



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, March 23, 2023 at 8:00 a.m. at the Center for Civic Empowerment on the 17th 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=m280d08b34c02ce4d2b70ef628901bcc1>

Webex Meeting Number (Access Code): 2497 524 6685

Webex Meeting Password: HFrEkiP3d37

- Join by Phone – 1-844-992-4726 (United States Toll Free)

FILED FOR RECORD
IN MY OFFICE

2023 MAR 20 AM 10:22

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Wednesday, March 22, 2023. 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. Downtown Management District Strategic Planning Session #2.
 - a. Welcome/Introductions/Process Update
 - b. Proposed Strategic Thought
 - c. Proposed S.M.A.R.T. Goals
 - d. Proposed Accountability Plan Approach
 - e. Next Steps & Questions

CITY CLERK DEPT
2023 MAR 20 AM 10:05

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

3. Approval of Minutes:
 - a. January 26, 2023 Board of Directors Meeting
 - b. February 23, 2023 Board of Directors Meeting
4. DMD January & February 2023 Investment Report
 - a. TexPool Accounts – balance, rate and status
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Kemp Smith L.L.P - \$2,500 Sponsorship of the Downtown Power Hour Luncheon Series.
 - b. Hunt Companies, Inc. - \$5,000 Sponsorship of the Downtown Living Tour and Tasting Tour/Restaurant Week.
 - c. El Paso Community Foundation - \$5,000 Sponsorship of the Downtown Living Tour and Tasting Tour/Restaurant Week.

REGULAR AGENDA

6. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
7. Committee Report: Grant Programs Update – Chair Jamie Gallagher
 - a. Grant Programs Status/Fund Balance Report

8. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Position Statement Updates
 - i. National Historic Registry Designation
 - ii. Short Term Rental Ordinance
 - iii. Climate Charter
 - iv. Alcohol Licensing near Churches
9. Committee Report: Marketing Committee – Chair Johnny Escalante
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
10. President's Report
 - a. Board Member Recruitment
 - b. Elected Official & Administrator Meetings
 - c. DMD Board Self-Assessment & Evaluation
11. Executive Director's Report
 - a. Annual Report
 - b. 2023 IDA Annual Conference & Trade Show
12. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events
13. Economic Development Update by City of El Paso
14. Economic Development Update by El Paso County
15. Call to the Public* (no action)
16. Open Discussion of topics relevant to Downtown El Paso (no action)
17. Discussion of the Next Board Meeting – Thursday, April 27, 2023 – 11:30am (no action)
18. 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

19. 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 20th day of March 2023, 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 23, 2023

Location: Center for Civic Engagement, 17th Floor of Blue Flame Building, 304 Texas Avenue, El Paso, Texas

Attendees: Total Members: 21 Quorum: 11 needed
Total Members Present (In Person): 13

Bill Burton	Daniela Caro	Arlene Carroll	Jamie Gallagher
Edgar Lopez	Pacelli Mesta	Martin Morgades	Steve Ortega
Cynthia Ortwein	Michael Parra	Alejo Restrepo	Brad Taylor
Ruben Torres			

Total Members Present (Online): 1

Sam Legate			
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Total Members Not Present: 7

Nadia Baem	Johnny Escalante	Mark Osborn	Eric Pearson
Joanne Richardson	Y.I. Santoscoy	Peter Spier	

Ex-Officio Members: Commissioner David Stout; Andrea Hutchins, El Paso Chamber (online)

Staff: Joe Gudenrath; Richard Bustamante; Lupe Diaz, Terry Mais, Lindsey Resignato

Guests: Robert Aguinaga, DMD Attorney; Sito Negron, Office of Commissioner Stout; Alma Rodriguez, Office of Representative Chris Canales; Representative Brian Kennedy; Gilbert Moreno, Acuity Consulting

1. Call meeting to order

Steve Ortega called the meeting to order at 8:15am on March 23, 2023 in the Center for Civic Engagement, 17th Floor of the 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 20, 2023 in accordance with the Texas Open Meeting Act.

A quorum was not established at the start of the meeting.

2. Downtown Management District Strategic Planning Session #2

Gilbert Moreno with Acuity Consulting engaged with those present as part of a strategic planning effort to build consensus around Mission, Vision, Goals and Accountability. Moreno covered the following areas:

- a. Welcome/Introductions/Process Update
- b. Proposed Strategic Thought
- c. Proposed S.M.A.R.T. Goals
- d. Proposed Accountability Plan Approach
- e. Next Steps & Questions

Board members, staff and guests present provided input and discussed various topics and issues related to the identified areas.

A quorum was established at 11:08am.

