



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, June 27, 2019 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 23, 2019 Board of Directors Meeting
3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. ScottHulse Attorneys at Law - \$750 sponsorship of Economic Development Week activities

REGULAR AGENDA

4. Committee Report: Finance Committee - Chair Laura Pople
 - a. Monthly Financial Summary
 - b. Revenue Projections & Budget Process
5. Report on DMD Investments:
 - a. TexPool Accounts – balance, rate and status
6. Committee Report: Grant Programs Update – Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
7. Discussion and Action for Approval of 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 325 N. Kansas St. (FAC 18-05) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
8. Discussion and Action for 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 325 N. Kansas St. (ISL 18-02) in the amount of \$11,268.33 with said project to be completed in accordance with the execution of the Agreement.
9. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program for property located at 325 N. Kansas St. (PCI 18-02) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.
10. 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 500 N. Oregon St. (FAC 18-06) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement

CITY CLERK DEPT
2019 JUN 24 10:55
FILED FOR RECORD
CITY CLERK OFFICE
2019 JUN 21 AM 10:20

11. 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 a property *Location To Be Determined Within the District's Boundaries* (MUR 18-03) in the amount of \$3,500.00 with said project to be completed in accordance with the execution of the Agreement
12. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. City Historical Preservation Policy Revisions
 - b. Reimagine I-10
 - c. Ambassador Program
 - d. Streetcar Sponsorship
13. Committee Report: Marketing Committee – Chair Edie Zuvanich
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
14. President's Report
 - a. Presentation and Discussion regarding Annual Board Assessment Results
 - b. Presentation, Discussion and Possible Action regarding DMD Boundary Review & Expansion/Contraction Process
15. Executive Director's Report
 - a. TIRZ No. 5 Update
 - b. Amy McQuillen – DMD Operations Manager
 - c. El Paso County Pursuit of National Registry Designation of Downtown
 - d. Strategic Plan Implementation – Residential and Retail Studies
 - e. IDA Conference Pre-Registration
 - f. EPA Grant Update
16. Construction & Event Update – Joe Gudenrath
 - a. Current/Upcoming Projects and Events
17. Economic Development Update by City of El Paso (TBD)
18. Open Discussion of topics relevant to Downtown El Paso (no action)
19. Discussion of the Next Board Meeting – August 22, 2019 at 11:30 a.m. (no action)
20. Open Comment Period* (no action)
21. Executive Session

CITY CLERK DEPT
2019 JUN 24 AM 10:06

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

22. 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 24th day of June, 2019, 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 27, 2019

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

Attendees: Total Members: 20 Quorum: 11 needed
Total Members Present: 13

Arlene Carroll	Pacelli Mesta	Alejo Restrepo	Brad Taylor
Jamie Gallagher	Steve Ortega	Y.I. Santoscoy	Ruben Torres
Jon Law	Eric Pearson	Wayne Soza	Edie Zuvanich
Mike McQueen			

Total Members *Not* Present: 9

Bill Burton	Ben Marcus	Laura Pople	Peter Spier
Sam Legate	Martin Morgades	Monty Rogers	

Ex-Officio Members:

Staff: Joe Gudenrath; Teresa Mais; Rudy Vasquez; Analissa Carreon

Guests: Gwen Pulido, Attorney; Kent Waggoner—Texas Commission on Environmental Quality; Mirella Craigo, Robert Read, Tony De La Cruz, Philip Etiwe—City of El Paso

1. Call meeting to order

Jon Law called the meeting to order at 11:30 am on June 27, 2019 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 June 24, 2019 in accordance with the Texas Open Meeting Act on the dates indicated.

When the meeting was called to order, a quorum was not present. The board received general updates on items 4 and 5 before a quorum was established at 11:39am. At that time, the board returned to action items for consideration.

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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 23, 2019 Board of Directors Meeting

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

- a. ScottHulse Law Firm - \$750 sponsorship of Economic Development Week activities

Discussion: None
Moved: Mike McQueen
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 0
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.
- b. Revenue Projections & Budget Process
Joe Gudenrath gave a brief presentation about revenue projections and the budget process. He went into further detail about the revenue projections including events, sanitation services and more. The budget process includes receiving the revenue estimates, conducting a public survey, valuation certification, committee review and board approval.

5. Report on DMD Investments:

- a. TexPool Accounts—balance, rate and status
Gudenrath provided a brief overview of the DMD's current investments.

6. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report
Gudenrath provided an update on the status of current projects and the program's fund balance. He stated there are ten projects in various stages of progress, five of which are being reviewed today.

Items 7 and 9 were taken together.

7. Discussion and Action for Approval of 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 325 N. Kansas St. (FAC 18-05) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: None
Moved: Pacelli Mesta
Seconded: Edie Zuvanich
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

8. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting

- 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 325 N. Kansas St. (ISL 18-02) in the amount of \$11,268.33 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Mike McQueen stated that the sign is not iconic. Jon Law agreed with McQueen. Wayne Soza made a motion to reduce the recommended grant by the portion related to the signage. Ortega asked how much funding was attributed to the sign and encouraged

the importance of supporting projects like this. Soza later withdrew his motion and made the motion to approve as recommended.

Moved: Wayne Soza
Seconded: Edie Zuvanich
Roll-Call Vote: For: 8; Against: 5 (Jon Law, Mike McQueen, Eric Pearson, Y.I. Santoscoy, Ruben Torres); Abstaining: 0; Absent: 0

Motion Approved.

