



**Board of Directors Meeting
Steve Ortega, Vice-President**

FILED FOR RECORD
IN MY OFFICE

2023 SEP 25 AM 10:51

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, September 28, 2023 at 11:30 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

- a. Webex Meeting Link –
<https://elpasotexas.webex.com/elpasotexas/j.php?MTID=md31e547de57d2edadba6a25bac32cc28>
Webex Meeting Number (Access Code): 2486 049 7398
Webex Meeting Password: 6AMt49K2AA2
- 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, September 28, 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. Welcome of New Board Members & Introductions

**CITY CLERK DEPT
2023 SEP 25 AM 10:16**

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. August 24, 2023 Board of Directors Meeting
4. DMD August 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. Franklin Mountain Management El Paso - \$5,000 Sponsorship of Downtown Employee Appreciation Day.
 - b. Raising Cane's - \$500 cash and \$500 in-kind Sponsorship of Downtown Employee Appreciation Day.

REGULAR AGENDA

6. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
7. Committee Report: Grant Programs Update – Joe Gudenrath
 - a. Grant Programs Status/Fund Balance Report
 - b. Grant Program Guidelines and Eligibility Review and Recommendations
8. Discussion and Action for Approval of Reimbursement Grant Agreement submitted by Evelyn Rothbard/Oregon Street, Inc. for the property located at 511 ½ S. Oregon Street.
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 511 ½ S. Oregon Street (FAC 22-05) in the amount of \$9,310.00 with said project to be completed in accordance with the execution of the Agreement.
9. Committee Report: Infrastructure & Advocacy Committee – Joe Gudenrath
 - a. Update and Discussion on Migrant Issues impacting DMD and Downtown El Paso.
 - b. Sociable City Assessment
 - c. Position Statement Updates
 - i. Visa Processing Improvement Act
 - ii. National Register Historic District
10. 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
11. Vice President’s Report
 - a. Executive Director Annual Performance Review
 - b. DMD Housekeeping – Administrative Rules and Committee Charters
 - c. Upcoming Election of Board Officers
12. Executive Director’s Report
 - a. Elected Official & Administrator Meetings
 - b. Committee Adjustment and Alignment with DMD Strategic Plan
 - c. Annual Survey Results
 - d. DMD Dashboard
13. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events
14. Economic Development Update by City of El Paso
15. Economic Development Update by El Paso County
16. Call to the Public* (no action)

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

18. Discussion of the Next Board Meeting – Thursday, October 26, 2023 – 11:30am (no action)

19. 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

20. 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 25th day of September 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

NOTICE of DMD BOARD MEETING AGENDA – September 28, 2023

3 | Page

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Minutes of the Meeting of the Board of Directors – September 28, 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): 15

Nadia Baem	Manuel Burke	Arlene Carroll	Kristi Daugherty
Guillermo Garcia	Jose Garcia	Patrick Merrick	Pacelli Mesta
Steve Ortega	Cynthia Ortwein	Mark Osborn (late)	Michael Parra
Eric Pearson	Peter Spier	Brad Taylor	

Total Members Present (Online): 0

--	--	--	--

Total Members Not Present: 6

Bill Burton	Daniela Caro	Yolanda Giner	Edgar Lopez
Joanne Richardson	Maxey Scherr		

Ex-Officio Members: Commissioner David Stout (Online)

Staff: Joe Gudenrath; Richard Bustamante; Lupe Diaz; Terry Mais; Marilú Alemán

Guests: Robert Aguinaga, DMD Attorney; Bob Blumenfeld, DMD Attorney (online); Sito Negron, Office of Commissioner Stout

1. Call meeting to order

Steve Ortega called the meeting to order at 11:36am on September 28, 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 September 25, 2023 in accordance with the Texas Open Meeting Act.

2. Welcome of New Board Members & Introductions

Ortega welcomed all the new Board members and each Board member introduced themselves.

