

201 E. Main, Ste. 107  
El Paso, Texas 79901  
915-400-2294  
downtownelpaso.com



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IN MY OFFICE

2020 MAR 23 AM 11:56

*Dula Brown*  
COUNTY CLERK  
EL PASO COUNTY, TEXAS

CITY CLERK DEPT  
2020 MAR 20 PM 3:05

**The DMD Board Meeting is Still On! However, the Board Meeting will be by Videoconference and/or Telephone Conference Participation For Public Health/Safety Reasons**

The Board of Directors of the El Paso Downtown Management District ("DMD") will be holding a regular monthly board meeting on Thursday, March 26<sup>th</sup> at 11:30 a.m.

However, due to the coronavirus outbreak and federal/state/local emergency declarations, the DMD Board meeting will be conducted by videoconference and telephone participation.

The meetings will follow the agendas posted in advance of the meetings. The meeting is open to the public. If you want to attend the meeting you can do so either electronically or in person.

To attend the meeting in person, come to the DMD's office 201 E. Main Dr., Suite 107, El Paso, Texas, 79901. The videoconference will be broadcast live at the DMD's office. In addition, if you want to speak at the meeting, a computer will be set up for you to do so.

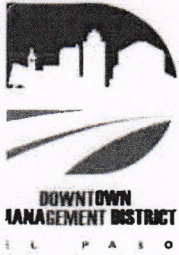
To attend the meeting electronically on your computer, tablet or smartphone, use the following link: <https://attendee.gotowebinar.com/register/2577863691084433932> and use Webinar ID: 705-913-515.

To attend the meeting by telephone you can dial in at the following number: 1.415.655.0052 and use access code 701-830-929.

Finally, there will be a recording of the meeting available, upon request.

This meeting is taking place by videoconference and telephone due to Texas Governor Greg Abbott's approval of a request by the Office of the Attorney General of Texas to temporarily modify the Texas Open Meetings Act in response to the coronavirus/COVID-19 outbreak. The action by Governor Abbott allows governmental bodies such as the DMD to conduct meetings by telephone or video conference to advance the public goal of limiting face-to-face meetings (also called "social distancing") to slow the spread of the virus.





Board of Directors Meeting  
Mike McQueen, President

CITY CLERK DEPT  
2020 MAR 20 PM3:05

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, March 26, 2020 at 11:30 a.m. at the offices of the El Paso Downtown Management District, 201 E. Main Dr., Suite 107, El Paso, Texas. Participation and access to this meeting will also be provided by video and telephone communications as allowed by the Office of Attorney General of Texas with approval by Texas Governor Greg Abbott.

**Video Conference**

- Video Registration URL: <https://attendee.gotowebinar.com/register/2577863691084433932>
- Webinar ID: 705-913-515

**Telephone Conference**

- Telephone & Audio Participation: 1-415-655-0052
- Audio Access Code: 701-830-929

**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 27, 2020 Board of Directors Meeting
3. DMD February Investment Report
  - a. TexPool Accounts – balance, rate and status

**REGULAR AGENDA**

4. Presentation, Discussion and Possible Action on Downtown Management District Response to COVID-19 Pandemic.
5. Committee Report: Finance Committee – Chair Wayne Soza
  - a. Monthly Financial Summary
6. Committee Report: Grant Programs Update – Chair Jamie Gallagher
  - a. Grant Programs Status/Fund Balance Report
7. 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 210 N. Campbell (PCI 19-01) in the amount of \$3,377.81 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 and 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 100 E. San Antonio Avenue (ISL 19-01) in the amount of \$9,684.00 with said project to be completed in accordance with the execution of the Agreement.

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MAR 23 AM 11:56



- 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 206 S. El Paso Street (ISL 19-02) in the amount of \$9,684.00 with said project to be completed in accordance with the execution of the Agreement.
9. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
- a. Possible Position Statements
    - i. I-10 Project
    - ii. Metropolitan Planning Organization
  - b. Holy Week Security Patrols
10. Committee Report: Marketing Committee – Rudy Vasquez
- a. Current & Upcoming DTEP Promotions – Return to Downtown
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News
11. President's Report
- a. DMD Board Vacancy
12. Discussion and Action on Appointment by Board of Directors to fill the unexpired term of Place 11 on the Downtown Management District Board with Jonathan Escalante. (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. 2019 DMD Event Recap and 2020 Sponsorship Opportunities
14. Construction & Event Update – Amy McQuillen
- a. Current/Upcoming Projects and Events
15. Economic Development Update by City of El Paso (Mirella Craigo)
16. Call to the Public\* (no action)
17. Open Discussion of topics relevant to Downtown El Paso (no action)
18. Discussion of the Next Board Meeting – April 25, 2020 at 11:30 a.m. (no action)
19. Executive Session

