



The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 26, 2018 at 11:30 a.m. at the United Bank Building Conference Room of the United Bank Building, 401 E. Main Dr., El Paso, Texas

AGENDA:

1. Call meeting to order.
2. Streetcar Safety & Project Update – Jay Banasiak, Sun Metro Director, with possible discussion of the topic by the Board (no action).

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

3. Approval of Minutes:
 - a. March 22, 2018 Board of Directors Meeting
4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Rocketbuster Boots - \$300 sponsorship of the 2nd Annual Downtown Living Tour
 - b. El Paso Live – In-kind services valued at \$60 in support of the 2nd Annual Downtown Living Tour
5. Amend the FY2017-2018 budget by increasing anticipated expenses for budget line 4095 (Training & Dues) and 4098 (Travel) to facilitate the Executive Director’s participation in the International Downtown Association’s Emerging Leader Fellowship program. Total costs for program registration, travel and accommodations are not to exceed \$5,000.
6. Authorize the Executive Director to enter into an agreement with Race Adventures Unlimited not to exceed \$3,000 for services related to the 2nd Annual Running of the Bulls 5k Fun Run/Walk. Funding to come from approved budget line item 6017a.
7. Approval of Public Funds Investment Act Quarterly Report for January - March 2018.

REGULAR AGENDA

8. Committee Report: Finance Committee- Chair Laura Pople
 - a. Monthly Financial Summary
9. Report on DMD Investments:
 - a. Bank of Texas CD – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
10. Committee Report: Grant Programs Update– Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
11. Approval of a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program for property located at 212 E. Mills Ave (FAC 17-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

12. Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program

FILED FOR RECORD
IN MY OFFICE
2018 APR 23 AM 10:51
El Paso County, Texas
CITY CLERK

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program for property located at 215 E. Main Street (ISL 17-03) in the amount of \$ 25,000.00 with said project to be completed in accordance with the execution of the Agreement.
13. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Paseo de las Luces Project Outreach
 - b. Bike Rack Request Program
 14. Committee Report: Marketing Committee – Chair Edie Zuvanich
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
 15. President’s Report
 - a. Annual Board Assessment
 - b. Election of DMD Representative on the TIRZ No. 5 Board
 16. Nomination and Election of the Downtown Management District’s representative to the City of El Paso’s Tax Increment Reinvestment Zone No. 5 Board.
 17. Executive Director’s Report
 - a. TIRZ No. 5 Update
 - b. Grant Program Report (2011-2018)
 - c. Vacant Buildings Ordinance Discussion
 18. Construction & Event Update- Frank Hernandez
 - a. Current/Upcoming Projects and Events
 19. Economic Development Update by City of El Paso (Rafael Arellano)
 20. Open Discussion of topics relevant to Downtown El Paso (no action)
 21. Discussion of the Next Board Meeting – May 24, 2018 (no action)
 22. Open Comment Period* (no action)
 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):

- None Anticipated

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 23rd day of April, 2018, at the El Paso County Courthouse, 500 E. San Antonio, El Paso, Texas; El Paso City Hall, 300 N. Campbell, and at the administrative office of the El Paso Downtown Management District, 201 E. Main, Suite 107, El Paso, Texas, pursuant to instructions of Jon Law, Vice President of the El Paso Downtown Management District.

BY:  Teresa Mais

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – April 26, 2018

Location: United Bank, 401 E. Main Drive, 1st Floor Conference Room, El Paso, Texas

Attendees: **Total Members:** 21 **Quorum: 11 needed**
Total Members Present: 12

Jon Law	Steve Ortega	Peter Spier	Madhi Nair
Mike McQueen	Eric Pearson	Brad Taylor	Y.I. Santoscoy
Martin Morgades	Alejo Restrepo	Ruben Torres	Edie Zuvanich

Total Members Not Present: 8

Bill Burton	Benjamin Gonzalez	Monty Rogers	Jamie Gallagher
Arlene Carroll	Sam Legate	Wayne Soza	Laura Pople

Ex-Officio Members: David Stout—Office of Commissioner David C. Stout;

