



Board of Directors Meeting
Jon Law, President

CITY CLERK DEPT
2019 APR 22 AM 9:51

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 25, 2019 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.

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:
 - a. March 29, 2019 Board of Directors Meeting
- 3. Approval of Public Funds Investment Act Quarterly Report for January – March 2019
- 4. Authorize the Executive Director to enter into an agreement with Race Adventures Unlimited not to exceed \$3,000 for services related to the 3rd Annual Running of the Bulls 5k Fun Run/Walk. Funding to come from approved budget line item 6017a.
- 5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. El Paso Community Foundation - \$500 sponsorship of the Downtown Hotel Tour
 - b. Aloft El Paso Downtown - \$500 participating sponsorship of Downtown Hotel Tour
 - c. Hotel Indigo El Paso Downtown - \$500 participating sponsorship of Downtown Hotel Tour
 - d. Gardner Hotel - \$500 participating sponsorship of Downtown Hotel Tour
 - e. Holiday Inn Express Central - \$500 participating sponsorship of Downtown Hotel Tour
 - f. Courtyard by Marriott - \$500 participating sponsorship of Downtown Hotel Tour
 - g. Stanton House - \$500 participating sponsorship of Downtown Hotel Tour

REGULAR AGENDA

- 6. Committee Report: Finance Committee - Chair Laura Pople
 - a. Monthly Financial Summary
- 7. Report on DMD Investments:
 - a. TexPool Accounts – balance, rate and status
- 8. Committee Report: Grant Programs Update – Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
- 9. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Ambassador Program & Off Duty Officer Holiday Season Staffing
 - b. Position Statement – Local Property Tax Cap in Legislature
- 10. Committee Report: Marketing Committee – Chair Edie Zuvanich
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List

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- c. DMD in the News
- d. 2018 Event Recap, 2019-2020 Sponsorship Opportunities

11. President's Report

- a. Annual Board Assessment
- b. Strategic Plan Finalization

12. Presentation, Discussion and Possible Action to finalize the Downtown Management District's 2019-2021 Strategic Plan.

13. Executive Director's Report

- a. TIRZ No. 5 Update
- b. Value of Downtown Project Update
- c. Operations Manager Hiring Status & Transition
- d. Streetcar Sponsorship

14. Discussion and Action to amend the FY2018-2019 Downtown Management District Budget to include \$5,000 for Streetcar Support, and authorize the Executive Director to negotiate and enter into an agreement(s) with the City of El Paso for the purpose of marketing the organization and promoting usage of the system to support downtown businesses and events.

15. Construction & Event Update – Frank Hernandez

- a. Current/Upcoming Projects and Events

16. Economic Development Update by City of El Paso (Paola Gallegos)

17. Open Discussion of topics relevant to Downtown El Paso (no action)

18. Discussion of the Next Board Meeting – May 23, 2019 at 8:30 a.m. (no action)

19. Open Comment Period* (no action)

20. 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

21. 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 22nd day of April, 2019, 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 25, 2019

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

Attendees: _____ **Total Members:** 20 **Quorum: 11 needed**
Total Members Present: 13

Jon Law	Pacelli Mesta	Monty Rogers	Edie Zuvanich
Sam Lcgatc	Martin Morgades	Wayne Soza	
Ben Marcus	Eric Pearson	Brad Taylor	
Mike McQueen	Laura Pople	Ruben Torres	

Total Members Not Present: 7

Bill Burton	Jamie Gallagher	Alejo Restrepo	Peter Spier
Arlene Carroll	Steve Ortega	Y.I. Santoscoy	

Ex-Officio Members:

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

Guests: Gwen Pulido, Attorney; Tracey Jerome, Courtney Kurtrock, Erin Ritter, Diana Cipella—
Museums and Cultural Affairs Department-City of El Paso

1. Call meeting to order

Jon Law called the meeting to order at 11:32 am on April 25, 2019 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 22, 2019 in accordance with the Texas Open Meeting Act on the dates indicated.

NOTICE TO THE PUBLIC

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CONSENT AGENDA

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

2. Approval of Minutes:

- a. March 29, 2019 Board of Directors Meeting

3. Approval of Public Funds Investment Act Quarterly Report for January – March 2019

- 4. Authorize the Executive Director to enter into an agreement with Race Adventures Unlimited not to exceed \$3,000 for services related to the 3rd Annual Running of the Bulls 5k Fun Run/Walk. Funding to come from approved budget line item 6017a.**

- 5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:**
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 - f. Courtyard by Marriott - \$500 participating sponsorship of Downtown Hotel Tour
 - g. Stanton House - \$500 participating sponsorship of Downtown Hotel Tour

Discussion: None
Moved: Mike McQueen
Seconded: Ben Marcus
Roll-Call Vote: For: 11; Against: 0; Abstaining: 0; Absent: 2 (Sam Legate, Eric Pearson)
Motion Approved.

REGULAR AGENDA

6. Committee Report: Finance Committee

- a. Monthly Financial Summary
Laura Pople provided an overview of the DMD's current financial position.

7. Report on DMD Investments:

- a. TexPool Accounts—balance, rate and status
Pople provided a brief overview of the DMD's current investments.

8. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report
Joe Gudenrath gave a brief update about the grant program. He stated there are currently eight projects in various stages and some are getting close to completion. He went over the fund balance which is approximately \$165,000.

9. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen

- a. Ambassador Program & Off-Duty Officer Holiday Season Staffing
Mike McQueen updated the Board on the Ambassador Program and Off-Duty Officer staffing. He informed the Board that the ambassadors are currently in training and will start working the first week of May. He informed the Board that the staffing of the Off-Duty officers went well and there were a few incidents they took care of.
- b. Position Statement – Local Property Tax Cap in Legislature
McQueen informed the Board that the committee discussed a bill in the legislature to limit local property tax growth with a vote a people and the potential impact it could have on local services. No recommendation was made to consider a position statement. Pacelli Mesta inquired about the legislation's potential to pass. Law responded that the organization he works for is following this closely, and it has a good chance. Gudenrath stated that other Texas downtowns have monitoring it as well because of its potential impact, but he was not aware of any others joining the effort to oppose. Law added that he appreciated the committee following such topics and position statement process that the board has established.

10. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Gudenrath gave a brief update about the upcoming and current events and promotions including the Downtown Hotel Tour, the Eat Authentico Food Crawl, and the Value of Downtown Roll-Out. Edie Zuvanich made some positive comments about attending the Downtown Hotel Tour.
- b. Social Media & INSIDER Distribution List

Gudenrath gave a brief update about the DMD's social media channels and the weekly newsletter. He informed the Board that the subscriber count for the newsletter is 6,087.

- c. DMD in the News
Gudenrath gave a brief update about what publication and when the DMD was in the news.
- d. 2018 Event Recap, 2019-2020 Sponsorship Opportunities
Gudenrath gave an overview of 2018 DMD ticketed events including Barstool Open, Downtown Living Tour, Startup Downtown, Eat Authentic Restaurant Crawl, and Running of the Bulls. He went over sponsorship opportunities for each event.

11. President's Report

- a. Annual Board Assessment
Law informed the Board about the Annual Board Assessment and encouraged them to participate in taking the survey. He stated that the DMD learns much from the survey to improve how the Board operates.
- b. Strategic Plan Finalization
Law thanked the Board for participating and giving input during the strategic plan meeting. He stated that Gudenrath will give a presentation about the strategic plan and finalization.

12. Presentation, Discussion and Possible Action to finalize the Downtown Management District's 2019-2021 Strategic Plan.

Gudenrath gave a presentation about the Strategic Plan that was agreed upon in the last meeting. He went over all the goals by priority area and elaborated on some. He also presented the Board the goals by year.

Discussion: There was some discussion about the possible need for an increase in the tax assessment to achieve all goals within the plan. Pople suggested talking to the top five assessed properties first and coming up with a plan on how to seek an increase in the assessment. Gudenrath suggested the board taking small steps towards the increase and talked about how the process may go to lead this effort. Sam Legate suggested talking to stakeholders first and focusing on them. Pacelli Mesta suggested having a plan first and then taking suggestions after. Law commented that what is being proposed is to come up with a process should an increase in the assessment be needed and supported by the board.

Eric Pearson suggested changing "chamber" to "chambers."

Moved: Martin Morgades

Seconded: Wayne Soza

Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

13. Executive Director's Report

- a. TIRZ No. 5 Update
Gudenrath informed the Board that the TIRZ has appointed their fifth Board member, Eddie Moreno from Kemp Smith Law. He stated that the should be able to have meetings in the near future.
- b. Value of Downtown Project Update
Gudenrath stated that the Value of Downtown report was disclosed and presented to the public via the El Paso Inc.
- c. Operations Manager Hiring Status & Transition
Gudenrath informed the Board that Frank Hernandez is resigning from his position at the DMD and the position is open for applicants.

d. Streetcar Sponsorship

Gudenrath informed the Board about the streetcar sponsorship opportunity, how the DMD has worked with them in past, and how the DMD can work with them in future. Tracey Jerome gave a presentation about the El Paso Streetcar Activation and Programming Plan.

14. Discussion and Action to amend the FY2018-2019 Downtown Management District Budget to include \$5,000 for Streetcar Support, and authorize the Executive Director to negotiate and enter into an agreement(s) with the City of El Paso for the purpose of marketing the organization and promoting usage of the system to support downtown businesses and events.

Discussion: Ruben Torres inquired about what is being done about traffic backup during baseball games. Jerome responded that they are working with El Paso Police to find a solution. Mesta asked about ridership and the influence of border traffic. Legate requested information about charter opportunities. Pearson emphasized the need and timing of the app. Morgades stated that this relationship should support DMD efforts as well. Law stated he supported the partnership and requested that City demonstrate similar cooperation when other opportunities arise.

Moved: Laura Pople

Seconded: Brad Taylor

Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 1 (Sam Legate)

Motion Approved.

15. Construction & Event Update

a. Current/Upcoming Projects and Events

Frank Hernandez gave a brief update about the current and upcoming events and construction projects in Downtown including the Plaza Hotel, West Star Tower, San Jacinto Plaza Restroom, I-10 Connect, and more. Pople suggested getting the Neon Desert Traffic Control Plan and Site Plan to the Board.

16. Economic Development Update by City of El Paso

None

17. Open Discussion of topics relevant to Downtown El Paso

Gudenrath presented Hernandez with a plaque of appreciation for working with the DMD for seven years. Hernandez shared his appreciation for the DMD.

18. Discussion of the Next Board Meeting—May 23, 2019 at 11:30 am

None

19. Open Comment Period

None

20. 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):

21. Adjourn

By consensus of the Board the meeting adjourned at 12:52 pm.

Submitted by:



Martin Morgades, Vice President
DMD Board of Directors

Date: 5/10/19