



Board of Directors Meeting  
Jamie Gallagher, President

FILED FOR RECORD  
IN MY OFFICE

CLERK DEPT.  
2017 MAR 20 AM 10:26

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, March 23, 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

*Delia Buones*  
COUNTY CLERK  
EL PASO COUNTY 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. February 23, 2017 Board of Directors Meeting
- 3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District
  - a. Townsquare Media – Media sponsor of Downtown Living Tour

**REGULAR AGENDA**

- 4. Committee Report: Finance Committee- Chair Laura Pople
  - a. Monthly Financial Summary
- 5. Report on DMD Investments:
  - a. Bank of Texas CD – balance, rate and status
  - b. WestStar Money Market Accounts – balance, rate and status
- 6. Committee Report: Grant Programs Update– Chair Peter Spier
  - a. Grant Programs Project Status/Fund Balance Report
- 7. Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Program
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Program for property located at 204 Mills Avenue (ISL 16-01) in the amount of \$5,940.67 with said project to be completed in accordance with the execution of the Agreement.
- 8. Approval of a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Program
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Program for property located at 204 Mills Avenue (PCI 16-01) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.
- 9. Committee Report: Infrastructure Committee – Chair Mike McQueen
  - a. Downtown Welcome Ambassador Program Schedule
  - b. Downtown Pedestrian Wayfinding System
  - c. Off Duty Security Patrols

- d. Bike Rack Program Launch
10. President's Report
    - a. Update and discussion on Arena advocacy
    - b. DMD Board Appointments
  11. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 2 on the Downtown Management District Board with Ben Gonzalez. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)
  12. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 5 on the Downtown Management District Board with Steve Ortega. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)
  13. Executive Director's Report
    - a. TIRZ No. 5 Update
    - b. Downtown Living Tour
    - c. Downtown Parking Study
    - d. Homeless Outreach Coalition
  14. Construction & Event Update- Frank Hernandez
    - a. Current/Upcoming Projects and Events
  15. Economic Development Update by Rafael Arellano
  16. Open Discussion of topics relevant to Downtown El Paso (no action)
  17. Discussion of the Next Board Meeting – April 27, 2017 (no action)
  18. Open Comment Period\* (no action)
  19. Executive Session

CITY CLERK DEPT.  
 2017 MAR 20 AM 10:26

*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

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 20<sup>th</sup> day of March 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 – March 23, 2017

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

**Attendees:** **Total Members:** 19 **Quorum: 10 needed**  
**Total Members Present:** 16

Bill Burton	Sam Legate	Eric Pearson	Wayne Soza
Arlene Carroll	Mike McQueen	Alejo Restrepo	Peter Spier
Jamie Gallagher	Martin Morgades	Monty Rogers	Ruben Torres
Jon Law	Madhi Nair	Y.I. Santoscoy	Edie Zuvanich

**Total Members Not Present:** 3

Lane Gaddy                      Laura Pople                      Brad Taylor

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

**Guests:** Rafa Arellano - City of El Paso, Economic Development Dept.; Bob Blumenfeld – Attorney, DMD;  
Alberto Halpren – office of El Paso County Commissioner District 2; Steve Ortega

#### **1. Call meeting to order**

Jamie Gallagher called the meeting to order at 11:32 a.m. on March 23, 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 March 20, 2017 in accordance with the Texas Open Meeting Act on the dates indicated.

### 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

Jamie Gallagher stated Items 2 and 3 on the Consent Agenda are considered to be routine. With no discussion, Gallagher requested a Motion and Second to approve the Consent Agenda.

#### **2. Approval of Minutes:**

- a. February 23, 2017 Board of Directors Meeting

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

- a. Townsquare Media – Media sponsor of Downtown Living Tour

**Discussion:** None.

**Moved:** Ruben Torres

**Seconded:** Wayne Soza

**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 4 (Law, McQueen, Pearson, Restrepo)

**Motion approved.**

## REGULAR AGENDA

### 4. Committee Report: Finance Committee

#### a. Monthly Financial Summary

Joe Gudenrath provided an overview of the DMD's current financial position.

### 5. Report on DMD Investments

Gudenrath provided an overview of the DMD's current investments.

