



*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, May 24, 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*

**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. April 26, 2018 Board of Directors Meeting
3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. El Paso Electric - \$5,000 sponsorship of DMD Events.
  - b. Starr Western Wear - \$1,000 Registration Sponsorship DTEP ROTB

**REGULAR AGENDA**

4. Committee Report: Finance Committee- Chair Laura Pople
  - a. Monthly Financial Summary
  - b. 2017-2018 Budget Deficit
  - c. 2018-2019 Budget Process
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 Program Guideline & Requirement Review
  - b. Grant Programs Status/Fund Balance Report
7. 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 104 S. Stanton Street (FAC 17-04) in the amount of \$ 13,905.00 with said project to be completed in accordance with the execution of the Agreement.
8. Approval of a Reimbursement Grant Agreement for the Downtown Mural Grant Program
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 215 N. Stanton Street (MUR 17-01) in the

FILED FOR RECORD  
BY CITY CLERK  
2018 MAY 21 AM 9:45  
El Paso, Texas

amount of \$4,969.72 with said project to be completed in accordance with the execution of the Agreement.

9. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
  - a. Paseo de las Luces Project Outreach
  - b. Ambassador Program Return
  
10. Committee Report: Marketing Committee – Chair Edie Zuvanich
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News
  
11. President’s Report
  - a. Annual Board Assessment Report
  - b. Ben Gonzalez Reinstatement
  - c. Board Member Nominations
  
12. Executive Director’s Report
  - a. TIRZ No. 5 Update
  - b. HR Committee Update
  - c. Vacant Building Ordinance Update
  - d. IDA Annual Conference
  
13. Construction & Event Update- Frank Hernandez
  - a. Current/Upcoming Projects and Events
  
14. Economic Development Update by City of El Paso (Rafael Arellano)
  
15. Open Discussion of topics relevant to Downtown El Paso (no action)
  
16. Discussion of the Next Board Meeting – June 28, 2018 (no action)
  
17. Open Comment Period\* (no action)
  
18. 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 Anticipated

## 19. 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 21<sup>st</sup> day of May, 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 – May 24, 2018**

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

**Attendees: Total Members: 20 Quorum: 11 needed**  
**Total Members Present: 15**

Bill Burton	Sam Legate	Eric Pearson	Brad Taylor
Arlene Carroll	Mike McQueen	Laura Pople	Ruben Torres
Jamie Gallagher	Martin Morgades	Alejo Restrepo	Edie Zuvanich
Jon Law	Steve Ortega	Wayne Soza	

**Total Members *Not* Present: 5**

Benjamin Gonzalez	Y.I. Santoscoy	Madhi Nair	Peter Spier
Monty Rogers			

**Ex-Officio Members:** David Stout—Office of Commissioner David C. Stout; David Jerome – Greater El Paso Chamber of Commerce

**Staff:** Joe Gudenrath; Frank Hernandez; Teresa Mais; Rudy Vasquez

**Guests:** Rafael Arellano—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 11:33 a.m. on May 24, 2018 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 May 21, 2018 in accordance with the Texas Open Meeting Act on the dates indicated.

Due to the lack of a quorum, the Board moved to Items 4 & 5. At 11:37am, a quorum was established and the Board returned to consider the Consent Agenda.

**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**

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. April 26, 2018 Board of Directors Meeting

3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. El Paso Electric - \$5,000 sponsorship of DMD Events.
  - b. Starr Western Wear - \$1,000 Registration Sponsorship DTEP ROTB

**Discussion:** None  
**Moved:** Mike McQueen  
**Seconded:** Bill Burton  
**Roll-Call Vote:** For: 13; Against: 0; Abstaining: 0; Absent: 2 (Sam Legate, Eric Pearson)  
**Motion Approved.**

### REGULAR AGENDA

4. Committee Report: Finance Committee

- a. Monthly Financial Summary
- b. 2017-2018 Budget Deficit
- c. 2018-2019 Budget Process

Laura Pople provided an overview of the DMD’s current financial position. She stated that the DMD is \$4,900 over budget for the month of April. She informed the Board that for this fiscal year the DMD will end up with a larger than anticipated budget deficit due to a \$39,000 reimbursement to the City resulting from lawsuits filed on assessed values. She stated that the DMD is over budget \$15,000 in assessment income the DMD originally budgeted for. She states that because the DMD was conservative in that number that there will only be about a \$25,000 deficit. Pople informed the Board that Joe Gudenrath will talk to each committee about adjusting expenses. Gudenrath stated that a recommendation will be brought to the Board next month.

5. Report on DMD Investments:

- a. Bank of Texas CD—balance, rate and status
- b. WestStar Money Market Accounts—balance rate, and status

Pople provided a brief overview of the DMD’s current investments.

6. Committee Report: Grant Programs Update

- a. Grant Program Guideline & Requirement Review
- b. Grant Programs Status/Fund Balance Report

Gudenrath informed the Board that the committee will discuss revisions to the program guidelines. He stated that they will bring back any changes to the guidelines to the Board in the near future. Gudenrath informed the Board that there are currently eight projects in various stages of progress and the Board will be reviewing two of them today. \$218,000 is currently available in the fund for projects.

