



FILED FOR RECORD
IN MY OFFICE

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, February 28, 2019 at 8:30 a.m. at the United Bank Building Conference Room of the United Bank Building, 401 E. Main Dr., El Paso, Texas

Doris Blinn
COUNTY CLERK
EL PASO COUNTY, TEXAS

AGENDA:

1. Call meeting to order.
2. Downtown Management District Strategic Planning Session to identify organizational priorities.
 - a. Welcome/Purpose & 2019 Look-Ahead
 - b. Expectations/Introductions
 - c. Review Accomplishments from 2016-2018 Strategic Plan
 - d. 4 Phases of this Strategic Planning Process
 - e. Analysis of Results from Prioritization Survey
 - f. Start/Stop/Continue Exercise
 - g. 2019-2021 Goal Development

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 24, 2019 Board of Directors Meeting
4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Kemp Smith LLP - \$1,000 sponsorship of 2019 Downtown Power Hour Luncheon series.
 - b. International - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - c. Hotel Indigo/Circa 1963 - \$600 participating and award ceremony sponsorships of 2019 Downtown Barstool Open.
 - d. Park Tavern - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - e. The Speak Easy - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - f. Rockstar Burger Bar - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - g. EPIC - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - h. B-17 Bombers Oyster Pub - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - i. Church Bar - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - j. Craft & Social - \$300 participating sponsorship of 2019 Downtown Barstool Open.
 - k. Topgolf - \$1,000 sponsorship of 2019 Downtown Barstool Open.
 - l. Glazer's Beer & Beverage - \$1,500 sponsorship of 2019 Downtown Barstool Open.

REGULAR AGENDA

CITY CLERK DEPT
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5. Committee Report: Finance Committee - Chair Laura Pople
 - a. Monthly Financial Summary
6. Report on DMD Investments:
 - a. TexPool Accounts – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
7. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program for property located at 324 E. San Antonio Avenue (FAC 18-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
8. President’s Report
9. Executive Director’s Report
 - a. TIRZ No. 5 Update
 - b. IDA Conference Report
10. Open Discussion of topics relevant to Downtown El Paso (no action)
11. Discussion of the Next Board Meeting – March 29, 2019 at 8:30 a.m. (no action)
12. Open Comment Period* (no action)
13. 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

14. 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 25th day of February, 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 – February 28, 2019

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

Attendees: **Total Members:** 20 **Quorum: 11 needed**
Total Members Present: 17

Bill Burton	Sam Legate	Steve Ortega	Y.I. Santoscoy
Arlene Carroll	Ben Marcus	Laura Pople	Peter Spier
Jamie Gallagher	Mike McQueen	Alejo Restrepo	Brad Taylor
Jon Law	Martin Morgades	Monty Rogers	Ruben Torres
Edie Zuvanich			

Total Members Not Present: 3

Pacelli Mesta Eric Pearson Wayne Soza

Ex-Officio Members: Tommy Gonzalez—City Manager of the City of El Paso; Representative Cissy Lizarraga—El Paso City Council

Staff: Joe Gudenrath; Frank Hernandez; Teresa Mais; Rudy Vasquez; Analissa Carreon
Guests: Bob Blumenfeld, Attorney; Paola Gallegos—City of El Paso Economic Development Department; Alberto Halpern —Office of Commissioner David C. Stout; Alysia Cook—Opportunities Strategies, Cary Westin—Deputy City Manager of the City of El Paso

1. Call meeting to order

Jon Law called the meeting to order at 8:42 am on February 28, 2019 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 February 22, 2019 in accordance with the Texas Open Meeting Act on the dates indicated.

2. Downtown Management District Strategic Planning Session to identify organizational priorities.

Law welcomed everybody and introduced Alysia Cook of Opportunities Strategies. Cook engaged with those present as part of a strategic planning effort to build consensus around priority goals. Cook covered the following areas:

- a. Welcome/Purpose & 2019 Look-Ahead
- b. Expectations/Introductions
- c. Review Accomplishments from 2016-2018 Strategic Plan
- d. 4 Phases of this Strategic Planning Process
- e. Analysis of Results from Prioritization Survey
- f. Start/Stop/Continue Exercise
- g. 2019-2021 Goal Development

Consensus was developed along the following goal areas:

- Formal Integration
 - Services Agreement with City
 - Other partners
- Residential Development in Downtown
- Downtown Vision/Action Plan/Identity/District Boundaries
- Aesthetics and Connectivity (Built Environment)
 - Alley corridor
 - Consider adding to façade language
 - Walkability

- Functionality during construction
- Business Retention & Expansion Program & Business Development
 - Retail and small businesses
 - Partner development
- Advocacy
 - Serving as advocates for downtown business
 - Sharing valuable information
 - Morning ridership on trolley
 - Other transportation needs

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CONSENT AGENDA

Martin Morgades 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:

January 24, 2019 Board of Directors Meeting

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

- a. Kemp Smith LLP - \$1,000 sponsorship of 2019 Downtown Power Hour Luncheon series.
- b. International - \$300 participating sponsorship of 2019 Downtown Barstool Open.
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Discussion: None
Moved: Mike McQueen
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 4 (Jamie Gallagher, Jon Law, Sam Legate, Ruben Torres)

Motion Approved.

REGULAR AGENDA

5. Committee Report: Finance Committee

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

6. 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.

7. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program for property located at 324 E. San Antonio Avenue (FAC 18-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: None
Moved: Arlene Carroll
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 4 (Jamie Gallagher, Jon Law, Sam Legate, Ruben Torres)

Motion Approved.

8. President's Report

None

9. Executive Director's Report

- a. TIRZ No. 5 Update
Gudenrath informed the Board there has not been a meeting for the TIRZ. He added that the City notified the DMD that they are updating the board's membership to comply with the state law governing TIRZ districts which indicates that any tax entity being represented by a Board member on the TIRZ must be a contributing tax entity in the TIRZ district. If it is not a contributing tax entity, it will no longer have a space on the TIRZ. As a result, the DMD's current TIRZ Board Member, Ruben Torres, will no longer be on the Board.
- b. IDA Conference Report
Gudenrath, Analissa Carreon, Arlene Carroll, Pople, and Paola Gallegos each gave a brief overview about what they learned at the IDA Conference and would they would like to see implemented in El Paso.

10. Open Discussion of topics relevant to Downtown El Paso

Cook invited the DMD to the Texas Downtown Annual Conference.

11. Discussion of the Next Board Meeting—March 29, 2019

None

12. Open Comment Period

None

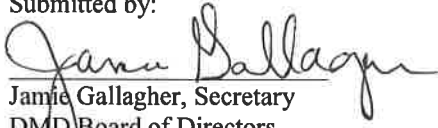
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14. Adjourn

By consensus of the Board the meeting adjourned at 12:44 pm.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: March 13, 2019