



**Board of Directors Meeting
Jamie Gallagher, President**

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 27, 2017 at 11:30 a.m. at the United Bank Building Conference Room of the United Bank Building, 401 E. Main Dr., El Paso, Texas

FILED FOR RECORD
IN MY OFFICE

2017 APR 24 AM 11:35

AGENDA:

1. Call meeting to order

Della Bunn
CITY CLERK
EL PASO COUNTY TEXAS

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 23, 2017 Board of Directors Meeting
3. Approval of Public Funds Investment Act Quarterly Report for January - March 2017.
4. Action to direct the Executive Director to negotiate an amendment to the Interlocal Agreement between the City of El Paso and the DMD to establish a new Downtown Bike Rack Request Program, and authorize the Board President to sign the amended Interlocal Agreement that is consistent with the goals of the proposed program.

REGULAR AGENDA

5. Committee Report: Finance Committee- Chair Laura Pople
 - a. Monthly Financial Summary
6. Report on DMD Investments:
 - a. Bank of Texas CD – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
7. Committee Report: Grant Programs Update– Chair Peter Spier
 - a. Grant Programs Project Status/Fund Balance Report
8. Approval of a Reimbursement Grant Agreement for the Downtown Mural Grant Program
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Program for property located at 325 N. Kansas Street (MUR 16-01) in the amount of \$3,431.10 with said project to be completed in accordance with the execution of the Agreement.
9. Committee Report: Infrastructure Committee – Chair Mike McQueen
 - a. Event Parking Meter Rate Program
10. Committee Report: Marketing Committee – Chair Jon Law
 - a. New Marketing Tactics
 - b. Social Media & INSIDER Newsletter
11. President’s Report
 - a. Update and discussion on Arena advocacy
 - b. IDA Conference & Tradeshow – Sept. 13-15

2017 APR 24 AM 11:18
CITY CLERK DEPT.

12. Executive Director's Report

- a. TIRZ No. 5 Update
- b. Downtown Living Tour Recap
- c. Mobile Food Vending Ordinance
- d. Children's Museum Update

CLERK DEPT.
2017 APR 24 AM 11:13

13. Construction & Event Update- Frank Hernandez

- a. Current/Upcoming Projects and Events

14. Economic Development Update by Rafael Arellano

15. Presentation regarding the City of El Paso's Empowerment Zone Loan Program for Small Businesses by Jane Tomchik, Empowerment Zone Loan Coordinator

16. Presentation regarding the El Paso Street Outreach Consortium by John Martin, Opportunity Center for the Homeless

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

18. Discussion of the Next Board Meeting – May 25, 2017 (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):

No specific executive session items posted

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 24th day of April 2017, at El Paso City Hall, 300 N. Campbell, El Paso, Texas; the El Paso County Courthouse, 500 E. San Antonio, El Paso, Texas; and at the administrative office of the El Paso Downtown Management District, 201 E. Main Dr., 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: , Teresa Mais

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – April 27, 2017

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

Attendees: Total Members: 21 Quorum: 11 needed

Total Members Present: 14

Jamie Gallagher	Martin Morgades	Alejo Restrepo	Ruben Torres
Benjamin Gonzalez	Steve Ortega	Monty Rogers	Edie Zuvanich
Jon Law	Eric Pearson	Y.I. Santoscoy	
Mike McQueen	Laura Pople	Peter Spier	

Total Members Not Present: 7

Bill Burton	Lane Gaddy	Madhi Nair	Brad Taylor
Arlene Carroll	Sam Legate	Wayne Soza	

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

Guests: Rafael Arellano - City of El Paso, Economic Development Dept.; Paola Gallegos-City of El Paso, Economic Development Dept.; Bob Blumenfeld – Attorney, DMD; Alberto Halpren – office of El Paso County Commissioner District 2; Beth Singer—El Paso Center for Children; John Martin – Opportunity Center; Ray Tullius- Opportunity Center; Jane Tomchik – City of El Paso, Community Development Department

1. Call meeting to order

Jamie Gallagher called the meeting to order at 11:34 a.m. on April 27, 2017 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 24, 2017 in accordance with the Texas Open Meeting Act on the dates indicated.

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

Jamie Gallagher stated Items 2, 3, and 4 on the Consent Agenda are considered to be routine. With no discussion, Gallagher requested a Motion and Second to approve the Consent Agenda.

2. Approval of Minutes:

a. March 23, 2017 Board of Directors Meeting

3. Approval of Public Funds Investment Act Quarterly Report for January - March 2017

4. Action to direct the Executive Director to negotiate an amendment to the Interlocal

Agreement between the City of El Paso and the DMD to establish a new Downtown Bike Rack Request Program, and authorize the Board President to sign the amended Interlocal Agreement that is consistent with the goals of the proposed program.

Discussion: None
Moved: Mike McQueen
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 1 (Eric Pearson)
Motion Approved.

REGULAR AGENDA

5. **Committee Report: Finance Committee**

- a. Monthly Financial Summary

Laura Pople provided an overview of the DMD's current financial position.

