



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, February 22, 2024 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=m974f19aabdf6e8d53cc63afeccb88acc>

Webex Meeting Number (Access Code): 2495 411 9245

Webex Meeting Password: mkYEppWW435

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, February 22, 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.

CITY CLERK DEPT
2024 FEB 16 PM 2:51

AGENDA:

1. Call meeting to order.

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. January 25, 2024 Board of Directors Meeting
3. DMD January 2024 Investment Reports
 - a. TexPool Accounts – balance, rate and status
4. Acknowledgement of actual or anticipated expenditures exceeding \$5,000 and 15% of the original budgeted amount established as part of the 2023-2024 DMD Budget:

Line No.	Item	Actual (thru January)	Budget	Amended Budget	Explanation	Variance % of TOTAL expenditures
7020	Sanitation Expendable Supplies	\$9,779	\$20,000	\$26,000	Addition of Water costs associated with Powerwashing. Split with City.	2%
7505	Ambassador Program	\$3,435	\$8,601	\$14,000	Program expansion to retain staff.	1%

7810	Lease Amortization	\$10,411	\$3,150	\$30,150	Staff oversight. Budget only includes one month office rent.	2%
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REGULAR AGENDA

5. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary

6. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report

7. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Adam Tirres/EP Frozen Assets, Inc. DBA Gozo’s for the property located at 601 N. Oregon, Suite 1 and owned by Artspace El Paso Lofts Housing, LP.
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 601 N. Oregon, Suite 1 (SSL 23-01) in the amount of \$4,875.00 with said project to be completed in accordance with the execution of the Agreement.

8. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Position Statement Updates and Discussion
 - i. TIRZ No. 5 Board
 - ii. Multi-Purpose Center
 - iii. Sociable City Assessment/Noise Ordinance

9. Committee Report: Marketing Committee – Chair Bill Burton
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News

10. Committee Report: Special Assessment Evaluation Committee – Joe Gudenrath
 - a. Making the Case and Investing in the Future

11. President’s Report
 - a. Buildings of Impact

12. Presentation, discussion and possible action to establish the Buildings of Impact program, identify the Top 5 properties, and direct the DMD Executive Director to implement strategies to engage property owners and report back to the DMD Board of Directors on a regular basis.

13. Executive Director’s Report
 - a. 2023 Event Recap & 2024 Schedule & Sponsorship Opportunities
 - b. March Board Meeting – Presentation of Annual Report

14. Construction & Event Update – Richard Bustamante
 - a. Current/Upcoming Projects and Events

15. Economic Development Update by City of El Paso

16. Economic Development Update by El Paso County

17. Call to the Public* (no action)

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

19. Discussion of the Next Board Meeting – Thursday, March 28, 2024 – 4:00pm (no action)

20. 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

21. 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 16th day of February 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 – February 22, 2024

Location: Center for Civic Empowerment, Blue Flame Building, 304 Texas Avenue, El Paso, Texas

Attendees: Total Members: 21 Quorum: 11 needed

Total Members Present (In Person): 12

Manuel Burke	Bill Burton	Daniela Caro	Arelene Carroll
Guillermo Garcia	Jose Garcia	Yolanda Giner	Steve Ortega
Cynthia Ortwein	Michael Parra	Peter Spier	Brad Taylor

Total Members Present (Online): 2

Mark Osborn	Maxey Scherr		
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Total Members Not Present: 7

Nadia Baem	Kristi Daugherty	Edgar Lopez	Patrick Merrick
Pacelli Mesta	Eric Pearson	Joanne Richardson	

Ex-Officio Members: Betsy Keller, County Administrator

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

Guests: Bob Blumenfeld, 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 11:37am on February 22, 2024 in the Center for Community Engagement, 17th Floor, 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 February 16, 2024 in accordance with the Texas Open Meeting Act.

CONSENT AGENDA

2. Approval of Minutes:

a. **January 25, 2024 Board of Directors Meeting**

3. DMD January 2024 Investment Reports

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

4. Acknowledgement of actual or anticipated expenditures exceeding \$5,000 and 15% of the original budgeted amount established as part of the 2023-2024 DMD Budget:

Line No.	Item	Actual (thru January)	Budget	Amended Budget	Explanation	Variance % of TOTAL expenditures
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7505	Ambassador Program	\$3,435	\$8,601	\$14,000	Program expansion to retain staff.	1%
7810	Lease Amortization	\$10,411	\$3,150	\$30,150	Staff oversight. Budget only includes one month office rent.	2%

Discussion: None.
Moved: Yolanda Giner
Seconded: Brad Taylor
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; 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.

