



**NOTICE OF BOARD MEETING OF THE
EL PASO DOWNTOWN MANAGEMENT DISTRICT**

**TO: ALL PERSONS INTERESTED IN THE BOARD MEETING OF THE
EL PASO DOWNTOWN MANAGEMENT DISTRICT (DMD)**

**NOTICE IS HEREBY GIVEN, that an Open Meeting will be held on Thursday February 26, 2015
at 11:30 a.m. at the United Bank Building Conference Room, 401 E. Main St., El Paso, TX 79901**

AGENDA:

1. Call meeting to order

NOTICE TO THE PUBLIC

All matters listed under the CONSENT AGENDA will be considered by the Downtown Management District (DMD) Board to be routine and will be enacted by one motion unless separate discussion is requested by Board Members. Prior to the vote, members of the audience may ask questions regarding items on the consent agenda. When the vote has been taken, if an item has not been called out for separate discussion, the item has been approved. The Board may, however, reconsider any item at any time during the meeting. The wording of all agenda items shall appear in the minutes of this meeting of the DMD Board of Directors as posted, unless otherwise revised by this or other motion of the Board, without the necessity of reading the wording of each item into the record.

CONSENT AGENDA

2. Approval of Minutes– December 3, 2014
3. DMD Staff Salary Adjustments for FY 2014-2015 (Effective January 24, 2015)
4. Approval of Public Funds Investment Act Quarterly Report for October-December 2014

REGULAR AGENDA

5. President's Report
 - a. Interlocal Agreement with the City of El Paso
6. Executive Director's Report
 - a. USDOT/FTA/SunMetro Grant
 - b. San Jacinto Restrooms
 - c. Quality of Life Bond Projects
 - d. Annual Report
7. Committee Report: Façade Improvement Update– Chair Eric Pearson / Terry Mais
 - a. Façade Grant Project Status/Budget Report
 - b. Façade Improvement Grant Program Guidelines and Application Revisions
8. Approval of a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program for property located at 504 San Francisco Ave. (FAC 14-09) in the amount of \$24,112.50 with said project to be completed in accordance with the execution of the Agreement.
9. Approval of Reimbursement Grant Agreements for the Downtown Commercial Façade Improvement Program

2014
COUNTY CLERK
EL PASO COUNTY, TEXAS

2015 FEB 20 P 3:17

CITY CLERK DEPT.
FILED FOR RECORD
2015 FEB 20 PM 3:22MY OFFICE

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program for property located at 209, 211, 213 E. San Antonio Ave. (FAC 14-04) in the amount of \$16,892.57 with said project to be completed in accordance with the execution of the Agreement.
 - b. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program for property located at 215, 217 E. San Antonio Ave. (FAC 14-05) in the amount of \$11,361.71 with said project to be completed in accordance with the execution of the Agreement.
 - c. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program for property located at 108, 110, 112 Texas Ave. (FAC 14-06) in the amount of \$17,042.57 with said project to be completed in accordance with the execution of the Agreement.
 - d. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program for property located at 114, 116 Texas Ave. (FAC 14-07) in the amount of \$11,361.71 with said project to be completed in accordance with the execution of the Agreement.
10. Approval of a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program
- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Program for property located at 502 N. Oregon St. (FAC 14-10) in the amount of \$16,224.42 with said project to be completed in accordance with the execution of the Agreement.
11. Committee Report: Marketing Committee – Chair Jon Law / Rudy Vasquez
- a. District Branding Implementation Plan
 - b. Valentine’s Day Promotion
 - c. Online Business Directory
12. Discussion and Possible Action to approve up to \$8,000 for a videography services in support of the DMD District Branding Campaign and authorize the Executive Director to enter into an agreement with Sir Realistic Productions. Services will include the production of overall and district specific commercials. Funds to come from approved budget line items #6015 (Marketing & PR Svcs Implem) and #6020 (Advertising/Promotion).
13. Discussion and Possible Action to approve up to \$8,000 for DMD District Branding Campaign advertising services during El Paso Chihuahua home games and all radio broadcasts and authorize the Executive Director to enter into an agreement with the El Paso Chihuahuas. Services will include video board displays with voice over promotions, and audio promotions on the radio. Funds to come from approved budget line item #6020 (Advertising/Promotion).
14. Discussion and Possible Action to approve up to \$1,500 for promotional items in support of the DMD District Branding Campaign and authorize the Executive Director to identify appropriate uses of said funds. Promotional items may include, but are not limited to shirts, banners, display graphics, etc. Funds to come from approved budget line item #6020 (Advertising/Promotion).
15. Discussion and Possible Action to approve up to \$15,500 for DMD District Branding Campaign advertising services and authorize the Executive Director to enter into an agreement with the El Paso Times. Services will include print and online advertising. Funds to come from approved budget line item #6020 (Advertising/Promotion).
16. Committee Report: Sanitation Committee – Chair (Vacant) / Frank Hernandez
- a. Committee Status

b. Program Updates

17. Committee Report: Infrastructure Committee – Chair Mike McQueen / Joe Gudenrath

- a. Future Security Pilot Programs
- b. Downtown Parking Study Update
- c. Outlet Mall Shuttle Service
- d. Tree Grate Restoration

18. Committee Report: Finance Committee - Chair Ruben Torres / Terry Mais

- a. Monthly Financial Summary
- b. Banking Services RFP
- c. FY 2013-2014 Audit Update

19. Report on DMD Investments:

- a. Tex Pool Account – balance, rate and status
- b. United Bank CD – balance, rate and status

20. Construction & Event Update- Frank Hernandez

- a. Current/Upcoming Projects and Events

21. Discussion of the Next Board Meeting – Thursday, March 26, 2015

22. Open Comment Period*

23. Executive Session

At any time during the Board Meeting, the Board may, upon motion and affirmative vote of a majority of the Board in attendance, retire into Executive Session pursuant to the Texas Government Code, Chapter 551, Sections 551.071 and 551.074(a) for the purpose of consultations with legal counsel and/or discussion of a specific matter permitted to be in Executive Session pursuant to Texas Law. Executive Session is a closed, private meeting of the Board at which the public may not attend. No action and no voting may occur in Executive Session. The Board will return to open session to take any final action on any item discussed in Executive Session, or if no action is necessary, to continue or adjourn the meeting, as appropriate. The items to be discussed in executive session, if any, include the topics listed on the agenda, and possibly the following specified item(s):

No specific executive session items posted

24. Adjourn

** Open comment is an opportunity for members of the public to address the Board regarding items to be discussed at the meeting or any other issue of interest related to the DMD. Items that are brought up by the public but which are not posted for discussion or action may not be discussed among the Board members or acted upon by the Board, except for limited questions related directly to the topic or a discussion whether to post the public raised item on a future agenda. The Chair may limit the amount of time for public comment and/or allow additional public comment for each item.*

Posted this 20th day of February 2015, at the El Paso County Courthouse, 500 E. San Antonio, El Paso, Texas; El Paso City Hall, 300 N. Campbell, El Paso, Texas, and at the administrative office of the El Paso Downtown Management District, 201 E. Main, Suite 107, El Paso, Texas, and on the downtownelpaso.com webpage pursuant to instructions of Jamie Gallagher, President of the El Paso Downtown Management District.

BY: Laurice Yanar, Laurice Yanar