



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

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2018 DEC 3 10:05

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, December 6, 2018 at 3 p.m. in the 5th Floor Conference Room of the Hotel Indigo, 325 N. Kansas St., 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. November 1, 2018 Board of Directors Meeting
3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Hotel Paso del Norte - \$5,000 in support of City of El Paso Celebration of Lights

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
 - b. WestStar 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 Program
 - b. Off-Duty Officer Security Patrols
8. Discussion and Action to approve the DMD Position Statement in support of the El Paso Forward campaign and to join other individuals, businesses, and organizations as a member of the coalition.
9. Discussion and Action to approve a DMD Position Statement opposing actions that restrict, discourage or lengthen legal border crossings into the United States, and supporting efforts that facilitate the flow of legal commerce, culture and community between Juarez and El Paso.
10. Committee Report: Marketing Committee – Chair Edie Zuvanich

FILED FOR RECORD
IN THE OFFICE
2018 DEC 3 AM 10:07
D. L. Pople
EL PASO COUNTY CLERK
EL PASO, TEXAS 79901

- a. Current & Upcoming DTEP Promotions
- b. Social Media & INSIDER Distribution List
- c. DMD in the News

11. President's Report

- a. DMD Holiday Social
- b. 2019-2022 Strategic Plan

12. Discussion and Action to authorize the Executive Director to negotiate and enter into an agreement with Opportunity Strategies LLC for the facilitation and creation of the Downtown Management District's 2019-2021 Strategic Plan and allocate up to \$7,000 for associated costs from Budget Line 7500 (Community Projects & Programs) of the FY 2018-2019 Budget.

13. Executive Director's Report

- a. TIRZ No. 5 Update
- b. EPA Brownfields Assessment Grant Application & RFP Process
- c. Scooter Sharing Systems

14. Construction & Event Update- Frank Hernandez

- a. Current/Upcoming Projects and Events

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

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

17. Discussion of the Next Board Meeting – January 24, 2019 (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 3rd day of December, 2018, 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 6, 2018

Location: Hotel Indigo El Paso Downtown, 325 N Kansas St, 5th Floor Conference Room, El Paso, Texas

Attendees: **Total Members:** 21 **Quorum: 11 needed**

Total Members Present: 14

Bill Burton	Pacelli Mesta	Alejo Restrepo	Brad Taylor
Jamie Gallagher	Martin Morgades	Monty Rogers	Ruben Torres
Ben Marcus	Eric Pearson	Wayne Soza	Peter Spier
Mike McQueen	Laura Pople		

Total Members Not Present: 7

Arlene Carroll	Sam Legate	Steve Ortega	Edie Zuvanich
Jon Law	Madhi Nair	Y.I. Santoscoy	

Ex-Officio Members: Tommy Gonzalez – City Manager, City of El Paso

Staff: Joe Gudenrath; Frank Hernandez; Teresa Mais; Rudy Vasquez;

Guests: Bob Blumenfeld, Attorney; Paola Gallegos—Economic Development of the City of El Paso;
Victoria Molinar— Office of State Representative Lina Ortega

1. Call meeting to order

Martin Morgades called the meeting to order at 3:05pm on December 6, 2018 at Hotel Indigo El Paso Downtown, 325 N Kansas St, 5th 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 3, 2018 in accordance with the Texas Open Meeting Act on the dates indicated.

NOTICE TO THE PUBLIC

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CONSENT AGENDA

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

2. Approval of Minutes:

- a. November 1, 2018 Board of Directors Meeting

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

- a. Hotel Paso del Norte - \$5,000 in support of City of El Paso Celebration of Lights

Discussion: None
Moved: Wayne Soza
Seconded: Jamie Gallagher
Roll-Call Vote: For: 10; Against: 0; Abstaining: 1 (Pacelli Mesta); Absent: 3 (Mike McQueen, Eric Pearson, Ruben Torres)
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 the Running of the Bulls project was under budget. Joe Gudenrath added that the event was a net profit for the organization.

5. **Report on DMD Investments:**

- a. TexPool Accounts—balance, rate and status
b. WestStar Money Market Accounts—balance rate, and status
Pople provided a brief overview of the DMD's current investments. She stated that the DMD is earning over 2% on their money in TexPool.

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

- a. Grant Programs Status/Fund Balance Report
Peter Spier gave a brief overview of the status and fund balance of the Grant Program. He informed the Board that there are two projects under extension and two have a reimbursement request in process.

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

- a. Ambassador Program
Gudenrath informed the Board that the Ambassador Program re-launched the weekend before WinterFest. He gave details about working with the City of El Paso and the new attire for the Ambassadors.
b. Off-Duty Officer Security Patrols
Gudenrath informed the Board that the DMD contracted off-duty officer security patrols mainly for the shopping district. He informed them about their schedule.

Items 8 and 9 were taken together.

8. **Discussion and Action to approve the DMD Position Statement in support of the El Paso Forward campaign and to join other individuals, businesses, and organizations as a member of the coalition.**

Discussion: Gudenrath gave a brief overview and pointed out the list of coalition partners included in the board packet. Gudenrath also disclosed the role of Bill Burton/Mithoff Burton in this campaign and advised the board that Burton would be abstaining from the vote. Pople asked Burton to provide an overview of the El Paso Forward campaign. Pople expressed her support of the campaign. Jamie Gallagher informed Burton that at the last meeting Sam Legate had a concern about the campaign having a political agenda. Burton responded that the campaign has no political agenda, but there was one sentence that had to be taken down on the website due to it potentially being misconstrued.

