



The El Paso Downtown Management District Board of Directors meeting will be held Thursday, February 22, 2018 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

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. January 25, 2018 Board of Directors Meeting
4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Urban Lion LLC - \$750 participation fee for Downtown Living Tour
 - b. The 501 - \$750 participation fee for Downtown Living Tour
 - c. The Savoy Loft Apartments - \$750 participation fee for Downtown Living Tour
 - d. Martin Lofts - \$750 participation fee for Downtown Living Tour
 - e. Roderick Artspace Lofts/El Paso Community Foundation - \$750 participation fee for Downtown Living Tour
 - f. Essex Alley - \$750 participation fee for Downtown Living Tour

REGULAR AGENDA

5. Committee Report: Finance Committee- Chair Laura Pople
 - a. Monthly Financial Summary
6. Report on DMD Investments:
 - a. Bank of Texas CD – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
7. Committee Report: Grant Programs Update– Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
8. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Bike Rack Program
 - b. Paseo de las Luces Project Outreach
9. Committee Report: Marketing Committee – Chair Edie Zuvanich
 - a. Current & Upcoming DTEP Promotions

- b. Social Media & INSIDER Distribution List
- c. DMD in the News

10. President's Report

- a. IDA Value of U.S. Downtowns and Center Cities Report

11. Discussion and Action to approve up to \$15,000 in funding by the El Paso Downtown Management District for participation in the International Downtown Association's 2018 Value of U.S. Downtowns and Center Cities project by:

- a. Amending the FY 2017-2018 Budget to increase expenditures by \$15,000 to allow for funding of the effort; and,
- b. Directing the DMD Executive Director to solicit funds from local entities to support this effort and offset costs to the DMD; and,
- c. Authorizing the Executive Director to enter into an agreement with the International Downtown Association for inclusion in the project.

12. Executive Director's Report

- a. Annual Report
- b. TIRZ No. 5 Update

13. Construction & Event Update- Frank Hernandez

- a. Current/Upcoming Projects and Events

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

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

16. Discussion of the Next Board Meeting – March 22, 2018 (no action)

17. Open Comment Period* (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

** 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 19th day of February, 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*, Teresa Mais

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – February 22, 2018

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

Attendees: Total Members: 21 Quorum: 11 needed

Total Members Present: 13

Arlene Carroll	Madhi Nair	Monty Rogers	Brad Taylor
Jamie Gallagher	Steve Ortega	Y.I. Santoscoy	Ruben Torres
Jon Law	Eric Pearson	Wayne Soza	Edie Zuvanich
Mike McQueen			

Total Members *Not* Present: 8

Bill Burton	Benjamin Gonzalez	Martin Morgades	Alejandro Restrepo
Lane Gaddy	Sam Legate	Laura Pople	Peter Spier

Ex-Officio Members: Rep. Lina Ortega – Office of State Representative Lina Ortega, Tommy Gonzalez – City Manager, City of El Paso

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

Guests: Rafael Arellano – City of El Paso; Bob Blumenfeld, Attorney; Alberto Halpern—Office of Commissioner David C. Stout; Xochitl Rodriguez— Office of State Representative Lina Ortega; Lauren Baldwin – City of El Paso

1. Call meeting to order

Jon Law called the meeting to order at 11:35 a.m. on February 22, 2018 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 City Hall, the administrative office of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Teresa Mais on February 19, 2018 in accordance with the Texas Open Meeting Act on the dates indicated. Notice of the meeting was also posted at the El Paso County Courthouse by Teresa Mais on February 20, 2018.

2. Welcome and Introductions

No new Ex Officio members were present to be introduced to the Board.

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.

3. Approval of Minutes:

- a. January 25, 2018 Board of Directors Meeting

4. **Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:**
 - a. Urban Lion LLC - \$750 participation fee for Downtown Living Tour
 - b. The 501 - \$750 participation fee for Downtown Living Tour
 - c. The Savoy Loft Apartments - \$750 participation fee for Downtown Living Tour
 - d. Martin Lofts - \$750 participation fee for Downtown Living Tour
 - e. Roderick Artspace Lofts/El Paso Community Foundation - \$750 participation fee for Downtown Living Tour
 - f. Essex Alley - \$750 participation fee for Downtown Living Tour

Discussion: None
Moved: Mike McQueen
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 11; Against: 0; Abstaining: 0; Absent: 2 (Arlene Carroll, Eric Pearson)
Motion Approved.

REGULAR AGENDA

5. **Committee Report: Finance Committee**

- a. Monthly Financial Summary
Terry Mais provided an overview of the DMD's current financial position.

6. **Report on DMD Investments:**

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

Joe Gudenrath gave an overview of the status of existing grant projects and reported the Grant Programs' fund balances. He informed the Board that due to a lack of applications for grants there was no committee meeting in February. Currently, there are seven projects in various stages of progress. There have been zero applications approved this fiscal year. There is a balance of \$268,000 available in grant funding. Gudenrath stated that the committee will meet in March to discuss how to solicit grant applications.

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

- a. Bike Rack Program
Mike McQueen informed the board that the DMD will be installing two bike racks by the Cortez Building on the Mills Street side. He expressed that once these bike racks are installed he hopes others will apply for the program.
- b. Paseo de las Luces Project Outreach
McQueen informed the board that Gudenrath and Frank Hernandez met with the project manager for the City of El Paso and that they have not signed the contracts yet, but once it is signed they will collaborate with the DMD to coordinate outreach about the project. He stated that one of the things the DMD will talk to the City about is potentially doing something about parking for the business owners near the Paseo de las Luces because parking will be affected.

