



**Board of Directors Meeting
Mike McQueen, President**

CITY CLERK DEPT
'20 APR 20 AM9:58

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 23, 2020 at 11:30 a.m. by video and telephone communications as allowed by the Office of Attorney General of Texas with approval by Texas Governor Greg Abbott.

FILED FOR RECORD
IN MY OFFICE

04/20/20 11:41 AM

Video Conference

- **Join ZOOM Meeting:** <https://us02web.zoom.us/j/89223750331>
- **Meeting ID:** 892-2375-0331

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS

Telephone Conference

- **Telephone & Audio Participation:** 1-346-248-7799
- **Meeting ID:** 892-2375-0331

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, April 23, 2020. Visit <https://downtownelpaso.com/procedures-for-addressing-the-el-paso-downtown-management-district-dmd-board-of-directors/> or call 915-240-3116 to sign up prior to the start of the meeting.

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 26, 2020 Board of Directors Meeting
3. Approval of Public Funds Investment Act Quarterly Report for January-March 2020.
4. DMD March Investment Report
 - a. TexPool Accounts – balance, rate and status

REGULAR AGENDA

5. Presentation, Discussion and Possible Action on Downtown Management District Response to COVID-19 Pandemic.
6. Discussion and Action to direct the Executive Director to create the Public Event Incentive Program, establish an application process and allow for administrative review and approval of incentive applications. The budget for this program will be capped at \$5,000.00 for the 2019-2020 program year. Additional funds and/or the continuation of the program beyond the current program year will require board approval.

7. Committee Report: Finance Committee – Chair Wayne Soza
 - a. Monthly Financial Summary
8. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report
9. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Position Statements
 - i. I-10 Project
 - ii. Metropolitan Planning Organization
10. Discussion and Action to approve the DMD Position Statement supporting the Metropolitan Planning Organization’s efforts to improve mobility within Downtown El Paso, and their efforts to secure funds to complete the downtown projects included in the El Paso Mobility Plan.
11. Committee Report: Marketing Committee – Rudy Vasquez
 - a. Current & Upcoming DTEP Promotions – Return to Downtown
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
12. President’s Report
 - a. Multi-Purpose Performing Arts Center Update
 - b. DMD Boundary Expansion Update
13. Executive Director’s Report
 - a. Strategic Plan Review
 - b. Downtown Dashboard
 - c. Business Recruitment, Retention & Expansion Program Overview
14. Construction & Event Update – Amy McQuillen
 - a. Current/Upcoming Projects and Events
15. Economic Development Update by City of El Paso (Mirella Craigo)
16. Call to the Public* (no action)
17. Open Discussion of topics relevant to Downtown El Paso (no action)
18. Discussion of the Next Board Meeting – May 28, 2020 at 11:30 a.m. (no action)
19. 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

CITY CLERK DEPT
'20 APR 20 AM9:53

20. Adjourn

** Call to the Public is an opportunity for members of the public to bring topics and issues to the DMD Board's attention. The Call to the Public is reserved for items generated by the public. It is not for items already posted on the Board Meeting Agenda. Items that are brought up by the public 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. Individuals who would like to address the Board must sign up on the available form prior to the start of the meeting or submit the form electronically to the DMD Executive Director at least one hour prior to the start of the meeting. Each participant is limited to three minutes to make comments. Any group of five or more persons must appoint one person to present the group's views to the Board and will be limited to three minutes to make comments. Personal attacks, name-calling, and rude or slanderous remarks will not be tolerated.*

Posted this 20th day of April, 2020, 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 Laura Pople, 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 23, 2020**

The Texas Governor temporarily suspended specified provisions of the Texas Open Meetings Act to allow telephonic or videoconference meetings and to avoid congregate settings in physical locations. A recording of this meeting is available upon request.

Attendees: **Total Members:** 2 **Quorum: 11 needed**
Total Members Present: 15

Bill Burton	Johnny Escalante	Jamie Gallagher	Jon Law
Leah Masters	Mike McQueen	Martin Morgades	Steve Ortega
Eric Pearson	Alejo Restrepo	Wayne Soza	Peter Spier
Brad Taylor	Ruben Torres	Laura Uribarri	

Total Members Not Present: 6

Arlene Carroll	Sam Legate	Ben Marcus	Pacelli Mesta
Laura Pople	Y.I. Santoscoy		

Ex-Officio Members:

Staff: Joe Gudenrath; Terry Mais, Rudy Vasquez; Amy McQuillen

Guests: Bob Blumenfeld—Attorney; Jessica Herrera—City of El Paso; Mirella Craigo—City of El Paso

1. Call meeting to order

Mike McQueen called the meeting to order at 11:31 am on April 23, 2020 via video conference. 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 20, 2020 in accordance with the Texas Open Meeting Act on the dates indicated.

Gudenrath performed Roll Call: Quorum was established.

McQueen introduced new DMD Board Member Johnny Escalante. Escalante thanked the board for his appointment and expressed his interest in serving.

