



**Board of Directors Meeting
Mike McQueen, President**

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, March 25, 2021 at 11:30 a.m. by video and telephone communications as allowed by the Office of Attorney General of Texas with approval by Texas Governor Greg Abbott.

Video Conference

- Join ZOOM Meeting: <https://us02web.zoom.us/j/89492821117>
- Meeting ID: 894 9282 1117

FILED FOR RECORD
IN MY OFFICE

2021 MAR 22 AM 11:30

Telephone Conference

- Telephone & Audio Participation: 1-346-248-7799
- Meeting ID: 894 9282 1117

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, March 25, 2021. Visit <https://downtownelpaso.com/procedures-for-addressing-the-el-paso-downtown-management-district-dmd-board-of-directors/> or call 915-240-3116 to sign up prior to the start of the meeting.

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 25, 2021 Board of Directors Meeting
3. DMD February Investment Reports
 - a. TexPool Accounts – balance, rate and status

REGULAR AGENDA

4. Committee Report: Finance Committee – Chair Wayne Soza
 - a. Monthly Financial Summary
5. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report
6. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Brownfields Site Reuse & Revitalization Program Update

7. Committee Report: Marketing Committee – Chair Johnny Escalante
 - a. DMD Website Redesign Process
 - b. Current & Upcoming DTEP Promotions
 - c. Social Media & INSIDER Distribution List
 - d. DMD in the News
8. President’s Report
 - a. Board Member Spotlight
 - b. Discussion on DMD Board Meeting Location, Requirements and Options
9. Executive Director’s Report
 - a. Event Recap, 2021 Schedule & Sponsorship Opportunities
10. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events
11. Economic Development Update by City of El Paso (Mirella Craigo)
12. Call to the Public* (no action)
13. Open Discussion of topics relevant to Downtown El Paso (no action)
14. Discussion of the Next Board Meeting – April 22, 2021 at 11:30 a.m. (no action)
15. 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

16. 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 22nd day of March, 2021, 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 Mike McQueen, 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 25, 2021

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. A recording of this meeting is available upon request.

Attendees: _____ **Total Members:** 21 **Quorum: 11 needed**
Total Members Present: 16

Marianne Ayub	Bill Burton	Johnny Escalante	Jamie Gallagher
Jon Law	Sam Legate	Ben Marcus	Mike McQueen
Martin Morgades	Steve Ortega	Eric Pearson	Laura Pople
Alejo Restrepo	Wayne Soza	Brad Taylor	Ruben Torres

Total Members Not Present: 5

Arlene Carroll	Pacelli Mesta	Y.I. Santoscoy	Peter Spier
Laura Uribarri			

Ex-Officio Members: Commissioner David Stout

Staff: Joe Gudenrath; Terry Mais; Rudy Vasquez; Richard Bustamante; Arwen Lyle

Guests: Bob Blumenfeld – Attorney; Sito Negron – El Paso County

1. Call meeting to order

Mike McQueen called the meeting to order at 11:33am on March 25, 2021 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 building of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Teresa Mais on March 22, 2021 in accordance with the Texas Open Meeting Act on the dates indicated.

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 25, 2021 Board of Directors Meeting

3. DMD February Investment Reports

a. TexPool Accounts – balance, rate and status

Discussion: None
Moved: Wayne Soza
Seconded: Marianne Ayub
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 2 (Ben Marcus; Eric Pearson)
Motion Approved.

REGULAR AGENDA

4. Committee Report: Finance Committee

a. Monthly Financial Summary

Wayne Soza gave a brief overview of the DMD's current financial position and pointed out a few areas staff are monitoring: a) Carry over balance reduction following audit; b) unbudgeted sanitation labor costs; c) potential unrealized event revenue; and d) assessment revenue.

5. Committee Report: Grant Programs Update

a. Grant Programs Status/Fund Balance Report

Gallagher provided an update on the status of current projects and the program's fund balance. She stated that an additional \$100,000 contribution has been approved by TIRZ No. 5 and awaits City Council approval. She also highlighted three current grant projects currently under construction.

6. Committee Report: Infrastructure & Advocacy Committee

a. Brownfields Site Reuse & Revitalization Program

Joe Gudenrath provided an update on the DMD's Brownfields Site Reuse & Revitalization Program. He provided the schedule for general and Area Wide Planning outreach. He concluded with an update on current sites under some form of evaluation.

7. Committee Report: Marketing Committee

a. DMD Website Redesign Process

Escalante reported that staff is putting together the RFP for website redesign and will issue the RFP this spring. A contract with the selected contractor will be brought to the board for approval this summer.

b. Current & Upcoming DTEP Promotions

Escalante highlighted the current Virtual Downtown Hotel Tour and the tentative schedule for upcoming promotions including the new concept – DTEP Tasting Tour, the Barstool Open, Employee Appreciation Day and an activation activity for El Paso Street.

c. Social Media & INSIDER Distribution List

Escalante reviewed the continued growth in DMD Social Media profiles.

d. DMD in the News

Gudenrath informed the Board of DMD media mentions in February 2021.

8. President's Report

a. Board Member Spotlight

Mike McQueen asked Brad Taylor to share what is happening within his professional and personal circles.

b. Discussion on DMD Board Meeting Location, Requirements and Options.

McQueen stated that he felt the timing to be appropriate to start discussion on when the DMD Board would meet in person once again. Blumenfeld stated that pandemic related exemptions continue to remain in place, but the DMD Board could consider a hybrid in person/remote meeting. Legate, Pearson and Pople expressed support for a hybrid meeting. Escalante expressed support in person meetings and offered space within the One:One coworking space. McQueen stated that a hybrid meeting may be considered for the May meeting.

9. Executive Director's Report

a. Event Recap, 2021 Schedule & Sponsorship Opportunities

Gudenrath provided a recap of events/promotions held in 2020, and outlined tentative events/promotions scheduled for the coming year. He also outlined sponsorship needs and opportunities, and asked Board members to consider assisting the DMD through sponsorships and/or referrals.

10. Construction & Event Update

a. Current/Upcoming Projects and Events

Bustamante gave a brief update about current construction projects still underway in the downtown and upcoming events.

11. Economic Development Update by City of El Paso

Gudenrath advised the Board that the TIRZ No. 5 Board approved a \$100,000 contribution to support grant projects. The TIRZ Board also received an update on the Capital Improvement Department's planned improvements to Trost Court and the Downtown tree canopy.

12. Call to the Public* (no action)

None

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

Taylor complimented the DMD on its efforts to have graffiti removed for an area near the ballpark. Gudenrath stated that the remediation was performed by the City or State, but was happy to make sure the case was brought to the attention of the correct entity.

14. Discussion of the Next Board Meeting – April 22, 2021 at 11:30 a.m. (no action)

15. Executive Session

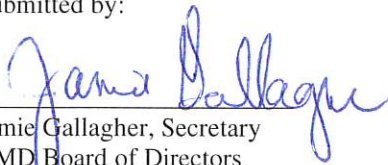
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- None

16. Adjourn

By consensus of the Board the meeting adjourned at 12:19 pm.

Submitted by:



Jamie Gallagher, Secretary
DMD Board of Directors

Date: March 31, 2021