



**Board of Directors Meeting  
Jamie Gallagher, President**

FILED FOR RECORD  
IN MY OFFICE  
2017 JAN 23 AM 10:26

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, January 26, 2017 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. FY2015-2016 Audit Report – Strickler & Prieto, LLP

*Dale Brown*  
CLERK  
EL PASO COUNTY, TEXAS

**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. December 1, 2016 Board of Directors Meeting
4. Authorize the Executive Director to enter into a contract with Spectrum Technologies for copier services and maintenance. Funds to come from approved budget line item #4010 Copier Rental/Maintenance.
5. Approval of Public Funds Investment Act Quarterly Report for October-December 2016.
6. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District
  - a. Sotoak Realty - \$500 sponsorship of 2017 Downtown Power Hour Luncheons
  - b. El Paso Community Foundation - \$500 contribution on behalf of Roderick Artspace Lofts for participation in the 2017 Downtown Living Tour
  - c. NDMF, LLC - \$750 sponsorship of the 2017 Downtown Living Tour
  - d. Mattress Firm - \$1,000 (store credit) sponsorship of the 2017 Downtown Living Tour
  - e. Essex Alley - \$500 contribution for inclusion in 2017 Downtown Living Tour
  - f. Martin Lofts - \$500 contribution for inclusion in 2017 Downtown Living Tour
  - g. The Mix Apartments - \$500 contribution for inclusion in 2017 Downtown Living Tour
  - h. Campbell Street Apartments - \$500 contribution for inclusion in the 2017 Downtown Living Tour

**REGULAR AGENDA**

7. Committee Report: Finance Committee- Chair Laura Pople
  - a. Monthly Financial Summary
8. Report on DMD Investments:
  - a. Bank of Texas CD – balance, rate and status
  - b. WestStar Money Market Accounts – balance, rate and status
9. Committee Report: Façade Improvement Update– Chair Peter Spier
  - a. Grant Project Status/Fund Balance Report

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CLERK DEPT

CITY CLERK DEPT.  
2017 JAN 23 AM 10:14

- 10. Committee Report: Infrastructure Committee – Chair Mike McQueen
  - a. Downtown Welcome Ambassador Program
  - b. El Centro Shopping District Off-Duty Officer Security Patrols
  - c. Bike Rack Program
- 11. Committee Report: Marketing Committee – Chair Jon Law
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
- 12. President’s Report
  - a. Arena Advocacy
  - b. DMD Board Vacancy
- 13. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 3 on the Downtown Management District Board with Monty Rogers. (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. Sponsorship Opportunities
  - c. 2018 Economic Outlook
  - d. DMD Staff Changes
- 15. Construction & Event Update- Frank Hernandez
  - a. Current/Upcoming Projects and Events
- 16. Economic Development Update by Rafael Arellano
- 17. Open Discussion of topics relevant to Downtown El Paso (no action)
- 18. Discussion of the Next Board Meeting – February 23, 2017 (no action)
- 19. Open Comment Period\* (no action)
- 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):*

No specific executive session items posted

21. 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 23<sup>rd</sup> day of January 2017, at El Paso City Hall, 300 N. Campbell, El Paso, Texas; the El Paso County Courthouse, 500 E. San Antonio, El Paso, Texas; and at the administrative office of the El Paso Downtown Management District, 201 E. Main Dr., Suite 107, El Paso, Texas; and on the downtownelpaso.com webpage pursuant to instructions of Jamie Gallagher, 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 – January 26, 2017

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

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

Bill Burton	Sam Legate	Peter Spier
Arlene Carroll	Mike McQueen	Brad Taylor
Lane Gaddy	Martin Morgades	Ruben Torres
Jamie Gallagher	Eric Pearson	Edie Zuvanich
Jon Law	Laura Pople	

**Total Members Not Present:** 6

Jorge Hernandez	Alejo Restrepo	Y.I. Santoscoy
Madhi Nair	George Salom, Jr.	Wayne Soza

**Staff:** Joe Gudenrath, Frank Hernandez, Teresa Mais, Rudy Vasquez

**Guests:** Cedric Lyerly – Audit Manager, Strickler & Prieto, LLP; David Stout – El Paso County Commissioner District 2; Jessica Herrera - City of El Paso Representative, Economic Development Dept.; Rafa Arellano - City of El Paso Representative, Economic Development Dept.; Alberto Halpern - Senior Administrative Assistant, El Paso County; Monty Rogers, United Bank of Paso Del Norte, President; Bob Blumenfeld – DMD Attorney

### 1. Call meeting to order

Jamie Gallagher called the meeting to order at 11:35 a.m. on January 26, 2017 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 January 23, 2017 in accordance with the Texas Open Meeting Act on the dates indicated.

