



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

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, April 25, 2024 at 11:30 a.m. at the Center for Civic Empowerment on the 17<sup>th</sup> 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=m2b3344b4c675d9184529c277cc0c302b>

Webex Meeting Number (Access Code): 2483 692 8276

Webex Meeting Password: 4vrEbGCXs66

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, April 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.**

**FILED FOR RECORD  
IN MY OFFICE**

**AGENDA:**

**2024 APR 22 PM 1:18**

1. Call meeting to order.

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

**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. **CITY CLERK DEPT** members of the audience may ask questions regarding items on the consent agenda. When the vote has been taken **2024 APR 22 PM 12:42** 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. March 28, 2024 Board of Directors Meeting
- 3. DMD March 2024 Investment Reports
  - a. TexPool Accounts – balance, rate and status
- 4. Approval of Public Funds Investment Act Quarterly Report for January – March 2024.

**REGULAR AGENDA**

- 5. Committee Report: Finance Committee – Chair Arlene Carroll
  - a. Monthly Financial Summary
  - b. FY2024-2025 Budget Process

6. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
  - a. Grant Programs Status/Fund Balance Report
7. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
  - a. Brownfields Assessment Grant Project Update
  - b. Position Statement Updates and Discussion
    - i. Multi-Purpose Center
    - ii. Sociable City Assessment/Noise Ordinance
    - iii. El Paso County’s Multi-Year Capital Plan & Bond Proposals
8. Discussion & Action to approve a DMD Position Statement regarding El Paso County’s Multi-Year Capital Plan and Bond Authorization Proposals.
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. Board Member Resignation
  - b. Elected Official Meetings
  - c. Sanitation Ride-Along
12. Executive Director’s Report
  - a. Collaborations with other Downtowns – Laredo & Memphis
  - b. IDA Annual Conference – September 11-13, Seattle, WA
  - c. Texas State Democratic Convention Preparations
  - d. Buildings of Impact Update
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, May 23, 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 22<sup>nd</sup> day of April 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 – April 25, 2024**

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

**Attendees: Total Members: 20 Quorum: 11 needed**

**Total Members Present (In Person): 13**

Nadia Baem	Manuel Burke	Bill Burton	Daniela Caro
Kristi Daugherty	Yolanda Giner	Pacelli Mesta	Steve Ortega
Mark Osborn	Michael Parra	Eric Pearson	Peter Spier
Brad Taylor			

**Total Members Present (Online): 0**

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**Total Members Not Present: 7**

Arlene Carroll	Guillermo Garcia	Jose Garcia	Edgar Lopez
Patrick Merrick	Joanne Richardson	Maxey Scherr	

**Ex-Officio Members:** Chris Canales, City Council Representative

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

**Guests:** Robert Aguinaga, DMD Attorney; Sito Negron, Commissioner Stout’s Office

**1. Call meeting to order**

Steve Ortega called the meeting to order at 11:37am on April 25, 2024 in the Center for Community Engagement, 17<sup>th</sup> 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 April 22, 2024 in accordance with the Texas Open Meeting Act.

**CONSENT AGENDA**

**2. Approval of Minutes:**

- a. **March 28, 2024 Board of Directors Meeting**

**3. DMD March 2024 Investment Reports**

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

**4. Approval of Public Funds Investment Act Quarterly Report for January – March 2024.**

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

**REGULAR AGENDA**

**5. Committee Report: Finance Committee**

- a. **Monthly Financial Summary**  
Mais gave a brief overview of the DMD’s current financial position.
- b. **FY2024-2025 Budget Process**  
Gudenrath gave a brief overview of the upcoming budget process.

