



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

CITY CLERK DEPT
2020 OCT 19 AM 11:24

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, October 22, 2020 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/87683314605>
- Meeting ID: 876 8331 4605

FILED FOR RECORD
IN MY OFFICE

2020 OCT 19 AM 11:24

Telephone Conference

- Telephone & Audio Participation: 1-346-248-7799
- Meeting ID: 876 8331 4605

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, October 22, 2020. 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. September 24, 2020 Board of Directors Meeting
3. DMD September Investment Reports
 - a. TexPool Accounts – balance, rate and status
4. Approval of Public Funds Investment Act Quarterly Report for July-September 2020.
5. Action to ratify the Second Amendment to the Sub-Recipient Grant Agreement with City of El Paso for the Enhanced Sanitation Services Program entered into on August 7, 2020. This Amendment revises the Program Budget and provides an email address for the submission of required documentation to the City.
6. Action to ratify the First Amendment to the Sub-Recipient Grant Agreement with City of El Paso for the Outdoor Dining Program entered into on August 7, 2020. This Amendment revises the Program Budget; amends the Sub-grant Amount; and provides an email address for the submission of required documentation to the City.

REGULAR AGENDA

7. Election of DMD Officers: President, Vice-President, Secretary and Treasurer.

8. Discussion and Action to approve the 2020-2021 DMD Committee Charters.
9. Discussion and Action to approve the DMD Board Administrative Rules, Policies and Procedures as amended.
10. Committee Report: Finance Committee – Chair Wayne Soza
 - a. Monthly Financial Summary
11. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report
12. Discussion and Action for Approval of a Reimbursement Grant Agreements submitted by Courtron, LLC for the property located at 313 E. Mills Ave.
 - 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 313 E. Mills Ave. (FAC 20-01) in the amount of \$25,000.00 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 Pedestrian Corridor Improvement Grant Program for property located at 313 E. Mills Ave. (PCI 20-01) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.
13. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Stanton Street Development, LLC for the property located at 601 Texas Ave.
 - 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 601 Texas Ave. (FAC 20-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
14. Discussion and Action for Approval of a Reimbursement Grant Agreements submitted by EP OHM Holdings, LLC for the property located at 209 N. Mesa St.
 - 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 209 N. Mesa St. (FAC 20-03) in the amount of \$25,000.00 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 209 N. Mesa St. (ISL 20-01) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
15. Discussion and Action to approve the guidelines associated with the Downtown Commercial Façade Improvement Program, the Downtown Iconic Signage & Lighting Grant Program, the Downtown Pedestrian Corridor Improvement Grant Program, and Downtown Mural Program as amended.
16. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Sanitation Program
 - i. Operations Manager
 - ii. Program Staffing
 - b. Safety & Security Action Plan
 - i. El Paso Police Department Camera Registration Program
 - ii. Communications Platform/Tools for Business to Business Communication
 - iii. Paid Neighborhood Watch
 - c. City of El Paso Chapter 20.20 Historic Preservation Policy Revisions

d. Texas Urban Area Coalition and Legislative Policy Advocacy

17. Committee Report: Marketing Committee – Johnny Escalante

- a. Current & Upcoming DTEP Promotions
 - i. Downtown Open for Business Messaging
- b. Social Media & INSIDER Distribution List
- c. DMD in the News
- d. Office & Marketing Assistant Vacancy

18. President’s Report

- a. Board Member Spotlight

19. Executive Director’s Report

- a. Downtown/Uptown Master Plan
- b. IDA & APA Conference Presentations

20. Construction & Event Update – Joe Gudenrath

- a. Current/Upcoming Projects and Events

21. Economic Development Update by City of El Paso (Mirella Craigo)

22. Call to the Public* (no action)

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

24. Discussion of the Next Board Meeting – December 3, 2020 at 11:30 a.m. (no action)

25. 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

26. 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 19th day of October, 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 Laura Pople, 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 – October 22, 2020

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: 15

Bill Burton	Arlene Carroll	Johnny Escalante	Sam Legate
Mike McQueen	Pacelli Mesta	Steve Ortega	Laura Pople
Alejo Restrepo	Y.I. Santoscoy	Wayne Soza	Peter Spier
Brad Taylor	Ruben Torres	Laura Uribarri	

Total Members Not Present: 6

Marianne Ayub	Jamie Gallagher	Jon Law	Ben Marcus
Martin Morgades	Eric Pearson		

Ex-Officio Members:

Staff: Joe Gudenrath; Terry Mais; Rudy Vasquez

Guests: Gwen Pulido—Attorney; Bob Blumenfeld – Attorney; Mirella Craigo—City of El Paso; Carlos Martinez – El Paso County

1. Call meeting to order

Mike McQueen called the meeting to order at 11:33 am on October 22, 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 building of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Teresa Mais on October 19, 2020 in accordance with the Texas Open Meeting Act on the dates indicated.