7. 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 104 S. Stanton Street (FAC 17-04) in the amount of \$ 13,905.00 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** Board members discussed if the approval of a grant should be conditioned on the certificate of occupancy issued by the City. Gudenrath stated that it is currently not a requirement for applicant eligibility although the current use of the building is factored into the grant recommendations. Mike McQueen stated that the purpose of this program is to make Downtown look more attractive. Eric Pearson stated that the DMD is trying to encourage people to invest in their property and improvements to the façade will minimize the presence of blight in Downtown.

**Moved:** Steve Ortega  
**Seconded:** Wayne Soza  
**Roll-Call Vote:** For: 12; Against: 1 (Ruben Torres); Abstaining: 1 (Martin Morgades); Absent: 1 (Sam Legate)

**Motion Approved.**

**8. Approval of a Reimbursement Grant Agreement for the Downtown Mural Grant Program**

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 215 N. Stanton Street (MUR 17-01) in the amount of \$4,969.72 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** None  
**Moved:** Ruben Torres  
**Seconded:** Arlene Carroll  
**Roll-Call Vote:** For: 13; Against: 0; Abstaining: 1 (Steve Ortega); Absent: 1 (Sam Legate)  
**Motion Approved.**

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

- a. Paseo de las Luces Project Outreach

Mike McQueen informed the Board that Paseo de las Luces Project is looking at a potential roundabout at the intersection in front of the Paso del Norte Hotel.

- b. Ambassador Program Return

McQueen informed the Board that the Downtown Ambassadors started working at the end of April and will continue through the summer.

**10. Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions

Edie Zuvanich encouraged the Board for any ideas or suggestions about outreach. Gudenrath informed the Board that the DMD is helping the Aloft Hotel with their promotion by hosting an exclusive media tour and a ribbon cutting ceremony. The Board is invited to attend the ribbon cutting. Gudenrath gave brief summaries about the DTEP Crescendo Music Contest and Startup Downtown, an entrepreneurial event. Arlene Carroll suggested the DMD collaborate with other organizations that help startups for Startup Downtown. Gudenrath also stated that the DMD is in the planning stages of Running of Bulls for 2018.

- b. Social Media & INSIDER Distribution List

Zuvanich gave an update about social media and the weekly newsletter. Rudy Vasquez gave a brief overview about how the DMD is dealing with Facebook changes due to the political climate. He encouraged the Board to like, share, and comment on posts that they like.

- 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 April.

**11. President's Report**

- a. Annual Board Assessment Report

Law gave a brief overview of the Annual Board Assessment including topics such as Board Member nominations, elevators, sponsorship opportunities, and revenue and expenditures.

- b. Ben Gonzalez Reinstatement

Law informed the Board that the DMD's current administrative rules call for the automatic resignation for Board members missing 3 consecutive meetings. Ben Gonzalez requested reinstatement and the Executive Committee is supporting Gonzalez's reinstatement.

c. **Board Member Nominations**

Law informed the Board that the DMD has one vacancy on the Board. He stated that the nominating committee will give the Board ample time to make recommendations. Law stated to members that it is important to continue to build the DMD's At-Large membership in order to transition them into the role of a Board member. Gudenrath informed the Board that members can nominate someone who is not an At-Large member. Law encouraged the Board to make suggestions for nominations.

**12. Executive Director's Report**

a. **TIRZ No. 5 Update**

Gudenrath informed the Board that the TIRZ has not met recently and will meet on June 4<sup>th</sup>.

b. **HR Committee Update**

Gudenrath gave a brief update about the HR Committee including the Downtown Employee Survey they put together. The survey asks about the needs and wants of employees along with their opinion of what Downtown offers currently. The survey will be distributed during the month of June. The results of the survey will be brought back to the committee along with Economic Development to form an action plan.

c. **Vacant Building Ordinance Update**

Gudenrath informed the Board that the current Fire Chief is taking the amended version of the Vacant Building Ordinance drafted a few years ago and he will restart that public process and pursuit of its approval.

d. **IDA Annual Conference**

Gudenrath informed the Board about early enrollment for the IDA Annual Conference in San Antonio in October.

**13. Construction & Event Update**

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

Frank Hernandez gave an overview and updates of upcoming construction, projects and events. He gave an update on the Paseo de las Luces construction. Hernandez gave an update on the events going on in Downtown including Neon Music Desert Festival, Mariachi Loco Festival, and Vivint Gauntlet.

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

Rafael Arellano provided an overview about the West Star Tower, Paso del Norte Hotel, and Paseo de Las Luces.

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

Gudenrath informed the Board about the ribbon cutting ceremony at the Aloft Hotel on June 4<sup>th</sup>.

**16. Discussion of the Next Board Meeting—June 28, 2018.**

No action

**17. Open Comment Period**

No action

**18. 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):*

19. **Adjourn**

By consensus of the Board the meeting adjourned at 12:22 p.m.

Submitted by:

  
Mike McQueen, Secretary  
DMD Board of Directors

Date: 6/12/18