



**Board of Directors Meeting  
Ruben Torres, President**

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, March 24, 2022 at 11:30 a.m. at the Center for Civic Empowerment on the 17<sup>th</sup> Floor of the Blue Flame Building, 304 Texas Avenue, El Paso, Texas.*

**Virtual & Telephone Participation**

- Webex Meeting Link – <https://elpasotexas.webex.com/elpasotexas/j.php?MTID=m51eae6fab0086bd1db7b5d81c7882c3e>
- Webex Meeting Number (Access Code): 2480 488 7742
- Webex Meeting Password: Sa3qKsPJn22
- Join by Phone – 1-844-992-4726 (United States Toll Free)

**Public Comment**

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, March 24, 2022. 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.

CITY CLERK DEPT  
2022 MAR 21 AM 10:00

**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**

**FILED FOR RECORD  
IN MY OFFICE**

2. Approval of Minutes:
  - a. February 24, 2022 Board of Directors Meeting
3. DMD February Investment Reports
  - a. TexPool Accounts – balance, rate and status

2022 MAR 21 AM 11:004

**DELIA BRIONES  
COUNTY CLERK  
EL PASO COUNTY, TEXAS**

4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. United Healthcare - \$5,000 Sponsorship of Fiesta de Las Luces.
  - b. WellMed - \$5,000 Sponsorship of Fiesta de Las Luces
  - c. Sotoak Realty - \$1,500 Sponsorship of Fiesta de Las Luces

**REGULAR AGENDA**

5. Committee Report: Finance Committee – Chair Arlene Carroll
  - a. Monthly Financial Summary
6. Committee Report: Grant Programs Update – Chair Jamie Gallagher
  - a. Grant Programs Status/Fund Balance Report
7. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
  - a. DMD Sanitation Program & Community Service Program Update

8. Discussion and Action to approve the DMD Position Statement stating concern with U.S. Border Patrol pursuits in and near Downtown El Paso.
9. Discussion and Action to approve the DMD Position Statement identifying potential projects for inclusion in the City of El Paso's November 2022 Bond Election.
10. Presentation, Discussion and Adoption of the Central Downtown El Paso Area-wide Plan and Revitalization Initiatives.
11. Committee Report: Marketing Committee – Chair Johnny Escalante
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News
12. President's Report
  - a. DMD Strategic Plan Steering Committee
13. Executive Director's Report
  - a. City of El Paso Noise Ordinance Update
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 – Thursday, April 28, 2022 (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):*

- Discussion and advice of counsel (551.071 -Exemption for Consultation with legal counsel).

## 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 21<sup>st</sup> day of March, 2022, 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 Ruben Torres, 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 – March 24, 2022

Location: Center for Civic Engagement, 17<sup>th</sup> Floor – Blue Flame Building, 304 Texas Avenue, El Paso, Texas

**Attendees:** Total Members: 21 Quorum: 11 needed  
Total Members Present: 15

Nadia Baem	Bill Burton	Arlene Carroll	Johnny Escalante
Jamie Gallagher	Pacelli Mesta	Martin Morgades	Steve Ortega
Cynthia Ortwein	Mark Osborne	Eric Pearson	Alejo Restrepo
Brad Taylor (Virtual)	Ruben Torres	Laura Uribarri	

**Total Members Not Present:** 6

Sam Legate	Edgar Lopez	Edgar Orozco	Laura Pople
Y.I. Santoscoy	Peter Spier		

**Ex-Officio Members:** None

**Staff:** Joe Gudenrath; Terry Mais; Rudy Vasquez; Richard Bustamante; Arwen Lyle  
**Guests:** Robert Aguinaga, DMD Attorney; Denisse Carter, City of El Paso Economic Development; Ryan Givens, Stantec

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

Ruben Torres called the meeting to order at 11:36am on March 24, 2022 in the Center for Civic Engagement, 17<sup>th</sup> Floor – Blue Flame Building, 304 Texas Avenue, 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 building of the El Paso Downtown Management District, and on the downtownelpaso.com webpage by Teresa Mais on March 21, 2022 in accordance with the Texas Open Meeting Act on the dates indicated.

Torres welcomed new DMD Board Member Cynthia Ortwein.

### **NOTICE TO THE PUBLIC**

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### **CONSENT AGENDA**

Torres provided a brief overview of all items and stated the items on the Consent Agenda are considered to be routine. Torres requested a Motion and Second to approve the Consent Agenda.

#### **2. Approval of Minutes:**

- a. February 24, 2022 Board of Directors Meeting

#### **3. DMD February Investment Reports**

- a. TexPool Accounts – balance, rate and status

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

- a. United Healthcare - \$5,000 Sponsorship of Fiesta de Las Luces
- b. WellMed - \$5,000 Sponsorship of Fiesta de Las Luces
- c. Sotoak Realty - \$1,500 Sponsorship of Fiesta de Las Luces

**Discussion:** None  
**Moved:** Jamie Gallagher  
**Seconded:** Martin Morgades  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 3 (Baem, Escalante, Pearson)  
**Motion Approved.**

**REGULAR AGENDA**

**5. Committee Report: Finance Committee**

a. Monthly Financial Summary

Carroll gave a brief overview of the DMD's current financial position. Torres asked about the below budget revenue. Gudenrath stated that it is attributed to slower than normal assessment collections, the lack of the Landscaping Program, and the way grants are booked. Gudenrath noted that the lack of the Landscaping Program will impact the budgeted revenue.

