

2024 JUNE 21 PM 2:10

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, June 27, 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=ma595cff719e0cc199dac21df12b82513>

Webex Meeting Number (Access Code): 2485 740 7499

Webex Meeting Password: mWmUC5DTm82

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, June 27, 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 JUN 21 PM 12:32

**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. May 23, 2024 Board of Directors Meeting
3. DMD May 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. Glazer's Beer & Beverage – \$2,000 Supporting Sponsorship of 2024 Barstool Open
  - b. El Paso Electric Company - \$10,000 Presenting Sponsorship of 2024 Downtown Employee Appreciation Day

## REGULAR AGENDA

5. Buildings of Impact Presentation & Discussion
  - a. Newberry Building & Krupp Building Presentation by Joel Guzman
  - b. Update by Joe Gudenrath
6. Committee Report: Finance Committee – Chair Arlene Carroll
  - a. Monthly Financial Summary
  - b. FY2024-2025 Budget Process & Preliminary Property Valuations
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. Position Statement Updates and Discussion
    - i. Sociable City Assessment/Noise Ordinance/Outdoor Amplification Permit
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. Update
11. President’s Report
  - a. Presentation and Discussion regarding the results of the Board Assessment Survey
  - b. Board Member Nominations
  - c. Downtown Deck Plaza
12. Discussion and Possible Action to direct the Executive Director to take steps necessary to support implementation efforts for the development of the Downtown Deck Plaza project in conjunction with the widening of I-10 through Downtown El Paso.
13. Executive Director’s Report
  - a. Downtown Power Hour Luncheon Series
  - b. Partnership opportunities with the El Paso Chamber of Commerce
14. Discussion and Possible Action authorizing the exploration of co-location of the physical office space and related efficiencies regarding the El Paso Chamber and the El Paso Downtown Management District.
15. Discussion and Possible Action authorizing the Executive Director to explore prospective merger option efficiencies between the El Paso Chamber and the El Paso Downtown Management District.
16. Construction & Event Update – Richard Bustamante
  - a. Current/Upcoming Projects and Events

17. Economic Development Update by City of El Paso

18. Economic Development Update by El Paso County

19. Call to the Public\* (no action)

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

21. Discussion of the Next Board Meeting – Thursday, August 22, 2024 – 11:30am (no action)

## 22. 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

## 23. 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 21<sup>st</sup> day of June 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 Steve Ortega, 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 – June 27, 2024**

**Location: Center for Civic Empowerment, Blue Flame Building – 17<sup>th</sup> Floor, 304 Texas Avenue, El Paso, Texas**

**Attendees: Total Members: 20 Quorum: 11 needed**  
**Total Members Present (In Person): 11**

Nadia Baem	Bill Burton	Daniela Caro	Arlene Carroll
Kristi Daugherty	Yolanda Giner	Edgar Lopez	Pacelli Mesta
Mark Osborn	Michael Parra	Maxey Scherr	

**Total Members Present (Online): 1**

Steve Ortega			
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**Total Members Not Present: 8**

Manuel Burke	Guillermo Garcia	Jose Garcia	Patrick Merrick
Eric Pearson	Joanne Richardson	Peter Spier	Brad Taylor

**Ex-Officio Members:** David Stout, County Commissioner (Virtual)

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

**Guests:** Bob Blumenfeld, DMD Attorney (Virtual); Julianna Alcantarapalai, State Representative Lina Ortega’s Office

**1. Call meeting to order**

Mark Osborn called the meeting to order at 11:35am on June 27, 2024 in the Center for Civic Empowerment, Blue Flame Building – 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 June 21, 2024 in accordance with the Texas Open Meeting Act.

**CONSENT AGENDA**

**2. Approval of Minutes:**

- a. **May 23, 2024 Board of Directors Meeting**

**3. DMD May 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. **Glazer’s Beer & Beverage - \$2,000 Supporting Sponsorship of 2024 Barstool Open**
- b. **El Paso Electric Company - \$10,000 Presenting Sponsorship of 2024 Downtown Employee Appreciation Day**

**Discussion:** None.  
**Moved:** Yolanda Giner  
**Seconded:** Pacelli Mesta  
**Roll-Call Vote:** For: 12; 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

Guzman's presentation was cut short due to technical issues. Gudenrath updated the Board on property ownership, valuation history and current plans. Mesta stated that the plans for Krupp Building are in doubt.

### 6. Committee Report: Finance Committee

- a. Monthly Financial Summary  
Carroll 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 updated preliminary valuations issued by the CAD in June.

### 7. Committee Report: Economic & Residential Development Committee

- a. Grant Programs Status/Fund Balance Report  
Mesta gave a brief overview of current projects and budget status of DMD managed grant programs. Gudenrath stated that a postcard will go out to business/property owners to promote the programs. Giner asked if the Banner Building would be eligible for grant funds to repair windows and address the façade. Gudenrath stated they are eligible and could receive funding for eligible expenses. Additional conversation among Board Members revolved around historical requirements, property owner responsibility and costs to comply with historic preservation requirements. Osborn asked about the status of the DeSoto Hotel. Gudenrath reported that work continues.

