



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, May 23, 2024 at 11:30 a.m. at the offices of Emergence Health Network, 201 E. Main, Suite 600, El Paso, Texas.

Virtual & Telephone Participation

- a. Microsoft Teams Meeting Link – https://teams.microsoft.com/l/meetup-join/19%3ameeting_NDU0Mzg2NjktNDQzMy00ZGU1LWFKYmYtNWViMjY2NjY0NTEw%40tbread.v2/0?context=%7b%22Tid%22%3a%22e16a2cd0-6c8b-436b-a2d6-d6f13bf5d26f%22%2c%22Oid%22%3a%22a7670081-ee8e-49b5-a348-0c45a862d4b5%22%7d

Microsoft Teams Meeting ID: 291 274 193 086

Microsoft Teams Meeting Password: iJ9Dtp

- b. Join by Phone – 1-469-848-0155
Phone Conference ID: 957 035 11#

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, May 23, 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 MAY 17 AM 10:26

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. April 25, 2024 Board of Directors Meeting
- 3. DMD April 2024 Investment Reports
 - a. TexPool Accounts – balance, rate and status
- 4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Hotel Indigo – Downtown Business Mixer Host (March 20, 2024)
 - b. Destination El Paso – Downtown Business Mixer Host (May 15, 2024)

- c. GCC Sun City Materials - \$10,000 Presenting Sponsorship for DTEP Street Fiesta and \$3,000 Presenting Sponsorship for Downtown Business Mixer Series

REGULAR AGENDA

- 5. Buildings of Impact Presentation & Discussion
 - a. Newberry Building & Krupp Building Presentation by Joel Guzman
 - b. Update by Joe Gudenrath
- 6. Presentation and Discussion on El Paso County's Multi-Year Capital Plan & Bond Proposals
- 7. Presentation and discussion about the current status and future needs for El Paso Convention Center business by Jose Garcia, Destination El Paso
- 8. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
 - b. FY2024-2025 Budget Process & Preliminary Property Valuations
- 9. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report
- 10. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Brownfields Assessment Grant Project Update
 - b. Position Statement Updates and Discussion
 - i. Sociable City Assessment/Noise Ordinance/Outdoor Amplification Permit
 - ii. Parking Meter Revenue for Debt Service
- 11. Committee Report: Marketing Committee – Chair Bill Burton
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
- 12. Committee Report: Special Assessment Evaluation Committee – Joe Gudenrath
 - a. Making the Case and Investing in the Future
- 13. President's Report
 - a. Elected Official Meetings
 - b. Board Assessment Survey
- 14. Executive Director's Report
 - a. IDA Annual Conference – September 11-13, Seattle, WA
 - b. Downtown Power Hour Luncheon Series
 - c. Strategic Plan Update
 - d. DMD Dashboard
- 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, June 27, 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 17th day of May 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 – May 23, 2024

Location: Emergence Health Network, 201 E. Main, Suite 600, El Paso, Texas

Attendees: Total Members: 20 Quorum: 11 needed

Total Members Present (In Person): 13

Daniela Caro	Kristi Daugherty	Guillermo Garcia	Jose Garcia
Yolanda Giner	Edgar Lopez	Patrick Merrick	Steve Ortega
Mark Osborn	Michael Parra	Eric Pearson	Maxey Scherr
Brad Taylor			

Total Members Present (Online): 2

Pacelli Mesta	Joanne Richardson		
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Total Members Not Present: 5

Nadia Baem	Manuel Burke	Bill Burton	Arlene Carroll
Peter Spier			

Ex-Officio Members: David Stout, County Commissioner (Virtual); Betsy Keller, County Administrator (Virtual)

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

Guests: Robert Aguinaga, DMD Attorney; Bob Blumenfeld, DMD Attorney (Virtual); Sito Negron, Commissioner Stout’s Office; Jose Landeros, El Paso County; Cristian Martinez, El Paso County; Alma Rodriguez, Representative Canales’ Office

1. Call meeting to order

Steve Ortega called the meeting to order at 11:35am on May 23, 2024 in the offices of Emergence Health Network, 201 E. Main, Suite 600, 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 May 17, 2024 in accordance with the Texas Open Meeting Act.

CONSENT AGENDA

2. Approval of Minutes:

- a. **April 25, 2024 Board of Directors Meeting**

3. DMD April 2024 Investment Reports

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

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

- a. **Hotel Indigo – Downtown Business Mixer Host (March 20, 2024)**
- b. **Destination El Paso – Downtown Business Mixer Host (May 15, 2024)**
- c. **GCC Sun City Materials - \$10,000 Presenting Sponsorship for DTEP Street Fiesta and \$3,000 Presenting Sponsorship for Downtown Business Mixer Series**

Discussion: None.
Moved: Yolanda Giner
Seconded: Maxey Scherr
Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

REGULAR AGENDA

5. Buildings of Impact Presentation & Discussion

- a. **Newberry Building & Krupp Building Presentation by Joel Guzman**
- b. **Update by Joe Gudenrath**

Ortega reported that Guzman could not attend the meeting and there is no report. This item will be placed on the June agenda for presentation.