CITY CLERK DEPT  
2020 MAR 20 10:05

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CITY CLERK  
2020 MAR 23 AM 11:56  
EL PASO COUNTY TEXAS

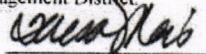
*At any time during the Board Meeting, the Board may, upon motion and affirmative vote of a majority of the Board in attendance, retire into Executive Session pursuant to the Texas Government Code, Chapter 551, Sections 551.071 and 551.074(a) for the purpose of consultations with legal counsel and/or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

*\* Call to the Public is an opportunity for members of the public to bring topics and issues to the DMD Board's attention. The Call to the Public is reserved for items generated by the public. It is not for items already posted on the Board Meeting Agenda. Items that are brought up by the public 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. Individuals who would like to address the Board must sign up on the available form prior to the start of the meeting or submit the form electronically to the DMD Executive Director at least one hour prior to the start of the meeting. Each participant is limited to three minutes to make comments. Any group of five or more persons must appoint one person to present the group's views to the Board and will be limited to three minutes to make comments. Personal attacks, name-calling, and rude or slanderous remarks will not be tolerated.*

Posted this 20<sup>th</sup> day of March, 2020, 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 26, 2020**

**Location: Downtown Management District Office, 201 E. Main, Suite 107, El Paso, Texas and by Video and Telephone Conference\***

**\* The Texas Governor temporarily suspended specified provisions of the Texas Open Meetings Act to allow telephonic or videoconference meetings and to avoid congregate settings in physical locations.**

<b>Attendees:</b>	<b>Total Members:</b>	<b>20</b>	<b>Quorum: 11 needed</b>
<b>Total Members Present:</b>	<b>17</b>		

Bill Burton	Jamie Gallagher	Jon Law	Sam Legate
Leah Masters	Mike McQueen	Pacelli Mesta	Martin Morgades
Steve Ortega	Eric Pearson	Laura Pople	Alejo Restrepo
Wayne Soza	Peter Spier	Brad Taylor	Ruben Torres
Laura Uribarri			

**Total Members *Not* Present: 3**

Arlene Carroll	Ben Marcus	Y.I. Santoscoy
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**Ex-Officio Members:**

**Staff:** Joe Gudenrath; Rudy Vasquez; Amy McQuillen

**Guests:** Bob Blumenfeld—Attorney; Mirella Craigo—City of El Paso, Commissioner David Stout – El Paso County

**1. Call meeting to order**

Mike McQueen called the meeting to order at 11:32 am on March 26, 2020 via video conference. 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, 2020 in accordance with the Texas Open Meeting Act on the dates indicated.

McQueen advised people to mute their audio.

Gudenrath performed Roll Call: Quorum was established.

**NOTICE TO THE PUBLIC**

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**CONSENT AGENDA**

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

**2. Approval of Minutes:**

- a. February 27, 2020 Board of Directors Meeting

**3. DMD February Investment Report**

- a. TexPool Accounts – balance, rate and status

**Discussion:** None  
**Moved:** Eric Pearson  
**Seconded:** Wayne Soza  
**Voice Vote:** For: 16; Against: 0; Abstaining: 1 (Ortega); Absent: 0  
**Motion Approved.**

**REGULAR AGENDA****4. Presentation, Discussion and Possible Action on Downtown Management District Response to COVID-19 Pandemic.**

Gudenrath updated the board on how the current COVID-19 pandemic is impacting the DMD administration, sanitation operations, budget and marketing. He added that the organization's current role is to connect the public with resources and information but sees its most important role will be in bringing people back downtown once public interaction is allowed. Specifically, the DMD is working on establishing a Small Business Committee (board approval required), additional events, a public event incentive program (board approval required), and the establishment of dedicated parking for food pick-up and delivery drivers (short term, working with you City to establish).

Mesta encouraged staff to advise property owner and businesses of what resources are available. Gudenrath said they would provide information but allow organizations more suited for that type of assistance to do their jobs.

