



**Board of Directors Meeting  
Jon Law, President**

CITY CLERK OFFICE  
2019 AUG 19 AM 8:25

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, August 22, 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. June 27, 2019 Board of Directors Meeting
- 3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. United Bank of El Paso del Norte – Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - b. Hunt Companies - Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - c. El Paso Community Foundation – Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - d. El Paso Chihuahuas Foundation – Monetary contribution in support of the Segundo Barrio Backpack Drive.
  - e. Parkhill Smith Cooper - Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - f. Scherr Legate Attorneys at Law - Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - g. Paso Del Norte Health Foundation - Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - h. Borderplex REIT - Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
  - i. Various individual contributions of cash and supplies in support of the Segundo Barrio Backpack Drive.

**REGULAR AGENDA**

- 4. Committee Report: Finance Committee - Chair Laura Pople
  - a. Monthly Financial Summary
- 5. Report on DMD Investments:
  - a. TexPool Accounts – balance, rate and status
- 6. Presentation, Discussion and Action on Approval of 2019-2020 Downtown Management District Budget.
- 7. Discussion and Action to Approve Adoption of the Tax Assessment Rate of \$.12 per \$100 in valuation for FY 2019-2020.
- 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
  - b. Off-Duty Officer Patrols over Tax Free Weekend
  - c. EPA Brownfields Grant Update
  - d. City Historical Preservation Policy Revisions
- 10. Committee Report: Marketing Committee – Chair Edie Zuvanich
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News

*Edie Zuvanich*  
CITY CLERK OFFICE  
EL PASO, TEXAS

2019 AUG 19 AM 8:41

EL PASO RECORD  
CITY CLERK OFFICE

11. President's Report

- a. Executive Director's Annual Performance Review
- b. Board Member Nominations

12. Discussion and Action on Approval of recommendations to City Council to fill upcoming vacancies on the Downtown Management District Board of Directors as follows:

<u>Position</u>	<u>Candidate</u>	<u>Last Appt Date</u>	<u>Term#</u>	<u>Expiration Date</u>
Place 8	Wayne Soza	2016	3	August 2022
Place 9	Brad Taylor	2016	2	August 2022
Place 10	Peter Spier	2016	2	August 2022
Place 11	Edie Zuvanich	2016	2	August 2022
Place 12	Laura Pople	2017	3	August 2022
Place 13	Eugenio Mesta*	2018	1	August 2022
Place 14	Arlene Carroll	2016	4	August 2022

\* Indicates candidate was appointed to a partial term and is being nominated for his/her first full term.

All the above persons recommended are qualified to serve on the Board in accordance with the qualifications established by Chapter 375 as follows: are at least 18 years old, and are connected within the District as either (1) a resident, (2) owner of property, (3) owner of stock on property, as an individual or in a corporate capacity, (4) owner of a beneficial interest in a trust that owns property, or (5) be an agent, employee or tenant of the owners listed in categories 2, 3 and 4. And further, all of the above persons have experience in at least one of the following statutorily mandated areas: (1) energy matters, (2) commercial banking, (3) real estate development, (4) finance and insurance matters, (5) matters relating to retail or the provision of services, (6) provision of utilities, or (7) general issues the district will address.

13. Executive Director's Report

- a. TIRZ No. 5 Update
- b. Strategic Plan Quarterly Report
- c. Annual Survey Results
- d. DMD Boundary Expansion/Contraction Process Update

14. Construction & Event Update – Amy McQuillen

- a. Current/Upcoming Projects and Events

15. Economic Development Update by City of El Paso (TBD)

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

17. Discussion of the Next Board Meeting – September 26, 2019 at 11:30 a.m. (no action)

18. Open Comment Period\* (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

20. 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 19<sup>th</sup> day of August, 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

