



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

CITY CLERK DEPT
2019 MAR 25 AM 11:38
FILED FOR RECORD
IN MY OFFICE

The El Paso Downtown Management District Board of Directors meeting will be held Friday, March 29, 2019 at 8:30 a.m. at the United Bank Building Conference Room of the United Bank Building, 401 E. Main Dr., El Paso, Texas

Debra Briones
COUNTY CLERK
EL PASO COUNTY TEXAS

AGENDA:

1. Call meeting to order.
2. Downtown Management District Strategic Planning Session to identify goals and strategies associated with previously identified priorities.
 - a. Welcome/Purpose
 - b. Introductions
 - c. Review Identified Priority Areas
 - d. Presentation and Discussion of Staff Developed Goals and Strategies
 - e. Reach Consensus on Goals and Strategies
 - f. Next Steps and Wrap-up

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

3. Approval of Minutes:
 - a. February 28, 2019 Board of Directors Meeting

REGULAR AGENDA

4. Committee Report: Finance Committee - Chair Laura Pople
 - a. Monthly Financial Summary
5. Report on DMD Investments:
 - a. TexPool Accounts – balance, rate and status
 - b. WestStar Money Market Accounts – balance, rate and status
6. Discussion and Action for Approval of Reimbursement Grant Agreements for the Downtown Commercial Façade Improvement and Iconic Signage & Lighting Grant Programs
 - 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 102 Mills Ave. (FAC 18-01) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
 - b. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program for property located at 102 Mills Ave.

(ISL 18-01) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

7. 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 108 S. Stanton St. (FAC 18-03) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
8. President's Report
9. Executive Director's Report
 - a. TIRZ No. 5 Update
 - b. DMD Annual Report
 - c. Downtown Hotel Tour
10. Open Discussion of topics relevant to Downtown El Paso (no action)
11. Discussion of the Next Board Meeting – April 25, 2019 at 11:30 a.m. (no action)
12. Open Comment Period* (no action)
13. Executive Session

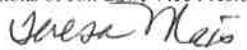
At any time during the Board Meeting, the Board may, upon motion and affirmative vote of a majority of the Board in attendance, retire into Executive Session pursuant to the Texas Government Code, Chapter 551, Sections 551.071 and 551.074(a) for the purpose of consultations with legal counsel and/or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

14. 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 25th day of March, 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

- District Boundary Analysis
- Downtown/Entertainment District Designation
- Adoption of Downtown Branding by public/private partners
- Aesthetics and Connectivity
 - Manage Sidewalks/Alleys
 - Vehicular/Parking Wayfinding
 - Construction Survival Guide
 - Improve Walkability
 - Code Enforcement
- Business Retention & Expansion Program & Business Development
 - Establish BR&E Program within DMD
 - Build Upon Start Up Downtown Initiative
 - Establish a Start Up Business Grant Program
- Advocacy
 - Collect and disseminate demographic data
 - Engage w/ El Paso Mobility Coalition on future projects impacting downtown
 - City Council/Commissioners Court Engagement
- Develop Legislative Agenda (Local/State)

NOTICE TO THE PUBLIC

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CONSENT AGENDA

Jon Law stated the items on the Consent Agenda are considered to be routine. Law requested a Motion and Second to approve the Consent Agenda.

3. Approval of Minutes:

- a. February 28, 2019 Board of Directors Meeting

Discussion: None
Moved: Mike McQueen
Seconded: Laura Pople
Roll-Call Vote: For: 12; Against: 0; Abstaining: 1 (Pacelli Mesta); Absent: 3 (Bill Burton, Steve Ortega, Alejo Restrepo)

Motion Approved.

REGULAR AGENDA

4. Committee Report: Finance Committee

- a. Monthly Financial Summary
 Laura Pople provided an overview of the DMD's current financial position.

5. Report on DMD Investments:

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

6. Discussion and Action for Approval of Reimbursement Grant Agreements for the Downtown Commercial Façade Improvement and Iconic Signage & Lighting Grant Programs

- 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 102 Mills Ave. (FAC 18-01) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
- b. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Iconic Signage & Lighting Grant Program for property located at 102 Mills Ave. (ISL 18-01) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: None

Moved: Arlene Carroll

Seconded: Y.I. Santoscoy

Roll-Call Vote: For: 13; Against: 0; Abstaining: 1 (Steve Ortega); Absent: 2 (Bill Burton, Alejo Restrepo)

Motion Approved.

7. 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 108 S. Stanton St. (FAC 18-03) 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: Wayne Soza

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 2 (Bill Burton, Alejo Restrepo)

Motion Approved.

8. President's Report

Law thanked the DMD staff and expressed appreciation for doing a lot of thoughtful work into creating the strategies in the last month. Joe Gudenrath thanked the staff, Board, and ex-officio members for all their work during the strategy planning process.

9. Executive Director's Report

- a. TIRZ No. 5 Update
Gudenrath reminded the Board that the City has updated the TIRZ No. 5's board membership to comply with the state law governing TIRZ districts which indicates that any tax entity being represented by a Board member on the TIRZ must be a contributing tax entity in the TIRZ district. All of the previous Mayor's picks have been removed. New members are being added two of which happen to be DMD Board members and the City is looking for one more member to reach quorum. The City is asking for recommendations.
- b. DMD Annual Report
Gudenrath gave a brief overview of the production and distribution of the 2018 DMD Annual Report.
- c. Downtown Hotel Tour
Gudenrath informed the Board about the upcoming Downtown Hotel Tour produced by the DMD and gave a brief overview about hotel participation, details, pricing, and more.

10. Open Discussion of topics relevant to Downtown El Paso

Gudenrath informed the Board of an email from an individual stating that they are working on a campaign with the Borderplex Alliance and the El Paso Chamber of Commerce to push back against US Customs and Border Protections plan to open a warehouse-style processing center in El Paso. Gudenrath informed the Board that he

personally did not think this was a DMD issue. David Jerome stated that the Chamber does not want the welcome sign from New Mexico into Texas to be a detention center and the location is not appropriate. He stated it should not be in the middle of an economic development area. Jerome further stated that the Chamber does support the US Customs' and Border Protections' mission, but they do want a model facility and have more thought and time put into it.

Y.I. Santoscoy suggested the DMD provide funding for the Opportunity Center. Gudenrath stated that there is a line item in the budget for the center.

Gudenrath informed the Board that the City Planning Department followed up immediately after last month's meeting and held a meeting regarding issues with code, inspections, and planning along with other involved organizations and people. He further informed that the City is making efforts to fix them. Laura Pople gave a brief overview of that meeting as she was in attendance.

Peter Spier informed the Board about the Mariachi Opera.

11. Discussion of the Next Board Meeting—April 25, 2019 at 11:30 am

None

12. Open Comment Period

None


13. 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):

14. Adjourn

By consensus of the Board the meeting adjourned at 12:28 pm.

Submitted by:


Jamie Gallagher, Secretary
DMD Board of Directors

Date: April 19, 2019