



*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, September 28, 2017 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
2. Plaza Hotel Update – William Kell, Mills Franklin Mountain Management, LLC, with possible discussion of the topic by the Board (no action)
3. Winterfest Update – Emily Beardmore, El Paso Live, with possible discussion of the topic by the Board (no action)

**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**

4. Approval of Minutes:
  - a. August 24, 2017 Board of Directors Meeting
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District
  - a. St. Clement's Parish School – Parking Garage Access for DTEP ROTB Volunteers (\$360 value)
  - b. Run El Paso - \$100 Sponsorship DTEP ROTB
  - c. El Paso Electric Company - \$1,000 Sponsorship DTEP ROTB
  - d. Mills Plaza Parking LP – Discounted Parking Lot Lease DTEP ROTB Activity Zone (\$1,000 value)

**REGULAR AGENDA**

6. Committee Report: Finance Committee- Chair Laura Pople
  - a. Monthly Financial Summary
7. Report on DMD Investments:
  - a. Bank of Texas CD – balance, rate and status
  - b. WestStar Money Market Accounts – balance, rate and status
8. Committee Report: Grant Programs Update– Chair Peter Spier
  - a. Grant Programs Status/Fund Balance Report
9. 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 601 N. Oregon Street (MUR 16-02) in the amount of \$ 9,500.00 with said project to be completed in accordance with the execution of the Agreement.
10. 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 601 Texas Avenue (FAC 16-05) in

the amount of \$ 25,000.00 with said project to be completed in accordance with the execution of the Agreement.

11. Committee Report: Infrastructure & Advocacy Committee – Chair Mike McQueen
  - a. Homeless Outreach Services
12. Committee Report: Marketing Committee – Joe Gudenrath
  - a. Identification of New Committee Chair
  - b. Current & Upcoming DTEP Promotions
    - i. Restaurant Crawl – September 27 - 29
    - ii. Running of the Bulls 5K Run / Walk
  - c. Social Media & INSIDER Distribution List
13. President’s Report
  - a. Meetings w/ Mayor & City Council
  - b. Executive Director Performance Evaluation
  - c. Administrative Rules, Policies & Procedures Review; Committee Charters; 2018 Meeting Schedule
  - d. DMD Board & Board Member Self-Assessment
14. Discussion and possible action to complete the DMD Board & Board Member Self-Assessment.
15. Executive Director’s Report
  - a. TIRZ No. 5 Update
  - b. DMD Annual Survey
  - c. Outreach to City Council Districts
  - d. IDA Conference
16. Construction & Event Update- Frank Hernandez
  - a. Current/Upcoming Projects and Events
17. Economic Development Update by City of El Paso (Rafael Arellano)
18. Open Discussion of topics relevant to Downtown El Paso (no action)
19. Discussion of the Next Board Meeting – October 26, 2017 (no action)
20. Open Comment Period\* (no action)
21. Executive Session

CITY CLERK DEPT.  
2017 SEP 25 AM 10:20

*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):*

No specific executive session items posted

## 22. 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 25<sup>th</sup> day of September, 2017, 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, Teresa Mais

## EL PASO DOWNTOWN MANAGEMENT DISTRICT

### Minutes of the Meeting of the Board of Directors – September 28, 2017

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

**Attendees:** **Total Members:** 21 **Quorum: 11 needed**

**Total Members Present:** 14

Bill Burton	Jon Law	Steve Ortega	Wayne Soza
Jamie Gallagher	Mike McQueen	Laura Pople	Peter Spier
Arlene Carroll	Martin Morgades	Alejo Restrepo	
Eric Pearson	Monty Rogers	Y.I. Santoscoy	

**Total Members Not Present:** 7

Benjamin Gonzalez	Mahdi Nair	Ruben Torres	Edie Zuvanich
Lane Gaddy	Brad Taylor	Sam Legate	

**Staff:** Joe Gudenrath, Frank Hernandez, Teresa Mais, Rudy Vasquez, Analissa Carreon

**Guests:** Rafael Arellano and Paola Gallegos – City of El Paso, Economic Development Dept.; Emily Beardmore, Guest Speaker, El Paso Live; William Kell, Guest Speaker and Ana De Alba—Mills Franklin Mountain Management; Valeria Contreras and David C. Stout; Office of Commissioner David C. Stout, Bob Blumenfeld; Attorney

#### **1. Call meeting to order**

Jon Law called the meeting to order at 11:34 a.m. on September 28, 2017 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 September 25, 2017 in accordance with the Texas Open Meeting Act on the dates indicated.

