



**Board of Directors Meeting
Jon Law, President**

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, January 25, 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

CITY CLERK DEPT.
2018 JAN 22 AM 10:39

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 7, 2017 Board of Directors Meeting
4. Approval of Public Funds Investment Act Quarterly Report for October-December 2017.
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Kemp Smith Law - \$1,000 sponsorship of 2017-2018 Downtown Power Hour Luncheons
 - b. Glazer's Distributors - \$2,000 sponsorship of Barstool Open (\$1,500 cash and \$500 in prizes)
 - c. Topgolf - \$1,500 sponsorship of Barstool Open (\$1,000 cash and \$500 in prizes)
 - d. Circa 1963 - \$500 contribution for inclusion in the Barstool Open and Awards Ceremony
 - e. Park Tavern - \$250 contribution for inclusion in the Barstool Open
 - f. International - \$250 contribution for inclusion in the Barstool Open
 - g. Gray Dog - \$250 contribution for inclusion in the Barstool Open
 - h. EPIC Nightclub - \$250 contribution for inclusion in the Barstool Open
 - i. The Speak Easy - \$250 contribution for inclusion in the Barstool Open
 - j. Craft & Social - \$250 contribution for inclusion in the Barstool Open

REGULAR AGENDA

6. Committee Report: Finance Committee- Chair Laura Pople
 - a. Monthly Financial Summary
7. Presentation, Discussion and Action to Accept the FY2016-2017 Audit Report – Strickler & Prieto, LLP
8. Report on DMD Investments:
 - a. Bank of Texas CD – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
9. El Paso Children's Museum Update – Dr. Paul Kortenaar, Director, with possible discussion of the topic by the Board (no action)

10. Committee Report: Grant Programs Update– Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
11. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Ambassador/Security Program Update
 - b. Bike Rack Program
12. Committee Report: Marketing Committee – Joe Gudenrath
 - a. Current & Upcoming DTEP Promotions
 - b. 2018 DTEP Calendar
 - c. Social Media & INSIDER Distribution List
 - d. DMD in the News
13. President’s Report
 - a. Advocacy Efforts
14. Executive Director’s Report
 - a. HR & Parking Committees
 - b. Annual Report
15. Construction & Event Update- Frank Hernandez
 - a. Current/Upcoming Projects and Events
16. Economic Development Update by City of El Paso (Rafael Arellano)
17. Open Discussion of topics relevant to Downtown El Paso (no action)
18. Discussion of the Next Board Meeting – February 22, 2018 (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):

- None

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 22nd day of January, 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 – January 25, 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: 15

Bill Burton	Jon Law	Alejandro Restrepo	Benjamin Gonzalez
Arlene Carroll	Mike McQueen	Y.I. Santoscoy	Laura Pople
Lane Gaddy	Martin Morgades	Peter Spier	Edie Zuvanich
Jamie Gallagher	Steve Ortega	Brad Taylor	

Total Members Not Present: 6

Sam Legate	Eric Pearson	Wayne Soza	Madhi Nair
Monty Rogers	Ruben Torres		

Ex-Officio Members: Rep. Lina Ortega – Office of State Representative Lina Ortega

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; Diana Ramos— Office of State Representative Lina Ortega; Cedric Lyerly—Strickler & Prieto, LLP; Dr. Paul Kortenaar—El Paso Children’s Museum

1. Call meeting to order

Jon Law called the meeting to order at 11:33 a.m. on January 25, 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 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 22, 2018 in accordance with the Texas Open Meeting Act on the dates indicated.

2. Welcome and Introductions

The Board members introduced themselves to the ex-officio members and identified who/what they represent.

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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. December 7, 2017 Board of Directors Meeting

4. Approval of Public Funds Investment Act Quarterly Report for October-December 2017.

5. **Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:**
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Discussion: None
Moved: Mike McQueen
Seconded: Peter Spier
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Martin Morgades)
Motion Approved.

REGULAR AGENDA

6. **Committee Report: Finance Committee**

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

7. **Presentation, Discussion and Action to Accept the FY2016-2017 Audit Report – Strickler & Prieto, LLP**

Cedric Lyerly of Strickler & Prieto, LLP gave a brief overview of the FY2016-2017 audit report. He stated that no material findings were discovered. He added that the DMD has a substantial amount of cash which shows that the organization is healthy, but stated that the goal is to break even since the DMD operates as a governmental organization.

