



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

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, August 26, 2021 at 11:30 a.m. at the Center for Civic Empowerment on the 17<sup>th</sup> Floor of the Blue Flame Building, 304 Texas Avenue, El Paso, Texas*

**Public Comment**

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, August 26, 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.

**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 24, 2021 Board of Directors Meeting
3. DMD July Investment Reports
  - a. TexPool Accounts – balance, rate and status
  - b. Bank of Texas Certificates of Deposit – balance and rate
4. Approval of Public Funds Investment Act Quarterly Report for April - June 2021.
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. Glazer’s Beer and Beverage - \$5,000 sponsorship of the Downtown Barstool Open.
  - b. Hotel Indigo - \$500 sponsorship of the Downtown Barstool Open.
  - c. George Salom, Jr. - \$500 sponsorship of the Fiesta de Las Luces.
  - d. J&K Present - \$2,500 cash and in-kind sponsorship of the Fiesta de Las Luces.
  - e. Hunt Companies - \$2,500 sponsorship of the Fiesta de Las Luces.
  - f. Law Office of Steve Ortega - \$500 sponsorship of the Fiesta de Las Luces.
  - g. Sotoak Realty - \$500 sponsorship of the Fiesta de Las Luces.
  - h. Stanton House - \$2,500 sponsorship of the Fiesta de Las Luces.
  - i. Krystal Jeans - \$2,500 sponsorship of the Fiesta de Las Luces.
  - j. Best Real Estate Management - \$500 sponsorship of the Fiesta de Las Luces

**FILED FOR RECORD  
IN MY OFFICE**

2021 AUG 23 AM 11:30

**DELIA BRIONES  
COUNTY CLERK  
EL PASO COUNTY, TEXAS**

**REGULAR AGENDA**

6. Committee Report: Finance Committee – Chair Wayne Soza
  - a. Monthly Financial Summary
7. Presentation, Discussion and Action on Approval of 2021-2022 Downtown Management District Budget.

8. Discussion and Action to Approve Adoption of the Tax Assessment Rate of \$.12 per \$100 in valuation for FY 2021-2022.
9. Committee Report: Grant Programs Update – Chair Jamie Gallagher
  - a. Grant Programs Status/Fund Balance Report
10. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by AMEX Properties, LLC (Brian Chavez) for the property located at 1006 Texas
  - 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 1006 Texas (FAC 20-09) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
11. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by South El Paso Street Properties, LLC (Jorge Hernandez) for the property located at 601 S. El Paso Street
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 601 S. El Paso Street (MUR 20-01) in the amount of \$6,883.00 with said project to be completed in accordance with the execution of the Agreement.
12. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
  - a. Brownfields Site Reuse & Revitalization Program Update
    - i. Area Wide Planning
    - ii. Grant Application Process
  - b. Position Statement
    - i. Downtown 10 & Deck Plaza
13. Discussion and Action to authorize the Executive Director to take actions necessary to procure grant application and implementation services, and to apply for future Brownfields Assessment Grant funding from the Environmental Protection Agency should such application be in the best interests of the Downtown Management District and its stakeholders.
14. Discussion and Action to approve the DMD Position Statement advocating for the appropriate expansion of the I-10 corridor through Downtown El Paso, and the exploration of projects and funding sources to reconnect north and south sides of I-10 including, but not limited to a Deck Plaza.
15. Committee Report: Marketing Committee – Chair Johnny Escalante
  - a. Website Redesign Progress Report
  - b. Current & Upcoming DTEP Promotions
  - c. Social Media & INSIDER Distribution List
  - d. DMD in the News
16. President's Report
  - a. Departing Board Members
  - b. Board Member Nominations
17. 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 1	Nadia Baem	NA	1	August 2024
Place 2	Edgar Lopez	NA	1	August 2024
Place 3	Edgar Orozco	NA	1	August 2024
Place 4	Mark Osborn	NA	1	August 2024
Place 5	Steve Ortega	2018	2	August 2024
Place 6	Bill Burton	2018	4	August 2024
Place 7	Eric Pearson	2018	4	August 2024

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.

18. Executive Director's Report

- a. IDA Conference – October 19-22, 2021
- b. Annual Survey Results

19. Construction & Event Update – Richard Bustamante

- a. Current/Upcoming Projects and Events

20. Economic Development Update by City of El Paso (Mirella Craigo)

21. Economic Development Update by El Paso County (Michael Hernandez)

22. Call to the Public\* (no action)

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

24. Discussion of the Next Board Meeting – September 23, 2021 at 11:30 a.m. (no action)

25. 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

26. 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 23<sup>rd</sup> day of August, 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 – August 26, 2021

Location: Center for Civic Empowerment, 304 Texas Avenue – 17<sup>th</sup> Floor, El Paso, Texas