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

a. Grant Programs Status/Fund Balance Report

Gallagher gave a brief overview of current projects and budget status. Gudenrath stated that staff is in contact with interested property owners and future applications are to be expected. Gallagher asked about the status of the DeSoto Hotel. Gudenrath stated that he is only aware of what has been reported in the media.

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

a. DMD Sanitation Program & Community Service Program Update

Morgades provided information on the reinstatement of the Community Service Program and current staffing levels. Bustamante recognized the part time staff that have supported the DMD's efforts throughout the pandemic.

**8. Discussion and Action to approve the DMD Position Statement stating concern with U.S. Border Patrol pursuits in and near Downtown El Paso.**

Gudenrath provided of summary of incidents leading up to the discussion of the statement and read the statement into the record.

**Public Comment:** Norma Herrera, ACLU of Texas  
**Discussion:** Torres questioned if the statement should be limited to Border Patrol or include all public safety agencies. Uribarri stated that the committee discussed the topic and believes the statement should be directed solely at Border Patrol because they are the only agency with a track record of concerning behavior along with the lack of adequate policy.  
**Moved:** Eric Pearson  
**Seconded:** Laura Uribarri  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 1 (Burton); Absent: 0  
**Motion Approved.**

**9. Discussion and Action to approve the DMD Position Statement identify potential projects for inclusion in the City of El Paso's November 2022 Bond Election.**

Gudenrath provided an overview of the statement and its intended uses.

**Discussion:** Pearson stated that he would like to see the Union Depot building added to the list. Mesta asked if we knew how much funding was needed for alleys and if we knew which alleys would be addressed. Morgades stated that we are not at that point in the process. Gudenrath stated that the City is currently collecting community feedback and the process will continue until the City Council makes the final decisions. Osborn stated that projects like the Banner Building may require public investment to make such a project possible and to jump start residential development and private investment in other properties.  
**Amendment:** Pearson made a motion to amend the position statement by adding the Union Depot and Urban Housing.  
**Moved:** Eric Pearson  
**Seconded:** Steve Ortega  
**Roll-Call Vote:** For: 15; Against: 0; Abstaining: 0; Absent: 0

**Motion Approved.**

**10. Presentation, Discussion and Adoption of the Central Downtown El Paso Area-wide Plan and Revitalization Initiatives**

Gudenrath and Givens presented an overview of the plan and its recommendations.

**Discussion:** Mesta asked if the market analysis included unreported housing and commerce within the area. Gudenrath stated that it was not captured. Mesta stated that 501 Campbell Apartments have been fully occupied since opening and asked why others haven't attempted such projects. Gudenrath stated that that dynamic is why the planning effort is important. Pearson stated that is important that the plan focus on opportunities and then allow the market to pressure other property owners to make improvements. He added that he likes that we are not attempting to gentrify or displace people. Gudenrath also stated that the desired investments could improve the conditions for all people who live in the area. Baem added that she has received multiple phone calls asking for information about the Downtown residential market.

**Moved:** Eric Pearson

**Seconded:** Arlene Carroll

**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 1 (Ortega)

**Motion Approved.**

**11. Committee Report: Marketing Committee**

a. Current & Upcoming DTEP Promotions

Escalante updated the Board on recent and upcoming promotions including the Fiesta de Las Luces and Downtown Hotel Tour.

b. Social Media & INSIDER Distribution List

Escalante reviewed the continued growth in DMD Social Media profiles.

c. DMD in the News

Gudenrath reviewed DMD media mentions in February 2022.

**12. President's Report**

a. DMD Strategic Plan Steering Committee

Torres identified Jamie Gallagher, Johnny Escalante, Cynthia Ortwein and Steve Ortega as members of this effort

**13. Executive Director's Report**

a. City of El Paso Noise Ordinance Update

Gudenrath provided an update on efforts surrounding the Noise Ordinance and reiterated the DMD's position. Torres asked Escalante about the potential impact on local businesses. Escalante stated that such changes would force many businesses to drastically change operations. He added that the City must identify and address entertainment districts.

**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.

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

Denisse Carter updated the Board on the City's recent Access to Capital Roundtable.

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

No Update

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

None

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

Gudenrath pointed out that the Children's Museum has officially been named La Nube.

**19. Discussion of the Next Board Meeting – April 28, 2022 at 11:30a.m. (no action)**

**20. Executive Session**

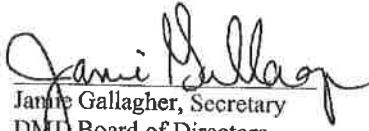
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- Advice of legal counsel on matters meriting advice of counsel (Section 551.071 of the Texas Open Meetings Act).

**21. Adjourn**

By consensus of the Board the meeting adjourned at 12:49 pm.

Submitted by:

  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: March 29, 2022