



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, May 25, 2023 at 11:30 a.m. at the City of El Paso Economic Development Department, 123 W. Mills Avenue, Ste. 111, El Paso, Texas.

Virtual & Telephone Participation

ZOOM Meeting Link – <https://us02web.zoom.us/j/83043551144>

ZOOM Meeting ID: 830 4355 1144

Join by Phone – 1-346-248-7799 (United States Houston)

FILED FOR RECORD
IN MY OFFICE

2023 MAY 22 AM 9:23

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 Thursday, May 25, 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.

CITY CLERK DEPT
2023 MAY 22 AM 8:57

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. March 23, 2023 Board of Directors Meeting
 - b. April 27, 2023 Board of Directors Meeting
3. DMD March & April 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
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Acuity Consulting - \$2,000 donation to DMD in support of Strategic Plan creation
6. Approval of the emergency purchase of a Power Washing Unit from Longhorn Distributing for \$9,500.00 with funds coming from the DMD Capital Equipment Fund.

REGULAR AGENDA

7. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
 - b. 2023-2024 Budget Process & Preliminary Valuations

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 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.

10. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Position Statement Updates
 - i. National Historic Registry Designation
 - ii. Short Term Rental Ordinance
 - iii. City of El Paso Downtown/Uptown Master Plan
 - b. Update on local coordination and preparation for migrant surge.

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

12. Discussion and Action to approve the DMD Position Statement regarding the City of El Paso’s Downtown/Uptown Master Plan.

13. 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

14. President’s Report
 - a. DMD Board Self-Assessment & Evaluation
 - b. El Paso Community Foundation Endowment
 - c. Board Member Nominations

15. Presentation, Discussion and Possible Action to adopt the Downtown Management District’s Strategic Plan 2023-2027.

16. Executive Director’s Report
 - a. Elected Official, Administrator, EPISD & EPCC Meetings
 - b. 2023 IDA Annual Conference & Trade Show
 - c. DMD Special Event Coordinator
 - d. Power Hour Luncheon Series

17. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events
18. Economic Development Update by City of El Paso
19. Economic Development Update by El Paso County
20. Call to the Public* (no action)
21. Open Discussion of topics relevant to Downtown El Paso (no action)
22. Discussion of the Next Board Meeting – Thursday, June 22, 2023 – 11:30am (no action)
23. 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

24. 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 22nd day of May 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 – May 25, 2023

Location: City of El Paso Economic Development Department, 123 W. Mills Avenue, El Paso, Texas

Attendees: Total Members: 20 Quorum: 11 needed

Total Members Present (In Person): 13

Nadia Baem (11:41am)	Daniela Caro	Arlene Carroll	Jamie Gallagher
Martin Morgades	Steve Ortega	Cynthia Ortwein (11:41am)	Mark Osborn
Michael Parra	Eric Pearson	Joanne Richardson	Brad Taylor
Ruben Torres (11:55am)			

Total Members Present (Online): 2

Sam Legate	Pacelli Mesta		
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Total Members Not Present: 5

Bill Burton	Edgar Lopez	Alejo Restrepo	Y.I. Santoscoy
Peter Spier			

Ex-Officio Members: Representative Chris Canales (Online)

Staff: Joe Gudenrath; Richard Bustamante; Lupe Diaz; Terry Mais; Ivan Bernal

Guests: Robert Aguinaga, DMD Attorney; Bob Blumenfeld, DMD Attorney (Online); Gilbert Moreno, Acuity Consulting (Online); Mía Romero, El Paso Chamber (Online)

1. Call meeting to order

Steve Ortega called the meeting to order at 11:35am on May 25, 2023 in the City of El Paso Economic Development Department, 123 W. Mills 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 May 22, 2023 in accordance with the Texas Open Meeting Act.

A QUORUM WAS ESTABLISHED AT 11:41am.

CONSENT AGENDA

2. Approval of Minutes:

- a. March 23, 2023 Board of Directors Meeting
- b. April 27, 2023 Board of Directors Meeting

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- a. TexPool Accounts – balance, rate and status

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

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

- a. Acuity Consulting - \$2,000 donation to DMD in support of Strategic Plan creation

6. Approval of the emergency purchase of a Power Washing Unit from Longhorn Distributing for \$9,500.00 with funds coming from the DMD Capital Equipment Fund.

Discussion: Gudenrath pointed out item #6. Ortega thanked Moreno for his support.
Moved: Mark Osborn
Seconded: Arlene Carroll
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Torres)
Motion Approved.

REGULAR AGENDA

7. Committee Report: Finance Committee

- a. Monthly Financial Summary
Carroll gave a brief overview of the DMD's current financial position.
- b. 2023-2024 Budget Process & Preliminary Valuation
Gudenrath outlined the process for the creation of the 2023-2024 DMD Budget. Gudenrath reviewed the preliminary property valuations provided by the CAD as well as historical changes between the preliminary and certified valuations.

8. Committee Report: Grant Programs Update

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

9. 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.

