



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, December 7, 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

AGENDA:

1. Call meeting to order.
2. Welcome and Introductions of Ex Officio Members

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. October 26, 2017 Board of Directors Meeting

CITY CLERK DEPT.
2017 DEC 4 AM 10:09

REGULAR AGENDA

4. Committee Report: Finance Committee- Chair Laura Pople
 - a. Monthly Financial Summary
5. Report on DMD Investments:
 - a. Bank of Texas CD – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
6. Committee Report: Grant Programs Update– Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
7. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Ambassador/Security Program Update
 - b. Identification of Possible TIRZ No. 5 Funded Projects
8. Discussion and Action to approve recommended slate of TIRZ No. 5 projects.
9. Committee Report: Marketing Committee – Joe Gudenrath
 - a. Current & Upcoming DTEP Promotions
 - b. 2018 DTEP Calendar
 - c. Running of the Bulls 5K Run / Walk Recap

- d. Social Media & INSIDER Distribution List
- e. DMD in the News

10. President's Report

- a. DMD Holiday Open House
- b. TIRZ/City Board Candidates
- c. Advocacy Efforts
- d. Meeting w/ Senator Rodriguez
- e. Executive Director/IDA Involvement Follow-Up

11. Executive Director's Report

- a. TIRZ No. 5 Update
- b. IDA Conference Report
- c. HR & Parking Committees
- d. Downtown Power Hour Luncheons

CITY CLERK DEPT.
2017 DEC 4 AM 10:09

12. Construction & Event Update- Frank Hernandez

- a. Current/Upcoming Projects and Events

13. Economic Development Update by City of El Paso (Rafael Arellano)

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

15. Discussion of the Next Board Meeting – January 25, 2018 (no action)

16. Open Comment Period* (no action)

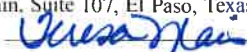
17. Executive Session

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

18. 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 4th day of December, 2017, 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

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – December 7, 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: 17

Bill Burton	Sam Legate	Laura Pople	Wayne Soza
Arlene Carroll	Mike McQueen	Alejandro Restrepo	Peter Spier
Jamie Gallagher	Steve Ortega	Monty Rogers	Brad Taylor
Jon Law	Eric Pearson	Y.I. Santoscoy	Ruben Torres
Edie Zuvanich			

Total Members Not Present: 4

Lane Gaddy	Martin Morgades	Madhi Nair	Benjamin Gonzalez
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Ex-Officio Members: Tommy Gonzalez – City of El Paso; Rep. Lina Ortega – Office of State Representative Lina Ortega

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

Guests: Rafael Arellano – City of El Paso, Economic Development Dept.; Aaron Montes—El Paso Inc.; Bob Blumenfeld, Attorney; Chris Canales—Office of City Representative Cissy Lizarraga; Alberto Halpern—Office of Commissioner David C. Stout; Diana Ramos— Office of State Representative Lina Ortega; Frank Garymartin

1. Call meeting to order

Jon Law called the meeting to order at 11:31 a.m. on December 7, 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 December 4, 2017 in accordance with the Texas Open Meeting Act on the dates indicated.

2. Welcome and Introductions of Ex Officio Members

Law welcomed and introduced the ex-officio members and expressed appreciation for their participation in board meetings. Law recited a portion of the administrative rules regarding ex-officio members' roles which states that they may present information to the Board, serve on one or more committees, and debate issues and ask questions during Board meetings, but they are not allowed to vote, make or second motions, attend "executive session" portions of meetings and hold a Board office.

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CONSENT AGENDA

Law stated the item on the Consent Agenda is considered to be routine. Law requested a Motion and Second to approve the Consent Agenda.

3. Approval of Minutes:

- a. October 26, 2017 Board of Directors Meeting

Discussion: None
Moved: Mike McQueen
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 14; Against: 0; Abstaining: 1 (Alejo Restrepo); Absent: 2 (Eric Pearson, Monty Rogers)

Motion Approved.

REGULAR AGENDA

4. Committee Report: Finance Committee

- a. Monthly Financial Summary
Laura Pople provided an overview of the DMD's current financial position. She stated that everything is in line with the budget.

5. Report on DMD Investments:

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

Pople provided a brief overview of the DMD's current investments.

6. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report

Peter Spier gave an overview of the status of existing grant projects and reported the Grant Programs' fund balances. Currently, there are eight projects in various stages of progress. Spier noted that FAC 16-02 had been terminated at the request of the applicant. Ruben Torres asked if the terminated grant was funded by TIRZ or DMD. Terry Mais indicated she believed it was DMD. Y.I. Santoscoy commented that the Abdou Building, an approved façade grant, has started their project and is coming along nicely.

7. Committee Report: Infrastructure & Advocacy Committee

- a. Ambassador/Security Program Update.
Joe Gudenrath gave a brief update on the DMD's Ambassador and Security program.
b. Identification of Possible TIRZ No. 5 Funded Projects
Gudenrath informed the board that the TIRZ has asked for recommendations for possible funding for infrastructure projects. Item 8 is a list of possible projects established by the Infrastructure and Advocacy Committee for the board's consideration.

8. Discussion and Action to approve recommended slate of TIRZ No. 5 projects.

The recommended projects include, but are not limited to the following:

- Vehicular Wayfinding
- Public Restrooms to serve San Jacinto Plaza guests
- Parking Garage(s)
- Paseo de las Luces
- Alley Resurfacing and Lighting
- Street Lighting

- Sidewalk Planters and Landscaping
- Removable Bollards around San Jacinto Plaza

Discussion: Edie Zuvanich stated that the lack of restrooms impacts a person's ability to remain in the downtown.

Moved: Jamie Gallagher

Seconded: Edie Zuvanich

Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 2 (Eric Pearson, Monty Rogers)

Motion Approved.

