



*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, June 28, 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.

**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. May 24, 2018 Board of Directors Meeting
3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. Hunt Companies - \$2,500 contribution in support of the DMD's participation in the International Downtown Association's Value of Downtown Project.

**REGULAR AGENDA**

4. Committee Report: Finance Committee - Chair Laura Pople
  - a. Monthly Financial Summary
  - b. 2017-2018 Budget Deficit
  - c. 2018-2019 Budget Process
5. Discussion and Possible Action on reduction of DMD 2017-2018 Grant Program contribution to address unanticipated budget deficit.
6. Report on DMD Investments:
  - a. Bank of Texas CD – balance, rate and status
  - b. WestStar Money Market Accounts – balance, rate and status
7. Committee Report: Grant Programs Update– Chair Peter Spier
  - a. Grant Program Guideline & Requirement Review
  - b. Grant Programs Status/Fund Balance Report
8. 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 321 E. San Antonio (FAC 17-05) in the amount of \$ 23,234.50 with said project to be completed in accordance with the execution of the Agreement.
9. Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program for property located at 101 S. El Paso Street (ISL 17-04) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

10. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen

- a. Paseo de las Luces Project Outreach & Update
- b. Position Statements under consideration

CITY CLERK DEPT.  
2018 JUN 25 AM 10:04

11. Committee Report: Marketing Committee – Chair Edie Zuvanich

- a. Current & Upcoming DTEP Promotions
- b. Social Media & INSIDER Distribution List
- c. DMD in the News

12. President's Report

- a. Board Member Nominations
- b. July Meeting Schedule
- c. Lunch at Meetings

13. Executive Director's Report

- a. TIRZ No. 5 Update
- b. HR Committee Update
- c. IDA Annual Conference

14. Construction & Event Update- Frank Hernandez

- a. Current/Upcoming Projects and Events

15. Economic Development Update by City of El Paso (Rafael Arellano)

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

17. Discussion of the Next Board Meeting – August 23, 2018 (no action)

18. Open Comment Period\* (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 Anticipated

20. 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 25<sup>th</sup> day of June, 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

**EL PASO DOWNTOWN MANAGEMENT DISTRICT**

**Minutes of the Meeting of the Board of Directors – June 28, 2018**

**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: 16**

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

**Total Members Not Present: 4**

Sam Legate	Madhi Nair	Peter Spier	Edie Zuvanich
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**Ex-Officio Members:** State Representative Lina Ortega

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

**Guests:** City Council Representative Cassandra Hernandez

**1. Call meeting to order**

Jon Law called the meeting to order at 11:31 a.m. on June 28, 2018 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 June 25, 2018 in accordance with the Texas Open Meeting Act on the dates indicated.

**NOTICE TO THE PUBLIC**

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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.

**2. Approval of Minutes:**

- a. May 24, 2018 Board of Directors Meeting

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

- a. Hunt Companies - \$2,500 contribution in support of the DMD's participation in the International Downtown Association's Value of Downtown Project.

**Discussion:** None  
**Moved:** Wayne Soza  
**Seconded:** Y.I. Santoscoy  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 2 (Arlene Carroll, Eric Pearson)  
**Motion Approved.**

### REGULAR AGENDA

4. Committee Report: Finance Committee

- a. Monthly Financial Summary
- b. 2017-2018 Budget Deficit
- c. 2018-2019 Budget Process

Laura Pople provided an overview of the DMD's current financial position. She stated that in May the DMD had to refund approximately \$39,000 in assessment revenue and there is a deficit of approximately \$18,000. Pople gave a brief overview of the 2018-2019 budget process. Law informed the Board that the proposed way of dealing with the DMD's current deficit is to reduce its current annual allocation to the Grant Program. McQueen indicated that this would have no impact on existing grants under consideration.

5. Discussion and Possible Action on reduction of DMD 2017-2018 Grant Program contribution to address unanticipated budget deficit.

No discussion or action taken. Law stated that Gudenrath can proceed with this on an administrative level.

6. 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. She informed the Board that the finance committee has decided to transfer funds temporarily from a Certificate of Deposit to an account with TexPool at a higher rate until CD rates increase.

7. Committee Report: Grant Programs Update

- a. Grant Program Guideline & Requirement Review
- b. Grant Programs Status/Fund Balance Report

Gudenrath informed the Board that the Grant Program guideline and requirement review that was previously talked about has yet to take place. He stated that they will examine the guidelines and requirements in an upcoming meeting and return to the board for required approvals. Gudenrath gave a brief overview of the status and fund balance of the Grant Program. Eight projects are currently in various stages of progress.

