



The El Paso Downtown Management District Board of Directors meeting will be held Thursday, May 23, 2019 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 25, 2019 Board of Directors Meeting
- 3. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. TFCU - \$1,000 presenting sponsorship of the Spring Eat Authentico Restaurant Crawl
 - b. El Paso Electric - \$5,000 sponsorship of various DMD produced events and projects
 - c. DoubleTree by Hilton - \$500 participating sponsorship of Downtown Hotel Tour

REGULAR AGENDA

- 4. Committee Report: Finance Committee - Chair Laura Pople
 - a. Monthly Financial Summary
 - b. Preliminary CAD Valuations & Budget Process
- 5. Report on DMD Investments:
 - a. TexPool Accounts – balance, rate and status
- 6. Committee Report: Grant Programs Update – Chair Peter Spier
 - a. Grant Programs Status/Fund Balance Report
- 7. Discussion and Action for Approval of 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 806 Texas Ave. (FAC 18-04) in the amount of \$22,689.50 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 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 325 N. Kansas St. (MUR 18-02) in the

FILED FOR RECORD
CITY CLERK DEPT
2019 MAY 20 AM 10:12

amount of \$4,653.00 with said project to be completed in accordance with the execution of the Agreement.

9. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
 - a. Ambassador Program
 - b. Streetcar Sponsorship
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
 - b. DMD Boundary Review & Expansion/Contraction Process
12. Executive Director’s Report
 - a. TIRZ No. 5 Update
 - b. Operations Manager Hiring Status
 - c. Strategic Plan Implementation
 - d. Event Support & Sponsorships
13. Construction & Event Update – Joe Gudenrath
 - a. Current/Upcoming Projects and Events
14. Economic Development Update by City of El Paso (Paola Gallegos)
15. Open Discussion of topics relevant to Downtown El Paso (no action)
16. Discussion of the Next Board Meeting – June 27, 2019 at 11:30 a.m. (no action)
17. Open Comment Period* (no action)
18. Executive Session

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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

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 20th day of May, 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

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – May 23, 2019

Location: United Bank, 401 E. Main Drive, 1st Floor Conference Room, El Paso, Texas

Attendees: Total Members: 20 Quorum: 11 needed

Total Members Present: 11

Bill Burton	Laura Pople	Peter Spier
Jamie Gallagher	Alejo Restrepo	Brad Taylor
Steve Ortega	Monty Rogers	Edie Zuvanich
Eric Pearson	Y.I. Santoscoy	

Total Members Not Present: 9

Arlene Carroll	Ben Marcus	Martin Morgades
Jon Law	Mike McQueen	Wayne Soza
Sam Legate	Pacelli Mesta	Ruben Torres

Ex-Officio Members:

Staff: Joe Gudenrath; Teresa Mais; Rudy Vasquez; Analissa Carreon
Guests: Bob Blumenfeld, Attorney; Alberto Halpern, Sara Sanchez, El Paso Inc.

1. Call meeting to order

Jamie Gallagher called the meeting to order at 11:36 am on May 23, 2019 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 May 20, 2019 in accordance with the Texas Open Meeting Act on the dates indicated.

When the meeting was called to order, a quorum was not present. The board received general updates on items 4, 5, 6, 9 and 10 before a quorum was established at 11:46am. At that time, the board returned to action items for consideration.

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CONSENT AGENDA

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

2. Approval of Minutes:

a. April 25, 2019 Board of Directors Meeting

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

- a. TFCU - \$1,000 presenting sponsorship of the Spring Eat Authentico Restaurant Crawl
- b. El Paso Electric - \$5,000 sponsorship of various DMD produced events and projects
- c. DoubleTree by Hilton - \$500 participating sponsorship of Downtown Hotel Tour

Discussion: None
Moved: Eric Pearson
Seconded: Peter Spier
Roll-Call Vote: For: 9; Against: 0; Abstaining: 2 (Alejo Restrepo, Y.I. Santoscoy); Absent: 0
Motion Approved.

REGULAR AGENDA

4. Committee Report: Finance Committee

- a. Monthly Financial Summary
- b. Preliminary CAD Valuations & Budget Process
 Laura Pople provided an overview of the DMD’s current financial position. Joe Gudenrath gave a brief overview of the preliminary CAD valuation and the budget process. The budget process includes receiving the revenue estimates, conducting a public survey, valuation certification, committee review and board approval.

