



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

CITY CLERK DEPT
2021 APR 19 AM 10:28

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 22, 2021 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.

Video Conference

- Join ZOOM Meeting: <https://us02web.zoom.us/j/85871183820>
- Meeting ID: 858 7118 3820

Telephone Conference

- Telephone & Audio Participation: 1-346-248-7799
- Meeting ID: 858 7118 3820

FILED FOR RECORD
IN MY OFFICE

2021 APR 19 AM 11:27

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, April 22, 2021. 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.
2. Welcome and Introduction of Michael Fernandez, Director of El Paso County Economic Development Department.

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 25, 2021 Board of Directors Meeting
4. DMD March Investment Reports
 - a. TexPool Accounts – balance, rate and status
5. Approval of Public Funds Investment Act Quarterly Report for January - March 2021.

REGULAR AGENDA

6. Committee Report: Finance Committee – Chair Wayne Soza
 - a. Monthly Financial Summary
 - b. 2021-2022 Budget Process
7. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report
8. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Stanton Street Development, LLC for the property located at 601 Texas Ave.
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage and Lighting Grant Program for property located at 601 Texas Ave. (SSL 20-05) in the amount of \$5,150.00 with said project to be completed in accordance with the execution of the Agreement.
9. Discussion and Action for Approval of Reimbursement Grant Agreements submitted by Rogelio Gonzalez/309 Mills LLC for the property located at 309 Mills Ave.
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 309 Mills Ave. (FAC 20-07) in the amount of \$25,000.00 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 Signature Signage & Lighting Grant Program for property located at 309 Mills Ave. (SSL 20-06) in the amount of \$21,500.00 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 Pedestrian Corridor Improvement Grant Program for property located at 309 Mills Ave. (PCI 20-04) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.
10. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Brownfields Site Reuse & Revitalization Program Update
 - b. Position Statement
 - i. Castner Range
 11. Discussion and Action to approve the DMD Position Statement supporting efforts to designate Castner Range as a National Monument.
 12. Committee Report: Marketing Committee – Chair Johnny Escalante
 - a. DMD Website Redesign RFP
 - b. Current & Upcoming DTEP Promotions
 - c. Social Media & INSIDER Distribution List
 - d. DMD in the News
 13. President’s Report
 - a. Board Member Spotlight
 - b. Future DMD Board Meeting Location
 - c. DMD Power Hour Luncheons
 14. Executive Director’s Report
 - a. Human Resources Review & Compliance
 - b. BRR&E Coordinator Hiring Process
 15. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events
 16. Economic Development Update by City of El Paso (Mirella Craigo)
 17. Call to the Public* (no action)
 18. Open Discussion of topics relevant to Downtown El Paso (no action)
 19. Discussion of the Next Board Meeting – May 27, 2021 at 11:30 a.m. (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

** 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.*

19th
 Posted this 22nd day of April, 2021, 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 Mike McQueen, 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 22, 2021

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:** 21 **Quorum: 11 needed**
Total Members Present: 18

Marianne Ayub	Bill Burton	Arlene Carroll	Johnny Escalante
Jamie Gallagher	Jon Law	Sam Legate	Ben Marcus
Mike McQueen	Pacelli Mesta	Steve Ortega	Eric Pearson
Laura Pople	Alejo Restrepo	Y.I. Santoscoy	Wayne Soza
Ruben Torres	Laura Uribarri		

Total Members Not Present: 3

Martin Morgades	Peter Spier	Brad Taylor	
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Ex-Officio Members: Commissioner David Stout

Staff: Joe Gudenrath; Terry Mais; Rudy Vasquez; Richard Bustamante; Arwen Lyle

Guests: Bob Blumenfeld – Attorney; Sito Negron – El Paso County; Michael Hernandez – El Paso County, Mirella Craigo – City of El Paso; Rogelio Gonzalez – Grant Applicant

1. Call meeting to order

Mike McQueen called the meeting to order at 11:34am on April 22, 2021 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 building of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Teresa Mais on April 19, 2021 in accordance with the Texas Open Meeting Act on the dates indicated.

2. Welcome and Introduction of Michael Hernandez, Director of El Paso County Economic Development Department.

McQueen introduced Mr. Hernandez, who went on to introduce himself and express his interest in working with the DMD.

