



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, December 7, 2023 at 3:00 p.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=m955e6b8288bc8f7d88d4860673c59b79>

- Webex Meeting Number (Access Code): 2492 358 7201
Webex Meeting Password: jP2vTmfmb37
- 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, December 7, 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

CITY CLERK DEPT
2023 DEC 4 AM 11:41

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

**FILED FOR RECORD
IN MY OFFICE**

- 2. Approval of Minutes:
 - a. October 26, 2023 Board of Directors Meeting
- 3. DMD October 2023 Investment Report
 - a. TexPool Accounts – balance, rate and status

2023 DEC 04 PM 1:53

**DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS**

- 4. DMD 2024 Board & Committee Meeting Schedule.
- 5. Recognition of donations, contributions, and sponsorships to the El Paso Downtown Management District:
 - a. \$250 Participation Fee for inclusion in the 2024 Downtown Barstool Open
 - i. Church Bar
 - ii. Lapa Lapa Seafood & Drinks
 - iii. B-17 Bombers Oyster Pub
 - iv. International

- v. Park Tavern
 - vi. Rockstar Burger Bar
 - vii. Stanton House
 - viii. Rosewood
 - ix. Mona Bar
 - x. The Tap Bar & Restaurant
 - xi. Aloft El Paso Downtown
 - xii. Dillinger's Bar
 - xiii. 8 ½
 - xiv. EPIC
 - xv. 101 El Paso Street, LP (Hotel Paso del Norte)
 - xvi. Unbranded Tavern & Kitchen
 - xvii. The Tool Box
- b. Hotel Indigo El Paso Downtown - \$1,500 Sponsorship of the 2024 Downtown Barstool Open
 - c. Raising Cane's - \$2,000 Sponsorship of the 2024 Downtown Barstool Open
 - d. MountainStar Sports Group LLC - \$7,500 general contribution

REGULAR AGENDA

- 6. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
- 7. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report
- 8. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Brownfields Assessment Grant Project Update
 - b. Holiday Safety/Security Patrols
 - c. Position Statement Updates
 - i. Texas Tech/Union Depot
 - ii. Multi-Purpose Center
- 9. Committee Report: Marketing Committee – Chair Bill Burton
 - a. Current & Upcoming DTEP Promotions
 - b. DMD Welcome Ambassador Program
 - c. Social Media & INSIDER Distribution List
 - d. DMD in the News
- 10. Committee Report: Special Assessment Evaluation Committee – Joe Gudenrath
 - a. Current Assessment Level and District Valuation
- 11. President's Report
 - a. DMD Holiday Social
 - b. DMD Executive Committee
 - c. Buildings of Impact

12. Executive Director’s Report
 - a. Strategic Plan Alignment
 - b. 2024 Fundraising & Sponsorships
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, January 25, 2024 – 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 4th day of December 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 – December 7, 2023

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

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

Manuel Burke	Bill Burton	Daniela Caro	Guillermo Garcia
Jose Garcia	Edgar Lopez	Patrick Merrick	Pacelli Mesta
Steve Ortega	Mark Osborn	Michael Parra	Peter Spier (3:07pm)
Brad Taylor			

Total Members Present (Online): 0

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Total Members Not Present: 8

Nadia Baem	Arlene Carroll	Kristi Daugherty	Yolanda Giner
Cynthia Ortwein	Eric Pearson	Joanne Richardson	Maxey Scherr

Ex-Officio Members: Representative Chris Canales

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

Guests: Robert Aguinaga, DMD Attorney

1. Call meeting to order

Steve Ortega called the meeting to order at 3:01pm on December 7, 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 December 4, 2023 in accordance with the Texas Open Meeting Act.