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CONSENT AGENDA

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

2. Approval of Minutes:

- a. March 26, 2020 Board of Directors Meeting

3. Approval of Public Funds Investment Act Quarterly Report for January-March 2020.

4. DMD March Investment Report

- a. TexPool Accounts – balance, rate and status

Discussion: None
Moved: Wayne Soza
Seconded: Eric Pearson
Roll Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 3 (Restrepo, Spier, Uribarri)
Motion Approved.

REGULAR AGENDA

5. Presentation, Discussion and Possible Action on Downtown Management District Response to COVID-19 Pandemic.

Gudenrath updated the board on how the current COVID-19 pandemic is impacting the DMD administration, sanitation operations, budget and marketing. In terms of operations, crews continue to work 7 days a week and the DMD has worked with the City to identify parking spaces for Food Pick-up and Delivery. In terms of finance, the DMD has laid off Analissa Carreon. This action was mutually beneficial at this time and her rehiring is anticipated upon reopening of the office. In addition, Gudenrath continues to review all expenditures and is requesting relief from all vendors. Gudenrath also reviewed the impact on revenues, and areas where expenditures could be reallocated or eliminated.

Gudenrath stated that events are the primary source for visits to Downtown El Paso, and outlined a Public Event Incentive Program he is proposing to help bring events Downtown once conditions are suitable for public gatherings.

6. Discussion and Action to direct the Executive Director to create the Public Event Incentive Program, establish an application process and allow for administrative review and approval of incentive applications. The budget for this program will be capped at \$5,000.00 for the 2019-2020 program year. Additional funds and/or the continuation of the program beyond the current program year will require board approval.

Discussion: None
Moved: Bill Burton
Seconded: Jamie Gallagher
Roll Call Vote: For: 12; Against: 0; Abstaining: 1 (Pearson); Absent: 2 (Spier, Uribarri)
Motion Approved.

7. Committee Report: Finance Committee

- a. Monthly Financial Summary
Soza gave a brief overview of the DMD’s current financial position.

8. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report
Gallagher provided an update on the status of current projects and the program’s fund balance.

9. Committee Report: Infrastructure & Advocacy Committee

- a. Possible Position Statements
i. I-10 Project
ii. Metropolitan Planning Organization

Morgades updated the board concerning possible position statements associated with the reconstruction of I-10 and the MPO. He reported that their discussion regarding I-10 included a presentation from Commissioner Stout and comment from Sito Negrón. Morgades added that committee views this project to be required and is drafting a position statement, but will reserve the discussion until the board can meet in person to ensure all opinions are heard.

Gudenrath updated the Board on Item #10 regarding support for the MPO.

10. Discussion and Action to approve the DMD Position Statement supporting the Metropolitan Planning Organization’s efforts to improve mobility within Downtown El Paso, and their efforts to secure funds to complete the downtown projects included in the El Paso Mobility Plan.

Discussion: None
Moved: Jamie Gallagher
Seconded: Wayne Soza
Roll Call Vote: For: 11; Against: 0; Abstaining: 2 (McQueen, Ortega); Absent: 2 (Spier, Uribarri)

Motion Approved.

11. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Vasquez advised the board about current and upcoming marketing strategies being developed.
- b. Social Media & INSIDER Distribution List
Vasquez gave brief update on the DMD’s social media channels and the weekly newsletter.
- c. DMD in the News
Gudenrath informed the Board of DMD media mentions in March 2020.

12. President’s Report

- a. Multi-Purpose Performing Arts Center Update
McQueen informed the Board that the Executive Committee contacted the City Council to oppose a recent agenda item to discuss the termination of the arena project. Pearson added that while many City projects are being delayed, the Children’s Museum is proceeding and on track for ground breaking yet this year.
- b. DMD Boundary Expansion Update
McQueen informed the Board that the petition effort continues and it is likely the 50% mark will be reached soon. However, he plans to postpone the hearing and consideration of the expansion until the board can conduct the hearing in person.

13. Executive Director’s Report

- a. Strategic Plan Review
Gudenrath provided a quarterly update on efforts to execute the DMD’s Strategic Plan.
- b. Downtown Dashboard
Gudenrath provided a quarterly update on the established internal and external dashboard indicators.
- c. Business Recruitment, Retention & Expansion Program Overview
Gudenrath introduced the program objectives and tactics. He stated he will ask for the board’s support to establish the program at some point, and that the hiring of a coordinator will be subject to budgetary flexibility.

14. Construction & Event Update

- a. Current/Upcoming Projects and Events
McQuillen gave a brief update about current construction projects still underway in the downtown. She provided additional updates on the status of a variety of events. Taylor added that the Nitro Circus event has been rescheduled for October 2020.

15. Economic Development Update by City of El Paso

Jessica Herrera updated the board on the action of the City of El Paso in response to the current public health and economic crisis.

16. Call to the Public

None

17. Open Discussion of topics relevant to Downtown El Paso

None

18. Discussion of the Next Board Meeting—May 28, 2020 at 11:30 am

19. Executive Session

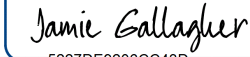
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- None

20. Adjourn

By consensus of the Board the meeting adjourned at 12:34 pm.

Submitted by:



Date: 4/27/2020

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Jamie Gallagher, Secretary
DMD Board of Directors