn't actually shorten waiting times. Veronica Soto asked for a motion to proceed with implementing new routes that utilize the downtown marketing plan and branding. Ruben Torres made the motion. Y.I. Santoscoy seconded. The motion passed unanimously.

10. Committee Reports: Capital Projects

There was no report.

11. Committee Reports: Sanitation

Veronica Soto reported that several Sanitation and Security committee members formed a Mobile Food Vending committee in order to discuss the best way to open the streets of Downtown to various mobile food vendors. The committee would discuss reasonable standards to impose on Downtown mobile food vendors. Veronica Soto reported that during May, a total of 9,541 barrels of trash were collected and 370 alleys cleaned. Approximately 40,642 square feet of sidewalk were power washed and gum busted. Fourteen graffiti tags were removed and 69 banners were placed throughout downtown. The crew supervisors had 536 clients that performed a total of 3,507 community service hours. Sam Legate asked how the sanitation crews cleaned downtown. Veronica Soto explained that there were 2 crews per day, one morning shift crew and one evening shift. Each crew performed litter abatement, banner placement

12. Discussion and Action on the purchase of one new truck for the Sanitation program from Rudolph Chevrolet for a 2013 Chevrolet Silverado 2500HD 4WD Extended Cab in the amount of \$27,701

Veronica Soto stated that the Sanitation and Security committee had recommended the purchase of this truck. The board would also have to authorize the Executive Committee to make any additional expenses related to fitting the vehicle with necessary safety and traffic features. The additional expenses would not exceed \$5,000. Ruben Torres moved to approve the purchase. Arlene Carroll seconded the motion.

13. Project Updates and Reports

a. Marketing and PR Related items – The Gutierrez Group

Eddie Gutierrez updated the board on a variety of items including the creation of new posters and brochures for the El Paso Coalition for the Homeless Education Committee. Aside from that, a new retail directory was now in draft form and pending final revisions. Mr. Gutierrez also reported that the DMD would soon have a fact sheet to distribute to anyone wanting to learn more about the organization. The DMD had also given marketing support to the DoubleTree by advertising the hotel during special event dates.

b. Downtown Special Events Update

Monica Miranda updated the board on the special privilege events that took place in May and those taking place in June. She informed the board about the feedback received for the special events that had occurred.

14. Next Meeting Date: July 18, 2012

15. Open Comment Period*

Ruben Torres asked Ms. Soto if it was possible for the CVB to open a gate on the CVB site that would allow pedestrians to easily cross from Santa Fe street to Union Plaza. Ms. Soto agreed to follow up on that question.

16. Adjourn

Bob Ayoub asked for a motion to adjourn the meeting at 12:55 p.m. Ruben Torres moved to adjourn. The motion was seconded and it passed unanimously.

Submitted by:

Mike McQueen, Secretary

Date: _____

DMD/BofD Mtg. 06/20/2012