### 8. 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. Sociable City Assessment/Noise Ordinance/Outdoor Amplification Permit  
Baem reported on the meeting the DMD hosted along with City officials to advise businesses on the Outdoor Amplification Permit. Gudenrath added that he attended a City led meeting about implementation of the Sociable City Assessment recommendations. He advised that the proper next steps for the DMD would be to review its current position statements and develop a set of specific recommendations for Noise and Outdoor Amplification Permit amendments.

### 9. Committee Report: Marketing Committee

- a. Current & Upcoming DTEP Promotions  
Diaz reported on the recent Tasting Tour and the upcoming events.
- 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 May 2024.

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

- a. Making the Case and Investing in the Future  
Gudenrath reported that due to the potentially large increase in property values, efforts to increase the assessment rate will be put on hold until later this year at the earliest.

### 11. President's Report

- a. Presentation and Discussion regarding the results of the Board Assessment Survey  
Ortega thanked those board members who participated in the survey. Ortega acknowledged very positive results and identified a couple areas where Board improvement could occur.
- b. Board Member Nomination  
Ortega stated that because of a few vacancies that will occur due to term limits, Board Members are encouraged to submit nominations.

- c. Downtown Deck Plaza  
Ortega reported that efforts on I-10 expansion and the Deck Plaza feasibility study are progressing, and now it is time for the community to determine what it wants. Item #12 reflects the DMD support for the project and its interest in actively engaging in implementation efforts.

**12. Discussion and Possible Action to direct the Executive Director to take steps necessary to support implementation efforts for the development of the Downtown Deck Plaza project in conjunction with the widening of I-10 through Downtown El Paso and advocate for Plaza operations and maintenance be developed similar to the La Nube public-private partnership model (as amended).**

**Discussion:** Gudenrath provided some background on previous DMD positions on the Deck Plaza project and current status of the project. Parra asked about the final designs and the status of Yandell Street. Gudenrath stated that final designs have not been released for I-10 and the final design for the deck plaza is still needed. Mesta made a motion to approve with an amendment that the DMD also advocate for operations and maintenance of the Plaza similar to the La Nube Model.

**Moved:** Pacelli Mesa (as amended)

**Seconded:** Maxey Scherr

**Roll-Call Vote:** For: 12; Against: 0; Abstaining: 0; Absent: 0

**Motion Approved.**

**13. Executive Director’s Report**

- a. Downtown Power Hour Luncheon Series  
Gudenrath thanked all of the Board Members who have committed to a date. Luncheons have begun and will continue throughout the summer.
- b. Partnership opportunities with the El Paso Chamber of Commerce  
Gudenrath advised the Board of long term interest in store front office space, and ongoing cooperation with the El Paso Chamber.

**Items #14 & #15 were voted on together.**

**14. Discussion and Possible Action authorizing the exploration of co-location of the physical office space and related efficiencies regarding the El Paso Chamber, other potential partners and El Paso Downtown Management District (as amended).**

**15. Discussion and Possible Action authorizing the Executive Director to explore efficiencies between the El Paso Chamber, other potential partners, and the El Paso Downtown Management District (as amended).**

**Discussion:** Gudenrath provided some background on previous discussions with the Chamber and possible partnerships. Carroll expressed that additional partnerships between the DMD and Chamber would be beneficial to all. Burton expressed support for office space efficiencies but stated the DMD should remain an independent organization. Mesta supported co-location. Ortega stated that the Chamber Board is supportive of such explorations as well. Osborn stated that while any actions would be far off into the future, and that these are good discussion to have currently. Daugherty offered amendments to the items to include other possible partners and eliminate language about a merger.

**Moved:** Kristi Daugherty (as amended)

**Seconded:** Maxey Scherr

**Roll-Call Vote:** For: 9; Against: 0; Abstaining: 3 (Carroll, Giner, Ortega); Absent: 0

**Motion Approved.**

**16. 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.

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

None

**18. Economic Development Update by El Paso County**

None

**19. Call to the Public\* (no action)**

None

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

Gudenrath shared some recently released data on activity Downtown. Parra asked about the impact from the State Democratic Convention. Gudenrath reported what staff experienced, and what he was told from a hotelier and an elected official. Commissioner Stout added that he heard there were some issues with accessibility for the handicapped.

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

None

**22. Executive Session**

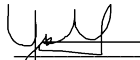
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- None

**23. Adjourn**

By consensus of the Board the meeting adjourned at 12:50pm.

Submitted by:

  
\_\_\_\_\_  
Yolanda Giner  
Secretary

Date: 6/28/24