6. Presentation and Discussion on El Paso County's Multi-Year Capital Plan & Bond Proposals

Cristian Martinez and Jose Landeros from El Paso County updated the Board on the status of the County's Capital Plan, potential bond proposal and next steps. The update was followed by questions and discussion amongst the Board. Ortega asked if supplemental funds for the City's MPC could be included. Landeros stated there are two projects identified that include non-county partners – the MPC and UTEP's Sun Bowl improvements. Both projects did not receive support from the Bond Advisory Committee, but they are still soliciting input on the projects and they could potentially be added. Giner asked what needed to be done for DMD to support MPC project funding. Gudenrath stated that a previous position statement authorized him to offer support and advocate for the funds. Osborn asked if there were any funds identified to support historic preservation. Landeros stated that there are no programs or preservation projects identified. Giner asked about providing input other than attending the meetings. Landeros welcomed input by any form of communication. Gudenrath stated that he will share any upcoming opportunities with the Board.

7. Presentation and discussion about the current status and future needs for El Paso Convention Center business by Jose Garcia, Destination El Paso

Garcia shared information about the current Convention Center and expansion needs to attract convention business to El Paso. The presentation was followed by questions and discussion amongst the Board. Pearson asked if improvements to the Chavez and existing convention center should be considered along with expansion plans. Garcia stated that the required Chavez repairs are significant and the scope of such a project has not been determined. The Convention Center has been well maintained over the years. Giner asked what action needs to be taken. Garcia said conversations at City Hall are occurring, and he will continue sharing this message. Ortega asked if MPC funds can be used for convention center expansion. Garcia said there is a legal opinion that restricts the usage for such a project, but there are differing opinions from others.

8. 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 & Preliminary Property Valuations
Gudenrath gave a brief overview of the upcoming budget process, and the preliminary valuation issued by the CAD in April.

9. Committee Report: Economic & Residential Development Committee

- a. Grant Programs Status/Fund Balance Report
Mesta gave a brief overview of completed projects, current projects and budget status of DMD managed grant programs. Giner asked about promotion of the programs. Gudenrath said they promote projects upon Board approval and do have funds to promote the programs.

10. Committee Report: Infrastructure & Advocacy Committee

- a. Brownfields Assessment Grant Project Update
Gudenrath updated the Board on the status of a district wide inventory and outreach efforts.
- b. Position Statement Updates and Discussion
 - i. Sociable City Assessment/Noise Ordinance/Outdoor Amplification Permit
Gudenrath reported that the Responsible Hospitality Institute presented it's recommendations to City Council. The following day, City staff met with stakeholders to discuss the findings and an implementation strategy. The report recommends amending the Noise Ordinance and Outdoor Amplification Permit. In addition, the City Council unanimously approved an amendment to the Outdoor Amplification Permit Ordinance removing the DMD's exemption. Gudenrath stated he would work with the City and businesses to comply with the new requirements. Osborn asked if specific

recommendations regarding the Noise and Amplification ordinances were provided. Gudenrath stated the consultant advised that El Paso needs to determine its levels and where those levels should be enforced.

- ii. Parking Meter Revenue for Debt Service
Gudenrath advised the Board of a recent presentation given by City CFO regarding Parking Meter Revenue being used for payment of debt service. The Board can expect a position statement for consideration at the June meeting.

11. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions
Alemán reported on the recent Downtown Hotel Tour, Business Mixer, and Food Truck Fiesta. In addition, she reported on the upcoming Tasting 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 April 2024.

12. 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. The committee will meet in the near future.

13. President’s Report

- a. Elected Official Meetings
Ortega thanked those board members who have already participated in meetings with elected officials. Gudenrath will be working to schedule additional meetings and 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.
- b. Board Assessment Survey
Ortega reported that Board Members will receive a link to the annual survey and asked them to complete the survey. Results will be shared at the June meeting.

14. Executive Director’s Report

- a. 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. The deadline to take advantage of early registration is June 26.
- b. Downtown Power Hour Luncheon Series
Gudenrath will work to schedule small luncheons with two Board Members and two stakeholders throughout the months of June, July and August.
- c. Strategic Plan Update
Gudenrath reviewed the plan goals and the various efforts underway to support the goals.
- d. DMD Dashboard
Gudenrath reviewed the various data points.

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)

None

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

None

20. Discussion of the Next Board Meeting – June 27, 2024 at 11:30am. (no action)

None

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

By consensus of the Board the meeting adjourned at 1:02pm.

Submitted by:



Yolanda Giner
Secretary

Date: 5/28/24