



FILED FOR RECORD
IN MY OFFICE

Board of Directors Meeting
Jon Law, President

CITY CLERK DEPT.
2018 MAR 19 AM 10:09

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, March 22, 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

Debra D. Heath
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 22, 2018 Board of Directors Meeting
3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Franklin Avenue Apartments - \$750 participation fee for 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 Status/Fund Balance Report
7. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Paseo de las Luces Project Outreach
8. Committee Report: Marketing Committee – Chair Edie Zuvanich
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
9. President's Report

CITY CLERK DEPT.
2018 MAR 19 AM 10:10

- a. Annual Board Assessment
10. Executive Director's Report
 - a. Annual Sponsorship Opportunities
 - b. TIRZ No. 5 Update
11. Construction & Event Update- Frank Hernandez
 - a. Current/Upcoming Projects and Events
12. Economic Development Update by City of El Paso (Rafael Arellano)
13. Open Discussion of topics relevant to Downtown El Paso (no action)
14. Discussion of the Next Board Meeting – April 26, 2018 (no action)
15. Open Comment Period* (no action)
16. 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

17. 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 19th day of March, 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 – March 22, 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: 14

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

Total Members Not Present: 7

Lane Gaddy	Sam Legate	Madhi Nair	Edie Zuvanich
Benjamin Gonzalez	Martin Morgades	Peter Spier	

Ex-Officio Members: Rep. Lina Ortega – Office of State Representative Lina Ortega, Tommy Gonzalez – City Manager, City of El Paso, David Stout—Office of Commissioner David C. Stout

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

Guests: Rafael Arellano and Paola Gallegos—City of El Paso; Bob Blumenfeld, Attorney; Alberto Halpern—Office of Commissioner David C. Stout

1. Call meeting to order

Jon Law called the meeting to order at 11:32 a.m. on March 22, 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 March 19,, 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. February 22, 2018 Board of Directors Meeting

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

- a. Franklin Avenue Apartments - \$750 participation fee for Downtown Living Tour

Discussion: None
Moved: Jamie Gallagher
Seconded: Y.I. Santoscoy
Roll-Call Vote: For: 11; Against: 0; Abstaining: 0; Absent: 3 (Steve Ortega, Eric Pearson, Laura Pople)
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:**

a. Bank of Texas CD—balance, rate and status

b. WestStar Money Market 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

Joe Gudenrath gave an overview of the status of existing grant projects and reported the Grant Programs' fund balances. Currently, there are six projects in various stages of progress. He informed the Board that there have not been any applications fully completed or reviewed for this fiscal year. He informed the Board that the DMD will mail out a postcard to all property and business owners in the district to make them aware that funding is available. Law suggested that the committee take inventory of all the projects that have been completed and present this information to the board at a future date.

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

a. Paseo de las Luces Project Outreach

Gudenrath stated that the City is conducting weekly construction meetings and the DMD is supporting them with door-to-door outreach. A construction schedule has not been finalized, but the project will start north of Paisano. Law offered help in any way from the DMD staff for this project to Tommy Gonzalez. Gonzalez stated that the goal is to have the project completed before the Celebration of Lights.

8. **Committee Report: Marketing Committee**

a. Current & Upcoming DTEP Promotions

Gudenrath informed the Board about the upcoming Downtown Living Tour on April 7th. He gave a brief overview about the event. He encouraged the Board to spread the word about the event, buy tickets and volunteer. Rudy Vasquez encouraged Board members to share the Facebook event page for this event.

b. Social Media & INSIDER Distribution List

Gudenrath updated the Board about the growth in social media and stated that the newsletter hit the 5,000-subscriber milestone.

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 February. He thanked Steve Ortega for writing an Op-Ed promoting Downtown. Law reminded the Board that if they are interested in writing an Op-Ed, Gudenrath can help in that process.

9. President's Report

a. Annual Board Assessment

Law gave a brief overview about the Annual Board Assessment being sent out in about two weeks. He encouraged the Board to take the assessment as an opportunity to voice their opinion on what can be done better.

10. Executive Director's Report

a. Annual Sponsorship Opportunities

Gudenrath informed the Board that the DMD is putting together an assessment of all of DMD's events to be presented to the Board ahead of time so they or their organization can choose a sponsorship opportunity ahead of time. He stated that all of the sponsorship opportunities have the potential to bring in \$33,000 to DMD.

b. TIRZ No. 5 Update

Gudenrath informed the Board that the TIRZ met on Monday, February 26. He stated that they approved exempting the tax increment contribution for the Plaza Hotel and its adjacent parking garage that is scheduled to be built. He stated the DMD presented a list of possible projects for them to consider and the TIRZ anticipate that they will have \$560,000 by the end of next year that is uncommitted.

11. Construction & Event Update

a. Current/Upcoming Projects and Events

Gudenrath gave an overview and updates of upcoming construction, projects and events. He stated that at the moment the Paseo de las Luces project and the Plaza Hotel construction is affecting traffic. He informed the Board that Downtown is coming into festival season. Brad Taylor reminded everyone about the Padres baseball game.

12. Economic Development Update by City of El Paso

Paola Gallegos provided an update about the Transit Oriented Development Policy and Alleyway Activation. Pearson asked if the TOD policy change would benefit historic preservation, and Gallegos replied that it would be flexible for such projects. Gudenrath added that some of the costs for the Alleyway Activation may be suitable for some of the grants programs. Torres encouraged coordination with property owners. Gallagher and Gonzalez informed the Board about Alleyway Activation in other cities.

13. Open Discussion of topics relevant to Downtown El Paso

Gudenrath informed the Board that the mural at Artspace Lofts will be installed over the weekend and the DMD will send out an email invitation to the Board for a dedication ceremony on Wednesday. Law informed the Board about the IDA Convention in San Antonio this year and extended an invitation for those who are interested. Gudenrath stated that the Franklin Apartments are already having residents moving in, the Abdou Building will be ready in a year for residents to move in, and the Aloft Hotel is tentatively scheduled to open in April. The DMD is working on a media tour and ribbon cutting for Aloft. Bob Blumenfeld stated that demo of the inside of the Blue Flame building has started. Eric Pearson informed the Board about an article about the resurgence Downtown El Paso on Texas Highways website.

14. Discussion of the Next Board Meeting—April 26, 2018.

No action

15. Open Comment Period

No action

16. Executive Session

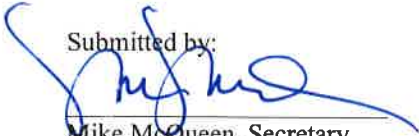
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appropriate. The items to be discussed in executive session, if any, include the topics listed on the agenda, and possibly the following specified item(s):

17. Adjourn

By consensus of the Board the meeting adjourned at 12:01 p.m.

Submitted by:



Mike McQueen, Secretary
DMD Board of Directors

Date:

4/23/18