9. Committee Report: Marketing Committee

Law informed the Board that Edie Zuvanich is the new Chair for the Marketing Committee.

a. **Current & Upcoming DTEP Promotions**

Zuvanich stated that January was a very strong month for marketing. She informed the Board that the Downtown Barstool Open exceeded expectations and that the DMD made about \$4,000 in revenue from the event. The event expected 370 participants, but about 400 participants joined. Zuvanich stated that the next Barstool Open is set for January 29, 2019. She gave a brief overview of the Hidden Hearts promotion. She stated that the promotion had about 40 participants and sharing on social media increased this year. Gudenrath informed the Board about the 2nd Annual Downtown Living Tour on Saturday, April 7. Law thanked the DMD staff for their work on the Downtown Barstool Open.

b. **Social Media & INSIDER Distribution List**

Zuvanich updated the Board about the growth in social media and stated that there has been a consistent increase in followers across all platforms. Monty Rogers expressed that uploading pictures of each team to Facebook from the Downtown Barstool Open was a good idea.

c. **DMD in the News**

Zuvanich gave a brief overview about what, when, and where the DMD was mentioned in the news in the month of January. She stated that this month was a strong month in terms of media mentions.

10. President's Report

a. **IDA Value of U.S. Downtowns and Center Cities Report**

Law informed the Board that the DMD received an invitation from the International Downtown Association to participate in a project where they identify the value of U.S. Downtowns. He stated that the Executive Committee discussed the invitation and it was not unanimous in absolute support, but the committee believed it was an opportunity worth discussing. Law stated that he supports this project. Gudenrath further informed the Board about what the project is and the deliverables. He also stated the benefits of doing the study. Gudenrath stated that the cost would not cause the DMD to cut into any existing services. Law stated that the Executive Committee thought the cost was reasonable and one of their concerns was if there could be any negative consequences if the results were not favorable. He stated that another concern was how the study could generate actionable items.

11. Discussion and Action to approve up to \$15,000 in funding by the El Paso Downtown Management District for participation in the International Downtown Association's 2018 Value of U.S. Downtowns and Center Cities project by:

- a. Amending the FY 2017-2018 Budget to increase expenditures by \$15,000 to allow for funding of the effort; and,
- b. Directing the DMD Executive Director to solicit funds from local entities to support this effort and offset costs to the DMD; and,
- c. Authorizing the Executive Director to enter into an agreement with the International Downtown Association for inclusion in the project.

Discussion:

McQueen expressed concern that the study seemed to have a grading process that evaluated what stage Downtowns were at and Downtown El Paso was early in the process of revitalization. Gudenrath stated that IDA is updating the previous participants and it would be easier to update the DMD's data going forward. He stated that the study would be accessible as a public document and the DMD would proactively promote it in the context of recent advancements. Lina Ortega expressed that she thinks doing the study is a good idea to see what is lacking and what needs to be done. Steve Ortega stated that efforts the DMD can use to justify things like code

enforcement from an honest third-party are a good thing. Zuvanich stated that if the study is searchable online by companies that might want to come to El Paso, Downtown will be placing themselves in competition and possibly at a disadvantage with other Downtowns. Eric Pearson stated that it is important to be on a list and show a positive trend. He stated that the DMD should be involved in something that is multi-year so the DMD can revisit and look for opportunities. Law stated that IDA's mission is to build Downtown and are not here to hurt the DMD.

Moved: Ruben Torres
Seconded: Steve Ortega
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent:
Motion Approved.

12. Executive Director's Report

a. Annual Report

Gudenrath gave a brief overview of the 2017 Annual Report. He stated that the DMD has been responsive to a changing Downtown, and the DMD has been innovative in trying to highlight what the areas assets. He informed the Board that the DMD has had a major shift in their marketing with video, and the DMD started executing events. He also gave an overview of the grants that the DMD offered and were approved in 2017 and went on to talk about the events in Downtown. He informed the Board that there was an increase in community involvement in 2017.

b. TIRZ No. 5 Update

Gudenrath informed the Board that the TIRZ approved funding for the Paseo de las Luces project. At their next meeting Gudenrath will present projects the DMD identified.

13. Construction & Event Update

a. Current/Upcoming Projects and Events

Frank Hernandez gave an overview and updates of upcoming construction, projects and events. He updated the Board about outreach for the community about the Paseo de las Luces project.

14. Economic Development Update by City of El Paso

Rafael Arellano provided a brief overview about economic development by the City. He informed the Board about building projects that are underway and about the company Fivestars moving to Downtown El Paso. Lauren Baldwin gave a presentation about alleyway activation.

15. Open Discussion of topics relevant to Downtown El Paso

Gudenrath informed the Board about the Last Thursdays Art and Gallery Crawl taking place that evening and informed them about the Aloft Hotel grand opening in March.

16. Discussion of the Next Board Meeting—March 22, 2018.

No action

17. Open Comment Period

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):

19. **Adjourn**

By consensus of the Board the meeting adjourned at 12:22 p.m.

Submitted by:


Mike McQueen, Secretary
DMD Board of Directors

Date: 3/16/18