### 6. Committee Report: Grant Programs Update

#### a. Grant Programs' Project Status / Fund Balance

Peter Spier provided an overview of the status of existing grant projects and reported the fund balance for Grant Programs. Spier then introduced the two grant projects submitted for the Downtown Iconic Signage & Lighting Program and the Downtown Pedestrian Corridor Improvement Program and the committee's recommendation.

### 7. Approval of a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Program

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Program for property located at 204 Mills Avenue (ISL 16-01) in the amount of \$5,940.67 with said project to be completed in accordance with the execution of the Agreement.**

### 8. Approval of a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Program

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Program for property located at 204 Mills Avenue (PCI 16-01) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.**

**Discussion:** Jon Law recommended removal of the outdoor furniture as part of Item #8. Spier agreed to Law's suggestion.

**Motion:** To approve Item #7 as presented and to approve Item #8 with the reduction of \$3,134.32 of eligible grant funding associated with outdoor furniture resulting in total eligible grant funding of \$9,717.50.

**Moved:** Sam Legate

**Seconded:** Jon Law

**Roll-Call Vote:** For: 15; Against: 0; Abstaining: 1 (Morgades); Absent: 0

**Motion approved.**

### 9. Committee Report: Infrastructure Committee

#### a. Downtown Welcome Ambassador Program Schedule

Gudenrath informed the board the ambassadors are scheduled from April 7, 2017-August 20, 2017 on Fridays, Saturdays, and Sundays.

#### b. Downtown Pedestrian Wayfinding System

Gudenrath reminded the board the DMD completed phase I of the Wayfinding System. The City of El Paso will implement phase II of the project.

#### c. Off Duty Security Patrols

Gudenrath informed the board off-duty patrols will be present in the shopping district April 8-15, 2017.

#### d. Bike Rack Program Launch

Gudenrath informed the board that the city Attorney is requiring an amendment to the Interlocal Agreement in order to facilitate the implementation of the bike rack program. The program will launch in May.

**10. President's Report**

**a. Update and discussion on Arena advocacy**

Gallagher reported on the status of the developments of this project. Property acquisition is moving along quickly. All properties have demonstrated a willingness to sell except for one. Meetings will be held in every district to increase community awareness about the arena project.

**b. DMD Board Appointments**

Gallagher informed the board Law will be representing a new downtown tenant, University Medical Center in the County Courthouse. She presented the two nominations for the vacancies on the board. Gallagher requested Items #11 and #12 be taken at the same time. With no discussion, Gallagher requested a Motion and Second to approve Ben Gonzalez and Steve Ortega as board members.

**11. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 2 on the Downtown Management District Board with Ben Gonzalez. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)**

**12. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 5 on the Downtown Management District Board with Steve Ortega. (The appointment to fill an unexpired term does not require City Council approval and is final upon Board approval.)**

**Discussion:** None

**Motion:** To approve Items #11 and #12 as presented.

**Moved:** Mike McQueen

**Seconded:** Eric Pearson

**Roll Call Vote:** For: 15; Against: 0; Abstaining: 1 (Legate); Absent: 0

**Motion Approved.**

**13. Executive Director's Report**

**a. TIRZ No. 5 Update**

Gudenrath reported the City Council approved TIRZ money to be utilized for the Father Rahm sidewalk improvements.

**b. Downtown Living Tour**

Gudenrath reminded the members of this upcoming event and that tickets are on sale via the DMD website. Gudenrath gave an overview of the event's marketing campaign and reported the event's ticket sales.

**c. Downtown Parking Study**

Gudenrath reported the City issued an RFP on a downtown parking study.

**d. Homeless Outreach Coalition**

Gudenrath reported the Homeless Outreach Coalition would like to meet with the DMD to explain their program and solicit the DMD's support.

**14. Construction & Event Update**

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

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

**15. Economic Development Update**

Rafael Arellano provided a brief overview update of proposals and developments to be presented to City Council and the Mayor on March 21.

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

**17. Discussion of the Next Board Meeting – April 27, 2017 (no action)**

**18. Open Comment Period\***

- a. Eric Pearson announced the community forum meetings for the El Paso Children's Museum.

**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.

**20. Adjourned**

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

Submitted by:

  
Mike McQueen, Secretary  
DMD Board of Directors

Date: 4/19/17