

2023 APR 24 AM 10:25

DELIA BRIONES  
COUNTY CLERK  
EL PASO COUNTY, TEXAS



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

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 27, 2023 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**

- a. Webex Meeting Link –

<https://elpasotexas.webex.com/elpasotexas/j.php?MTID=maa35723b177c3ad00008dd373a13f387>

Webex Meeting Number (Access Code): 2492 978 1776

Webex Meeting Password: p2zF4bXmUD8

- b. 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, April 27, 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.

**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**

CITY CLERK DEPT  
2023 APR 24 AM 9:53

2. Approval of Minutes:  
a. March 23, 2023 Board of Directors Meeting
3. DMD March 2023 Investment Report  
a. TexPool Accounts – balance, rate and status
4. Approval of Texas Public Funds Investment Act Quarterly Report for January 2023 – March 2023

**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. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Legate Co Texas LLC (Sam Legate) for the property located at 416 E. San Antonio Ave.
  - 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 416 E. San Antonio Ave. (FAC 22-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.
8. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
  - a. Brownfields Community Assessment Grant Implementation & Community Outreach
  - b. Position Statement Updates
    - i. National Historic Registry Designation
    - ii. Short Term Rental Ordinance
    - iii. Climate Charter
    - iv. Streetcar Operations
  - c. Update on local coordination and preparation for potential migrant surge.
9. Discussion & Action to approve the DMD Position Statement regarding Short-Term Rentals.
10. Discussion & Action to approve the DMD Position Statement regarding Proposition K (Climate Charter).
11. Presentation, Discussion and Possible Action to support the City of El Paso’s Downtown/Uptown Master Plan.
12. Committee Report: Marketing Committee – Lupe Diaz
  - a. Current & Upcoming DTEP Promotions
  - b. DMD Welcome Ambassador Program
  - c. Social Media & INSIDER Distribution List
  - d. DMD in the News
13. President’s Report
  - a. DMD Board Self-Assessment & Evaluation
  - b. El Paso Community Foundation Endowment
  - c. Board Member Resignation and Nominations
14. Presentation, Discussion and Possible Action to adopt the Downtown Management District’s Strategic Plan 2023-2027.
15. Executive Director’s Report
  - a. Elected Official & Administrator Meetings
  - b. Downtown Dashboard
  - c. 2023 IDA Annual Conference & Trade Show
  - d. DMD Special Event Coordinator
  - e. DMD Partnership w/ SBDC for Small Business Week
16. Construction & Event Update – Richard Bustamante
  - a. Current/Upcoming Projects and Events

- 17. Economic Development Update by City of El Paso
- 18. Economic Development Update by El Paso County
  - a. National Historic Registry District Designation Update
- 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, May 25, 2023 – 11:30am (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):*

- None

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 24<sup>th</sup> day of April 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 – April 27, 2023**

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

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

**Total Members Present (In Person): 10**

Bill Burton	Daniela Caro	Edgar Lopez	Pacelli Mesta
Steve Ortega	Mark Osborn	Michael Parra	Y.I. Santoscoy
Peter Spier	Ruben Torres		

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

--	--	--	--

**Total Members Not Present: 10**

Nadia Baem	Arlene Carroll	Jamie Gallagher	Sam Legate
Martin Morgades	Cynthia Ortwein	Eric Pearson	Alejo Restrepo
Joanne Richardson	Brady Taylor		

**Ex-Officio Members:** Representative Chris Canales

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

**Guests:** Robert Aguinaga, DMD Attorney; Sito Negron, Office of Commissioner Stout; Ben Stewart, Stantec; Lindsey Brown, Stantec; Juakin Rodriguez, City of El Paso CID; Jonathan Robertson, City of El Paso CID; Cynthia Albright, Motionworks (online); Jose Landeros, El Paso County; Valeria Venecia, El Paso County; Gilbert Moreno, Acuity Consulting (online)

**1. Call meeting to order**

Ruben Torres called the meeting to order at 11:39am on April 27, 2023 in the Center for Civic Engagement, 17<sup>th</sup> 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 April 24, 2023 in accordance with the Texas Open Meeting Act.

**A QUORUM WAS NOT ESTABLISHED.**

**CONSENT AGENDA**

**2. Approval of Minutes:**

a. **March 23, 2023 Board of Directors Meeting**

**3. DMD March 2023 Investment Reports**

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

**4. Approval of Texas Public Funds Investment Act Quarterly Report for January 2023 – March 2023.**

**NO ACTION WAS TAKEN DUE TO A LACK OF QUORUM.**

**REGULAR AGENDA**

**5. Committee Report: Finance Committee**

a. Monthly Financial Summary  
Mais gave a brief overview of the DMD’s current financial position.

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

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

**7. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Legate Co Texas LLC (Sam Legate) for the property located at 416 E. San Antonio Ave.**

- 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 416 E. San Antonio Ave. (FAC 22-02) in the amount of \$25,000.00 with said project to be completed in accordance with the execution of the Agreement.

