



*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, December 5, 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.
2. Discussion and Action to adopt Public Comment Policies, Procedures and Rules to ensure compliance with the Open Meetings Act.

**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 24, 2019 Board of Directors Meeting
4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. TFCU – \$1,000 sponsorship of the Start Up Downtown Business Blender
  - b. El Paso Community Foundation - \$1,000 sponsorship of the Start Up Downtown Business Blender
  - c. Orange Theory - \$250 Booth Sponsorship at the 2019 Downtown Running of the Bulls 5k Fun Run/Walk

**SPECIAL MEETING**

Note: The Board of Directors intends to recess the regular meeting to hold a special meeting at 12:00 p.m. (noon), which is posted separately from this agenda. The regular meeting may resume after the special meeting concludes.

**REGULAR AGENDA**

5. Committee Report: Finance Committee - Chair Wayne Soza
  - a. Monthly Financial Summary
6. Report on DMD Investments:
  - a. TexPool Accounts – balance, rate and status
7. Committee Report: Grant Programs Update – Chair Jamic Gallagher
  - a. Grant Programs Status/Fund Balance Report
8. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
  - a. City Historical Preservation Policy Revisions
  - b. Ambassador Program and Off Duty Officer Holiday Season Staffing
  - c. EPA Brownfields Grant Update
  - d. Entertainment District Designation

FILED FOR RECORD  
 IN MY OFFICE  
 2019 NOV 25 AM 11:00  
 CITY CLERK  
 EL PASO COUNTY, TEXAS

9. Discussion and Action to approve the DMD Position Statement requesting designation by the City of El Paso as an Entertainment District to allow for specific regulatory requirements and/or relief, focused advertising and marketing for the

district, allowances for identified parties to administer and enforce certain regulations within the district, and other similar activities.

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2019 NOV 26 AM 10:47

10. Committee Report: Marketing Committee – Chair Edie Zuvanich
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News
11. President’s Report
  - a. Executive Committee Makeup
  - b. DMD Board Nominations for Board Vacancies
12. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 3 on the Downtown Management District Board with Leah Masters. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)
13. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 17 on the Downtown Management District Board with Laura Uribarri. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)
14. Executive Director’s Report
  - a. TIRZ No. 5 Update
  - b. DMD Boundary Expansion
15. Construction & Event Update – Amy McQuillen
  - a. Current/Upcoming Projects and Events
16. Economic Development Update by City of El Paso (Mirella Craigo)
17. Open Discussion of topics relevant to Downtown El Paso (no action)
18. Discussion of the Next Board Meeting – January 23, 2020 at 11:30 a.m. (no action)
19. Call to the Public\* (no action)
20. Executive Session

FILED FOR RECORD  
CLERK'S OFFICE  
2019 NOV 26 AM 11:00  
COUNTY CLERK  
EL PASO COUNTY, TEXAS

*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. 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 26<sup>th</sup> day of November, 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

## EL PASO DOWNTOWN MANAGEMENT DISTRICT

### Minutes of the Meeting of the Board of Directors – December 5, 2019

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

**Attendees:** \_\_\_\_\_ **Total Members:** 19 **Quorum: 10 needed**

**Total Members Present:** 16

Bill Burton	Sam Legate	Steve Ortega	Peter Spier
Arlene Carroll	Ben Marcus	Eric Pearson	Brad Taylor
Jamie Gallagher	Mike McQueen	Laura Pople	Ruben Torres
Jon Law	Pacelli Mesta	Alejo Restrepo	Edie Zuvanich

**Total Members *Not* Present:** 3

Martin Morgades Y.I. Santoscoy Wayne Soza

**Ex-Officio Members:** Tommy Gonzalez—El Paso City Manager

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

**Guests:** Bob Blumenfeld & Gwen Pulido, Attorneys; Kent Waggoner—Texas Commission on Environmental Quality; David Stout and Carlos A. Martinez—Office of County Commissioner David Stout, Cris Canales—Office of City Council Representative Cissy Lizarraga

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

Mike McQueen called the meeting to order at 11:34 am on December 5, 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 November 26, 2019 in accordance with the Texas Open Meeting Act on the dates indicated.

#### **2. Discussion and Action to adopt Public Comment Policies, Procedures and Rules to ensure compliance with the Open Meetings Act.**

McQueen and Bob Blumenfeld gave a brief overview about the changes in the law regarding public comment and how the DMD will comply with the new law.

<b>Discussion:</b>	None
<b>Moved:</b>	Pacelli Mesta
<b>Seconded:</b>	Jamie Gallagher
<b>Roll-Call Vote:</b>	For: 13; Against: 1 (Sam Legate); Abstaining: 0; Absent: 2 (Eric Pearson, Edie Zuvanich)

**Motion Approved.**

### **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**

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

**3. Approval of Minutes:**

- a. October 24, 2019 Board of Directors Meeting

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

- a. TFCU – \$1,000 sponsorship of the Start Up Downtown Business Blender
- b. El Paso Community Foundation - \$1,000 sponsorship of the Start Up Downtown Business Blender
- c. Orange Theory - \$250 Booth Sponsorship at the 2019 Downtown Running of the Bulls 5k Fun Run/Walk

**Discussion:** None  
**Moved:** Bill Burton  
**Seconded:** Arlene Carroll  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 2 (Sam Legate, Pacelli Mesta);  
Absent: 2 (Eric Pearson, Edie Zuvanich)  
**Motion Approved.**

**SPECIAL MEETING**

Note: The Board of Directors intends to recess the regular meeting to hold a special meeting at 12:00 p.m. (noon), which is posted separately from this agenda. The regular meeting may resume after the special meeting concludes.