6. **Report on DMD Investments**

- a. Bank of Texas CD – balance, rate and status
b. WestStar Money Market Accounts – balance, rate and status

Pople provided an overview of the DMD's current investments.

7. **Committee Report: Grant Programs Update**

- a. Grant Programs Project Status/Fund Balance Report

Peter Spier provided an overview of the status of existing grant projects and reported the Grant Programs' fund balances. Spier then introduced the Mural Grant Program application MUR 16-01 submitted by Madhi Nair and Priya Nair for the Hotel Indigo, 325 N. Kansas Street. He gave an overview of the application, project cost and the artist's mural rendering.

8. **Approval of a Reimbursement Grant Agreement for the Downtown Mural Grant Program**

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Program for property located at 325 N. Kansas Street (MUR 16-01) in the amount of \$3,431.10 with said project to be completed in accordance with the execution of the Agreement.**

Discussion: None
Moved: Laura Pople
Seconded: Y.I. Santoscoy
Roll-Call: For: 12; Against: 0, Abstaining: 1 (Steve Ortega); Absent: 1 (Eric Pearson)
Motion Approved.

9. **Committee Report: Infrastructure Committee**

- a. **Event Parking Meter Rate Program**

Mike McQueen gave an overview of the event parking meter rate program proposed by the City of El Paso. He informed the board that City staff attended the committee meeting. Joe Gudenrath gave an explanation of the program's pricing and logistics. Edie Zuvanich stated that retailers in the shopping district would disagree with the program. Jon Law recommended the City should be more strategic with how the meters are used. Steve Ortega suggested that the DMD advocate against the policy as presented and believes the program is bad policy. Gudenrath informed the board that the city has been open to recommendations and stated the DMD's suggestions to the City.

McQueen also provided brief updates on the Bike Rack Request Program, DMD Security Program and the Downtown Ambassador Program.

10. **Committee Report: Marketing Committee**

- a. **New Marketing Tactics**

Law gave an overview of new marketing tactics the DMD has adopted such as video, the use of the “stories” feature on social media, and people profiles.

b. **Social Media & INSIDER Newsletter**

Law gave an overview of the number of likes, followers and subscribers the DMD has within their social media and newsletter.

11. President’s Report

a. **Update and discussion on Arena advocacy**

Gallagher reported on the status of the developments of this project. Property acquisition is moving along quickly. All properties have demonstrated a willingness to sell except for one. The City hosted eight public open house information sessions over the past month which were not well attended. Gallagher informed the board that a lawsuit has been threatened regarding the “illegal use of bond funds” for a project other than a multipurpose center. She informed the board that members of El Paso’s Chinese American community have spoken out to save the building at 212 W. Overland which served as a Chinese laundry for three years. The city continues to move forward with the project.

b. **IDA Conference & Tradeshow**

Gallagher informed the board the DMD has included money in this year’s budget for staff and board members to attend the International Downtown Association Conference and Tradeshow. This year’s event will be held in Winnipeg, Manitoba, Canada September 13-15. Those interested should inform Gudenrath.

12. Executive Director’s Report

a. **TIRZ No. 5 Update**

Gudenrath informed the board he was not able to make it to the TIRZ meeting. Ruben Torres updated the board that new projects are to be discussed for the next meeting, but they have not released what the projects are.

b. **Downtown Living Tour Recap**

Gudenrath gave an overview of the performance of the Downtown Living Tour. Gudenrath stated 330 tickets were sold in total and the DMD made \$75 off of the event. He reported the survey results were overall positive, but attendees reported some problems as well.

c. **Mobile Food Vending Ordinance**

Gudenrath updated the board that the DMD has been working with the city’s “One-Stop-Shop” in regards to mobile food vendors and regulations they would have to follow within downtown.

d. **Children’s Museum Update**

Gudenrath updated the board on the El Paso Children’s Museum and a competition they are hosting to find an architectural firm to design their building. Eric Pearson provided additional details about the competition.

13. Construction & Event Update

a. **Current/Upcoming Projects and Events**

Frank Hernandez gave an overview and updates of upcoming construction, projects and events.

14. Economic Development Update

Rafael Arellano provided a brief overview and update of proposals and developments to be presented to City Council and the Mayor at the next City Council Meeting.

15. Presentation regarding the City of El Paso’s Empowerment Zone Loan Program for Small Businesses by Jane Tomchik, Empowerment Zone Loan Coordinator

Jane Tomchik gave a short presentation about the City of El Paso’s Empowerment Zone Loan Program and asked the DMD to refer anyone who is opening a new business to them as a possible resource.

16. Presentation regarding the El Paso Street Outreach Consortium by John Martin, Opportunity Center for the Homeless

John Martin gave a short presentation about the El Paso Outreach Consortium and asked the DMD for their financial support.

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

18. Discussion of the Next Board Meeting – May 25, 2017 (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. Adjourned

By consensus of the Board the meeting adjourned at 12:54 p.m.

Submitted by:


Mike McQueen, Secretary
DMD Board of Directors

Date: 5/19/17