#### **2. Plaza Hotel Update**

William Kell of Mills Franklin Mountain Management, LLC gave an update on the development of the Plaza Hotel. He showed the board renderings of the what the future hotel will look like. The hotel will add 131 rooms, a parking garage, a gourmet Mexican restaurant, and a bar to downtown.

#### **3. Winterfest Update**

Emily Beardmore of El Paso Live gave a presentation on the Winterfest being held in the Arts Festival Plaza on November 18-January 1. She informed the board about the activities and attractions that are included in the festival including an ice skating rink and market which is sponsored by the DMD.

### **NOTICE TO THE PUBLIC**

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## CONSENT AGENDA

Law stated Items 4 and 5 on the Consent Agenda are considered to be routine. Law requested a Motion and Second to approve the Consent Agenda.

4. Approval of Minutes:

- a. August 24, 2017 Board of Directors Meeting

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

- a. St. Clement's Parish School – Parking Garage Access for DTEP Running of the Bulls Volunteers (\$360 value)
- b. Run El Paso - \$100 Sponsorship DTEP ROTB
- c. El Paso Electric Company - \$1,000 Sponsorship DTEP ROTB
- d. Mills Plaza Parking LP – Discounted Parking Lot Lease for DTEP ROTB Activity Zone (\$1,000 value)

**Discussion:** None  
**Moved:** Jamie Gallagher  
**Seconded:** Wayne Soza  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

## REGULAR AGENDA

6. Committee Report: Finance Committee

- a. Monthly Financial Summary  
Laura Pople provided an overview of the DMD's current financial position. Pople informed the board that the majority of variance is mainly due to the way grant project revenue and expenses are recognized.

7. Report on DMD Investments:

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

Pople provided an overview of the DMD's current investments.

8. Committee Report: Grant Programs Update

- a. Grant Programs Status/Fund Balance Report  
Peter Spier gave an overview of the status of existing grant projects and reported the Grant Programs' fund balances. Currently, there are 11 projects in various stages of progress.

9. 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 601 N. Oregon Street (MUR 16-02) in the amount of \$ 9,500.00 with said project to be completed in accordance with the execution of the Agreement.

Spier gave a brief presentation on the mural that is proposed to go on the Roderick Art Space Lofts which applied for the mural grant. The proposed rendering "The El Paso Masters" was shown along with the artist's portfolio. He gave a brief explanation of the detailed budget and the grant application.

10. 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 601 Texas Avenue (FAC 16-05) in the amount of \$ 25,000.00 with said project to be completed in accordance with the execution of the Agreement.

Spier gave a brief presentation on the application for the façade grant for the building on 601 Texas Avenue. He said their plan is to maintain it as a garage, retail space and fix up the exterior. Law requested that items 9 and 10 will be voted on together if no objection.

**Discussion:** Regarding FAC 16-05, Carroll asked about the scope of improvements, Ortega asked the ownership of the parcel, and Law asked about its location. Gudenrath referred them to the application regarding improvements and ownership, and stated that the project is in the TIRZ zone.

**Moved to approve Items 9 & 10:** Jamie Gallagher

**Seconded:** Y.I. Santoscoy

**Roll-Call Vote:** For: 13; Against: 0; Abstaining: 1 (Eric Pearson); Absent: 0

**Motion Approved.**

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

a. Homeless Outreach Services

Mike McQueen informed the board that the committee did not meet this month. He informed the board that the sanitation staff are able to use their GeoPal app to communicate with the El Paso Homeless Coalition's response team so they could address the situation.

**12. Committee Report: Marketing Committee**

a. Identification of New Committee Chair

Joe Gudenrath informed the board that with the elevation of Jon Law to President, the marketing committee chair is vacant. He said the committee will look to fill the spot within the next month.

b. Current & Upcoming DTEP Promotions

i. Restaurant Crawl—September 27-29

Gudenrath informed the board that this promotion kicked off the night before. There was a group of 13 and it was hosted by Steve Ortega. He said that the event went well and the comment cards that we received gave positive feedback. He informed the board that the crawl would continue Thursday and Friday and gave an update on the ticket sales. 40 tickets had been sold out of the expected 70.

ii. Running of the Bulls 5K Run/Walk

Gudenrath gave the board an update for this event including the activities, amount of tickets sold and the need for volunteers. He thanked the board for their support in this event.

c. Social Media & INSIDER Distribution List

Rudy Vasquez gave an update of the number of likes, followers and subscribers the DMD has gained within their social media and newsletter and stated that the DMD continues to see growth across all platforms. He reported that videos will now be no more than one minute in length so they can easily be shared on Instagram.

