



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, June 22, 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/87952014578>
ZOOM Meeting ID: 879 5201 4578
Join by Phone – 1-346-248-7799 (United States Houston)

FILED FOR RECORD
IN MY OFFICE

2023 JUNE 20 AM 8:06

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, June 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. Presentation & Discussion by Ersela Kripa, Director of the Texas Tech University Huckabae College of Architecture.

CITY CLERK DEPT
2023 JUN 16 PM 4:19

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. May 25, 2023 Board of Directors Meeting
4. DMD May 2023 Investment Reports
 - a. TexPool Accounts – balance, rate and status

REGULAR AGENDA

5. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
 - b. 2023-2024 Budget Process & Preliminary Valuation Update
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 L.R. Management LLC (Rafael Alcantar) for the property located at 304 E. Overland 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 304 E. Overland Ave. (FAC 22-03) in the amount of \$1,493.33 with said project to be completed in accordance with the execution of the Agreement.
8. Committee Report: Infrastructure & Advocacy Committee – Chair Martin Morgades
 - a. Position Statement Updates
 - i. Streetcar Operations
 - ii. Entrepreneurial Support Organization MOU w/ City of El Paso
 - iii. The Dignity Act – Bipartisan Immigration Bill
9. Discussion & Action to approve the DMD Position Statement regarding Streetcar Operations.
10. Discussion and Action to approve the DMD Position Statement regarding the DMD’s participation in the Entrepreneurial Support Organization and the execution of an MOU with the City of El Paso.
11. Discussion & Action to approve the DMD Position Statement regarding The Dignity Act – a Bipartisan Immigration Bill proposed by El Paso Congresswoman Veronica Escobar.
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 Results & Discussion
 - b. Board Member Nominations
14. Executive Director’s Report
 - a. 2023 IDA Annual Conference & Trade Show
 - b. DMD Special Event Coordinator
 - c. Power Hour Luncheon Series
15. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events
16. Economic Development Update by City of El Paso
17. Economic Development Update by El Paso County
18. Call to the Public* (no action)

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

20. Discussion of the Next Board Meeting – Thursday, August 24, 2023 – 11:30am (no action)

21. Executive Session

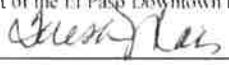
At any time during the Board Meeting, the Board may, upon motion and affirmative vote of a majority of the Board in attendance, retire into Executive Session pursuant to the Texas Government Code, Chapter 551, Sections 551.071 and 551.074(a) for the purpose of consultations with legal counsel and/or 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

22. 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} 16th day of June 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

16th of June

19th of June

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – June 22, 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): 12

Table with 4 columns and 3 rows listing attendees: Nadia Baem, Bill Burton, Daniela Caro, Arlene Carroll; Sam Legate, Edgar Lopez, Steve Ortega, Michael Parra; Eric Pearson, Alejo Restrepo (11:38am), Joanne Richardson (11:36am), Ruben Torres.

Total Members Present (Online): 0

Empty table with 4 columns and 1 row.

Total Members Not Present: 8

Table with 4 columns and 2 rows listing absent members: Jamie Gallagher, Pacelli Mesta, Martin Morgades, Cynthia Ortwein; Mark Osborne, Y.I. Santoscoy, Peter Spier, Brad Taylor.

Ex-Officio Members: NONE

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

Guests: Bob Blumenfeld, DMD Attorney; Ersela Kripa (Texas Tech University College of Architecture); Alma Rodriguez-Espino, Rep. Chris Canales' Office; Tatiana Abbas, Rep. Chris Canales' Office; Sito Negrón, Com. David Stout's Office; Ray Lozano, Guest

1. Call meeting to order

Ruben Torres called the meeting to order at 11:35am on June 22, 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 City Hall on the 16th of June, 2023; at the administrative office building of the El Paso Downtown Management District on the 19th of June, 2023; and at the El Paso County Courthouse on the 20th day of June by Teresa Mais in accordance with the Texas Open Meeting Act.

A QUORUM WAS ESTABLISHED AT 11:36am.

2. Presentation & Discussion by Ersela Kripa, Director of the Texas Tech University Huckabee College of Architecture.

Kripa, along with Pearson, shared details of a plan to potentially expand the TTU College of Architecture and develop a campus in and around the Union Depot building. Gudenrath asked if the City is aware of this plan and how the DMD can help. Pearson stated that the City is aware and he would like to see the DMD serve as an advocate for this project over other potential concepts for the site. Torres asked what Plan B looks like. Pearson explained how their plan is the highest and best use of the property. Ortega stated that he was involved in the most recent Union Plaza efforts and was happy to share his experience. Legate asked about project cost estimates. Pearson stated that the value of the building is \$1.9 million and the land is valued at \$3 million. Renovation of the building is estimated to be \$9 million. The level of development they believe would occur around the property would be in the tens of millions. Lopez asked about the status of the trains. Pearson said they would remain. Parra asked if the sale of the building has to be available to all interested parties. Blumenfeld says the City's options depend on the type of entity buying the property.