9. Committee Report: Marketing Committee

- a. **Current & Upcoming DTEP Promotions**
Rudy Vasquez gave a brief overview of the upcoming and current promotions including the Holiday Shopping Campaign, Shop Small Collateral, the Mistletoe Kiss, and the WinterFest Market. Gudenrath informed the Board about the upcoming Downtown Barstool Open on January 27 and the participating bars. Legate expressed concern for of the DMD's liability for those attending the Barstool Open and consuming alcohol. Gudenrath stated that the DMD will not be providing alcohol and all provisions will be handled by the business. Bob Blumenfeld suggested the DMD request proof of insurance from those establishments.
- b. **2018 DTEP Calendar**
Gudenrath informed the board that the DMD is selling Downtown El Paso 2018 calendars as a promotional tool and that the DMD is accepting orders.
- c. **Running of the Bulls 5K Run / Walk Recap**
Gudenrath informed the board about how the Running of the Bulls 5K Run/Walk performed including registration, sponsorships, revenue, social media and paid advertising. He thanked the board members for their sponsorships, participation, and support. Zuvanich commented that she was proud of the DMD for putting on a well-organized and fun event.
- d. **Social Media & INSIDER Distribution List**
Vasquez gave an update of the number of likes, followers and subscribers the DMD has gained within their social media and newsletter.
- e. **DMD in the News**
Gudenrath gave a brief overview about what, when, and where the DMD was mentioned in the news in the month of November.

10. President's Report

- a. **DMD Holiday Open House**
Law reminded the board that they are invited to the DMD's Open House that evening at Circa 1963.
- b. **TIRZ/City Board Candidates**
Law informed the board that the Mayor asked the DMD to recommend candidates to serve on the TIRZ No. 5 Board. Law stated that there are four or five positions open for the TIRZ board. Law asked the board to identify people within their professional and social networks who would be good board candidates and notify Gudenrath about them.
- c. **Advocacy Efforts**
Law informed the Board that the DMD will increase advocacy efforts. He stated that a letter had been published about the five-day work week. Law informed the board that the DMD is identifying topics in line with the Board's vision to submit letters and columns to the editor. He let the Board know if any member is interested in putting their name on a letter, to notify Gudenrath.
- d. **Meeting with Senator Rodriguez**

Law informed the board that Martin Morgades, Gudenrath and himself met with Senator Rodriguez and although there is disagreement on the arena issue, Law believes the meeting opened up an opportunity for future communication and cooperation on issues important to Downtown.

- e. **Executive Director/IDA Involvement Follow-Up**
Law thanked the board for finalizing Gudenrath's evaluation at the last meeting and informed them that Gudenrath will apply to the IDA's Emerging Leaders Fellows program in the current budget year. If accepted, the DMD's cost is \$2,750 plus airfare and hotel. Law stated that upon acceptance the DMD will bring a budget amendment before the board. Law further informed the board that Gudenrath will apply for a seat on the IDA Board of Directors and if elected expenses pertaining to this position will be budgeted accordingly in the 2018-2019 budget.

11. Executive Director's Report

- a. **TIRZ No. 5 Update**
Gudenrath stated that the next meeting will be held in January.
- b. **IDA Conference Report**
Gudenrath, Vasquez, and Teresa Mais each gave a brief report on the IDA Conference they attended in Winnipeg, Canada. Each shared one thing they learned, one thing to do immediately, one thing the DMD should work toward, and one thing the DMD can dream about doing.
- c. **HR & Parking Committees**
Gudenrath informed the board that starting next year the DMD will be a facilitator of trying to bring HR directors from Downtown employers to discuss the needs of Downtown employees. He stated that another effort is to bring parking lot, parking garage, and meter management together to coordinate services, signage, opportunities, etc. to provide a better parking experience in Downtown. He informed the Board that this will not be a formal committee of the DMD, but rather a working group.
- d. **Downtown Power Hour Luncheons**
Gudenrath informed the Board of the assigned dates for each member to attend the Power Hour Luncheons. He also highlighted Kemp Smith as the sponsor for this year and thanked Mike McQueen. He asked the each member bring two guests to the lunch and to suggest topics when the time comes.

12. Construction & Event Update

- a. **Current/Upcoming Projects and Events**
Frank Hernandez gave an overview and updates of upcoming construction, projects and events.

13. Economic Development Update by City of El Paso

Rafael Arellano provided a brief 2017 review of the economic developments in the City of El Paso including development and investment amounts of several different buildings in Downtown. People asked Arellano to provide the total value of incentives at a future date.

14. Open Discussion of topics relevant to Downtown El Paso

Sam Legate suggested stores in Downtown should stay open late for events like the Celebration of Lights Parade and WinterFest. In response to Legate, Zuvanich stated that the DMD is in a position to make this happen and that the individual stores will not open late if it is not a benefit to them. In order for them to stay open the thought process of consumers would have to change. Gudenrath responded that the DMD should advocate for the parade to be on El Paso St. where the shops are.

Eric Pearson invited everyone to vote for their favorite design for the El Paso Children's Museum online and informed the Board about the public meetings regarding the designs. Spier suggested that the DMD use their Facebook page to engage the public about this.

Steve Ortega stated that he spoke with Abigail Villareal who markets El Paso in Mexico and she stated anecdotally that she has seen much more interest from Mexican nationals to visit El Paso as a destination. Ortega suggested that he would like to hear from her sometime next year.

15. Discussion of the Next Board Meeting—January 25, 2018.

No action

16. Open Comment Period

No action

17. 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):

18. Adjourn

By consensus of the Board the meeting adjourned at 12:30 p.m.

Submitted by:


Mike McQueen, Secretary
DMD Board of Directors

Date: 12/18/17