



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

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, June 23, 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=m8ff6c8f9760fcc30a3ab65461cd168c2>

- Webex Meeting Number (Access Code): 2488 282 3829
- Webex Meeting Password: W9WcJKHVQ97
- 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, June 23, 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.

**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 28, 2022 Board of Directors Meeting
  - b. May 26, 2022 Board of Directors Meeting
3. DMD April & May Investment Reports
  - a. TexPool Accounts – balance, rate and status
4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
  - a. Glazer's Beer and Beverage (Dos Equis and Tecate) - \$4,500 Entertainment Sponsorship of May 21, 2022 Downtown Fiesta de Las Luces
  - b. Franklin Mountain Property Services - \$5,000 Sponsorship of Downtown Employee Appreciation Day

**REGULAR AGENDA**

5. Committee Report: Finance Committee – Chair Arlene Carroll
  - a. Monthly Financial Summary
  - b. Preliminary Property Valuations
  - c. 2022-2023 Budget Process
6. Committee Report: Grant Programs Update – Chair Jamie Gallagher
  - a. Grant Programs Status/Fund Balance Report

7. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Omega Realty Corp. (Evelyn Rothbard) for the property located at 920 S. Stanton 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 920 S. Stanton Street (FAC 21-04) in the amount of \$16,640.00 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 submitted by Salas Brothers (Rick, Ruben, Robert and Ray 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 21-05) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
  
9. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Green Hope Project (Candace Printz) for the property located at 215 E. Main Drive (Mills Plaza Properties VI, LP)
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 215 E. Main Drive (MUR 21-02) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.
  
10. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Brian Chavez for the property located at 1006 Texas Avenue (1006 Texas Ave LLC)
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 1006 Texas Avenue (SSL 21-03) in the amount of \$17,350.00 with said project to be completed in accordance with the execution of the Agreement.
  
11. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Jesus Alvarado for the property located at 805 S. El Paso Street (George E. Salom Family Limited Partnership)
  - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 805 S. El Paso Street (SSL 21-02) in the amount of \$2,250.00 with said project to be completed in accordance with the execution of the Agreement.
  
12. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
  - a. DMD Sanitation Program & Community Service Program Update
  - b. Noise Ordinance Amendments Update
  - c. Downtown/Uptown Master Plan Update
  
13. Committee Report: Marketing Committee – Chair Johnny Escalante
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. DMD in the News
  
14. President's Report
  - a. Discussion and Possible Action in regards to the 2022 DMD Board Assessment
  - b. Uribarri resignation, Board Membership and Resident Recruitment
  - c. 2022 International Downtown Association Conference – September 21-23, 2022
  - d. Executive Director Contract
  
15. Executive Director's Report
  - a. New Special Event Coordinator – Patricia Martinez
  - b. Power Hour Luncheon Series
  - c. MPC Feasibility Study Update

d. RFPs for Legal, Banking and Financial Audit Services

16. Construction & Event Update – Richard Bustamante

a. Current/Upcoming Projects and Events

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

18. Economic Development Update by El Paso County (Michael Hernandez)

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

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

21. Discussion of the Next Board Meeting – Thursday, August 25, 2022 (no action)

22. 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).
- Discussion Regarding Executive Director Contract Renewal (Section 551.074, Personnel Matter)

23. 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 17<sup>th</sup> day of June, 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 – June 23, 2022**

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

**Attendees: Total Members: 20 Quorum: 11 needed**

**Total Members Present (In Person): 14**

|                 |                |                  |                 |
|-----------------|----------------|------------------|-----------------|
| Bill Burton     | Arlene Carroll | Johnny Escalante | Jamie Gallagher |
| Martin Morgades | Steve Ortega   | Cynthia Ortwein  | Mark Osborne    |
| Eric Pearson    | Laura Pople    | Alejo Restrepo   | Y.I. Santoscoy  |
| Brad Taylor     | Ruben Torres   |                  |                 |

