



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

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, May 27, 2021 at 11:30 a.m. at the El Paso Community Foundation – Foundation Room, 333 North Oregon, and by video and telephone communications as allowed by the Office of Attorney General of Texas with approval by Texas Governor Greg Abbott.*

**In Person Participation**

- El Paso Community Foundation – Foundation Room, 333 North Oregon

**Video Conference**

- Join ZOOM Meeting: <https://us02web.zoom.us/j/89665420791>
- Meeting ID: 896 6542 0791

CITY CLERK DEPT  
2021 MAY 24 AM 8:49

**Telephone Conference**

- Telephone & Audio Participation: 1-346-248-7799
- Meeting ID: 896 6542 0791

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, May 27, 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.
2. Presentation by Bryan Crowe, General Manager of Destination El Paso

**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. April 22, 2021 Board of Directors Meeting
4. DMD April Investment Reports
  - a. TexPool Accounts – balance, rate and status
5. Discussion and Action to amend the Reimbursement Grant Agreement submitted by Rogelio Gonzalez/309 Mills LLC for the property located at 309 Mills Ave.
  - a. That the Executive Director be authorized to sign an Amendment to the original Reimbursement Grant Agreement for the Downtown Commercial Signature Signage & Lighting Grant Program for property located at 309 Mills Ave. (SSL 20-06) in the amount of \$21,500.00, for an increase of \$3,500.00 (increasing the total reimbursement grant to \$25,000.00), with said project to be completed in accordance with the execution of the Agreement.

**REGULAR AGENDA**

6. Committee Report: Finance Committee – Chair Wayne Soza
  - a. Monthly Financial Summary
  - b. Bank of Texas CD Investments
  - c. Central Appraisal District Preliminary Valuations
7. Committee Report: Grant Programs Update – Chair Jamie Gallagher
  - a. Grant Programs Status/Fund Balance Report
8. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Roberto Jr., Ray, Ruben & Richard Salas for the property located at 623 S. El Paso Street.
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 623 S. El Paso Street (FAC 20-08) in the amount of \$24,100.00 with said project to be completed in accordance with the execution of the Agreement.

9. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
  - a. Brownfields Site Reuse & Revitalization Program Update
  - b. Downtown Welcome Ambassador Program
10. Committee Report: Marketing Committee – Chair Johnny Escalante
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News
11. Discussion and Action to authorize the Executive Director to enter into an agreement for services related to the design, build, maintenance and hosting of the Downtown Management District website – [www.downtownelpaso.com](http://www.downtownelpaso.com), and allocate funds from Budget Line 6015 (Marketing & PR Services Implementation) of the FY 2020-2021 Budget.
12. President’s Report
  - a. Board Member Spotlight
  - b. Future DMD Board Meeting Location
  - c. DMD Power Hour Luncheons
  - d. Annual DMD Board Assessment
13. Executive Director’s Report
  - a. BRR&E Coordinator Hiring Process
  - b. Strategic Plan Review
  - c. Downtown Dashboard
14. Construction & Event Update – Richard Bustamante
  - a. Current/Upcoming Projects and Events
15. Economic Development Update by City of El Paso (Mirella Craigo)
16. Economic Development Update by El Paso County (Michael Hernandez)
17. Call to the Public\* (no action)
18. Open Discussion of topics relevant to Downtown El Paso (no action)
19. Discussion of the Next Board Meeting – June 24, 2021 at 11:30 a.m. (no action)
20. 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

## 21. 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 24<sup>th</sup> day of May, 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 – May 27, 2021**

The Texas Governor temporarily suspended specified provisions of the Texas Open Meetings Act to allow telephonic or videoconference participation 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:** 15

Bill Burton	Arlene Carroll	Johnny Escalante	Jamie Gallagher
Jon Law	Mike McQueen	Martin Morgades	Steve Ortega
Eric Pearson	Y.I. Santoscoy	Wayne Soza	Peter Spier
Brad Taylor	Ruben Torres	Laura Uribaldi	

**Total Members Not Present:** 6

Marianne Rosas-Ayub	Sam Legate	Ben Marcus	Pacelli Mesta
Laura Pople	Alejo Restrepo		

**Ex-Officio Members:** Commissioner David Stout

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

**Guests:** Bob Blumenfeld – Attorney; Bryan Crowe – Destination El Paso; Brooke Underwood – Destination El Paso

**1. Call meeting to order**

Mike McQueen called the meeting to order at 11:34am on May 27, 2021 at the El Paso Community Foundation Room, 333 N. Oregon, El Paso, Texas and 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 May 24, 2021 in accordance with the Texas Open Meeting Act on the dates indicated.

**2. Presentation by Bryan Crowe, General Manager of Destination El Paso**

McQueen introduced Mr. Hernandez, who went on to introduce himself and express his interest in working with the DMD.

**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.

**3. Approval of Minutes:**

- a. April 22, 2021 Board of Directors Meeting

**4. DMD April Investment Reports**

- a. TexPool Accounts – balance, rate and status

**5. Discussion and Action to amend the Reimbursement Grant Agreement submitted by Rogelio Gonzalez/309 Mills LLC for the property located at 309 Mills Ave.**

- a. That the Executive Director be authorized to sign an Amendment to the original Reimbursement Grant Agreement for the Downtown Commercial Signature Signage & Lighting Grant Program for property located at 309 Mills Ave. (SSL 20-06) in the amount of \$21,500.00, for an increase of \$3,500.00 (increasing the total reimbursement grant to \$25,000.00), with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** None  
**Moved:** Eric Pearson  
**Seconded:** Jamie Gallagher  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 1 (Carroll)  
**Motion Approved.**

**REGULAR AGENDA**

**6. Committee Report: Finance Committee**

- a. Monthly Financial Summary  
Wayne Soza gave a brief overview of the DMD's current financial position.
- b. Bank of Texas CD Investments  
Soza advised the Board of the decision to invest funds into two CDs with Bank of Texas.
- c. Central Appraisal District Preliminary Valuations  
Gudenrath updated the Board on the Preliminary Valuation numbers received from the CAD.