5. Report on DMD Investments:

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

6. Committee Report: Grant Programs Update

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

7. Discussion and Action for Approval of 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 806 Texas Ave. (FAC 18-04) in the amount of \$22,689.50 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Gudenrath presented the project and staff/committee recommendation. Eric Pearson stated that the project requires demolition to make the desired improvements, however, demolition is an ineligible expense. This could be an area the board may consider changing. Blumenfeld indicated that it is the board has the discretion to approve a grant up to the maximum amount allowed. Peter Spier stated that he is not comfortable making the recommendation to include funds demolition at this point, but does think it is worth future discussion. Terry Mais stated that the applicant can appeal the decision if the demolition is not included, but it would prolong the process.

Moved: Eric Pearson
Seconded: Laura Pople
Roll-Call Vote: For: 11; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

8. Discussion and Action for 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 325 N. Kansas St. (MUR 18-02) in the amount of \$4,653.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Gudenrath presented the project and staff/committee recommendation.
Moved: Eric Pearson
Seconded: Y.I. Santoscoy

Roll-Call Vote:
Motion Approved.

For: 9; Against: 0; Abstaining: 2 (Steve Ortega, Monty Rogers); Absent: 0

9. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen

- a. Ambassador Program
Gudenrath informed the Board about the return of the Ambassador Program. There are currently nine Ambassadors for the season.
- b. Streetcar Sponsorship
Gudenrath gave an update about the Streetcar sponsorship the DMD approved in last month's meeting. The DMD will wait to go through with the sponsorship until the app is live and the operational issues have been worked out. The DMD continues to promote the Streetcar through promotional efforts.

10. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Edie Zuvanich gave a brief overview about the Eat Authentico Restaurant Crawl including ticket sales, customer feedback, the promotional value and more. Gudenrath added that the feedback was overall positive and that on average guests visited three restaurants that they have not visited before.
- b. Social Media & INSIDER Distribution List
Zuvanich gave brief update on the about the DMD's social media channels and the weekly newsletter.
- c. DMD in the News
Gudenrath gave a brief update about what publication and when the DMD was in the news.

11. President's Report

- a. Annual Board Assessment
Gallagher reminded the Board that an email was sent to them with a link to a survey for the Annual Board Assessment. She reminded them to participate in taking the survey.
- b. DMD Boundary Review & Expansion/Contraction Process
Gallagher stated that as a follow up to the DMD's strategic planning process, they have begun the process of the boundary analysis. She informed the Board that the next meeting Bob Blumenfeld will take the Board through the process and have a discussion about it.

12. Executive Director's Report

- a. TIRZ No. 5 Update
Gallagher informed the Board that there will be a TIRZ No. 5 meeting May 30.
- b. Operations Manager Hiring Status
Gudenrath informed the Board that the DMD has interviewed a number of applicants and until the position is filled, applications are being accepted.
- c. Strategic Plan Implementation
Gudenrath stated that since the strategic plan has been approved, it is time to start implementing the plan. Part of the implementation is the boundary analysis. The DMD will continue to present their efforts on the strategic plan on a quarterly basis.
- d. Event Support & Sponsorships
Gudenrath gave a brief overview about the event support or sponsorships the DMD has received on past events and on the opportunity to support for future events.

13. Construction & Event Update

- a. Current/Upcoming Projects and Events
Gudenrath gave a brief update about current and upcoming projects and events in Downtown including the San Jacinto Plaza Restroom Project, Neon Desert Music Festival, Plaza Hotel, and more.

14. Economic Development Update by City of El Paso

Gudenrath informed the Board that Paola Gallegos resigned from her position and the City has not appointed a DMD liaison.

15. Open Discussion of topics relevant to Downtown El Paso

Gudenrath informed the board that the City is pursuing revisions to the Historic Preservation Policy and he would distribute additional information. Steve Ortega commented that William Kell agreed to pay homage to the building that used to be where the Plaza Hotel parking garage is being built by using some design elements of the previous building into the garage. Gudenrath informed that the City is pursuing revisions to its Historic Landmark Preservation Policy (Chapter 20.20) and that the Infrastructure Committee will discuss and bring a possible position statement to the Board. Brad Taylor inquired about the success of the scooters in Downtown and their impact on bike sharing. Gudenrath stated that usually when scooters come into a market a bike share will respond with implementing electric bikes. Pearson confirmed the bike share implemented these already.

16. Discussion of the Next Board Meeting—June 27, 2019 at 11:30 am

None

17. Open Comment Period

None

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 12:15 pm.

Submitted by:



Laura Pople, Treasurer
DMD Board of Directors

Date: June 19, 2019