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. September 24, 2020 Board of Directors Meeting

3. DMD September Investment Reports

a. TexPool Accounts – balance, rate and status

- 4. Approval of Public Funds Investment Act Quarterly Report for July-September 2020.**
- 5. Action to ratify the Second Amendment to the Sub-Recipient Grant Agreement with City of El Paso for the Enhanced Sanitation Services Program entered into on August 7, 2020. This Amendment revises the Program Budget and provides an email address for the submission of required documentation to the City.**
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Discussion: None
Moved: Bill Burton
Seconded: Brad Taylor
Affirmation Vote: For: 12; Against: 0; Abstaining: 0; Absent: 3 (Restrepo, Santoscoy, Spier)
Motion Approved.

REGULAR AGENDA

7. Election of DMD Officers: President, Vice-President, Secretary and Treasurer

Joe Gudenrath gave a brief overview about how the election process will be conducted. The following nominations were made and accepted. Due to the lack of contested offices, the slate was taken as one voting item.

Nominations:

- Sam Legate nominated Mike McQueen as President. Steve Ortega seconded the nomination.
- Sam Legate nominated Laura Pople as Vice President. Bill Burton seconded the nomination.
- Laura Pople nominated Jamie Gallagher as Secretary. Arlene Carroll seconded the nomination.
- Sam Legate nominated Wayne Soza as Treasurer. Arlene Carroll seconded the nomination.

Discussion: None
Moved: Sam Legate
Seconded: Bill Burton
Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 3 (Restrepo, Santoscoy, Spier)
Motion Approved.

McQueen requested that Items 8 and 9 be taken together.

8. Discussion and Action to approve the 2020-2021 DMD Committee Charters.

9. Discussion and Action to approve the DMD Board Administrative Rules, Policies and Procedures as amended.

Gudenrath presented the board with a summary of the proposed edits.

Discussion: None
Moved: Ruben Torres
Seconded: Laura Pople
Roll Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Restrepo)
Motion Approved.

10. Committee Report: Finance Committee

- a. Monthly Financial Summary
Soza gave a brief overview of the DMD's current financial position.

11. 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.

12. Discussion and Action for Approval of a Reimbursement Grant Agreements submitted by Courtron, LLC for the property located at 313 E. Mills Ave.

- 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 313 E. Mills Ave. (FAC 20-01) in the amount of \$25,000.00 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 Pedestrian Corridor Improvement Grant Program for property located at 313 E. Mills Ave. (PCI 20-01) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.**

Gudenrath presented information on the proposed grant projects and expressed the committee's recommendation to approve.

Discussion: Ortega asked about the proposed business. Gudenrath stated that it will be a bar concept called The Reagan.
Moved: Pacelli Mesta
Seconded: Wayne Soza
Roll Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Burton)
Motion Approved.

13. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Stanton Street Development, LLC for the property located at 601 Texas Ave.

- 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 601 Texas Ave. (FAC 20-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.**

Gudenrath presented information on the proposed grant projects and expressed the committee's recommendation to approve with the conditions that the project be completed within 90 days and that changes to the scope are prohibited.

Discussion: Ortega stated that he may have a potential conflict and asked about current ownership. He also asked if the applicant has been notified of the recommended restrictions. Mais stated the applicant will be notified following the board's actions. Mesta summarized the Committee's rationale for the proposed amendments.
Moved (as amended): Pacelli Mesta
Seconded: Laura Pople
Roll Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Burton)
Motion Approved.

At 11:59AM, McQueen asked for a Motion and Second to recess the Board Meeting, in order to hold the Special Board Meeting/Public Hearing.

Moved: Pacelli Mesta
Seconded: Arlene Carroll
Affirmation Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Burton)
Motion Approved.

At 12:22PM, McQueen asked for a Motion and Second to reconvene the Board Meeting.

Moved: Arlene Carroll
Seconded: Y.I Santoscoy
Affirmation Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Burton)
Motion Approved.

14. Discussion and Action for Approval of a Reimbursement Grant Agreements submitted by EP OHM Holdings, LLC for the property located at 209 N. Mesa St.

- 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 209 N. Mesa St. (FAC 20-03) in the amount of \$25,000.00 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 209 N. Mesa St. (ISL 20-01) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Gudenrath presented information on the proposed grant projects and expressed the committee's recommendation to approve.

Discussion: Torres asked for clarification on the applicant and the rationale behind its "iconic" nature. He expressed concern about the application of the definition. Mesta summarized the Committee's discussion about this project. Torres asked about the proposed use of the building. Mesta said it is intended to be a Food Hall.

McQueen recommended Items 14.a. and 14.b. be voted on separately and that Item 14.b. be considered following Item 15.