**REGULAR AGENDA**

**5. Committee Report: Finance Committee**

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

**6. Report on DMD Investments:**

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

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

- a. Grant Programs Status/Fund Balance Report  
Jamie Gallagher provided an update on the status of current projects and the program’s fund balance. She informed the Board that the TIRZ #5 Board approved an amendment to its ordinance to correct an error and allocate \$100,000 annually to the Façade and Lighting & Signage grant programs. The amendment will go to City Council for final approval.

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

- a. City Historical Preservation Policy Revisions  
Amy McQuillen informed the Board that there is no update for the City Historical Preservation Policy Revisions and will present to the Board once there is an update.
- b. Ambassador Program and Off Duty Officer Holiday Season Staffing  
McQuillen informed the Board that the Ambassadors are working Friday, Saturday, and Sunday through the holiday season and off-duty officers will be working weekends through January 5, 2020.
- c. EPA Brownfields Grant Update  
McQuillen informed the Board that the DMD has submitted the EPA Brownfields Grant and expects notification in early Spring 2020.
- d. Entertainment District Designation  
McQuillen gave a brief update about the Entertainment District Designation. She stated that City Council decided there was a need to recognize Downtown as a unique entity when it comes to issues such as the recent noise ordinance. The DMD met with City staff and requested that the Infrastructure Committee

create a position statement regarding a Downtown Entertainment District designation. McQuillen presented the position statement to the Board. Gudenrath further expounded on the position statement.

**9. Discussion and Action to approve the DMD Position Statement requesting designation by the City of El Paso as an Entertainment District to allow for specific regulatory requirements and/or relief, focused advertising and marketing for the district, allowances for identified parties to administer and enforce certain regulations within the district, and other similar activities.**

**Discussion:** None  
**Moved:** Jon Law  
**Seconded:** Eric Pearson  
**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**10. Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions  
Rudy Vasquez gave a brief overview about the DMD current and upcoming events and promotions including Start Up Downtown, the 2020 Downtown Calendar, and the Barstool Open.
- b. Social Media & INSIDER Distribution List  
Vasquez gave brief update on the DMD's social media channels and the weekly newsletter. He informed the Board that the DMD created a Downtown Management District Facebook page where the DMD can highlight its programs and relevant information.
- c. DMD in the News  
Vasquez gave a brief update about what publications and when the DMD was in the news during October and November.

**Motion to recess the Regular Board Meeting at 11:59 am**

**Discussion:** None  
**Moved:** Arlene Carroll  
**Seconded:** Eric Pearson  
**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**DMD Board convened a Special Board Meeting.**

**Motion to reconvene Regular Board Meeting at 12:19 pm.**

**Discussion:** None  
**Moved:** Jon Law  
**Seconded:** Steve Ortega  
**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**11. President's Report**

- a. Executive Committee Makeup  
McQueen informed the Board that he is responsible for selecting an Executive Committee and he thanked and named the members of that committee who will serve over the next year.
- b. DMD Board Nominations for Board Vacancies  
McQueen informed the Board that Leah Masters and Laura Uribarri are nominated to fill the two vacancies on the Board. He stated that since they are filling unexpired terms, the Board is responsible for considering and confirming the appointments.

**Items #12 and #13 were taken together.**

**12. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 3 on the Downtown Management District Board with Leah Masters. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)**

**13. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 17 on the Downtown Management District Board with Laura Uribarri. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)**

**Discussion:** None  
**Moved:** Steve Ortega  
**Seconded:** Eric Pearson  
**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**14. Executive Director’s Report**

- a. TIRZ No. 5 Update  
Gudenrath informed the Board that the TIRZ voted to contribute \$100,000 annually for Façade grants and Iconic Signage and Lighting grants. This will go before City Council for approval.
- b. DMD Boundary Expansion  
Gudenrath did not feel any further updates could be provided at the time.

**15. 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 Plaza Parking Garage, The Plaza Hotel, Hotel Paso del Norte, and more. McQueen stated that he was told Hotel Paso del Norte will be completed in Summer or Fall 2020. Tommy Gonzalez gave a brief update about the completion of the Hotel Paso del Norte and Plaza Hotel and how it will affect conventions coming to El Paso. McQuillen stated that the San Jacinto Visitor Center is completed. Steve Ortega requested an update about the Banner Building.

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

None

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

Sam Legate suggested closing Oregon Street and Mills Street adjacent to the Plaza Hotel and San Jacinto Plaza during WinterFest. Gallagher stated that a precedent should not be set prior to the opening of the Plaza Hotel. Pacelli Mesta expressed concern that closing those streets will restrict access to other properties in the area. Gonzalez talked about the City possibly installing removable bollards on Oregon Street.

Gudenrath complimented the City on moving the start date of WinterFest to November for a longer season.

Legate mentioned that he took the El Paso Streetcar from Glory Road to WinterFest and the streetcar was full. Gonzalez stated that new residential development will help support the streetcar.

**18. Discussion of the Next Board Meeting—January 23, 2020 at 11:30 am**

None

**19. Call to the Public**

None

**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*

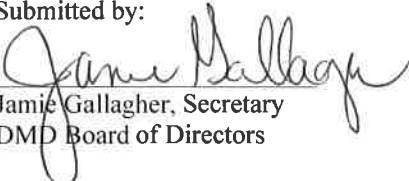
*Executive Session pursuant to Texas Law. Executive Session is a closed, private meeting of the Board at which the public may not attend. No action and no voting may occur in Executive Session. The Board will return to open session to take any final action on any item discussed in Executive Session, 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. Adjourn**

By consensus of the Board the meeting adjourned at 12:35 pm.

Submitted by:

  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: 