Staff: Joe Gudenrath; Frank Hernandez; Teresa Mais; Rudy Vasquez; Analissa Carreon;

Guests: Rafael Arellano and Paola Gallegos—City of El Paso; Bob Blumenfeld, Attorney; Alberto Halpern—Office of Commissioner David C. Stout; Rita Pineira—Texas Gas; Jay Banasiak—Sun Metro

1. Call meeting to order

Jon Law called the meeting to order at 11:32 a.m. on April 26, 2018 at United Bank, 401 E. Main Drive, 1st Floor Conference Room, El Paso, Texas. Notice of the DMD Board of Directors Meeting Agenda 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 Teresa Mais on April 26, 2018 in accordance with the Texas Open Meeting Act on the dates indicated.

2. Streetcar Safety & Project Update – Jay Banasiak, Sun Metro Director

Banasiak gave a brief presentation and update on Sun Metro's Streetcar Project. He spoke about safety, Streetcar features, the timeline of testing and the expected launch date.

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CONSENT AGENDA

Law stated the items on the Consent Agenda are considered to be routine. Law requested a Motion and Second to approve the Consent Agenda.

3. Approval of Minutes:

- a. March 22, 2018 Board of Directors Meeting

4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Rocketbuster Boots—\$300 sponsorship of the 2nd Annual Downtown Living Tour
 - b. El Paso Live—In-kind services valued at \$60 in support of the 2nd Annual Downtown Living Tour
5. Amend the FY2017-2018 budget by increasing anticipated expenses for budget line 4095 (Training & Dues) and 4098 (Travel) to facilitate the Executive Director’s participation in the International Downtown Association’s Emerging Leader Fellowship program. Total costs for program registration, travel and accommodations are not to exceed \$5,000.
6. Authorize the Executive Director to enter into an agreement with Race Adventures Unlimited not to exceed \$3,000 for services related to the 2nd Annual Running of the Bulls 5k Fun Run/Walk. Funding to come from approved budget line item 6017a.
7. Approval of Public Funds Investment Act Quarterly Report for January - March 2018.

Discussion: None
Moved: Eric Pearson
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

REGULAR AGENDA

8. **Committee Report: Finance Committee**
 - a. Monthly Financial Summary
 Joe Gudenrath provided an overview of the DMD’s current financial position. He stated that the DMD will likely have to pay the CAD back by the end of the year due to some refunds that have been issued.
9. **Report on DMD Investments:**
 - a. Bank of Texas CD—balance, rate and status
 - b. WestStar Money Market Accounts—balance rate, and status

Gudenrath provided a brief overview of the DMD’s current investments. He stated that the DMD will go out for bids next month for the six-month CD.
10. **Committee Report: Grant Programs Update**
 - a. Grant Programs Status/Fund Balance Report
 Peter Spier gave an overview of the status of existing grant projects and reported the Grant Programs’ fund balances. He stated that the DMD has \$270,000 to invest into projects. Currently, there are six projects in various stages of progress and there are two projects under review. He gave a brief overview of the two projects’ applications including budgets, pictures and renderings.
11. **Approval of a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program**
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program for property located at 212 E. Mills Ave (FAC 17-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: It was disclosed that the property owner for this project is DMD Board Member Lane Gaddy.
Moved: Grant Programs Committee
Seconded: Steve Ortega

Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

12. Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program for property located at 215 E. Main Street (ISL 17-03) in the amount of \$ 25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: It was disclosed that DMD Board Member Jamie Gallagher is employed by the applicant. Steve Ortega cited a potential conflict of interested and abstained from the discussion and vote.

Moved: Grant Programs Committee

Seconded: Y.I. Santoscoy

Roll-Call Vote: For: 11; Against: 0; Abstaining: 1 (Steve Ortega); Absent: 0

Motion Approved.

13. Committee Report: Infrastructure & Advocacy Committee

- a. Paseo de las Luces Project Outreach

Mike McQueen stated that the Paseo de las Luces Project is underway and the DMD has been doing door-to-door outreach. A-frame signs have been placed in the blocks that are being affected to inform the public that businesses are open. He stated that the workers have been working in the evenings.