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

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

**8. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Roberto Jr., Ray, Ruben & Richard Salas for the property located at 623 S. El Paso Street**

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 623 S. El Paso Street (FAC 20-08) in the amount of \$24,100.00 with said project to be completed in accordance with the execution of the Agreement.

**Discussion:** A motion to approve as presented was made by Ortega and seconded by Pearson. Burton mentioned past interest of the Board to eliminate roll down security doors. Gallagher said the committee discussed the issue and will be looking to address it in a future review of the program guidelines. Ortega asked to amend his motion. Pearson withdrew his second. Ortega made a new motion to approve the grant conditioned upon the applicant removing the security door. Pearson stated he could not support the motion. Burton seconded the motion. Law agreed with Pearson and acknowledged the location and need for the project. Spier expressed support for grant presented under existing guidelines, despite his dislike of security doors. Ortega reminded the Board they have discretion and should pursue the desired standard. Ortega asked to amend his motion to approve the application without grant funding associated with the roll down security door. Burton agreed to the amendment.

**Moved:** Steve Ortega (as amended)  
**Seconded:** Bill Burton  
**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

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

- a. Brownfields Site Reuse & Revitalization Program  
Morgades provided an update on the DMD's Brownfields Site Reuse & Revitalization Program. He stated that implementation is ahead of schedule and considerations are being made about applying for additional grants in the future.
- b. Downtown Welcome Ambassador Program  
Morgades stated that the program returns June 5<sup>th</sup>.

**10. Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions  
Escalante highlighted the current and upcoming promotions including the completion of the Hotel Tour, DTEP Tasting Tour, the Barstool Open, Employee Appreciation Day and the Fiesta de las Luces. Taylor asked for detail on Employee Appreciation Day. Morgades expressed support for events as a lifeline for local businesses and hotels. Gallagher asked about securing buy in from El Paso Street retailers for the Fiesta de las Luces.
- b. Social Media & INSIDER Distribution List  
Vasquez reviewed the continued growth in DMD Social Media profiles.
- c. DMD in the News  
Gudenrath informed the Board of DMD media mention in March 2021.

**11. Discussion and Action to authorize the Executive Director to enter into an agreement for services related to the design, build, maintenance and hosting of the Downtown Management District website – www.downtownelpaso.com and allocate funds form Budget Line 6015 (Marketing & PR Services Implementation) of the FY 2020-2021 Budget.**

**Discussion:** Gudenrath described the solicitation process and the identification of two firms who met the “best value” criteria. The Executive Committee recommended the contract be awarded to Monster Link.

**Moved:** Eric Pearson

**Seconded:** Johnny Escalante

**Roll-Call Vote:** For: 16; Against: 0; Abstaining: 0; Absent: 0

**Motion Approved.**

**12. President’s Report**

- a. Board Member Spotlight  
McQueen chose to pass on this item.
- b. Future DMD Board Meeting Location  
McQueen stated that he felt the timing to be appropriate to transition to in person meetings only. The June Board Meeting will be held in person. DMD Power Hour Luncheons  
McQueen stated that the luncheons will be resuming on June 2<sup>nd</sup> and run throughout the summer. Board members are encouraged to sign up if they haven’t already.
- d. Annual DMD Board Assessment  
McQueen stated that it is time for the annual Board Assessment. Gudenrath will be forwarding the link and Board Members are asked to complete it as soon as possible.

**13. Executive Director’s Report**

- a. BRR&E Coordinator Hiring Process  
Gudenrath reported that program objectives and job description have been posted on the DMD website in addition to the IDA, TDA and UTEP job boards. He asked for board members to help spread the word. He hopes to have somebody in place by July.
- b. Strategic Plan Review  
Gudenrath presented updates on the DMD’s Strategic Plan Objectives and the status of various efforts to achieve those objectives.
- c. Downtown Dashboard  
For the sake of time and the ability of Board Members to see the presentation, Gudenrath advised the Board that he would email the dashboard update.

**14. 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. Taylor advised that they are moving forward with two additional events to be held within the ballpark – Nitro Circus and Way Out West Fest.

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

No report.

**16. Economic Development Update by El Paso County**

No report.

**17. Call to the Public\* (no action)**

None

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

- Uribarri mentioned that other factors, such as lack of childcare options, still exist and create challenges for in person meetings.
- Pearson offered continued use of the Community Foundation Room.
- Morgades asked if there was any timeline for when City and County employees would return to the office. Gudenrath did not know the status of employees, but was advised that the Council would not meet until the community achieved a 75% vaccination rate. Blumenfeld stated that allowances for virtual meetings expires on June 4<sup>th</sup> and an extension is expected. Additional legislation was discussed during the legislative session.

**19. Discussion of the Next Board Meeting – June 24, 2021 at 11:30 a.m. (no action)**

**20. Executive Session**

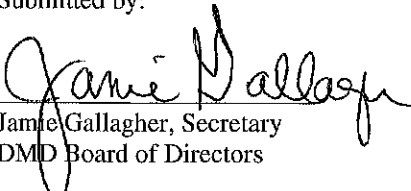
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- None

**21. Adjourn**

By consensus of the Board the meeting adjourned at 12:54 pm.

Submitted by:

  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: 