### 2. FY2015-2016 Audit Report – Strickler & Prieto, LLP

Gallagher reported that for the second consecutive year the DMD contracted with Strickler & Prieto for audit services.

Cedric Lyerly, audit manager, reported he met with the DMD Finance Committee and had a detailed discussion regarding the audit report. Lyerly provided an overview of the findings of the audit which resulted in a clean opinion with no known misstatements. All internal controls / recommendations from the prior year audit have been corrected. The Façade Program transactions dating back to the commencement of the program have been reconciled with very few adjustments.

With no discussion, Gallagher requested a Motion and Second to accept the audit report as submitted.

**Discussion:** None.  
**Moved:** Ruben Torres  
**Seconded:** Mike McQueen  
**Roll-Call Vote:** For: 11; Against: 0; Abstaining: 1 (Legate); Absent: 2 (Pearson, Spier)  
**Motion approved.**

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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

Jamie Gallagher stated Items 3, 4, 5 and 6 on the Consent Agenda are considered to be routine. Regarding Item 6, Gallagher pointed out that due to new efforts to solicit sponsorships, donations and contributions, these items will regularly appear on the Consent Agenda for purposes of disclosure. With no discussion, Gallagher requested a Motion and Second to approve the Consent Agenda.

3. **Approval of Minutes:**
  - a. December 1, 2016 Board of Directors Meeting
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  - g. The Mix Apartments - \$500 contribution for inclusion in 2017 Downtown Living Tour
  - h. Campbell Street Apartments - \$500 contribution for inclusion in the 2017 Downtown Living Tour

**Discussion:** None.

**Moved:** Mike McQueen

**Seconded:** Arlene Carroll

**Roll-Call Vote:** For: 11; Against: 0; Abstaining: 1 (Legate); Absent: 2 (Pearson, Spier)

**Motion approved.**

### REGULAR AGENDA

7. **Committee Report: Finance Committee**
  - a. **Monthly Financial Summary**

Laura Pople gave a brief overview of the financial reports/summaries for the month ending December 31, 2016 and stated, pending clarification from the audit firm, posting of Façade Program transaction entries will be made and financials will be updated.
8. **Report on DMD Investments**

Pople reviewed the DMD investment recap and provided an overview summarizing the audit firm's final statement.
9. **Committee Report: Façade Improvement Update**
  - a. **Façade Grant Project Status / Fund Balance**

Gudenrath gave an overview of current projects in progress and the TIRZ and General Fund balances. Gudenrath announced the implementation of the amendment to the current Façade Grant Program and the 3 additional grant programs.
10. **Committee Report: Infrastructure Committee**
  - a. **Downtown Welcome Ambassador Program**

Mike McQueen reported the ambassadors were on duty through the holiday season. Gudenrath stated the program will continue beginning in February with the startup of the Last Thursdays monthly event.

b. **El Centro Shopping District Off-Duty Officer Patrols**

McQueen reported the off-duty patrols were also in force through the holiday season.

c. **Bike Rack Program**

Gudenrath stated the DMD is exploring partnering with the City to install simple U-shaped design bike racks in various areas.

**11. Committee Report: Marketing Committee**

a. **Current and Upcoming DTEP Promotions**

Jon Law reported the Hidden Hearts promotion is in its 3<sup>rd</sup> year and scheduled to kick off to coincide with the upcoming Valentine's Day.

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

Law gave an overview of the continued growth of the social media audience.