**13. President's Report**

a. Meetings with Mayor & City Council

Law reported that Gudenrath and Gallagher have met with Representative Lizarraga. This is one of the last meetings with the council and the DMD is still pending a meeting with the Mayor. Once the meeting is scheduled Gudenrath will inform the board and any board members are welcome to join the meeting.

b. Executive Director Performance Evaluation

Law informed the board that only 14 board members have completed the survey and will send it out again to give members who have not completed one a chance to complete one. He said that he will give out the results at the next meeting.

c. Administrative Rules, Policies & Procedures Review; Committee Charters; 2018 Meeting Schedule

Law informed the board that the DMD will be reviewing the Administrative Rules, Policies, and Procedures, along with the Committee Charters and the 2018 Board and Committee Meeting schedule. He requests that if board members have any concerns regarding this please notify Gudenrath.

- d. **DMD Board & Board Member Self-Assessment**  
Gudenrath informed the board that 19 board members participated in the assessment. He gave a brief overview of the results including resolving key strategic or policy issues and reviewed some of the comments made. He requests that if the board should decide to take action on any issues noted in the assessment that they could direct him to do so.

**14. Discussion and possible action to complete the DMD Board & Board Member Self-Assessment.**

Law suggested that Gudenrath take a couple of comments from the assessment that were each from areas of improvement and things that the board is doing well and address them accordingly. He also suggested that Gudenrath write to any organization that is looking to move their offices to Downtown, such as the El Paso Water Utility, to show support of their possible residency.

**15. Executive Director's Report**

- a. **TIRZ No. 5 Update**  
Gudenrath updated the board about the TIRZ No. 5. He stated that they have been having some internal committee meetings. He reported that they are looking at a budget for future projects. He reported that the Infrastructure Committee will identify projects to recommend to the TIRZ and bring them to the board.
- b. **DMD Annual Survey**  
Gudenrath gave an overview of the results about the DMD Annual Survey to the board including the Downtown's events, cleanliness, and perceptions. Gudenrath stated that the participation was high; the DMD continues to receive high marks, but lower than last year; there is a need for family related events and places; construction was a common comment; and sporting events were the events bringing the most people downtown. He stated that overall the survey results were positive and that we will give the results to the media and have them on the website.
- c. **Outreach to City Council Districts**  
Gudenrath informed the board that the DMD is planning to get involved with the districts. He presented the four-part strategy for this outreach to be a success which includes: presenting to district based community groups; co-hosting a council community meeting within downtown; providing opportunities for district citizens to attend/participate in DMD events; and engaging district citizens with downtown developments, events and opportunities. He stated that this will start within the month and the outreach will be an ongoing process.
- d. **IDA Conference**  
Gudenrath informed the board that he, Rudy Vasquez, and Terry Mais attended the IDA Conference in Winnipeg, Canada and they will have a report to present at the next meeting.

**16. Construction & Event Update**

- a. **Current/Upcoming Projects and Events**  
Frank Hernandez gave an overview and updates of upcoming construction, projects and events. There are five events occurring in downtown at the end of September and in the month of October. Gudenrath informed the board of the DMD's sponsorship of Winterfest. He stated that he advocated for this this event to start earlier in November. He reported that the City did not go through with starting earlier.

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

Rafael Arellano provided a brief update of the economic developments in the City of El Paso including the development and construction of the WestStar Tower, and the improvements of two existing buildings located at 108 South Stanton and 510 Western.

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

The DMD presented Gallagher with a gift to show appreciation for her time served as President.

**19. Discussion of the Next Board Meeting – October 26, 2017 (no action)**

**20. Open Comment Period\* (no action)**

**21. 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.

**22. Adjourned**

By consensus of the Board the meeting adjourned at 12:51 p.m.

Submitted by:

  
Mike McQueen, Secretary  
DMD Board of Directors

Date:

10/19/17