Discussion: None
Moved: Arlene Carroll
Seconded: Laura Pople
Roll-Call Vote: For: 14; Against: 0; Abstaining: 1 (Lane Gaddy); Absent: 0
Motion Approved.

8. **Report on DMD Investments:**

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

Pople provided a brief overview of the DMD's current investments.

9. **El Paso Children's Museum Update – Dr. Paul Kortenaar, Director, with possible discussion of the topic by the Board (no action)**

Dr. Kortenaar gave a brief presentation on the El Paso Children's Museum. He spoke about the cost, exhibits, design, infrastructure, business plan, etc. They are expecting to open in the Fall of 2020.

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

- a. Grant Programs Status/Fund Balance Report

Peter Spier gave an overview of the status of existing grant projects and reported the Grant Programs' fund balances. Currently, there are seven projects in various stages of progress. Spier stated that four of the projects have an extension request and one project has submitted for reimbursement. He stated that the DMD needs to find more applicants and asked the board to let anyone know who is working on a project about the grant program.

Gaddy encouraged the board to reconsider the restriction of funds for long term projects until the anticipated completion year of the project. Gudenrath stated that the Finance Committee has already discussed the suggestion, and the Grant Committee will discuss it at its next meeting. Any recommendations would then be brought before the board for adoption.

11. Committee Report: Infrastructure & Advocacy Committee

a. Ambassador/Security Program Update.

Mike McQueen gave a brief update on the DMD's Ambassador and Security program.

b. Bike Rack Program

McQueen informed the board that the DMD has ordered ten bike racks and once they are delivered the DMD will be ready to receive applications. He stated that the DMD will look for a local vendor to order the bike racks from.

12. Committee Report: Marketing Committee

a. Current & Upcoming DTEP Promotions

Joe Gudenrath gave a brief overview of the upcoming and current promotions including The Downtown Barstool Open and Hidden Hearts. Gudenrath informed the Board about registration count and other details about the Barstool Open. He also informed the Board about the details and logistics of the Hidden Hearts promotion.

b. 2018 DTEP Calendar

Gudenrath expressed his appreciation to those on the Board that bought calendars. He informed the Board that the DMD has used the calendars as a promotional and marketing tool. He said the feedback has been outstanding and sales have been good. He stated that calendars are still available for sale.

c. Social Media & INSIDER Distribution List

Gudenrath gave an update of the number of likes, followers and subscribers the DMD has gained within their social media and newsletter.

d. DMD in the News

Gudenrath gave a brief overview about what, when, and where the DMD was mentioned in the news in the month of December. He stated that there will be more activity in January.

13. President's Report

a. Advocacy Efforts

Law informed the Board that the DMD has made a much more intentional effort to advocate on issues related to Downtown, including op-ed articles in the local press. He stated that the DMD is seeking volunteers for this advocacy. Law strongly encouraged Board members to speak to Gudenrath about being that voice and to speak to issues or topics they are comfortable with.

14. Executive Director's Report

a. HR & Parking Committees

Gudenrath stated that the DMD formed the HR and Parking committees. The HR committee discussed how the committee and the DMD work together to make Downtown a more enjoyable place to work including events, business attraction, and providing information. He stated that the Parking committee discussed a more seamless parking experience for users.

- b. **Annual Report**
Gudenrath informed the Board that the DMD is currently working on the Annual Report and it will be presented next month.

15. Construction & Event Update

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

Frank Hernandez gave an overview and updates of upcoming construction, projects and events. He informed the Board about the outreach the DMD is executing regarding the Paseo De Las Luces. He stated that some of the street cars should be delivered early February.

16. Economic Development Update by City of El Paso

Rafael Arellano provided a brief overview about the Paseo De Las Luces and improvement to two buildings in Downtown.

17. Open Discussion of topics relevant to Downtown El Paso

Y.I. Santoscoy informed the Board about the passing of Lee Connor, a former DMD Board member. Charlene Hadinger of the Texas Pace Authority introduced herself and shared some information on the County's PACE Program.

18. Discussion of the Next Board Meeting—February 22, 2018.

No action

19. Open Comment Period

No action

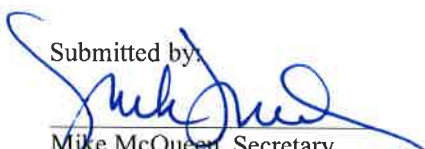
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21. Adjourn

By consensus of the Board the meeting adjourned at 12:17 p.m.

Submitted by:


Mike McQueen, Secretary
DMD Board of Directors

Date:

Feb 16, 2018