CONSENT AGENDA

2. Approval of Minutes:

- a. **October 26, 2023 Board of Directors Meeting**

3. DMD October 2023 Investment Reports

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

4. DMD 2024 Board & Committee Meeting Schedule.

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

- a. **\$250 Participation Fee for inclusion in the 2024 Downtown Barstool Open**
 - i. **Church Bar**
 - ii. **Lapa Lapa Seafood & Drinks**
 - iii. **B-17 Bombers Ovster Pub**
 - iv. **International**
 - v. **Park Tavern**
 - vi. **Rockstar Burger Bar**
 - vii. **Stanton House**
 - viii. **Rosewood**

- ix. Mona Bar
 - x. The Tap Bar & Restaurant
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 - xv. 101 El Paso Street, LP (Hotel Paso del Norte)
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 - xvii. The Tool Box
- b. Hotel Indigo El Paso Downtown - \$1,500 Sponsorship of the 2024 Downtown Barstool Open.
 - c. Raising Cane's - \$2,000 Sponsorship of the 2024 Downtown Barstool Open.
 - d. MountainStar Sports Group LLC - \$7,500 general contribution.

Discussion: None.
 Moved: Bill Burton
 Seconded: Pacelli Mesta
 Roll-Call Vote: For: 12; Against: 0; Abstaining: 0; Absent: 1 (Spier)
 Motion Approved.

REGULAR AGENDA

6. Committee Report: Finance Committee

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

7. Committee Report: Economic & Residential Development Committee

- a. Grant Programs Status/Fund Balance Report
 Gudenrath gave a brief overview of completed projects, current projects and budget status. Gudenrath and Mesta gave a summary of the committee's first meeting and current efforts to develop additional programs.

8. Committee Report: Infrastructure & Advocacy Committee

- a. Brownfields Assessment Grant Project Update
 Gudenrath provided an update on current status. Currently no sites have been identified. An updated inventory and additional outreach will occur in 2024.
- b. Holiday Safety & Security Patrols
 Gudenrath provided an update on the seasonal service. Patrols will continue on weekends through December 24th.
- c. Position Statement Updates
 - i. Texas Tech/Union Depot
 Gudenrath shared with the Board the analysis completed by the El Paso Community Foundation. Canales reported that Texas Tech leadership were in El Paso to meet with Community Foundation and City officials, but officials were not aware of the plan resulting in some confusion by those involved. Ortega stated that despite whatever happened at the meeting, the idea of expanding Texas Tech within Downtown El Paso should be the long-term vision for the community and a goal worth pursuing.
 - ii. Multi-Purpose Center
 Gudenrath reported that the City of El Paso will be conducting an Request for Information (RFI) process to gain community and developer input. The DMD will provide its input. Ortega stated that recently built arenas have surpassed \$160 million.

9. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
 Alemán reported on the upcoming Barstool Open.
- b. DMD Welcome Ambassador Program
 Diaz reported that the program relaunched for Winterfest and will continue through the New Year.
- 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 October and November 2023.

10. Committee Report: Special Assessment Evaluation Committee

a. Current Assessment Level and District Valuation

Gudenrath reported the events of the committee’s first meeting and the information reviewed.

11. President’s Report

a. DMD Holiday Social

Ortega invited the Board to gather after the meeting in the spirit of the holidays.

b. DMD Executive Committee

Ortega identified the individuals serving on the Executive Committee for the upcoming year.

c. Buildings of Impact

Ortega described a new undertaking by the Executive Committee and encouraged other Board Members to share their thoughts on those buildings that provide the greatest potential. In addition to this effort, he hopes to have Joel Guzman attend future meetings to share information about Downtown landmarks.

12. Executive Director’s Report

a. Strategic Plan Alignment

Gudenrath displayed the organization’s Strategic Smart Goals and explained efforts to integrate them into Committee work. Progress updates will be provided bi-annually to the Board.

b. 2024 Fundraising and Sponsorships

Gudenrath identified all of the Presenting Sponsor opportunities for DMD events in 2024. He stated he will be seeking support from Board members in terms of sponsorships and/or referrals.

13. Construction & Event Update

a. Current/Upcoming Projects and Events

Gudenrath gave a brief update about current construction projects still underway in the Downtown and upcoming events.

14. Economic Development Update by City of El Paso

Canales shared that amendments to Chapter 20.20 have been approved by Council.

15. Economic Development Update by El Paso County

None

16. Call to the Public* (no action)

None

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

Gudenrath highlighted Brad Taylor’s recognition as Executive of the Year and encouraged members to participate in an online survey by El Paso County as part of their strategic planning process.

18. Discussion of the Next Board Meeting – January 25, 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 3:54pm.

Submitted by:



Mark Osborn
Vice President

Date: 12/13/2023