**Attendees:** \_\_\_\_\_ **Total Members:** 21 **Quorum: 11 needed**  
**Total Members Present:** 12

Marianne Rosas-Ayub	Bill Burton	Johnny Escalante	Jamie Gallagher
Jon Law	Sam Legate	Mike McQueen	Steve Ortega
Eric Pearson	Laura Pople	Alejo Restrepo	Wayne Soza

**Total Members Not Present:** 9

Arlene Carroll	Ben Marcus	Pacelli Mesta	Martin Morgades
Y.I. Santoscoy	Peter Spier	Brad Taylor	Ruben Torres
Laura Uribarri			

**Ex-Officio Members:** None

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

**Guests:** Gwen Pulido, DMD Attorney; Sito Negron, El Paso County, Tracy Yellen, PDN Health Foundation

#### 1. Call meeting to order

Mike McQueen called the meeting to order at 11:40am on August 26, 2021 in the Center for Civic Empowerment, 304 Texas Avenue-17<sup>th</sup> Floor, 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 building of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Teresa Mais on August 23, 2021 in accordance with the Texas Open Meeting Act on the dates indicated.

### NOTICE TO THE PUBLIC

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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. June 24, 2021 Board of Directors Meeting

#### 3. DMD July Investment Reports

- a. TexPool Accounts – balance, rate and status
- b. Bank of Texas Certificates of Deposit – balance, rate and status

#### 4. Approval of Public Funds Investment Act Quarterly Report for April – June 2021.

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

- a. Glazer's Beer and Beverage - \$5,000 sponsorship of the Downtown Barstool Open.
- b. Hotel Indigo - \$500 sponsorship of the Downtown Barstool Open.

- c. George Salom, Jr. - \$500 sponsorship of the Fiesta de Las Luces.
- d. J&K Present - \$2,500 cash and in-kind sponsorship of the Fiesta de Las Luces.
- e. Hunt Companies - \$2,500 sponsorship of the Fiesta de Las Luces.
- f. Law Office of Steve Ortega - \$500 sponsorship of the Fiesta de Las Luces.
- g. Sotoak Realty - \$500 sponsorship of the Fiesta de Las Luces.
- h. Stantal House - \$2,500 sponsorship of the Fiesta de Las Luces.
- i. Krystal Jeans - \$2,500 sponsorship of the Fiesta de Las Luces.
- j. Best Real Estate Management - \$500 sponsorship of the Fiesta de Las Luces

**Discussion:** None  
**Moved:** Wayne Soza  
**Seconded:** Laura Pople  
**Roll-Call Vote:** For: 11; Against: 0; Abstaining: 0; Absent: 1 (Pearson)  
**Motion Approved.**

### REGULAR AGENDA

The Board agreed to move Items 12, 13 and 14 to the front of the agenda.

**6. Committee Report: Finance Committee**

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

The Board agreed to consider Items 7 and 8 at the same time.

**7. Presentation, Discussion and Action on Approval of 2021-2022 Downtown Management District Budget.**

Gudenrath provided an overview of the 2021-2022 budget.

**8. Discussion and Action to Approve Adoption of the Tax Assessment Rate of \$.12 per \$100 in valuation for FY 2021-2022.**

**Discussion:** Pople stated that utilization of the reserve fund was appropriate given the circumstances and the need to continue delivery of DMD services.  
**Moved (Items 7 & 8):** Jon Law  
**Seconded:** Eric Pearson  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

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

- a. Grant Programs Status/Fund Balance Report  
 Gallagher gave a brief overview of current projects and budget status.

The Board agreed to consider Items 10 and 11 at the same time.

**10. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by AMEX Properties, LLC (Brian Chavez) for the property located at 1006 Texas**

- 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 1006 Texas (FAC 20-09) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.**

**11. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by South El Paso Street Properties, LLC (Jorge Hernandez) for the property located at 601 S. El Paso Street**

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 601 S. El paso Street (MUR 20-01) in the amount of \$6,883.00 with said project to be completed in accordance with the execution of the Agreement.**

**Discussion:** Gudenrath reminded the Board that all Mural Grants are first reviewed by a separate panel to review suitability, durability and artist ability.

**Moved (Items 10 & 11):** Jamie Gallagher  
**Seconded:** Eric Pearson  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**12. Committee Report: Infrastructure & Advocacy Committee**

- a. Brownfields Site Reuse & Revitalization Program
  - i. Area Wide Planning  
Gudenrath provided an update on the DMD's Brownfields Site Reuse & Revitalization Program.
  - ii. Grant Application Process  
Gudenrath outlined anticipated changes in Brownfields grant eligibility, the process for current grantees to be eligible to reapply for another grant, procurement options, and the anticipated grant application timeline. Item #13 corresponds to this item.
- b. Position Statement
  - i. Downtown 10 & Deck Plaza  
Tracy Yellen from the Paso del Norte Health Foundation provided a presentation on efforts to explore the creation of a Deck Plaza over the segment of I-10 through Downtown El Paso. Item #14 corresponds to this item.