CONSENT AGENDA

3. Approval of Minutes:

- a. **August 24, 2023 Board of Directors Meeting**

4. DMD August 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. **Franklin Mountain Management El Paso - \$5,000 Sponsorship of Downtown Employee Appreciation Day.**
- b. **Raising Cane's - \$500 cash and \$500 in-kind Sponsorship of Downtown Employee Appreciation Day.**

Discussion: None.
Moved: Peter Spier
Seconded: Brad Taylor
Voice Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Osborn)

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.

7. Committee Report: Grant Programs Update

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

8. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Evelyn Rothbard/Oregon Street Inc. for property located at 511 ½ S. Oregon Street.

- 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 511 ½ S. Oregon Street (FAC 22-05) in the amount of \$9,310.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Mesta reported the Committee's discussion about considering the inclusion of building sides and the desire to support more than maintenance. He added that in the upcoming guideline review, the Committee will evaluate increasing the amount of the grants. Parra, J. Garcia, and Spier added additional questions and comments.

Moved: Eric Pearson

Seconded: Pacelli Mesta

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Osborne)

Motion Approved.

9. Committee Report: Infrastructure & Advocacy Committee

- a. Update and Discussion on Migrant Issues impacting DMD and Downtown El Paso.
Gudenrath provided an update on current conditions, the DMD's role and ongoing concerns. Ortega mentioned a recent meeting with the City Manager. Pearson stated that the EPCF has allocated \$175,000 to assist in the travel of documented migrants from El Paso to destination cities.
- b. Position Statement Updates
 - i. Visa Processing Improvement Act
Gudenrath advised that Destination El Paso has asked the DMD to support a piece of federal legislation aimed at reducing wait time for Visitor Visa processing. The I&A Committee will be drafting a statement for consideration in October. Negron asked the Board to consider supporting legislation to accelerate work Visas for migrants.
 - ii. National Register Historic District
Gudenrath advised the Board that the City Council approved a resolution to send a letter to the THC in support of the proposed District upon modifications to City Historic Preservation Code and with the removal of City owned properties from the district. Gudenrath testified at the Council meeting. Negron expressed that the NRD designation would prevent requiring small property owners having to go through a lengthy and costly process to achieve individual designation.

10. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Alemán reported on Employee Appreciation Day, Restaurant Week and upcoming Tasting Tour.
- b. DMD Welcome Ambassador Program
Diaz reported that they are still seeking staff in order to launch the program for this year's Winterfest.
- 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
Diaz reviewed DMD media mentions in August 2023.

11. Vice President's Report

- a. Executive Director Annual Performance Review
Ortega outlined the upcoming process and encouraged everybody to participate as much as possible. It would be understandable for new Board members to abstain.
- b. DMD Housekeeping – Administrative Rules and Committee Charters
Ortega advised the Board that Gudenrath will follow up with them about Committee assignments and asked that they find a committee that interests them and that they can commit to.
- c. Upcoming Election of Board Officers
Ortega stated that elections will be in October and asked Board members to consider serving.

12. Executive Director's Report

- a. Elected Official & Administrator Meeting
Gudenrath reported that DMD has met with almost all elected officials, administrators and taxing entities. Next steps have been identified and future meetings will occur every spring.
- b. Committee Adjustment and Alignment with DMD Strategic Plan
Gudenrath reviewed proposed committees for approval in October.
- c. Annual Survey Results
Gudenrath presented the results of the Annual Survey conducted in July.
- d. DMD Dashboard
Gudenrath provided updates on identified economic and performance indicators for April-June.

13. 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. Mesta provided additional information about the MACC and La Nube.

14. Economic Development Update by City of El Paso

None

15. Economic Development Update by El Paso County

Negron stated that the County will soon be able to assist with National Register applications, and that the County is concerned about the lack of DPS processing of trucks at the Tornillo Port.

16. Call to the Public* (no action)

None

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

None

18. Discussion of the Next Board Meeting – October 26, 2023 at 11:30am. (no action)

None

19. 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

20. Adjourn

By consensus of the Board the meeting adjourned at 12:52pm.

Submitted by:



Joe Gudenrath
Executive Director

Date: 9/29/2023