8. 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 321 E. San Antonio (FAC 17-05) in the amount of \$ 23,234.50 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** Gudenrath disclosed that the property owner is DMD Board Member Madhi Nair, and despite him not being present, he will fill out all the required disclosure forms.  
**Moved:** Mike McQueen  
**Seconded:** Benjamin Gonzalez  
**Roll-Call Vote:** For: 15; Against: 0; Abstaining: 0; Absent: 1 (Arlene Carroll)  
**Motion Approved.**

9. **Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program**

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program for property located at 101 S. El Paso Street (ISL 17-04) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** McQueen asked what qualified the signage as iconic. Gudenrath stated that both staff and the committee felt the that visibility and magnitude of the signage fulfilled the definition.  
**Moved:** Wayne Soza  
**Seconded:** Laura Pople  
**Roll-Call Vote:** For: 13; Against: 1 (Mike McQueen); Abstaining: 2 (Bill Burton, Arlene Carroll); Absent: 0  
**Motion Approved.**

10. **Committee Report: Infrastructure & Advocacy Committee**

- a. Paseo de las Luces Project Outreach & Update  
Mike McQueen informed the Board that Paseo de las Luces Project has replaced sidewalks up to San Antonio St. and are installing utilities. He stated that Frank Hernandez and Gudenrath have been attending community meetings and are assisting with outreach. McQueen informed the Board that the City stated that they are on target to complete the project by the end of October.
- a. Position Statements under consideration  
McQueen informed the Board that the committee will be drafting a position in favor of keeping Neon Desert Music Festival in Downtown and a position on the City's proposed noise ordinance. Gudenrath gave a summary of the proposed noise ordinance and informed the Board that the committee is likely to draft a position that the Downtown be exempt from the ordinance. Gudenrath mentioned how some groups are targeting legally licensed alcohol establishments and using noise/nuisances as ways to address density and other issues. City Representative Cassandra Hernandez gave an overview about why this issue is important to her and also to give more context. She stated that she does not think that the intent of the proposed noise and nuisance ordinance is to target Downtown or bars, but to be sensitive to the co-habitation of bars/entertainment areas and residents. She stated that she would like to have the DMD's input for the ordinance.

11. **Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions  
Gudenrath informed the Board that the DTEP Crescendo Music Contest is underway and the Downtown Employee Survey will end at the end of June. The Annual Downtown Survey will be launching in July. He gave an overview of the Startup Downtown event planned for August or September and EAT Authentico Restaurant Crawl in September. Gudenrath talked about Running of the Bulls and sponsorship opportunities.
- b. Social Media & INSIDER Distribution List  
Rudy Vasquez gave an update about social media and the weekly newsletter. He gave a brief overview of each social medium's following growth rate and tactics for increasing the newsletter's subscribers.

- c. **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 May.

**12. President's Report**

- a. **Board Member Nominations**  
Law stated that currently there is still a vacancy on the Board and that the DMD will offer another month for members to make nominations. He informed the Board that seven members' terms end in August and they have been asked if they would like to be reappointed. This will be covered in the meeting in August.
- b. **July Meeting Schedule**  
Law informed the Board that typically meetings in July are cancelled. There may be grant applications and a quick meeting may be held for those items only.
- c. **Lunch at Meetings**  
Law informed the Board about the proposal to have lunch for Board meetings including hosting lunch for Ex-Officio members. Staff was asked to facilitate the start of this at the next meeting.

**13. Executive Director's Report**

- a. **TIRZ No. 5 Update**  
Gudenrath informed the Board that the TIRZ voted to forfeit the increment for the WestStar Tower project. The next meeting is in September and the board is trying to schedule a projects meeting between now and then to identify suitable uses for available funding. DMD has submitted project recommendations.
- b. **HR Committee Update**  
Gudenrath gave an update about the HR Committee. They will meet in July to discuss the results of the Downtown Employee survey and what actions to take.
- c. **IDA Annual Conference**  
Gudenrath informed the Board about IDA Annual Conference in San Antonio in October. Two Board members will be able to attend.

**14. Construction & Event Update**

- a. **Current/Upcoming Projects and Events**  
Frank Hernandez gave an overview and updates of upcoming construction, projects and events.

**15. Economic Development Update by City of El Paso**

No updates.

**16. Open Discussion of topics relevant to Downtown El Paso**

Rep. Hernandez talked about a proposal that City Representatives Cissy Lizarraga and Peter Svarzbein are taking to Council about the examination and development of property along the Street Car Corridor. Steve Ortega inquired about the garage that is to be built on the lot across City Hall. He requested the DMD have someone from the City give a presentation about this project.

**17. Discussion of the Next Board Meeting—August 23, 2018.**

No action

**18. Open Comment Period**

No action

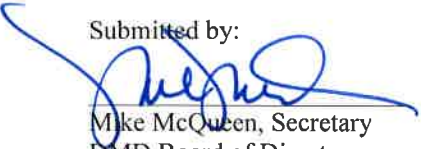
**19. Executive Session**

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**20. Adjourn**

By consensus of the Board the meeting adjourned at 12:31 p.m.

Submitted by:

  
Mike McQueen, Secretary  
DMD Board of Directors

Date:

8/14/18