

2024 JAN 22 AM 10:19

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, January 25, 2024 at 11:30 a.m. at the City of El Paso Economic & International Development Department, 123 W. Mills Avenue, Suite 111, El Paso, Texas.

Virtual & Telephone Participation

- a. Zoom Meeting Link – <https://us02web.zoom.us/j/85428980693>
- b. Zoom Meeting ID: 854 2898 0693
- c. Join by Phone – 1-669-444-9171

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, January 25, 2024. 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
2024 JAN 22 AM 9:48

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. December 7, 2023 Board of Directors Meeting
3. DMD November & December 2023 Investment Reports
 - a. TexPool Accounts – balance, rate and status
4. Approval of Public Funds Investment Act Quarterly Report for October – December 2023.
5. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Destination El Paso - \$2,000 Presenting Sponsor of the 2024 Downtown Hotel Tour.
 - b. Hunt Companies - \$5,000 Sponsorship of various 2024 DMD events.
 - c. El Paso Community Foundation - \$5,000 Sponsorship of various 2024 DMD events.

REGULAR AGENDA

6. President's Report
 - a. Buildings of Impact Program
 - b. Presentation by Joel Guzman & Joe Gudenrath
7. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
8. Presentation, discussion and action to accept the Downtown Management District's FY 2022-2023 Independent Auditor's Report.

9. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report
 - b. Update on potential program identification

10. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Brownfields Assessment Grant Project Update
 - b. Position Statement Updates
 - i. Texas Tech/Union Depot
 - ii. Multi-Purpose Center
 - iii. El Paso County Bond Considerations

11. Discussion & Action to approve the DMD Position Statement regarding revisions to the TIRZ #5 Project and Financing Plan, and Board makeup.

12. Committee Report: Marketing Committee – Chair Bill Burton
 - a. Update on Communication Strategies with DMD Stakeholders
 - b. Current & Upcoming DTEP Promotions
 - c. DMD Welcome Ambassador Program
 - d. Social Media & INSIDER Distribution List
 - e. DMD in the News

13. Committee Report: Special Assessment Evaluation Committee – Joe Gudenrath
 - a. Outreach update

14. Executive Director’s Report
 - a. Strategic Plan Review and Committee Alignment
 - b. DMD Economic Indicators
 - c. Former DMD Board Member Meeting Invitations

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, February 22, 2024 – 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 22nd day of January 2024, 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 – January 25, 2024

Location: City of El Paso Economic & International Development Department, 123 W. Mills Avenue, Suite 111, El Paso, Texas

Attendees: Total Members: 21 Quorum: 11 needed
Total Members Present (In Person): 14

Nadia Baem (11:43am)	Bill Burton	Daniela Caro	Arelene Carroll
Guillermo Garcia	Yolanda Giner	Edgar Lopez	Patrick Merrick
Steve Ortega	Mark Osborn	Michael Parra	Eric Pearson
Maxey Scherr			

Total Members Present (Online): 2

Kristi Daugherty	Joanne Richardson		
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Total Members Not Present: 5

Manuel Burke	Jose Garcia	Pacelli Mesta	Cynthia Ortwein
Bard Taylor			

Ex-Officio Members: Representative Chris Canales

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

Guests: Robert Aguinaga, DMD Attorney; Sito Negron, Commissioner Stout’s Office; Malea McMurray, Rep. Ortega’s Office

1. Call meeting to order

Steve Ortega called the meeting to order at 11:33am on January 25, 2024 in the City of El Paso Department of Economic & International Development, 123 W. Mills Avenue, Suite 111, 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 January 22, 2024 in accordance with the Texas Open Meeting Act.

CONSENT AGENDA

2. Approval of Minutes:

- a. **December 7, 2023 Board of Directors Meeting**

3. DMD November & December 2023 Investment Reports

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

4. Approval of Public Funds Investment Act Quarterly Report for October – December 2023.

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

- a. **Destination El Paso - \$2,000 Presenting Sponsor of the 2024 Downtown Hotel Tour.**
- b. **Hunt Companies - \$5,000 Sponsorship of various 2024 DMD events.**
- c. **El Paso Community Foundation - \$5,000 Sponsorship of various 2024 DMD events.**

Discussion: None.
Moved: Mark Osborn
Seconded: Yolanda Giner

Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 1 (Baem)
Motion Approved.

REGULAR AGENDA

6. President's Report

- a. Buildings of Impact
Ortega gave a brief overview of the new effort and encouraged Board Member input.
- b. Presentation by Joel Guzman & Joe Gudenrath
Ortega introduced local history enthusiast Joel Guzman who presented photos and history about the border, I-10 and San Jacinto Plaza. Gudenrath spoke briefly about how the three elements have shaped Downtown El Paso and dramatically impact the area today.