2019 AUG 19 AM 8:41  
 EL PASO COUNTY COURTHOUSE  
 CLERK'S OFFICE

## EL PASO DOWNTOWN MANAGEMENT DISTRICT

### Minutes of the Meeting of the Board of Directors – August 22, 2019

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

**Attendees:** \_\_\_\_\_ **Total Members:** 20 \_\_\_\_\_ **Quorum: 11 needed**  
**Total Members Present:** 15

Bill Burton	Ben Marcus	Monty Rogers	Brad Taylor
Arlene Carroll	Mike McQueen	Y.I. Santoscoy	Ruben Torres
Jamie Gallagher	Martin Morgades	Wayne Soza	Edie Zuvanich
Jon Law	Laura Pople	Peter Spier	

**Total Members Not Present:** 5

Sam Legate	Steve Ortega	Alejo Restrepo	Pacelli Mesta
Steve Ortega			

#### **Ex-Officio Members:**

**Staff:** Joe Gudenrath; Teresa Mais; Rudy Vasquez; Analissa Carreon

**Guests:** Gwen Pulido, Attorney; Kent Waggoner—Texas Commission on Environmental Quality;  
Mirella Craigo, Robert Read—City of El Paso

#### **1. Call meeting to order**

Jon Law called the meeting to order at 11:36 am on August 22, 2019 at United Bank, 401 E. Main Drive, 1<sup>st</sup> 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 August 19, 2019 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**

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. June 27, 2019 Board of Directors Meeting

#### **3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:**

- a. United Bank of El Paso del Norte – Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
- b. Hunt Companies - Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.

- c. El Paso Community Foundation – Supplies contribution in support of the Segundo Barrio Backpack Drive.
- d. El Paso Chihuahuas Foundation – Monetary contribution in support of the Segundo Barrio Backpack Drive.
- e. Parkhill Smith Cooper - Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
- f. Scherr Legate Attorneys at Law - Supplies contribution in support of the Segundo Barrio Backpack Drive.
- g. Paso Del Norte Health Foundation - Supplies contribution in support of the Segundo Barrio Backpack Drive.
- h. Borderplex REIT - Monetary and Supplies contribution in support of the Segundo Barrio Backpack Drive.
- i. Various individual contributions of cash and supplies in support of the Segundo Barrio Backpack Drive.

**Discussion:** None  
**Moved:** Mike McQueen  
**Seconded:** Y.I. Santoscoy  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 1 (Arlene Carroll)  
**Motion Approved.**

**REGULAR AGENDA**

**4. Committee Report: Finance Committee**

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

**5. Report on DMD Investments:**

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

**Items #6 and #7 were taken together.**

**6. Presentation, Discussion and Action on Approval of 2019-2020 Downtown Management District Budget.**

Joe Gudenrath gave a presentation on the proposed budget process including process, driving influences, revenue, carry over, expenses, and highlights.

**7. Discussion and Action to Approve Adoption of the Tax Assessment Rate of \$.12 per \$100 in valuation for FY 2019-2020.**

**Discussion:** None  
**Moved:** Wayne Soza  
**Seconded:** Arlene Carroll  
**Roll-Call Vote:** For: 15; Against:0; Abstaining: 0; Absent: 0  
**Motion Approved.**

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

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

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

- a. Ambassador Program  
 Mike McQueen informed the Board that the Ambassador program is getting ready to wind down this month. A total of ten ambassadors were part of the program and they conducted on average 250 greetings per shift.

- b. Off-Duty Officer Patrols over Tax Free Weekend  
McQueen informed the Board the last off-duty officer patrols were contracted last weekend and no major incidents were reported.
- c. EPA Brownfields Grant Update  
McQueen informed the Board that the DMD did not receive the grant this time, but EPA was very encouraging in the DMD reapplying next year. He stated that the Phase I Grant is available to any Board Members that are getting ready to redevelop a building.
- d. City Historical Preservation Policy Revisions  
McQueen informed the Board that Gudenrath met with the City and the revision process was being paused to ensure proper outreach and vetting occurs prior to going to City Council for approval.

**10. Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions  
Edie Zuvanich gave a brief overview on the request from a food blogger group from out of town to facilitate a restaurant crawl when they visit Downtown. Gudenrath gave a brief update about the current and upcoming events in Downtown. He gave an overview about the Segundo Barrio Backpack Drive and thanked everyone who contributed to this effort. He briefly updated the Board on the upcoming Eat Authentico Restaurant Crawl and Running of the Bulls 5K.
- b. Social Media & INSIDER Distribution List  
Rudy Vasquez gave brief update on the DMD’s social media channels and the weekly newsletter. He stated that the DMD Facebook is growing really well and informed the Board about the switch to Constant Contact for the newsletter service from Member 365.
- c. DMD in the News  
Gudenrath gave a brief update about what publications and when the DMD was in the news during June and July.