6. 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. She advised the Board that the two grants associated with 209 N. Mesa are in the process of being terminated.

7. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Adam Tirres/EP Frozen Assets, Inc. DBA Gozo’s for the property located at 601 N. Oregon, Suite 1 and owned by Artspace El Paso Lofts Housing, LP.

- a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Signature Signage & Lighting Grant Program for property located at 601 N. Oregon, Suite 1 (SSL 23-01) in the amount of \$4,875.00 with said project to be completed in accordance with the execution of the Agreement.

Discussion: Spier asked for a description of the “signature” aspects of this grant. Gudenrath stated that the program has regularly supported blade signage.

Moved: Michael Parra
Seconded: Yolanda Giner

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

8. Committee Report: Infrastructure & Advocacy Committee

- a. Position Statement Updates and Discussion
 - i. TIRZ No. 5 Board
Gudenrath reported that the City Council instructed staff to maintain the structure of a citizen board and the process that funding commitments be approved by Council.
 - ii. Multi-Purpose Center
Gudenrath reported that City staff was invited to present their recommended site and facility but declined. Gudenrath shared what was presented at the February 13 City Council meeting and shared his concerns. Spier questioned if the amphitheater qualified as Multi-Purpose. Ortega expressed disappointment, and stated that the type of project needed is attainable and within reach with effort. Giner expressed her belief that the DMD and others should provide City Council with a path forward. Carroll stated that it is important and necessary to bring others to the table. It was determined that staff can continue its advocacy without further action from the Board.
 - iii. Sociable City Assessment/Noise Ordinance
Gudenrath provided information on upcoming meetings with the City’s consultant – RHI, and a meeting hosted by the DMD for Social Venue operators.

9. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Alemán reported on the recent Barstool Open and upcoming Downtown Business Mixer.
- b. Social Media & INSIDER Distribution List
Diaz reviewed the current levels of engagement across the DMD’s social media channels and newsletter.

- c. DMD in the News
Diaz reviewed DMD media mentions in January 2024.

10. Committee Report: Special Assessment Evaluation Committee

- a. Making the Case and Investing in the Future
Gudenrath reported committee efforts including outreach and case justification. Ortega mentioned the possibility of utilizing the DMD rate to encourage investment. Giner stated that she would like to know how the funds would be used to impact future growth.

11. President's Report

- a. Buildings of Impact
Ortega outlined the program, its goals and the identified buildings in the initial efforts. Gudenrath will report back quarterly on progress.

12. Presentation, discussion and possible action to establish the Buildings of Impact program, identify the Top 5 properties, and direct the DMD Executive Director to implement strategies to engage property owners and report back to the DMD Board of Directors on a regular basis.

Discussion: None
Moved: Yolanda Giner
Seconded: Arlene Carroll
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

13. Executive Director's Report

- a. 2023 Event Recap & 2024 Schedule & Sponsorship Opportunities
Gudenrath updated the board on the impact of events in 2023 and plans for 2024. He identified and thanked sponsors and expressed the need for additional support in 2024.
- b. March Board Meeting – Presentation of Annual Report
Gudenrath advised the Board of the time, location and format of the March meeting. Past Board Members will be invited to attend. The social aspects of the meeting will be provided thanks to Kemp Smith.

14. 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.

15. Economic Development Update by City of El Paso

None

16. Economic Development Update by El Paso County

Keller provided updates on numerous County matters including early voting, Sales & HOT tax growth, capital project options, public meetings, the establishment of a Bond Advisory Committee, courthouse beautification efforts, the County properties, fam tours, and an energy audit. Ortega thanked her for her and the County's leadership.

17. Call to the Public* (no action)

None

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

None

19. Discussion of the Next Board Meeting – March 28, 2024 at 4pm. (no action)

None

20. Executive Session

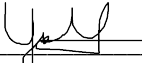
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- None

21. Adjourn

By consensus of the Board the meeting adjourned at 12:40pm.

Submitted by:



Yolanda Giner
Secretary

Date: 3/4/2024