Moved (Item 14.a.): Steve Ortega
Seconded: Arlene Carroll
Roll Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 2 (Burton, Escalante)
Motion Approved.

15. Discussion and Action to approve the guidelines associated with the Downtown Commercial Façade Improvement Program, the Downtown Iconic Signage & Lighting Grant Program, the Downtown Pedestrian Corridor Improvement Grant Program, and Downtown Mural Program as amended.

Gudenrath provided a summary of the proposed changes as part of the annual review and to align with the grant programs included within the Interlocal Agreement with the City of El Paso.

Discussion: McQueen pointed out that the name change of the Signage and Lighting Program should help with the qualification of projects.

Moved: Steve Ortega
Seconded: Y.I. Santoscoy
Roll Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 2 (Burton, Escalante)
Motion Approved.

McQueen asked that the Board revisit Item 14.b. for its consideration under the amended program approved with Item #15.

Discussion: Ortega confirmed that the proposed project is separate from the Kress Building.
Moved: Steve Ortega
Seconded: Peter Spier
Roll Call Vote: For: 13; Against: 0; Abstaining: 0; Absent: 2 (Burton, Escalante)
Motion Approved.

16. Committee Report: Infrastructure & Advocacy Committee

- a. Sanitation Program
 - i. Operations Manager
Gudenrath stated that the hiring process has been completed and the position has been offered to Luis Canales with an anticipated start date of November 9, 2020.
 - ii. Program Staffing
Gudenrath stated that while the community service program is not operational, the Sanitation and Enhanced Sanitation Teams are fully staffed with part-time employees.
- b. Safety & Security Action Plan Development

- iii. El Paso Police Department Camera Registration Program
- iv. Communications Platform/Tools for Business to Business Communication
- v. Paid Neighborhood Watch

Gudenrath provided a summary of the different tactics discussed by the Committee and the plans for implementation of the Camera Registration Program outreach, and the identification of the communications platform.

- c. City of El Paso Historic Preservation Policy Revisions
Gudenrath stated that he has been working with the Planning Department and that the committee will be considering a position statement that will be brought to the board for consideration in December.
- d. Texas Urban Area Coalition and Legislative Policy Advocacy
Gudenrath updated the Board on cooperation between the DMD and six other major Texas Downtown organizations, and their efforts to establish a coalition and identify a set a policy priorities for the upcoming Legislative session. Gudenrath reviewed the current priority areas being discussed. The Board will be asked to consider inclusion in the coalition and the policy priorities in December.

17. Committee Report: Marketing Committee

McQueen advised the Board that Johnny Escalante has accepted the role as Chair of the Marketing Committee.

- a. Current & Upcoming DTEP Promotions
 - i. Downtown Open for Business Messaging
Vasquez advised the board about new messaging and efforts revolving around the reopening of the Downtown.
- b. Social Media & INSIDER Distribution List
Vasquez 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 September 2020.
- d. Office & Marketing Assistant Vacancy
Gudenrath reported that Analisa Carreon has left the DMD to take a job with GECU, and outlined the process to fill the position.

18. President’s Report

- a. Board Member Spotlight
McQueen advised the board that each meeting he will ask a couple board members to share relevant news regarding their work, businesses, properties, etc.

19. Executive Director’s Report

- a. Downtown/Uptown Master Plan
Gudenrath advised the board that background work and data gathering for the Downtown/Uptown Master Plan will be in 2020, with outreach and other efforts starting in 2021.
- b. IDA & APA Conference Presentations
Gudenrath reported to the Board about a variety of presentations and panels staff have been involved in as part of the International Downtown Association and American Planning Association conferences. Gudenrath thanks Board Member Brad Taylor for his participation on the APA Panel.

20. Construction & Event Update

- a. Current/Upcoming Projects and Events
Gudenrath gave a brief update about current construction projects still underway in the downtown and upcoming events.

21. Economic Development Update by City of El Paso

Mirella Craigo presented an update on recent efforts by the City and amendments to the City’s Small Business Grant Program now available.

22. Call to the Public

None

23. Open Discussion of topics relevant to Downtown El Paso

Gudenrath reminded the Board that the DMD has been involved in raising funds for the installation of holiday decorations impacted by the City's recent budget cuts, and thanked those businesses who have donated.

Mesta reminded the Board that Covid is still a very serious problem and all should be more diligent.

Ortega made the Board aware of a recent KVIA report that indicated support is growing for the arena project.

24. Discussion of the Next Board Meeting—December 3, 2020 at 11:30 am

25. 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

26. Adjourn

By consensus of the Board the meeting adjourned at 1:04 pm.

Submitted by:



Laura Pople, Vice-President
DMD Board of Directors

Date: 10/22/2020