**11. President’s Report**

- a. Executive Director’s Annual Performance Review  
Law informed the Board that they will be receiving a survey soon where they can provide feedback for the Executive Director’s Annual Performance Review.
- b. Board Member Nominations  
Law informed the Board that there are seven members that are up for consideration.

**12. Discussion and Action on Approval of recommendations to City Council to fill upcoming vacancies on the Downtown Management District Board of Directors as follows:**

<u>Position</u>	<u>Candidate</u>	<u>Last Appt Date</u>	<u>Term#</u>	<u>Expiration Date</u>
Place 8	Wayne Soza	2016	3	August 2022
Place 9	Brad Taylor	2016	2	August 2022
Place 10	Peter Spier	2016	2	August 2022
Place 11	Edie Zuvanich	2016	2	August 2022
Place 12	Laura Pople	2016	3	August 2022
Place 13	Eugenio Mesta*	2018	1	August 2022
Place 14	Arlene Carroll	2016	4	August 2022

\* Indicates candidate was appointed to a partial term and is being nominated for his/her first full term.

All the above persons recommended are qualified to serve on the Board in accordance with the qualifications established by Chapter 375 as follows: are at least 18 years old, and are connected within the District as either (1) a resident, (2) owner of property, (3) owner of stock on property, as an individual or in a corporate capacity, (4) owner of a beneficial interest in a trust that owns property, or (5) be an agent, employee or tenant of the owners listed in categories 2, 3 and 4. And further, all of the above persons have experience in at least one of the

following statutorily mandated areas: (1) energy matters, (2) commercial banking, (3) real estate development, (4) finance and insurance matters, (5) matters relating to retail or the provision of services, (6) provision of utilities, or (7) general issues the district will address.

**Discussion:** None  
**Moved:** Monty Rogers  
**Seconded:** Martin Morgades  
**Roll-Call Vote:** For: 15; 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 did meet and that he gave a presentation on the DMD Façade Grant Program to highlight the benefits of program and welcome their continued support.
- b. Strategic Plan Quarterly Report  
Gudenrath gave a presentation about the steps taken within six key areas to implement the strategic plan.
- c. Annual Survey Results  
Gudenrath presented the results of the Annual Survey. Burton asked about a one year spike in Spanish language responses. Gudenrath responded that during that specific year, flyers were distributed in the shopping district. That tactic has been repeated every year since, but has not been able to replicate the results.
- d. DMD Boundary Expansion/Contraction Process Update  
Gudenrath gave a brief update about the DMD Boundary Expansion/Contraction Process. He informed the Board that the DMD has the legal process identified and a draft petition prepared.

**14. Construction & Event Update**

- a. Current/Upcoming Projects and Events  
Amy McQuillen gave a brief update about current and upcoming projects and events in Downtown including the construction of WestStar Tower, the Plaza Hotel, Paso del Norte Hotel, and the San Jacinto Plaza Visitor Center. Gudenrath informed the Board that the Plaza Hotel parking garage will be open in November.

**15. Economic Development Update by City of El Paso**

None

**16. Open Discussion of topics relevant to Downtown El Paso**

Brad Taylor informed the Board about the MLB Innovator Summit coming to Downtown El Paso in the Fall.

**17. Discussion of the Next Board Meeting—August 22, 2019 at 12:39 am**

None

**18. Open Comment Period**

None

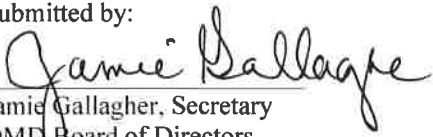
**19. Executive Session**

*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):*

**20. Adjourn**

By consensus of the Board the meeting adjourned at 12:39 pm.

Submitted by:

  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: Sept. 20, 2019