**12. President's Report**

a. **Arena Advocacy**

Gallagher provided the following commentary update on the subject of the Arena and its site location stating that a lot has occurred since the board last met. The original site identified by the HKS Study and unanimously supported by the City Council was eliminated and then later reinstated as an option, and the entire area within 1,000 feet of the convention center is now being examined for alternatives. Unfortunately, this discussion has shifted from where SHOULD the project go, to where COULD it go. It's a risky strategy for a \$180 million investment.

At the same time, the strategy for the opponents for the original site and the project in general is to generate confusion, conflict, threats and false information to undermine the strategic efforts. This has already led to the project's delay and could ultimately prevent the project from happening at all.

There has also been some reaction by the supporters for the HKS Site. The Chamber, Hispanic Chamber, Hotel/Motel Association, and the Board of Realtors have all become more active in some shape or form.

The DMD will maintain the position statement approved by this board and will work with others to make sure that this issue is framed in a factual and rational manner. Joe will be meeting with the other organizations later today, and we will be enlisting the help of individuals to help educate the public on this issue. If anybody would like to join in this effort, have them contact Joe directly.

Sam Legate provided his opinion and cautioned that the DMD board should stand by the previously approved position statement and not deviate or publicly provide comment beyond its content or purpose.

Ruben Torres and Bob Blumenfeld each provided their clarification to specific points made by Legate.

a. **DMD Board Vacancy**

Gallagher reminded the board of Juan Gonzalez Garza's resignation which was announced at the last meeting leaving a board member place opening. Gallagher went on to report the receipt of three nominations with the Executive Committee recommending Monty Rogers of United Bank to fill the remainder of the term and that his nomination form and resume were included in the meeting information packet.

Gallagher added the other two nominees will be invited to participate in our committees as At-Large Members and that Item #13 is the voting item to consider Monty's appointment.

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

Discussion: None.  
Moved: Mike McQueen

**Seconded:** Eric Pearson  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 0  
**Motion approved.**

**14. Executive Director's Report**

**a. TIRZ No. 5 Update**

Gudenrath reported that \$263,000 in funding was approved for street and sidewalk improvements on Father Rahm to supplement the Streetcar project at the recent TIRZ board meeting along with the elections of David Stout, Chair, and Lane Gaddy, Vice Chair.

**b. Sponsorship Opportunities**

Gudenrath stated the two events scheduled to take place this year are the Running of the Bulls 5k Run/Walk and the Downtown Living Tour. Gudenrath inquired if any board member is interested in a sponsorship opportunity or knew of anyone or any entity who may be interested to please let him know.

**c. 2018 Economic Outlook**

Gudenrath stated he has met with Dr. Tom Fullerton of UTEP who has prepared an informative document relating to this topic and is invited to present at next month's board meeting.

**d. DMD Staff Changes**

Gudenrath reported the two recent employee staff changes and the status of filling the positions.

**15. Construction & Event Update**

**a. Current/Upcoming Projects and Events**

Frank Hernandez reported information and gave overview and updates of upcoming construction, projects and events.

**16. Economic Development Update**

Rafa Arellano provided an overview of proposals and developments to be presented to City Council and the Mayor on February 28<sup>th</sup>, specifically, the finalized Transit Oriented Development Policy. Jessica Herrera reported the City Hall parking lot project is ongoing and in process and hopes to have an update by end of first quarter 2017.

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

Brad Taylor reported after the meeting he would be on his way make the announcement that the El Paso Chihuahuas will host the 2019 All Star Game at Southwest University Park which will be nationally televised.

Peter Spier addressed Jessica Herrera inquiring if the postponement of the arena site location decision is going to impact the progress of the Camino Real Hotel deal with the City. Herrera stated that it would not, the process is moving forward with agreements to be presented to City Council next month.

Eric Pearson informed that a strategic planning / briefing meeting regarding the El Paso Children's Museum is going to be held February 16<sup>th</sup>.

**18. Discussion of the Next Board Meeting – February 23, 2017**

**19. Open Comment Period\***

**20. Executive Session**

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None.

21. Adjourned

By consensus of the Board the meeting adjourned at 12:39 p.m.

Submitted by:  
  
Mike McQueen, Secretary  
DMD Board of Directors

Date: Feb 17, 2017