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

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

3. Approval of Minutes:

- a. March 25, 2021 Board of Directors Meeting

4. DMD March Investment Reports

- a. TexPool Accounts – balance, rate and status

5. Approval of Public Funds Investment Act Quarterly Report for January – March 2021.

Discussion: None
Moved: Jon Law
Seconded: Marianne Ayub
Roll-Call Vote: For: 16; Against: 0; Abstaining: 1 (Mesta); Absent: 1 (Marcus)
Motion Approved.

REGULAR AGENDA

6. Committee Report: Finance Committee

a. Monthly Financial Summary

Wayne Soza gave a brief overview of the DMD's current financial position and pointed out a few areas staff are monitoring: a) Assessment revenue is overbudget but we could see refunds; b) unbudgeted sanitation labor costs continue to rise without probation program.

b. 2021-2022 Budget Process

Gudenrath outlined a schedule for the creation of the budget with final approval in August.

7. 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. She stated that an additional \$100,000 contribution has been approved by TIRZ No. 5 and awaits City Council approval.

8. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Stanton Street Development, LLC for the property located at 601 Texas Ave.

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage and Lighting Grant Program for property located at 601 Texas Ave. (SSL 20-05) in the amount of \$5,150.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: None
Moved: Sam Legate
Seconded: Eric Pearson
Roll-Call Vote: For: 16; Against: 0; Abstaining: 1 (Mesta); Absent: 1 (Marcus)
Motion Approved.

9. Discussion and Action for Approval of Reimbursement Grant Agreements submitted by Rogelio Gonzalez/309 Mills LLC for the property located at 309 Mills Ave.

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 309 Mills Ave. (FAC 20-07) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Gudenrath noted that the applicant has integrated many of the committee's recommendations. Mesta stated that the committee has asked the applicant to restore the existing mural. Gonzalez stated he plans to paint the entire building and create a new mural. McQueen asked about the scope of the overall project. Gonzalez stated that he is seeking incentives from the City to make improvements on the interior as well. Carroll asked about future operations. Gonzalez stated it will remain a hotel, and potentially place a restaurant on the first floor. Legate stated the DMD should require a new mural. Gonzalez agreed to the requirement. Burton expressed concern due to a lack of concrete details. Ortega sought a legal opinion about what is being approved and stated that future development on the parking lot would block the mural. Torres expressed concerns about the projected costs, overall budget, uncertainty of project aspects and the potential sale of the property. Gonzalez stated that the building is no longer for sale. Pearson stated he did not believe it was the DMD's place to address the mural with this grant. Uribarri stated that the DMD does indirectly support the removal of murals associated with properties in the arena footprint. Law asked about how reimbursement is impacted by a reduction in scope or cost overruns. Gudenrath stated that reimbursement can be prorated based on completion of the scope provided. Pople stated that the DMD has numerous checks and balances in place to protect the organization, and support the applicant. Carroll asked if the applicant will move forward with the project without the grant. Gonzalez stated that the project will move forward and be completed.

Moved: Steve Ortega*

Seconded: Arlene Carroll*

* An amendment to the original motion was requested by Legate to require a new mural. The amendment was accepted by Ortega and Carroll.

Roll-Call Vote: For: 13; Against: 3 (Burton, Marcus, Torres); Abstaining: 0; Absent: 2 (Escalante, Soza)

Motion Approved.

- b. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 309 Mills Ave. (SSL 20-06) in the amount of \$21,500.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Gonzalez stated that the hotel will be renamed at a later date, and additional updates to the signage will be made at that time. Uribarri asked about the timing of the project. Gonzalez indicated that the work will be scheduled to maximize efficiencies. Law asked about a rendering. Gudenrath stated that the blade sign portion was a last minute addition requested by the committee, and the applicant did not have time to create such a rendering. A rendering will be brought back to the board in May. Gudenrath stated that the incorporation of committee recommendations has increased the project cost and eligible grant amount, however the remainder of funds beyond the posted amount will have to be approved at a later meeting.

Moved: Pacelli Mesta

Seconded: Laura Uribarri

Roll-Call Vote: For: 13; Against: 3 (Burton, Marcus, Torres); Abstaining: 0; Absent: 2 (Escalante, Soza)

Motion Approved.