**NO ACTION WAS TAKEN DUE TO A LACK OF QUORUM.**

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

- a. Brownfields Community Assessment Grant Implementation & Community Outreach  
Gudenrath discussed the Community Outreach Strategy developed and introduced Ben Stewart & Lindsey Brown from Stantec.
- b. Position Statement Updates
- i. National Historic Registry Designation  
Gudenrath stated Jose Landeros with El Paso County would be addressing the Board about this topic as part of Item #18.a.
  - ii. Short Term Rental Ordinance  
Gudenrath stated that a Position Statement has been drafted for consideration by the Board at a future meeting with an established quorum.
  - iii. Climate Charter  
Gudenrath stated that a Position Statement has been drafted for consideration by the Board at a future meeting with an established quorum.
  - iv. Streetcar Operations  
Gudenrath stated he spoke in front of City Council to encourage increasing Streetcar ridership as opposed to limiting access. Canales stated that he is identifying options to improve operations and that he and the DMD have a similar outlook towards this issue. Ortega stated that a reduction in operations would undermine Transit Oriented Development efforts. Mesta stated that the opening of the MACC and La Nube will provide even greater ridership opportunities.

**9. Discussion & Action to approve the DMD Position Statement regarding Short-Term Rentals.**

**NO ACTION WAS TAKEN DUE TO A LACK OF QUORUM.**

**10. Discussion & Action to approve the DMD Position Statement regarding Proposition K (Climate Charter).**

**NO ACTION WAS TAKEN DUE TO A LACK OF QUORUM.**

**11. Presentation, Discussion and Possible Action to support the City of El Paso's Downtown/Uptown Master Plan**

Juaquin Rodriguez provided the Board an overview of the plan and its recommendations. Mesta, Spier and Ortega asked about EPISD participation in planning and incentive programs, and expressed a need for their involvement. Mesta encouraged blanket zoning for targeted areas.

**NO ACTION WAS TAKEN DUE TO A LACK OF QUORUM.**

**12. Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions  
Diaz reported on the Tasting Tour and ArtVenture promotion. Gudenrath shared information about the postponement and rescheduling of the Living Tour and First Avenue Food Truck Circus.
- b. DMD Welcome Ambassador Program  
No Update
- c. Social Media & INSIDER Distribution List  
Diaz reviewed the current levels of engagement across the DMD's social media channels and newsletter.
- d. DMD in the News  
Gudenrath reviewed DMD media mentions in March 2023.

**13. President's Report**

- a. Board Member Self-Assessment & Evaluation  
Torres stated that the annual survey will be distributed in May and asked Board Members to complete. Results will be shared in June.
- b. El Paso Community Foundation Endowment  
Gudenrath requested this item be addressed at the May Board Meeting when Eric Pearson is able to attend and assist with the update.
- c. DMD Board Member Resignation and Nominations  
Torres stated that Johnny Escalante has resigned from the Board due to other commitments and reiterated that Board Members with recommendations to fill vacancies can do so by contacting Gudenrath.

**14. Presentation, Discussion and Possible Action to adopt the Downtown Management District's Strategic Plan 2023-2027.**

Gudenrath outlined the Strategic Planning Process, identified Strategic SMART Goals, and thanked Gilbert Moreno from Acuity Consulting for his leadership through this process.

**NO ACTION WAS TAKEN DUE TO A LACK OF QUORUM.**

**15. Executive Director's Report**

- a. Elected Official & Administrator Meetings  
Gudenrath reported that meetings were held with all City Council Representatives, Mayor Leeser and all four County Commissioners. Next meetings will include administrators, EPISD and Community College. Gudenrath thanked all Board Members who attended the meetings. Ortega asked Gudenrath for his opinion on how they went. Gudenrath indicated that all meetings were beneficial and should be conducted annually. Some elected officials were more receptive to the DMD's strategy for community development than others. Mesta encouraged the DMD to contact Charter Schools about relocating Downtown.
- b. Downtown Dashboard  
Gudenrath reviewed the status of established metrics.
- c. 2023 IDA Annual Conference & Trade Show  
Gudenrath encouraged Board members to contact him if they are interested and able to attend the conference.
- d. DMD Special Event Coordinator  
Gudenrath stated that the DMD's Special Event Coordinator position has been vacated and a new search is in progress. Resumes will be collected through May 12<sup>th</sup>.
- e. DMD Partnership w/ SBDC for Small Business Week  
Gudenrath reported to the Board that the DMD will be working with the SBDC to assist local businesses during the upcoming Small Business Week.

**16. 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.

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

None

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

- a. National Historic Registry District Designation Update  
Jose Landeros updated the Board on the County's outreach plans regarding the District designation.

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

None

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

None

**21. Discussion of the Next Board Meeting – May 25, 2023 at 11:30am. (no action)**

Gudenrath stated that the May and June meetings will be held in the City of El Paso Economic Development Department conference room.

**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):*

None

**23. Adjourn**

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

Submitted by:



Joe Gudenrath  
DMD Executive Director

Date: 5/4/2023