- b. Bike Rack Request Program

McQueen informed the Board that the first bike rack has been installed in front of Healthy Bite. He stated there are additional bike racks available and if any property/business owners who would like a bike rack in front of their building to please let the DMD know.

14. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions

Gudenrath informed the Board that on April 7th the DMD hosted the Downtown Living Tour and it was a success in terms of the administration. He stated that there were about 250 paid entries which is slightly down from last year. He stated that the participants' feedback was positive and he looks forward to adding more elements to next year's event. He informed the Board that the Aloft Hotel ribbon cutting has been postponed to May. The DMD will be assisting them with a media tour and a ribbon cutting ceremony. Gudenrath also talked about the DTEP Fitness Saturdays.

- b. Social Media & INSIDER Distribution List

Gudenrath gave an update about social media and the weekly newsletter. He informed the Board that the newsletter's subscriptions are below the 5,000-subscriber mark. He asked the Board if they knew anybody who needed to be signed up for the newsletter to send them to the Downtown website so they could sign up.

- c. DMD in the News

Gudenrath gave a brief overview about what, when, and where the DMD was mentioned in the news in the month of March. El Paso Herald Post, WWE.com, and KFOX were among the media channels the DMD was mentioned.

15. President's Report

- a. Annual Board Assessment

Law asked the Board to complete the Annual Board Assessment. Only seven members have completed the survey. He stated that the DMD will send out the assessment again for completion.

- b. Election of DMD Representative on the TIRZ No. 5 Board
Law informed the Board that Ruben Torres has been representing the DMD on the TIRZ No. 5 Board and his term has expired. Gudenrath gave a brief outline of the process to nominate a new person or reappoint Torres.

16. Nomination and Election of Ruben Torres, Downtown Management District's representative to the City of El Paso's Tax Increment Reinvestment Zone No. 5 Board.

Discussion: McQueen nominated Torres for a new term. Torres accepted the nomination. Pearson seconded the nomination. No other nominations were made.
Moved: Mike McQueen
Seconded: Eric Pearson
Roll-Call Vote: For: 11; Against: 1 (Ruben Torres); Abstaining:0; Absent: 0
Motion Approved.

McQueen informed the Board that there are more positions opened on the TIRZ if anyone is interested. Law stated that the DMD would like to go to the Mayor and give suggestions for nominees.

17. Executive Director's Report

- a. TIRZ No. 5 Update
Gudenrath informed the Board that the TIRZ has not met recently and will meet in June.
- b. Grant Program Report (2011-2018)
Gudenrath gave a brief presentation about what has been accomplished through the Grant Program. There have been 46 grant projects including some that are under construction. He went over the funding sources, total values of the base year valuation, the 2017 valuation and total increase. Spier suggested that the DMD should give the percentage increase of all properties within DMD boundaries over the same period of time. He provided individual examples of completed grant projects that had a property increase or decrease or no change.
- c. Vacant Buildings Ordinance Discussion
Gudenrath informed the Board that the current fire chief and fire marshal are asking for input for the Vacant Buildings Ordinance. He stated that he will be meeting with them to talk about the DMD's position. The DMD recently passed a position asking the City to ease the burden on property owners, but to make sure that properties are secured.

18. Construction & Event Update

- a. Current/Upcoming Projects and Events
Frank Hernandez gave an overview and updates of upcoming construction, projects and events. He gave an update on the Paseo de las Luces construction and how the City is providing access to the businesses on El Paso St.

19. Economic Development Update by City of El Paso

Paola Gallegos provided an overview of five Downtown hotels expected to open. She also talked about two building projects in the Downtown area including investment, incentives, and concepts.

20. Open Discussion of topics relevant to Downtown El Paso

Law informed the Board that Lane Gaddy has turned in his resignation from the Board and asked members for nomination suggestions. Gudenrath announced that Last Thursdays is happening in the evening and invited everyone to support the event.

21. Discussion of the Next Board Meeting—May 24, 2018.

No action

22. Open Comment Period

No action

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):

24. Adjourn

By consensus of the Board the meeting adjourned at 12:25 p.m.

Submitted by:


Mike McQueen, Secretary
DMD Board of Directors

Date:

5/11/18