Discussion: Gudenrath advised that the applicant is a DMD Board member, has filed the appropriate disclosure and would be abstaining from the vote.

Moved: Eric Pearson

Seconded: Michael Parra

Roll-Call Vote: For: 13; Against: 0; Abstaining: 1 (Legate); Absent: 1 (Torres)

Motion Approved.

10. Committee Report: Infrastructure & Advocacy Committee

- a. Position Statement Updates
 - i. National Historic Registry Designation
Morgades stated that the DMD continues to support the program but has received some concerns from property owners. The DMD will continue to support and encourage the County's outreach efforts. Ortega stated that he has concerns with supporting the District as presented, and believes that if the County really wants to support the small property owner, they should develop a program with needed tools and fund to support interested property owners.
 - ii. Short Term Rental Ordinance
Morgades stated that the addition of HOT tax on short term rentals is supported by the Chamber and the Hotel & Lodging Association. There is no timeline for City Council consideration.
 - iii. City of El Paso Downtown/Uptown Master Plan
Morgades stated the plan was presented to the DMD in April and item #12 expresses support. Gudenrath identified the main focus of the plan and approval schedule.
- b. Update on local coordination and preparation for migrant surge.
Morgades, Gudenrath and Bustamante provided information on recent planning and efforts. Pearson provided information on partnerships with NGOs. Ortega asked that the Board consider taking a position on legislation being proposed by Congresswoman Escobar. Legate commented on the media coverage and asked about the impact of perceptions. Gudenrath stated that media coverage will have a lingering impact and the DMD is looking to diminish some of that through marketing efforts. Taylor shared a story of a positive impression had by visitors. Osborn expressed some concern over El Paso's image. Pearson stated that setting the record straight and controlling El Paso's image has always been community need. Mesta asked about the impact on hotels. Morgades stated they experienced some cancelations, but the overall business has been steady.

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

Discussion: Pearson stated that the implementation of the HOT tax on rentals will help the overall housing market and housing availability.
Moved: Steve Ortega
Seconded: Jamie Gallagher
Roll-Call Vote: For: 14; Against: 0; Abstaining: 1 (Taylor); Absent: 0

Motion Approved.

12. Discussion and Action to approve the DMD Position Statement regarding the City of El Paso's Downtown/Uptown Master Plan

Discussion: None
Moved: Steve Ortega
Seconded: Jamie Gallagher
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

13. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Gudenrath reported on the Tasting Tour and ArtVenture promotion.
- b. DMD Welcome Ambassador Program
Gudenrath stated that they are still seeking staff in order to launch the program.
- c. Social Media & INSIDER Distribution List
Gudenrath 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 April 2023.

14. President's Report

- a. Board Member Self-Assessment & Evaluation
Torres thanked those who have completed the assessment and encouraged others to do so. Results will be shared in June.
- b. El Paso Community Foundation Endowment
Torres invited Pearson to provide a report on the topic. Pearson announced that the EPCF has started a fund for the DMD and that he hopes people will contribute to the fund. Mesta and Legate asked about management and usage of funds. Gudenrath stated that a future step will be for the DMD to adopt a policy on how to manage the fund.
- c. DMD Board Member Nominations
Torres asked that Board Members provide recommendations/referrals by June 8th. At that point, Executive Committee will begin to recruit candidates for open spots.

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

Discussion: Gudenrath outlined the Strategic Planning Process, identified Strategic SMART Goals, and thanked Gilbert Moreno from Acuity Consulting for his leadership through this process. Ortega asked about a rate increase strategy. Gudenrath stated that committees will be responsible for various aspects of the plan, and that there will likely be a committee established to pursue that objective. The specific strategy will be dictated by legal requirements and the committee.
Moved: Eric Pearson
Seconded: Brad Taylor
Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

16. Executive Director's Report

- a. Elected Official & Administrator Meetings
Gudenrath reported that the final elected official meeting with Judge Samaniego is scheduled. Additional meetings with management, EPISD, and EPCC are to be scheduled soon.

- b. 2023 IDA Annual Conference & Trade Show
Gudenrath encouraged interested Board members to contact him soon.
- c. DMD Special Event Coordinator
Gudenrath stated that interviews for the DMD's Special Event Coordinator will occur in early June.
- d. Power Hour Luncheon Series
Gudenrath stated that the luncheon series will resume this June-August. An email requesting availability will be sent to Board members.

17. 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.

18. Economic Development Update by City of El Paso

None

19. Economic Development Update by El Paso County

None

20. Call to the Public* (no action)

None

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

Ortega stated that Franklin Mountain Properties held a very nice ground breaking for the Kress project and the project renderings look very impressive.

22. Discussion of the Next Board Meeting – June 22, 2023 at 11:30am. (no action)

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

23. 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

24. Adjourn

By consensus of the Board the meeting adjourned at 12:43pm.

Submitted by:


Joe Gudenrath
Executive Director

Date: 6/16/2023