**Total Members Present (Online): 0**

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

**Total Members Not Present: 6**

|              |             |             |               |
|--------------|-------------|-------------|---------------|
| Nadia Baem   | Sam Legate  | Edgar Lopez | Pacelli Mesta |
| Edgar Orozco | Peter Spier |             |               |

**Ex-Officio Members: None**

**Staff:** Joe Gudenrath; Richard Bustamante; Terry Mais; Rudy Vasquez; Patricia Martinez

**Guests:** Bob Blumenfeld, DMD Attorney; Robert Aguinaga, DMD Attorney; Michael Hernandez, El Paso County Economic Development

**1. Call meeting to order**

Ruben Torres called the meeting to order at 11:42am on June 23, 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 June 17, 2022 in accordance with the Texas Open Meeting Act on the dates indicated.

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**CONSENT AGENDA**

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**3. DMD April & May Investment Reports**

- a. TexPool Accounts – balance, rate and status

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

- a. Glazer’s Beer and Beverage (Dos Equis and Tecate) - \$4,500 Entertainment Sponsorship of May 21, 2022 Downtown Fiesta de Las Luces.

**9. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Green Hope Project (Candace Printz) for the property located at 215 E. Main Drive (Mills Plaza Properties VI, LP)**

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Mural Grant Program for property located at 215 E. Main Drive (MUR 21-02) in the amount of \$10,000.00 with said project to be completed in accordance with the execution of the Agreement.**

**Discussion:** Gudenrath presented the application, the committee recommendation to approve, and the disclosure that Jamie Gallagher is associated with the property owner and will abstain from this item.  
**Moved:** Martin Morgades  
**Seconded:** Steve Ortega  
**Roll-Call Vote:** For: 13; Against: 0; Abstaining: 1 (Gallagher); Absent: 0  
**Motion Approved.**

**10. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Brian Chavez for the property located at 1006 Texas Avenue (1006 Texas Ave LLC)**

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 1006 Texas Avenue (SSL 21-03) in the amount of \$17,350.00 with said project to be completed in accordance with the execution of the Agreement.**

**Discussion:** Gudenrath presented the application and the committee recommendation to approve.  
**Moved:** Steve Ortega  
**Seconded:** Martin Morgades  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**11. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Jesus Alvarado for the property located at 805 S. El Paso Street (George E. Salom Family Limited Partnership)**

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 805 S. El Paso Street (SSL 21-02) in the amount of \$2,250.00 with said project to be completed in accordance with the execution of the Agreement.**

**Discussion:** Gudenrath presented the application and the committee recommendation to approve. Morgades pointed out the difference in costs among projects. Pople asked about the business associated with the signage.  
**Moved:** Steve Ortega  
**Seconded:** Arlene Carroll  
**Roll-Call Vote:** For: 14; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

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

- a. **DMD Sanitation Program & Community Service Program Update**  
Morgades provided an update on the Community Service Program and current staffing levels.  
b. **Noise Ordinance Amendments Update**  
Gudenrath gave a brief update on advocacy efforts and the outcome at the City Council Meeting.  
c. **Downtown/Uptown Master Plan Update**  
Morgades provided an update on recent and ongoing meetings with the public and consultants.

**13. Committee Report: Marketing Committee**

- c. **Current & Upcoming DTEP Promotions**  
Escalante updated the Board on recent and upcoming promotions including the Tasting Tour/Restaurant Week.  
d. **Social Media & INSIDER Distribution List**  
Escalante reviewed the continued growth in DMD Social Media profiles.  
e. **DMD in the News**  
Gudenrath reviewed DMD media mentions in May 2022.

**22. 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).

**23. Adjourn**

By consensus of the Board the meeting adjourned at 12:39 pm.

Submitted by:

  
Jamie Gallagher, Secretary  
DMD Board of Directors

Date: June 30, 2022