9. Discussion and Action for Approval of a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program for property located at 325 N. Kansas St. (PCI 18-02) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: None
Moved: Pacelli Mesta
Seconded: Edie Zuvanich
Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

10. 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 500 N. Oregon St. (FAC 18-06) in the amount of \$25,000.00 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: 13; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

11. 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 a property Location To-Be-Determined Within the District's Boundaries (MUR 18-03) in the amount of \$3,500.00 with said project to be completed in accordance with the execution of the Agreement

Discussion: Gudenrath advised the board that the approval process for this grant is slightly unconventional due to the board meeting schedule and the requirements associated with the applicant's grant. Board members engaged in discussion about the process, timing and the mural.
Moved: Eric Pearson
Seconded: Edie Zuvanich
Roll-Call Vote: For: 7; Against: 3 (Jon Law, Mike McQueen, Wayne Soza); Abstaining: 3 (Jamie Gallagher, Steve Ortega, Brad Taylor); Absent: 0
Motion Approved.

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

- a. City Historical Preservation Policy Revisions

McQueen informed the Board that a sub-committee will meet to review proposed revisions to the City Historical Preservation Policy on July 17th. Ortega invited any other interested board members to attend.

- b. Reimagine I-10
McQueen gave a brief update about ideas that were talked about during the committee for Reimagine I-10. Gudenrath stated that the DMD will have TX Dot attend a Board meeting to give their presentation about Reimagine I-10.
- c. Ambassador Program
McQueen informed the Board that the Ambassador Program started for the season.
- d. Streetcar Sponsorship
McQueen informed the Board that El Paso Streetcar is using the money from the DMD sponsorship for free rides all summer. Brad Taylor commented that he has seen an increase in ridership during games and thinks it's a great sponsorship.

13. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Gudenrath gave a brief update and overview of Downtown promotions including the Segundo Barrio Backpack Drive, Running of the Bulls, and the Streetcar sponsorship. Rudy Vasquez gave a brief presentation about the Running of the Bulls Marketing plan.
- b. Social Media & INSIDER Distribution List
Gudenrath gave brief update on the about the DMD's social media channels and the weekly newsletter. He stated that the DMD continues to grow across all platforms.
- c. DMD in the News
Gudenrath gave a brief update about what publication and when the DMD was in the news during May.

14. President's Report

- a. Presentation and Discussion regarding Annual Board Assessment Results
Law and Gudenrath gave a presentation about the Annual Board Assessment results including strengths and areas of improvement and expounded on topics in each area. 19 out of 20 Board members participated.
- b. Presentation, Discussion and Possible Action regarding DMD Boundary Review & Expansion/Contraction Process

Discussion: Law suggested staff do an assessment of properties that would like to or not like to join the DMD boundary. Taylor suggested that including the area behind the ballpark in the DMD would provide services that would positively improve the perception of Downtown. Eric Pearson expressed he would like to protect the integrity of the residential neighborhood. Gudenrath stated that the DMD will solicit feedback from all property owners.

Moved: Ruben Torres made a motion to direct staff to perform the necessary outreach and analysis to form a recommendation on expanding DMD boundaries to include property(s) west of the ball park as requested by property owners, and provide the recommendation and required petitions to the DMD Board for its consideration.

Seconded: Pacelli Mesta

Roll-Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

15. Executive Director's Report

- a. TIRZ No. 5 Update

Gudenrath informed the Board that the TIRZ did meet and they passed two items. He gave a brief overview of both items.

- b. Amy McQuillen
Gudenrath welcomed and introduced the new Operations Manager, Amy McQuillen to the Board.
- c. El Paso County Pursuit of National Registry Designation of Downtown
Gudenrath informed the board that El Paso County is pursuing the National Registry designation for Downtown El Paso. This would include the vast majority of the DMD. He stated that he went to the County Commissioners with the position statement the DMD passed in 2017 asking them to engage with property owners. The next step would be to do exactly that and the DMD offered assistance in doing so.
- d. Strategic Plan Implementation – Residential and Retail Studies
Gudenrath gave a brief update about the progress and implementation of certain priority areas of the Strategic Plan including Residential Development, Business Retention & Expansion Program, and others.
- e. IDA Conference Pre-Registration
Gudenrath informed the Board about the IDA Conference in Baltimore this year and asked Board Members to inform him if they are interested in attending.
- f. EPA Grant Update
Gudenrath gave a brief update about the EPA Grant and informed the Board that the DMD will meet with the EPA and Stantec to review the application for improvement areas in order to apply next year.

16. Construction & Event Update

- a. Current/Upcoming Projects and Events
Gudenrath gave a brief update about current and upcoming projects and events in Downtown including the construction of West Star Tower, the completion of Plaza Hotel, Plaza Classic Film Festival and more. Recent events have gone well including Neon Desert Music Festival.

17. Economic Development Update by City of El Paso

Gudenrath welcomed City of El Paso employees that were present at the meeting and each introduced themselves.

18. Open Discussion of topics relevant to Downtown El Paso

19. Discussion of the Next Board Meeting—August 22, 2019 at 11:30 am

None

20. Open Comment Period

None

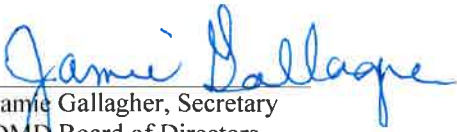
21. Executive Session

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22. Adjourn

By consensus of the Board the meeting adjourned at 1:06 pm.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: Aug. 15, 2019