



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

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, December 1, 2022 at 3:00 p.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=me75de3f288f90200e99d62f9002406eb> • Webex Meeting Number (Access Code): 2486 640 2781
- Webex Meeting Password: jhS6Pgu9648
- 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, December 1, 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.
2. Introductions and Brief Remarks by Jose Garcia, President & CEO of Destination El Paso.

**NOTICE TO THE PUBLIC**

CITY CLERK DEPT  
2022 NOV 28 AM 9:57

*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

3. Approval of Minutes:
  - a. October 27, 2022 Board of Directors Meeting
4. DMD October Investment Reports
  - a. TexPool Accounts – balance, rate and status
5. DMD 2023 Board & Committee Meeting Schedule
6. Authorize the Executive Director to enter into a month-to-month lease agreement for storage space with Mills Plaza Properties VI, LP at 201 E. Main. Rent for the storage space will be \$178.33 per month (\$10.00/rsf) and will be paid for from Special Event Revenues.

2022 NOV 28 AM 11:10

DELIA BRIONES  
COUNTY CLERK  
EL PASO COUNTY, TEXAS

**REGULAR AGENDA**

7. Committee Report: Finance Committee – Chair Arlene Carroll
  - a. Monthly Financial Summary
8. Committee Report: Grant Programs Update – Chair Jamie Gallagher
  - a. Grant Programs Status/Fund Balance Report
9. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Raw Remedies dba The Tiki Room (Noelle Coley) for the property located at 115 Durango, Suite D (Owner - Octavio Gomez).
  - 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 115 Durango, Suite D (SSL 22-01) in the amount of \$1,325.00 with said project to be completed in accordance with the execution of the Agreement.
10. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades

- a. Downtown/Uptown Master Plan Update
  - b. FY2020 & FY2022 Brownfields Assessment Grants
  - c. State Advocacy
11. Committee Report: Marketing Committee – Chair Johnny Escalante
    - a. New DMD Marketing & Communications Manager – Lupe Diaz
    - b. DMD Special Event Coordinator
    - c. Current & Upcoming DTEP Promotions
    - d. Social Media & INSIDER Distribution List
    - e. DMD in the News
  12. President's Report
    - a. DMD Holiday Social
    - b. Executive Director Contract
    - c. Strategic Plan Process and Participation
    - d. DMD Executive Committee
  13. Executive Director's Report
    - a. DMD Power Hour Luncheon Series Report
    - b. Welcome Ambassador Program Staffing
    - c. Business Recruitment, Retention & Expansion Program Partnership w/ SBDC
  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, January 26, 2023 at 8am 1pm (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 Regarding Executive Director Compensation Review, and Contract Renewal (Section 551.074, Personnel Matter)
- Discussion of personnel matters (551.074 of the Texas Government Code)
- Discussion of matters involving the advice of legal counsel (551.071 of the Texas Government Code)

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 28<sup>th</sup> day of November 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 – December 1, 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 (In Person): 13**

Nadia Baem	Bill Burton	Daniela Caro	Johnny Escalante
Jamie Gallagher	Edgar Lopez	Steve Ortega	Cynthia Ortwein
Mark Osborne	Michael Parra	Eric Pearson	Joanne Richardson
Ruben Torres			

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

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**Total Members *Not* Present: 8**

Arlene Carroll	Sam Legate	Pacelli Mesta	Martin Morgades
Alejo Restrepo	Y.I. Santoscoy	Peter Spier	Brad Taylor

**Ex-Officio Members:** None

**Staff:** Joe Gudenrath; Richard Bustamante; Lupe Diaz

**Guests:** Bob Blumenfeld, DMD Attorney

**1. Call meeting to order**

Steve Ortega called the meeting to order at 3:07pm on December 1, 2022 in the Center for Civic Engagement, 17<sup>th</sup> Floor – Blue Flame Building, 304 Texas Avenue, El Paso, Texas and then turned the meeting over to Ruben Torres. 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 November 28, 2022 in accordance with the Texas Open Meeting Act on the dates indicated.

**2. Introductions and Brief Remarks by Jose Garcia, President & CEO of Destination El Paso**

Torres advised the Board that Mr. Garcia had to cancel his participation in the meeting due to a scheduling conflict.

**NOTICE TO THE PUBLIC**

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**CONSENT AGENDA**

**3. Approval of Minutes:**

- a. October 27, 2022 Board of Directors Meeting

**4. DMD October Investment Reports**

- a. TexPool Accounts – balance, rate and status

**5. DMD 2023 Board & Committee Meeting Schedule**

- 6. Authorize the Executive Director to enter into a month-to-month lease agreement for storage space with Mills Plaza Properties VI, LP at 201 E. Main. Rent for the storage space will be \$178.33 per month (\$10.00/rsf) and will be paid for from Special Event Revenues.**

**Discussion:** None  
**Moved:** Steve Ortega  
**Seconded:** Jamie Gallagher  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 1 (Pearson)  
It was later noted that Gallagher abstained from voting specifically on Item #6 due to a conflict of interest.