**5. Committee Report: Finance Committee**

- a. Monthly Financial Summary  
Gudenrath gave a brief overview of the DMD's current financial position. He advised that the current year budget was in good shape but cautioned that the 2020-2021 would be more challenging.

**6. Committee Report: Grant Programs Update**

- a. Grant Programs Status/Fund Balance Report  
Joe Gudenrath provided an update on the status of current projects and the program's fund balance.

**7. 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 210 N. Campbell (PCI 19-01) in the amount of \$3,377.81 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** None  
**Moved:** Eric Pearson  
**Seconded:** Bill Burton  
**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 1 (Ortega); Absent: 0  
**Motion Approved.**

**8. Discussion and Action to amend the 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 100 E. San Antonio Avenue (ISL 19-01) in the amount of \$9,684.00 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 206 S. El Paso Street (ISL 19-02) in the

amount of \$9,684.00 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** Gudenrath noted that Jamie Gallagher is employed by the applicant and would abstain from the discussion and voting.

**Moved:** Sam Legate

**Seconded:** Eric Pearson

**Roll-Call Vote:** For: 14; Against: 1 (Mike McQueen); Abstaining: 1 (Jamie Gallagher); Absent: 1 (Wayne Soza)

**Motion Approved.**

## **9. Committee Report: Infrastructure & Advocacy Committee**

### **a. Possible Position Statements**

- i. I-10 Project
- ii. Metropolitan Planning Organization

Gudenrath updated the board that TxDOT made a brief presentation to the committee on its process for developing planned improvements for I-10 through Downtown El Paso. They would like to present to the board at a future meeting and invite the DMD to participate in a work group. He said the committee will develop a general position statement identifying priorities for the project and bring that to the board for consideration. Legate stated that he would like the position statement to include support for creating a deck over the interstate to better connect the downtown to the north and Sunset Heights.

Gudenrath added that the MPO has established a list of priority projects they are asking the State to fund. They have requested support from the DMD as well as other governmental organizations. The committee will develop a position statement for the Board to consider.

Gudenrath invited anybody with input on these projects to reach out to the committee.

### **b. Holy Week Security Patrols**

Gudenrath stated that past practice was to provide off duty officers to patrol the retail district on the Thursday-Saturday before Easter. With the current emergency declaration, that was probably no longer needed in light of recent emergency orders.

## **10. Committee Report: Marketing Committee**

### **a. Current & Upcoming DTEP Promotions**

Gudenrath advised the board that they have postponed the Hotel Tour and likely the Downtown Restaurant Crawl but would be preparing to launch those as soon as possible. He advised the board that changes would likely be needed to engage businesses and attract as many participants as possible.

### **b. Social Media & INSIDER Distribution List**

Gudenrath gave brief update on the DMD's social media channels and the weekly newsletter.

### **c. DMD in the News**

Gudenrath informed the Board of DMD media mentions in February 2020.

## **11. President's Report**

### **a. DMD Board Vacancy**

McQueen informed the Board that the Executive/Nominating Committee is recommending Johnny Escalante to fill the current board vacancy. Escalante is business owner, bar owner, event producer, and co-working space owner. He is also a primary advocate for the DMD boundary expansion.

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

**Discussion:** Ortega stated that Escalante is a great contributor to the downtown and would be a great board member. Pearson added that he has been a great At-Large member of the DMD Marketing Committee.

**Moved:** Steve Ortega

**Seconded:** Eric Pearson

**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 1 (Sam Legate); Absent: 0

**13. Executive Director's Report**

- a. 2019 DMD Event Recap and 2020 Sponsorship Opportunities  
Gudenrath updated the board on impact of the DMD's 2019 events and shared with them opportunities for sponsorships in 2020. He added that the events will be very important to bringing people back downtown but emphasized that sponsorships will be required to make them happen.

**14. Construction & Event Update**

- a. Current/Upcoming Projects and Events  
Gudenrath gave a brief update about current construction projects still underway in the downtown. He stated that all event for March and April had been postponed or canceled due to COVID-19.

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

None

**16. Call to the Public**

None

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

None

**18. Discussion of the Next Board Meeting—April 23, 2020 at 11:30 am**

Gudenrath stated that this will likely have to be conducted by Video Conference due to the closure of the United Bank Conference Room for March and April.

**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. Adjourn**

By consensus of the Board the meeting adjourned at 12:21 pm.

Submitted by:  
DocuSigned by:

  
\_\_\_\_\_  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: 4/13/2020