**13. Discussion and Action to authorize the Executive Director to take actions necessary to procure grant application and implementation services, and to apply for future Brownfields Assessment Grant funding from the Environmental Protection Agency should such application be in the best interests of the Downtown Management District and its stakeholders.**

**Discussion:** Pople stated that she was confident that full utilization of future funds could be achieved. Gudenrath said that there is enough opportunity within the district, and the challenge will be to connect with the property owners and developers working on projects.

**Moved:** Steve Ortega  
**Seconded:** Bill Burton  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**14. Discussion and Action to approve the DMD Position Statement advocating for the appropriate expansion of the I-10 corridor through Downtown El Paso, and the exploration of projects and funding sources to reconnect north and south sides of I-10 including, but not limited to a Deck Plaza.**

**Motion #1** Approve the position statement as presented.  
**Motion by:** Sam Legate  
**Seconded:** Johnny Escalante  
**Motion was later withdrawn.**

**Public Comment (2 people signed up to Speak):**

- Robert Storch spoke in opposition to the expansion of I-10 through Downtown El Paso.
- Sito Negron spoke on behalf of Commissioner Stout in opposition to the expansion of I-10 through Downtown El Paso.

**Discussion:** Legate expressed his support for the Deck Plaza, shared experiences he's had in Canada, and referred to the Deck Plaza as an innovative project. He added that his support of the Deck Plaza does not represent support for the widening of I-10. Pearson shared a similar sentiment in support of the Deck Plaza. He is not convinced that TxDot is working in the best interests of El Paso and believes the Position Statement should be stronger. Ortega disclosed that he is working with the Chamber on its transportation coalition, and described TxDot's traffic projections should the interstate not be expanded. Pople asked if the Deck Plaza and widening can be taken separately. Yellen responded that the projects go hand in hand, because without work on I-10, TxDot would not install the necessary support system for a plaza project. Law recommended the Board establish principles to guide its advocacy regarding the expansion. Legate agreed and stressed that the DMD should be a leader in this effort. McQueen suggested that the Board address the Deck Plaza at this point and ask the Infrastructure Committee to come back with a position on the widening project. Pople encouraged the DMD's involvement in the widening of I-10. Legate withdrew his original motion and made a second motion.

**Motion #2:** The DMD advocates for the exploration of projects and funding sources to reconnect north and south sides of I-10 including a Deck Plaza.  
**Motion By:** Sam Legate  
**Seconded:** Laura Pople  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**15. Committee Report: Marketing Committee**

- a. Website Redesign Progress Report  
 Vasquez updated the board on the efforts underway to redesign the website with an estimated completion date of September.
- b. Current & Upcoming DTEP Promotions  
 Escalante highlighted the current and upcoming promotions including the DTEP Tasting Tour, Employee Appreciation Day and the Fiesta de las Luces. Gudenrath commended staff on their efforts to manage an intense event schedule and to ensure we produce quality events.
- c. Social Media & INSIDER Distribution List  
 Vasquez reviewed the continued growth in DMD Social Media profiles.
- d. DMD in the News  
 Gudenrath informed the Board of DMD media mention in June/July 2021.

**16. President’s Report**

- a. Departing Board Members  
 McQueen identified outgoing board members and thanked them for their service.
- b. Board Member Nominations  
 McQueen and Gudenrath presented a brief overview of the proposed slate of nominees including 3 returning board members and 4 new nominees.

**17. 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 1	Nadia Baem	NA	1	August 2024
Place 2	Edgar Lopez	NA	1	August 2024
Place 3	Edgar Orozco	NA	1	August 2024
Place 4	Mark Osborn	NA	1	August 2024
Place 5	Steve Ortega	2018	2	August 2024
Place 6	Bill Burton	2018	4	August 2024
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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:** Sam Legate  
**Seconded:** Bill Burton  
**Roll-Call Vote:** For: 11; Against: 0; Abstaining: 0; Absent: 1 (Law)  
**Motion Approved.**

**18. Executive Director’s Report**

- a. IDA Conference – October 19-22, 2021  
 Gudenrath updated the Board on his inclusion as a panelist for the upcoming conference.
- b. Annual Public Input Survey  
 Gudenrath advised the Board that survey results appeared to take a hit from a “COVID hangover” but were still positive of the direction of the downtown. The full results will be presented in September.

**12. Construction & Event Update**

- a. Current/Upcoming Projects and Events

Bustamante gave a brief update about current construction projects still underway in the downtown and upcoming events.

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

No report.

**14. Economic Development Update by El Paso County**

No report.

**15. Call to the Public\* (no action)**

None

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

None

**17. Discussion of the Next Board Meeting – September 23, 2021 at 11:30 a.m. (no action)**

**18. 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

**19. Adjourn**

By consensus of the Board the meeting adjourned at 1:11 pm.

Submitted by:

  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: Sept. 7, 2021