



The El Paso Downtown Management District Board of Directors meeting will be held Thursday, January 23, 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. December 5, 2019 Board of Directors Meeting
 - b. December 5, 2019 Board of Directors Public Hearing & Special Meeting
3. DMD December Investment Report
 - a. TexPool Accounts – balance, rate and status
4. Approval of Public Funds Investment Act Quarterly Report for October-December 2019.
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. TFCU – \$500 sponsorship of Holiday Shopping Promotion
 - b. Glazer’s Beer & Beverage - \$3,750 presenting sponsorship of the Downtown Barstool Open
 - c. Topgolf - \$5,000 sponsorship of the Downtown Barstool Open (presenting), Downtown Hotel Tour (site), and Running of the Bulls (supporting)
 - d. Hotel Indigo/Circa 1963 - \$1,200 sponsorship of the Downtown Barstool Open (Check-In, Awards Ceremony, Hole)
 - e. Aloft El Paso Downtown - \$200 hole sponsorship of the Downtown Barstool Open
 - f. Park Tavern - \$200 hole sponsorship of the Downtown Barstool Open
 - g. EPIC - \$200 hole sponsorship of the Downtown Barstool Open
 - h. B-17 Bombers Oyster Pub - \$200 hole sponsorship of the Downtown Barstool Open
 - i. Church Bar - \$200 hole sponsorship of the Downtown Barstool Open
 - j. Rockstar Burger Bar - \$200 hole sponsorship of the Downtown Barstool Open
 - k. International - \$200 hole sponsorship of the Downtown Barstool Open
 - l. The Tap Bar & Restaurant - \$200 hole sponsorship of the Downtown Barstool Open
 - m. Mac’s Downtown - \$200 hole sponsorship of the Downtown Barstool Open
 - n. Craft & Social - \$200 hole sponsorship of the Downtown Barstool Open
 - o. iFly El Paso – In Kind Sponsor of Best Team Name prizes for Downtown Barstool Open

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EL PASO, TEXAS
JAN 17 AM 10:10
FILED FOR RECORD
CITY CLERK DEPT

REGULAR AGENDA

6. Committee Report: Finance Committee – Chair Wayne Soza
 - a. Monthly Financial Summary
7. Presentation, discussion and action to accept the Downtown Management District’s FY2018-2019 Independent Auditor’s Report.
8. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report
9. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Mural Grant Program

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 420 Texas Ave. (MUR 19-01) in the amount of \$3,581.00 with said project to be completed in accordance with the execution of the Agreement.
10. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. City Historical Preservation Policy Revisions
 - b. Ambassador Program and Off Duty Officer Holiday Season Staffing
 - c. Entertainment District Designation
 - d. Sanitation Program Tracking Platform - Statview by Streetplus
11. Discussion and Action to authorize the Executive Director to enter into an agreement with Streetplus for services related to the management, tracking and reporting of the DMD’s Sanitation Program. Costs associated with the services and use of the Statview platform are included in Budget Line 7020 (Sanitation-Expendable Supplies).
12. Committee Report: Marketing Committee – Chair Edie Zuvanich
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
13. President’s Report
 - a. 2020 Downtown Power Hour Luncheons
 - b. DMD Boundary Expansion
14. Executive Director’s Report
 - a. Quarterly Strategic Plan Update
 - b. DMD Dashboard
 - c. IDA Annual Conference Report & Update
 - d. TIRZ No. 5 Update
 - e. Downtown Residential, Retail and Land Use Analysis
15. Construction & Event Update – Amy McQuillen
 - a. Current/Upcoming Projects and Events
16. Economic Development Update by City of El Paso (Mirella Craigo)
17. Call to the Public* (no action)
18. Open Discussion of topics relevant to Downtown El Paso (no action)
19. Discussion of the Next Board Meeting – February 27, 2020 at 11:30 a.m. (no action)

FILED FOR RECORD
 CITY CLERK DEPT
 2020 JAN 17 AM 10:10
 EL PASO COUNTY TEXAS

CITY CLERK DEPT
 2020 JAN 17 AM 9:57

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

** 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 17th day of January, 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

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – January 23, 2020

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

Attendees: **Total Members:** 21 **Quorum: 11 needed**

Total Members Present: 17

Bill Burton	Ben Marcus	Eric Pearson	Wayne Soza
Arlene Carroll	Mike McQueen	Laura Pople	Peter Spier
Jamie Gallagher	Martin Morgades	Alejo Restrepo	Brad Taylor
Jon Law	Steve Ortega	Y.I. Santoscoy	Ruben Torres
			Laura Uribarri

Total Members *Not* Present: 4

Sam Legate	Leah Masters	Pacelli Mesta	Edie Zuvanich
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Ex-Officio Members: Lina Ortega—Office of Texas State Representative Lina Ortega

Staff: Joe Gudenrath; Teresa Mais; Rudy Vasquez; Analissa Carreon, Amy McQuillen

Guests: Gwen Pulido—Attorney; Kent Waggoner—Texas Commission on Environmental Quality

1. Call meeting to order

Mike McQueen called the meeting to order at 11:32 am on January 23, 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 January 20, 2020 in accordance with the Texas Open Meeting Act on the dates indicated.

McQueen gave a brief introduction and welcomed Laura Uribarri, the newest Board Member representing UTEP. Father Time McMahan from Sacred Heart Church introduced himself and gave a brief overview about his work at the church.