7. Committee Report: Finance Committee

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

8. Presentation, discussion and action to accept the Downtown Management District's FY 2022-2023 Independent Auditor's Report.

An overview of the Auditor's Report was presented to the Board by Michelle Duncan, Audit Manager for Strickler & Prieto, LLP.

Discussion: None.
Moved: Bill Burton
Seconded: Yolanda Giner
Roll-Call Vote: For: 16; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

9. Committee Report: Economic & Residential Development Committee

- a. Grant Programs Status/Fund Balance Report
Mais gave a brief overview of completed projects, current projects and budget status of DMD managed grant programs. Gudenrath gave a summary of the committee's recent discussions and focus for potential, future incentive programs. Negron asked that the committee's interests be shared with County Economic Development as they too are considering potential programs.

10. Committee Report: Infrastructure & Advocacy Committee

- a. Brownfields Assessment Grant Project Update
Baem provided an update on upcoming outreach and inventory efforts.
- b. Position Statement Updates
 - i. Texas Tech/Union Depot
Pearson recapped previous meetings with City and Texas Tech officials, and stated that discussions would continue. Canales added that the City is submitting a grant to fund replacement of the Depot's windows.
 - ii. Multi-Purpose Center
Gudenrath reported that there have been no public advancements of the project, but it is a topic included in a submitted guest column to the El Paso Inc.
 - iii. El Paso County Bond Considerations
Gudenrath provided information on recent actions by El Paso County in the identification of potential bond projects as well as financial capacity. Jose Landeros from El Paso County will provide the Board an update in February.

11. Discussion & Action to approve the DMD Position Statement regarding revisions to the TIRZ #5 Project and Financing Plan, and Board makeup.

Gudenrath provided some history of TIRZ No. 5, the proposed changes and his recommendation to support alignment of the Project and Financing Plan with the Downtown+Uptown and Surrounding Neighborhoods Plan, but oppose the elimination of the Citizen Advisory Board.

Discussion: Giner encouraged that the Position Statement include an offer to find a solution including the DMD’s management of the TIRZ/Board. Canales expressed his interest to work with the DMD to consider all options.

Moved: Eric Pearson

Seconded: Yolanda Giner

Roll-Call Vote: For: 16; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

12. Committee Report: Marketing Committee

- a. Update on Communication Strategies with DMD Stakeholders
Gudenrath provided an update on the Committee’s efforts to implement Strategic Plan based strategies and to better communicate the role of the DMD to stakeholders and the general public.
- b. Current & Upcoming DTEP Promotions
Alemán reported on the upcoming Barstool Open and Tasting Tour.
- c. DMD Welcome Ambassador Program
Diaz reported that the program wrapped up a very busy WinterFest season and will continue with limited weekend hours until the upcoming Summer season. Gudenrath added that the shift to a year-round program is in an effort to maintain the current staff. The Board will consider a budget amendment at a future meeting.
- d. Social Media & INSIDER Distribution List
Diaz reviewed the current levels of engagement across the DMD’s social media channels and newsletter.
- e. DMD in the News
Diaz reviewed DMD media mentions in December 2023.

13. Committee Report: Special Assessment Evaluation Committee

- a. Current Assessment Level and District Valuation
Gudenrath reported committee efforts including outreach and case justification.

14. Executive Director’s Report

- a. Strategic Plan Review and Committee Alignment
Gudenrath identified the various committees responsible for achievement of each goal.
- b. DMD Economic Indicators
Gudenrath updated the Board on the various economic indicators for the organization and the community.
- c. Former DMD Board Member Meeting Invitations
Gudenrath informed the Board that invitations to former DMD Board Members for the March and September Board meetings will be issued in the near future, and thanked Kemp Smith for their support and sponsorship of food/drink at these meetings.

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)

- Marshall Carter Trip – Letter submitted into the record and distributed to the Board regarding the “expensive and unnecessary “Reimagining I-10” project”.
- Douglas Winter – Public comment regarding “Humane Waste on Texas Avenue”.

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

None

20. Discussion of the Next Board Meeting – February 22, 2024 at 11:30am. (no action)

None

21. Executive Session

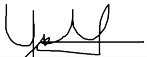
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- None

22. Adjourn

By consensus of the Board the meeting adjourned at 12:56pm.

Submitted by:



Yolanda Giner
Secretary

Date: 1/31/24