



The El Paso Downtown Management District Board of Directors meeting will be held Thursday, February 27, 2020 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.

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. January 23, 2020 Board of Directors Meeting
- 3. DMD January Investment Report
 - a. TexPool Accounts – balance, rate and status

FILED FOR RECORD
IN MAY OFFICE
2020 FEB 24 AM 10:43
COUNTY CLERK
EL PASO COUNTY, TEXAS

REGULAR AGENDA

- 4. Committee Report: Finance Committee – Chair Wayne Soza
 - a. Monthly Financial Summary
- 5. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report
- 6. 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 210 N. Campbell (FAC 19-01) in the amount of \$1,968.75 with said project to be completed in accordance with the execution of the Agreement.
- 7. Discussion and Action to amend the Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program.
 - b. That the Executive Director be authorized to sign an amended Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program for property located at 806 Texas Ave. (FAC 18-04) in the amount of \$23,864.50, an increase of \$1,175.00, with said project to be completed in accordance with the execution of the Agreement.
- 8. Discussion and Possible Action for Approval of Amendments to the Program Guidelines for the Downtown Commercial Façade Improvement Grant Program, the Downtown Iconic Signage & Lighting Grant Program, the Downtown Mural Grant Program, and the Downtown Pedestrian Corridor Improvement Grant Program.
 - a. Applicant Eligibility of Tax-Exempt, Non-Governmental Properties
 - b. Classify demolition associated with improvement as an eligible expense
- 9. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. City Historical Preservation Policy Revisions
- 10. Committee Report: Marketing Committee – Rudy Vasquez
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List

- c. DMD in the News

11. President's Report

- a. Edie Zuvanich Resignation
- b. 2020 Downtown Power Hour Luncheons

12. Executive Director's Report

- a. TIRZ No. 5 Update
- b. DMD 2019 Annual Report
- c. DMD/City of El Paso Interlocal Agreement Update
- d. Downtown Residential, Retail and Land Use Analysis

13. Discussion and Possible Action to partner with the City of El Paso in a comprehensive planning effort for the Downtown and Uptown areas, allocate up to \$50,000.00 to support such efforts, and authorize Board President or Executive Director to enter into any required agreements to facilitate such support. Identified deliverables include, but are not limited to:

- a. Commercial Market Analysis
- b. Housing Market Analysis
- c. Retail Market Analysis
- d. Land Use and Urban Design Strategies
- e. Implementation Strategies, Public Investment Strategies and Strategic Financing Opportunities

14. Construction & Event Update – Amy McQuillen

- a. Current/Upcoming Projects and Events

15. Economic Development Update by City of El Paso (Mirella Craig)

16. Call to the Public* (no action)

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

18. Discussion of the Next Board Meeting – March 26, 2020 at 11:30 a.m. (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

** 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 24th day of February, 2020, 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

FILED FOR RECORD
IN MY OFFICE
2020 FEB 24 AM 10:44
COUNTY CLERK
EL PASO COUNTY, TEXAS


EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – February 27, 2020

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

Attendees: **Total Members:** 20 **Quorum: 11 needed**
Total Members Present: 14

Arlene Carroll	Ben Marcus	Martin Morgades	Ruben Torres
Jamie Gallagher	Leah Masters	Eric Pearson	Laura Uribarri
Jon Law	Mike McQueen	Alejo Restrepo	Sam Legate
Pacelli Mesta	Brad Taylor		

Total Members Not Present: 6

Bill Burton	Laura Pople	Wayne Soza	Peter Spier
Steve Ortega	Y.I. Santoscoy		

Ex-Officio Members:

Staff: Joe Gudenrath; Teresa Mais; Rudy Vasquez; Analissa Carreon, Amy McQuillen
Guests: Gwen Pulido—Attorney; Robert Reed—City of El Paso, Alex Hoffman—City of El Paso

1. Call meeting to order

Mike McQueen called the meeting to order at 11:34 am on February 27, 2020 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 24, 2020 in accordance with the Texas Open Meeting Act on the dates indicated.

McQueen welcomed Leah Masters, the newest Board Member representing United Bank. Masters gave a brief introduction about herself.

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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.

2. Approval of Minutes:

- a. January 23, 2020 Board of Directors Meeting

3. DMD January Investment Report

- a. TexPool Accounts – balance, rate and status

Discussion: None

Moved: Brad Taylor
Seconded: Laura Uribarri
Roll-Call Vote: For: 8; Against: 0; Abstaining: 3 (Sam Legate, Leah Masters, Pacelli Mesta);
Absent: 3 (Eric Pearson, Alejo Restrepo, Laura Uribarri)
Motion Approved.

REGULAR AGENDA

4. Committee Report: Finance Committee

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

5. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report
Joe Gudenrath provided an update on the status of current projects and the program's fund balance. He stated there are currently eleven projects under various stages and one new project is under consideration today. He stated there is a previously approved application seeking an amendment.

6. 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 210 N. Campbell (FAC 19-01) in the amount of \$1,968.75 with said project to be completed in accordance with the execution of the Agreement.

Discussion: None
Moved: Sam Legate
Seconded: Jon Law
Roll-Call Vote: For: 11; Against: 0; Abstaining:0; Absent: 3 (Eric Pearson, Alejo Restrepo, Laura Uribarri)

Motion Approved.