CONSENT AGENDA

3. Approval of Minutes:

- a. January 26, 2023 Board of Directors Meeting
- b. February 23, 2023 Board of Directors Meeting

4. DMD January & February 2023 Investment Reports

- a. **TexPool Accounts – balance, rate and status**

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

- a. Kemp Smith LLP - \$2,500 Sponsorship of the Downtown Power Hour Luncheon Series
b. Hunt Companies, Inc. - \$5,000 Sponsorship of the Downtown Living Tour and Tasting Tour/Restaurant Week
c. El Paso Community Foundation - \$5,000 Sponsorship of the Downtown Living Tour and Tasting Tour/Restaurant Week

Discussion: None
Moved: Steve Ortega
Seconded: Martin Morgades
Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 2 (Legate, Restrepo)

Motion Approved.

REGULAR AGENDA

6. Committee Report: Finance Committee

- a. **Monthly Financial Summary**
Carroll gave a brief overview of the DMD's current financial position. Torres asked about the organization's cash position and current investment rates. Gudenrath stated that due to collections of assessment revenue, cash on hand is stable. Mais stated that the DMD is receiving a 4.5% interest rate through TexPool.

7. Committee Report: Grant Programs Update

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

8. Committee Report: Infrastructure & Advocacy Committee

- a. **Position Statement Considerations & Updates**
i. **National Historic Registry Designation**
Gudenrath stated that the committee was looking to work with the County to support this effort, if the City would amend current code. No Board action is needed to pursue this outcome.
ii. **Short Term Rental Ordinance**
Morgades stated the committee is supportive of a basic registration requirement and payment of local HOT. Stout said the County is supportive of HOT payment. Gudenrath will follow up with H&LA, EP Chamber, and Destination El Paso. A position will be brought to the Board in April.
iii. **Climate Charter**
Board members discussed whether or not the DMD should weigh in. If a position is considered, presentations would be made to the Board. The committee will consider a position.
iv. **Alcohol Licensing near Churches**
Gudenrath stated that no action is currently needed, but staff is reaching out to involved parties and will monitor the ongoing situation.

9. Committee Report: Marketing Committee

- a. **Current & Upcoming DTEP Promotions**
Diaz and Resignato reported on the Downtown Living Tour and Tasting Tour events, along with a Mural Scavenger Hunt promotion.
b. **Social Media & INSIDER Distribution List**
Diaz reviewed the current levels of engagement across the DMD's social media channels and newsletter.
c. **DMD in the News**
Gudenrath reviewed DMD media mentions in February 2023.

10. President's Report

- a. **Board Member Recruitment**
Torres stated that the DMD Board will have six vacancies to fill this fall and encouraged Board Members to identify possible replacements.
b. **Elected Official & Administrator Meetings**

Torres stated that staff will be attempting to set up meetings with local elected officials and administrators over the coming weeks. Once scheduled, Board members will be asked to join Gudenrath.

c. **DMD Board Self-Assessment & Evaluation**

Torres stated that staff is beginning to craft this year's evaluation and welcomed any input from Board members. The survey will be released after the April meeting with results being presented in June.

11. Executive Director's Report

a. **Annual Report**

Gudenrath stated that the 2022 DMD Annual Report is complete and will be at the printer soon.

b. **2023 IDA Annual Conference & Trade Show**

Gudenrath provide the Board with information about this year's conference.

12. 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.

13. Economic Development Update by City of El Paso

Representative Kennedy stated that the City has not abandoned an arena project, and continues to seek site alternatives. Burton asked about the City's role in the Climate Charter issue. Kennedy stated that the City is hosting meetings, cannot take official positions, and will produce a cost impact analysis. Ortega stated that as citizens and without the use of City resources, elected officials should take positions and advocate accordingly. Parra asked for the schedule of public meetings.

14. Economic Development Update by El Paso County

Commissioner Stout stated that the Court had a productive meeting on March 20 and is interested in being a productive partner in the redevelopment of the City owned properties in Union Plaza. Ortega expressed his support of the County's interest.

15. Call to the Public* (no action)

None

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

None

17. Discussion of the Next Board Meeting – April 27, 2023 at 11:30am. (no action)

18. Executive Session

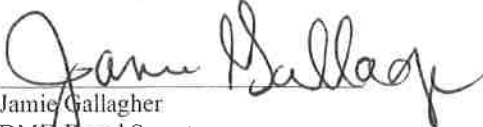
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None

19. Adjourn

By consensus of the Board the meeting adjourned at 11:57am.

Submitted by:


Jamie Gallagher
DMD Board Secretary

Date: March 28, 2023