- c. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program for property located at 309 Mills Ave. (PCI 20-04) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Gallagher recommended a draining system for the planters. Gudenrath stated that staff/committee recommend the grant but have concerns about the ability to obtain all required permitting.

Moved: Arlene Carroll

Seconded: Y.I. Santoscoy

Roll-Call Vote: For: 15; Against: 1 (Torres); Abstaining: 0; Absent: 2 (Escalante, Soza)

Motion Approved.

10. Committee Report: Infrastructure & Advocacy Committee

- a. Brownfields Site Reuse & Revitalization Program

Joe Gudenrath provided an update on the DMD's Brownfields Site Reuse & Revitalization Program. He provided the schedule for general and Area Wide Planning outreach. He concluded with an update on current sites under some form of evaluation.

- b. Position Statement

- i. Castner Range

11. Discussion and Action to approve the DMD Position Statement supporting efforts to designate Castner Range as a National Monument.

Gudenrath reported that there is a community-wide movement to encourage the designation of Castner Range as a National Monument. The Infrastructure Committee felt it was in line with the DMD's mission to support a diverse set of attractions and amenities that can attract visitors and raise the profile of El Paso. The statement mirrors language found on the effort's website.

Discussion: Torres asked how the DMD got involved. Gudenrath stated that it is an effort involving the El Paso Community Foundation and that we were asked to support the effort by Rep. Molinar.

Moved: Arlene Carroll

Seconded: Y.I. Santoscoy

Roll-Call Vote: For: 15; Against: 1 (Torres); Abstaining: 0; Absent: 2 (Escalante, Soza)

Motion Approved.

12. Committee Report: Marketing Committee

- a. DMD Website Redesign RFP

Escalante reported that the RFP process is underway. A contract with the selected contractor will be brought to the board for approval in May.

- b. **Current & Upcoming DTEP Promotions**
Escalante highlighted the current and upcoming promotions including the DTEP Tasting Tour, the Barstool Open, Employee Appreciation Day and an activation activity for El Paso Street.
- c. **Social Media & INSIDER Distribution List**
Escalante reviewed the continued growth in DMD Social Media profiles.
- d. **DMD in the News**
Escalante informed the Board of DMD media mention in March 2021.

8. President's Report

- a. **Board Member Spotlight**
McQueen did not address this item.
- b. **Future DMD Board Meeting Location**
McQueen stated that he felt the timing to be appropriate to begin the transition into meeting in person. The May Board Meeting will be held in a hybrid format with the intention of meeting in person later this summer. He detailed tactics the Hispanic Chamber has implemented to facilitate their meetings. Pearson offered the use of the Community Foundation Room.
- c. **DMD Power Hour Luncheons**
McQueen stated that we will be relaunching the luncheon series, and we'll be reaching out to Board Members requesting participation and guest suggestions.

9. Executive Director's Report

- a. **Human Resources Review & Compliance**
Gudenrath reported that to ensure organizational compliance with all Human Resource requirements, the DMD requested assistance from its attorney who subcontracted with Clear Solutions Consulting Services, LLC. The consultant audited the office and files, reviewed and updated the Employee Handbook, set up a hotline, and will provide additional trainings. Staff have implemented all recommendations.
- b. **BRR&E Coordinator Hiring Process**
Gudenrath reported that program objectives and job description have been posted on the DMD website in addition to the IDA, TDA and UTEP job boards. He asked for board members to help spread the word. The position will close around the end of May with the new coordinator starting in July.

10. Construction & Event Update

- a. **Current/Upcoming Projects and Events**
Gudenrath gave a brief update about current construction projects still underway in the downtown and upcoming events.

11. Economic Development Update by City of El Paso

Craig stated that the City is promoting a revolving loan fund for small businesses, and looking forward to working with the DMD's new BRR&E coordinator. They will also be receiving direction on the use of additional federal funds in the near future.

12. Call to the Public* (no action)

None

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

None

14. Discussion of the Next Board Meeting – May 27, 2021 at 11:30 a.m. (no action)

15. 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

16. Adjourn

By consensus of the Board the meeting adjourned at 12:59 pm.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: April 26, 2021