CONSENT AGENDA

3. Approval of Minutes:

- a. May 25, 2023 Board of Directors Meeting

4. DMD May 2023 Investment Reports

- a. TexPool Accounts – balance, rate and status

Discussion: None.
Moved: Steve Ortega
Seconded: Eric Pearson
Roll-Call Vote: For: 11; Against: 0; Abstaining: 1 (Legate); Absent: 0
Motion Approved.

REGULAR AGENDA

5. Committee Report: Finance Committee

- a. Monthly Financial Summary
Carroll gave a brief overview of the DMD's current financial position.
- a. 2023-2024 Budget Process & Preliminary Valuation Update
Gudenrath outlined the process for the creation of the 2023-2024 DMD Budget. Gudenrath reviewed the most recent preliminary property valuations.

6. Committee Report: Grant Programs Update

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

7. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by L.R. Management LLC (Rafael Alcantar) for property located at 304 E. Overland 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 304 E. Overland Ave. (FAC 22-03) in the amount of \$1,493.33 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Minor questions about the proposed improvements.
Moved: Michael Parra
Seconded: Edgar Lopez
Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

8. Committee Report: Infrastructure & Advocacy Committee

- a. Position Statement Updates
 - i. Streetcar Operations
Committee is recommending a Position Statement in support of increasing ridership on the Downtown Streetcar.
 - ii. Entrepreneurial Support Organization MOU w/ City of El Paso
Committee is recommending the DMD sign on as a supporting member of the newly formed Entrepreneurial Support Organization.
 - iii. The Dignity Act – Bipartisan Immigration Bill
Committee recommends offering the DMD's support of the Federal legislation proposed by Congresswoman Escobar.

9. Discussion & Action to approve the DMD Position Statement regarding Streetcar Operations.

Discussion: Legate stated that he attended the previous City Council meeting and expressed his disagreement with Leaser & Kennedy, and believes that operations can and should be improved. Gudenrath emphasized that the original intention for the project was to spur economic development. Legate stated that the project has contributed to investment and further connections are needed. Ortega reiterated the project's success in job and investment creation.

Moved: Sam Legate
Seconded: Steve Ortega
Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

10. Discussion and Action to approve the DMD Position Statement regarding the DMD's participation in the Entrepreneurial Support Organization and the execution of an MOU with the City of El Paso.

Discussion: Legate asked if the DMD has to commit resources. Gudenrath stated that the DMD's contribution will be mainly advisory to participating entrepreneurs.

Moved: Steve Ortega

Seconded: Arlene Carroll

Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

11. Discussion and Action to approve the DMD Position Statement regarding the Dignity Act – a Bipartisan Immigration Bill proposed by El Paso Congresswoman Veronica Escobar.

Discussion: None

Moved: Sam Legate

Seconded: Eric Pearson

Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

12. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Gudenrath reported on the Tasting Tour, Employee Appreciation Day, Restaurant Week and the 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 May 2023.

13. President's Report

- a. Board Member Self-Assessment & Evaluation Results & Discussion
Torres thanked those who completed the assessment. Gudenrath presented the results.
- b. DMD Board Member Nominations
Torres asked that Board Members provide recommendations/referrals. A slate of nominees will be presented to the Board for consideration in August.

14. Executive Director's Report

- a. 2023 IDA Annual Conference & Trade Show
Gudenrath encouraged interested Board members to contact him soon.
- c. DMD Special Event Coordinator
Gudenrath stated that he has identified a finalist and hopes to introduce her soon.
- d. Power Hour Luncheon Series
Gudenrath stated that the luncheon series has resumed and thanked all Board members who have secured a spot. He will once again request availability from those remaining Board members.

15. 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.

16. Economic Development Update by City of El Paso

None

17. Economic Development Update by El Paso County

None

18. Call to the Public* (no action)

None

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

None

20. Discussion of the Next Board Meeting – August 24, 2023 at 11:30am. (no action)

Gudenrath stated that the August meeting will be held once again on the 17th Floor of the Blue Flame Building.

21. 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

22. Adjourn

By consensus of the Board the meeting adjourned at 12:37pm.

Submitted by:


Joe Gudenrath
Executive Director

Date: 7/28/2023