7. Discussion and Action to amend the Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program.

- a. That the Executive Director be authorized to sign an amended Reimbursement Grant Agreement for the Downtown Commercial Façade Improvement Grant Program for property located at 806 Texas Ave. (FAC 18-04) in the amount of \$23,864.50, an increase of \$1,175.00, with said project to be completed in accordance with the execution of the Agreement.

Discussion: None
Moved: Eric Pearson
Seconded: Arlene Carroll
Roll-Call Vote: For: 11; Against: 0; Abstaining:0; Absent: 3 (Eric Pearson, Alejo Restrepo, Laura Uribarri)

Motion Approved.

8. Discussion and Action for Approval of Amendments to the Program Guidelines for the Downtown Commercial Façade Improvement Grant Program, the Downtown Iconic Signage & Lighting Grant Program, the Downtown Mural Grant Program, and the Downtown Pedestrian Corridor Improvement Grant Program.

- a. Applicant Eligibility of Tax-Exempt, Non-Governmental Properties
b. Classify demolition associated with improvement as an eligible expense

Sam Legate expressed his opinion that tax funds should not be used to support religiously affiliated properties or other properties who do not pay into the district. He made a motion to not approve Item 8.A. To prevent confusion, McQueen suggested that the board consider 8.A. as it is presented. Legate withdrew his motion.

Motion to approve 8a.

Discussion: Sam Legate stated that he does not agree that churches should be eligible to receive government funds for the improvement of the property. Pacelli Mesta noted that the program is meant to improve the appearance of buildings for the betterment of the community. Masters asked for some clarification on what would be included in the definition of religiously affiliated properties.

Moved: Ruben Torres

Seconded: Pacelli Mesta

Roll-Call Vote: For: 2 (Mike McQueen, Pacelli Mesta); Against: 10; Abstaining: 2 (Eric Pearson, Laura Uribarri); Absent: 0

Motion Failed.

Motion to approve 8b.

Discussion: None

Moved: Arlene Carroll

Seconded: Sam Legate

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

9. Committee Report: Infrastructure & Advocacy Committee

a. City Historical Preservation Policy Revisions

Gudenrath informed the Board that he met with the City Planning Department to go over the DMD's concerns and specific language. He stated that the City agreed to make changes to their draft and once the DMD receives their final draft, the Infrastructure Committee will review it. He stated that possibly a position statement will be drafted to go in front of the Board.

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 Downtown Hotel Tour and Hidden Hearts. He thanked all the sponsors for the Hidden Hearts promotion.

b. Social Media & INSIDER Distribution List

Vasquez gave brief update on the DMD's social media channels and the weekly newsletter.

c. DMD in the News

Gudenrath informed the Board of DMD media mentions in February 2020.

11. President's Report

a. Edie Zuvanich Resignation

McQueen informed the Board that Edie Zuvanich resigned from the Board because she is moving from El Paso. He stated that there is a vacancy on the Board and that the DMD will take recommendations to fill that vacancy.

b. 2020 Downtown Power Hour Luncheons

McQueen informed the Board that a list of people who the DMD would like to engage through the Power Hour Luncheon Series was developed and Gudenrath will follow up with Board members on attending one of those luncheons.

12. Executive Director's Report

a. TIRZ No. 5 Update

Gudenrath informed the Board that the TIRZ did meet about a project, but nothing is moving forward yet.

- b. DMD 2019 Annual Report
Gudenrath informed the Board that the DMD 2019 Annual Report is wrapping up and by next meeting it should be completed. He reviewed some of the activities featured in the upcoming report.
- c. DMD/City of El Paso Interlocal Agreement Update
Gudenrath gave a brief update about the interlocal agreement. He presented all the aspects of the current agreement and expounded on new, proposed aspects of a new agreement. The DMD is currently in a discussion period with the City. This will come before the Board in April for their consideration.
- d. Downtown Residential, Retail and Land Use Analysis
Gudenrath informed the Board that the City has initiated an effort to identify consultants and to move forward with an Uptown/Downtown plan. The City has approached the DMD about what the DMD needs to achieve its strategic plan objectives. He briefly went over how the analysis would work to help the DMD.

13. Discussion and Action to partner with the City of El Paso in a comprehensive planning effort for the Downtown and Uptown areas, allocate up to \$50,000.00 to support such efforts, and authorize Board President or Executive Director to enter into any required agreements to facilitate such support. Identified deliverables include, but are not limited to:

- a. Commercial Market Analysis
- b. Housing Market Analysis
- c. Retail Market Analysis
- d. Land Use and Urban Design Strategies
- e. Implementation Strategies, Public Investment Strategies and Strategic Financing Opportunities

Discussion: McQueen expressed that the information provided by the analysis is key in helping the DMD achieve their strategic plan. Alex Hoffman from the City CID Department answered questions from the Board about the timeline, boundaries, access to data, status of City Plan, the analysis and consultants.

Moved: Sam Legate

Seconded: Ben Marcus

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

14. Construction & Event Update

- a. Current/Upcoming Projects and Events
Amy McQuillen gave a brief update about current and upcoming projects and events in Downtown.

15. Economic Development Update by City of El Paso

None

16. Call to the Public

None

17. Open Discussion of topics relevant to Downtown El Paso

Pacelli informed the Board about the Texas Society of Architects event and the 2022 State Convention coming to El Paso

18. Discussion of the Next Board Meeting—March 26, 2020 at 11:30 am

None

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

By consensus of the Board the meeting adjourned at 12:27 pm.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: March 6, 2020