Moved: Laura Pople

Seconded: Peter Spier

Roll-Call Vote: For: 10; Against: 0; Abstaining: 2 (Bill Burton, Mike McQueen); Absent: 2 (Eric Pearson, Ruben Torres)

Motion Approved.

9. Discussion and Action to approve the DMD Position Statement opposing actions that restrict, discourage or lengthen legal border crossings into the United States, and supporting efforts that facilitate the flow of legal commerce, culture and community between Juarez and El Paso.

Discussion: Spier ask Tommy Gonzalez if the DMD’s position would have a positive impact. Gonzalez stated that such a position by the DMD would be positive and appropriate.
Moved: Laura Pople
Seconded: Peter Spier
Roll-Call Vote: For: 11; Against: 0; Abstaining: 1 (Mike McQueen), Absent: 2 (Eric Pearson, Ruben Torres)

Motion Approved.

10. Committee Report: Marketing Committee

- a. **Current & Upcoming DTEP Promotions**
Gudenrath informed the Board about the Shop Small campaign, the Mistletoe Kiss as part of WinterFest, and the 2019 Downtown El Paso Calendar.
- b. **Social Media & INSIDER Distribution List**
Gudenrath gave a brief update of all the follower and subscriber numbers for each social medium and the INSIDER newsletter.
- c. **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.

11. President’s Report

- a. **DMD Holiday Social**
Morgades reminded the Board about the DMD Holiday Social right after the meeting.
- b. **2019-2022 Strategic Plan**
Gudenrath updated the Board about the strategic plan preparations. He stated that the steering committee will meeting the following week in preparation for that and he will be soliciting the Board’s input at near future meetings for the strategic planning effort.

12. Discussion and Action to authorize the Executive Director to negotiate and enter into an agreement with Opportunity Strategies LLC for the facilitation and creation of the Downtown Management District’s 2019-2021 Strategic Plan and allocate up to \$7,000 for associated costs from Budget Line 7500 (Community Projects & Programs) of the FY 2018-2019 Budget.

Discussion: Gudenrath stated that the item under consideration is for a contract with the same firm who facilitated the previous strategic planning session. Feedback following that effort was supportive. Peter inquired about what recommendations were implemented from past strategic planning exercises. Gudenrath responded that the DMD has a strategic plan that he has been working off of and that certain committees tie all their efforts back to that plan. Eric Pearson stated that the plan has facilitated the organization’s role in advocacy efforts. Pople added that the Finance Committee uses the plan when reviewing or proposing policy.

Moved: Jamie Gallagher
Seconded: Eric Pearson
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 1 (Ruben Torres)

Motion Approved.

13. Executive Director’s Report

- a. TIRZ No. 5 Update
Gudenrath informed the Board there has not been a meeting for the TIRZ.

- b. EPA Brownfields Assessment Grant Application & RFQ Process
Gudenrath informed the Board about an opportunity to apply for an Assessment and Planning Grant for Environmental Remediation efforts through the EPA. To facilitate the grant application and implementation (if successful), Gudenrath issued an RFQ earlier in the week for consulting services. Ideally, the DMD would not have to spend any money, and if successful, the consultant would be paid from the grant as part of its implementation. The DMD board will have to consider a contract with the consultant at the January meeting.

- c. Scooter Sharing Systems
Gudenrath informed the Board that the pilot program and the City ordinance for the scooter sharing systems will go before City Council the following Tuesday. If the ordinance is approved scooter sharing companies will be able to apply for a permit.

14. Construction & Event Update

- a. Current/Upcoming Projects and Events
Frank Hernandez gave a brief overview about current and upcoming projects including various hotel, parking garage, and building projects. He also gave a brief overview of recent and upcoming events including Celebration of Lights Parade, Neon Desert Music Festival, Earth Day, and Mariachi Loco Music Festival. Morgades gave a brief overview about the recently opened Stanton House Hotel. Tommy Gonzalez thanked Gudenrath and the DMD for helping make the holiday event season longer and coordinating the sponsorship by Scherr Legate for the Celebration of Lights Parade. Gudenrath expressed that the DMD is glad to be a part of the effort and thanked the City for making the holiday season longer.

15. Economic Development Update by City of El Paso

Paola Gallegos gave a presentation about a potential project called the Alley Gallery Walk in partnership with the Uptown Parking Benefit District. Gallegos updated the Board about the dockless scooters ordinance and stated that they are hoping to have everything implemented by February. Pople asked if scooter companies are required to have insurance. Gallegos stated that is a requirement of the permit. McQueen asked if the bike share was successful. Gallegos indicated that the system is being used.

16. Open Discussion of topics relevant to Downtown El Paso

Spier asked about streetcar ridership. Gonzalez indicated that usage during free periods is good. McQueen stated that an app or other means of knowing arrival times would make the system more usable to him. Gonzalez indicated that such a feature is in the works.

17. Discussion of the Next Board Meeting—January 24, 2018

None

18. Open Comment Period

None

19. Executive Session

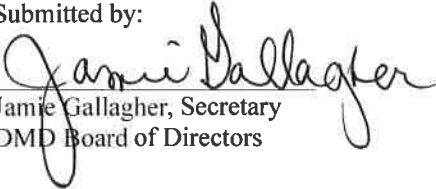
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appropriate. The items to be discussed in executive session, if any, include the topics listed on the agenda, and possibly the following specified item(s):

20. Adjourn

By consensus of the Board the meeting adjourned at 3:47 p.m.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: Jan. 10 '19