**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.

**7. Committee Report: Infrastructure & Advocacy Committee**

- a. Brownfields Assessment Grant Project Update  
Baem updated the Board on the status of a district wide inventory and outreach efforts.
- b. Position Statement Updates and Discussion
  - i. Multi-Purpose Center  
Gudenrath reported that the City Council recently provided preliminary approval for an incentive package to a private developer for a 12,500 seat amphitheater in Northeast El Paso. In light of the announcement, Gudenrath stated that the demand and viability for a large scale, modern arena may have changed and the DMD may consider revising its current position in light of these changes. Giner and Pearson cautioned about changing positions too quickly as other projects have not come to fruition. Canales expressed confidence that the project will proceed and that the developer will break ground in August. Mesta expressed that the need for an indoor, modern facility still exists. Spier questioned what information the City has to support the development of both the private project and the Union Plaza proposal since both projects were proceeding at the same time. Ortega expressed the need for a project in line with the 2012 Quality of Life Bond allocation.
  - ii. Sociable City Assessment/Noise Ordinance  
Gudenrath reported that City staff have received a draft of the Responsible Hospitality Institute’s recommendations and they will soon be presented to City Council, followed by possible legislative action. In addition, the City Council has asked the City Attorney to draft an amendment to the Outdoor Amplification Permit Ordinance removing the DMD’s exemption. Gudenrath provided history on the exemption, the City Attorney’s interpretation of the exemption, and DMD’s current position. Once the amendment is received, the DMD will consider revising or maintaining its current position. Giner stated that outdoor amplified sound is negatively impacting the Downtown.
  - iii. El Paso County’s Multi-Year Capital Plan & Bond Proposals  
Gudenrath advised the Board of the County’s efforts and outlined the Position Statement under consideration (Agenda Item #8).

**8. Discussion & Action to approve a DMD Position Statement regarding El Paso County’s Multi-Year Capital Plan and Bond Authorization Proposals.**

**Discussion:** None.  
**Moved:** Yolanda Giner  
**Seconded:** Peter Spier  
**Roll-Call Vote:** For: 13; Against: 0; Abstaining: 0; Absent: 0  
**Motion Approved.**

**9. Committee Report: Marketing Committee**

- a. Current & Upcoming DTEP Promotions  
Alemán reported on the recent Downtown Business Mixer, Food Truck Fiesta, Tasting Tour, Restaurant Week and upcoming Downtown Hotel Tour.
- 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 March 2024.

**10. Committee Report: Special Assessment Evaluation Committee**

- a. Making the Case and Investing in the Future

Gudenrath reported outreach continues but an increase in the assessment rate will not be included in the upcoming budget.

**11. President’s Report**

- a. Board Member Resignation  
Ortega reported that DMD Board Member Cynthia Ortwein Pina has resigned. El Paso Electric CEO, Kelly Tomblin, has expressed interest in serving and staff has contacted her.
- b. Elected Official Meetings  
Ortega reported that Gudenrath will be working to schedule meetings with El Paso elected officials and taxing entities. Once set, he will share the schedule and request 2-3 Board Members to join him for each meeting. All Board Members are encouraged to attend when available.
- c. Sanitation Ride-Along  
Ortega reported that he joined DMD Sanitation crews the previous week. He commended staff for their efforts, attention to detail and commitment to the Downtown. He hopes to see enhanced compliance among business/property owners to ensure Downtown El Paso remains clean and inviting.

**12. Executive Director’s Report**

- a. Collaborations with other Downtowns – Laredo & Memphis  
Gudenrath shared experiences with the Board on his recent Advisory Panel visit to Laredo, TX and mentioned his upcoming IDA Board Retreat & SE Urban District Forum in Memphis. It is likely that a delegation from Laredo will visit El Paso this fall.
- b. IDA Annual Conference – September 11-13, Seattle, WA  
Gudenrath advised the Board of this year’s conference and stated that it is the goal of the organization to include staff and Board Members at the conference.
- c. Texas State Democratic Convention Preparations  
Gudenrath stated that staff and numerous City departments have been actively meeting to prepare for the arrival of the convention and address any infrastructure problems. Gudenrath expressed his appreciation for the efforts and highlighted City crews addressing upper floor/rooftop graffiti. Ortega praised the effectiveness of the City’s 311 system and encouraged its use. Canales also encouraged people to contact him if issues are not getting resolved.
- d. Buildings of Impact  
Gudenrath reported that since last meeting, he has been in contact with the ownership of the Caples Building. They are currently proceeding with interior demolition and asbestos removal, while working with the City of El Paso on a potential incentive agreement.

**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. Pearson mentioned activities involved with Bike To Work Day on May 17<sup>th</sup>.

**14. Economic Development Update by City of El Paso**

None

**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 mentioned that he is in discussion with the Chamber of Commerce about a joint Federal appropriation request for the purchase and redevelopment of a Downtown building. If the effort moves forward, an item will be brought before the Board for its consideration.

Daugherty mentioned that she is interested in bringing an annual conference to El Paso, but has been unsuccessful to date. Gudenrath stated that he would follow up.

**18. Discussion of the Next Board Meeting – May 23, 2024 at 11:30am. (no action)**

None

**19. Executive Session**

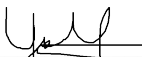
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- None

**20. Adjourn**

By consensus of the Board the meeting adjourned at 12:43pm.

Submitted by:

  
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Yolanda Giner  
Secretary

Date: 4/30/24