**Motion Approved.**

### **REGULAR AGENDA**

**7. Committee Report: Finance Committee**

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

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

- a. Grant Programs Status/Fund Balance Report  
Gallagher gave a brief overview of current projects and budget status.

**9. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Raw Remedies dba The Tiki Room (Noelle Coley) for the property located at 115 Durango, Suite D (Owner – Octavio Gomez).**

- 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 115 Durango, Suite D (SSL 22-01) in the amount of \$1,325.00 with said project to be completed in accordance with the execution of the Agreement.**

**Discussion:** Burton asked for clarification about the lighting of the signage.  
**Moved:** Jamie Gallagher  
**Seconded:** Mark Osborn  
**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 1 (Pearson)  
**Motion Approved.**

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

- a. Downtown/Uptown Master Plan Update  
Gudenrath reported that community engagement continues to occur and the steering committee met on November 29<sup>th</sup> where catalyst projects were presented.
- b. FY2020 & FY2022 Brownfields Assessment Grants  
Gudenrath provided a summary of the FY2020 Grant Final Report and the cooperative agreement outline for the FY2022 Grant.
- c. State Advocacy  
Gudenrath stated that there is nothing to report at this time as he awaits further information for other Texas Downtown Coalition members.

**11. Committee Report: Marketing Committee**

- a. New DMD Marketing & Communications Manager – Lupe Diaz  
Escalante introduced Lupe Diaz to the Board. Diaz provide a brief introduction.
- b. DMD Special Event Coordinator  
Gudenrath reported that he has hired Lindsey Resignato to fill the position. Her first day will be December 19.
- c. Current & Upcoming DTEP Promotions  
Diaz updated the Board on plans for the upcoming Downtown Barstool Open. Burton asked about sponsorship levels for the event.
- d. Social Media & INSIDER Distribution List  
Diaz reviewed the current levels of engagement across the DMD's social media channels and newsletter.
- e. DMD in the News  
Diaz reviewed DMD media mentions in October/November 2022.

**12. President’s Report**

- a. DMD Holiday Social  
Torres reminded the Board of the annual event which will follow the Board Meeting and encouraged their participation.
- b. Executive Director Contract  
Torres stated that current compensation package and structure for the Executive Director is in line with comparable organizations nationally and positions locally. A contract will be brought to the Board for consideration in January 2023.
- c. Strategic Plan Process and Participation  
Torres outlined the upcoming schedule for the DMD’s Strategic Planning effort and encouraged everybody to participate.
- d. DMD Executive Committee  
Torres thanked the Board for allowing him to serve as President and identified the following individuals as members of the Executive Committee for the upcoming year: Torres, Ortega, Carroll, Gallagher, Morgades, Escalante, Osborn, Spier and Baem.

**13. Executive Director’s Report**

- a. DMD Power Hour Luncheon Series Report  
Gudenrath provided a brief report on the participation and outcomes of the 2022 Power Hour Luncheon Series.
- b. Welcome Ambassador Program Staffing  
Gudenrath stated that only one of the six Summer Season ambassadors was able to return for the Winter Season. Attempts to attract more employees have been unsuccessful, and the program has yet to resume. Without a pool of at least four ambassadors, the program may not return for the season. Torres asked about PD staffing levels within the Downtown during Winterfest. Bustamante stated that it varies, but there is typically a larger than normal presence.
- c. Business Recruitment, Retention& Expansion Program Partnership w/ SBDC  
Gudenrath reported that he has had conversations with the Small Business Development Center on the possibility of reaching a shared employee agreement to fulfill the objectives of the DMD’s BRR&E Coordinator position and further the efforts of the SBDC with Downtown Small Businesses. If an agreement can be reached, an MOU would eventually be brought before the DMD Board and the Community College for their respective approvals.

**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**

No Update.

**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 mentioned public input opportunities related to the Downtown 10 project as well as Union Plaza. He also mentioned that Howdy Homemade Ice Cream will have its grand opening on December 3<sup>rd</sup>.

**19. Discussion of the Next Board Meeting – January 26, 2023 from 8 a.m. to 1 p.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*

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**21. Adjourn**

By consensus of the Board the meeting adjourned at 3:50 pm.

Submitted by:



Jamie Gallagher, Secretary  
DMD Board of Directors

Date: Jan 20 '23