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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. December 5, 2019 Board of Directors Meeting
- b. December 5, 2019 Board of Directors Public Hearing & Special Meeting

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- a. TexPool Accounts – balance, rate and status

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

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- n. Craft & Social - \$200 hole sponsorship of the Downtown Barstool Open
- o. iFly El Paso – In Kind Sponsor of Best Team Name prizes for Downtown Barstool Open

Discussion: None
Moved: Wayne Soza
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 16; Against: 0; Abstaining: 0; Absent: 1 (Eric Pearson)
Motion Approved.

REGULAR AGENDA

6. Committee Report: Finance Committee

- a. Monthly Financial Summary
Wayne Soza gave a brief overview of the DMD’s current financial position.

7. Presentation, discussion and action to accept the Downtown Management District’s FY2018-2019 Independent Auditor’s Report.

Michelle Duncan gave a presentation about the DMD’s FY2018-2019 Audit. Duncan reported that there were no findings.

Discussion: None
Moved: Peter Spier
Seconded: Arlene Carroll
Roll-Call Vote: For: 17; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

8. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report
Jamie Gallagher provided an update on the status of current projects and the program’s fund balance. Gallagher gave a brief overview on the mural grant application for the Kansas Street Parking Garage.

9. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Mural Grant Program

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 420 Texas Ave. (MUR 19-01) in the amount of \$3,581.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Gudenrath stated for the record that DMD Board Member Laura Pople is the applicant and will be refraining from any discussion and vote.
Moved: Wayne Soza
Seconded: Jon Law
Roll-Call Vote: For: 16; Against: 0; Abstaining: 1 (Laura Pople); Absent: 0
Motion Approved.

10. Committee Report: Infrastructure & Advocacy Committee

- a. City Historical Preservation Policy Revisions
Martin Morgades informed the Board that the City’s efforts to revise Chapter 20.20 regarding Historic Preservation has been challenging, but DMD staff are working closely with City officials to express and address concerns that may impact the downtown area. At some point, the board will be asked to take a position on the proposed revisions.
- b. Ambassador Program and Off Duty Officer Holiday Season Staffing
Morgades informed the Board that the ambassador program ended on January 5th and there were no major issues reported from the off-duty Officers.
- c. Entertainment District Designation
Morgades gave a brief update about the Entertainment District Designation.
- d. Sanitation Program Tracking Platform - Statview by Streetplus
Amy McQuillen gave a brief update about the switch to a new tracking platform, Statview by Streetplus, for the Sanitation Program and the benefits of that program.

11. Discussion and Action to authorize the Executive Director to enter into an agreement with Streetplus for services related to the management, tracking and reporting of the DMD’s Sanitation Program. Costs associated with the services and use of the Statview platform are included in Budget Line 7020 (Sanitation-Expendable Supplies).

Discussion: None
Moved: Martin Morgades
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 17; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

12. 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 Barstool Open, Mayor of Downtown Campaign, and Hidden Hearts Valentine’s themed 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
Vasquez informed the Board that there were no mentions of the DMD in the news in December 2019.

13. President’s Report

- a. 2020 Downtown Power Hour Luncheons
McQueen informed the Board that the goal of the Power Hour Luncheons this year will be to target the engagement of stakeholders regarding specific topics relevant to Downtown. He stated that the Executive Committee will put together a list of guests and reach out to them to schedule luncheons throughout the year.
- b. DMD Boundary Expansion

McQueen provided a brief update about the DMD Boundary Expansion. He stated that staff has been reaching out to interested property owners and the outreach has helped lessen concerns. Staff will bring this item to the Board again in April or May.

14. Executive Director’s Report

- a. Quarterly Strategic Plan Update
Joe Gudenrath provided an update about the Quarterly Strategic Plan including key areas such as residential development, advocacy, formal integration, aesthetics and connectivity, business retention, and more.
- b. DMD Dashboard
Gudenrath informed the Board about what internal and external metrics the DMD Dashboard consists of and gave brief updates about event permits, outreach, revenue generation, business activity, sales tax and more.
- c. IDA Annual Conference Report & Update
Gudenrath and McQuillen gave a brief report about what they learned at the IDA Conference.
- d. TIRZ No. 5 Update
Gudenrath informed the Board that the \$100,000 is going before City Council in February. If that amount is approved, it will go to the DMD.
- e. Downtown Residential, Retail and Land Use Analysis
Gudenrath advised the board of the City’s plans to conduct a Downtown/Uptown study and the opportunity to partner together. Gudenrath identified the need for proper residential, retail, and land use information to shape future DMD efforts and state that it will be more cost effective to partner with the City on their efforts for this analysis. The DMD should consider allocating up to \$50,000 for it requested work.

15. Construction & Event Update

- a. Current/Upcoming Projects and Events
Amy McQuillen gave a brief update about current and upcoming projects and events in Downtown including WestStar Tower, Mills Street Improvements, the Sun City Crit event, and more.

16. Economic Development Update by City of El Paso

None

17. Call to the Public

None

18. Open Discussion of topics relevant to Downtown El Paso

None

19. Discussion of the Next Board Meeting—February 27, 2020 at 11:30 am

None

20. Executive Session

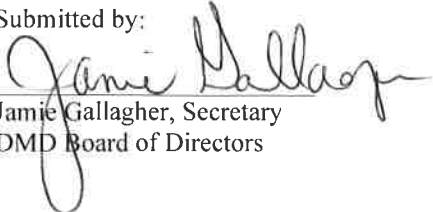
At any time during the Board Meeting, the Board may, upon motion and affirmative vote of a majority of the Board in attendance, retire into Executive Session pursuant to the Texas Government Code, Chapter 551, Sections 551.071 and 551.074(a) for the purpose of consultations with legal counsel and/or 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

By consensus of the Board the meeting adjourned at 12:15 pm.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: Feb 18 2020