

2024 OCT 21 AM 10:27

DELIA BRIONES
COUNTY CLERK
EL PASO COUNTY, TEXAS

**Board of Directors Meeting
Mark Osborne, Vice-President**



The El Paso Downtown Management District Board of Directors meeting will be held Thursday, October 24, 2024 at 11:30 a.m. in the Center for Civic Empowerment, Blue Flame Building – 17th Floor, 304 Texas Avenue, El Paso, Texas.

Virtual & Telephone Participation

- a. Webex Meeting Link – <https://elpasotexas.webex.com/elpasotexas/j.php?MTID=m67c1cff9729cc9a736659c4b83435c38>
Meeting Number (Access Code): 2481 571 2978
Meeting Password: 2mqKNJBJP47
Join by Phone – 1-844-992-4726

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 11am, on Thursday, October 24, 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:

CITY CLERK DEPT
2024 OCT 21 AM 10:07

1. Call meeting to order.
2. Welcome and Introductions
3. Election of DMD Officers: President, Vice-President, Secretary and Treasurer.

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

4. Approval of Minutes:
 - a. September 26, 2024 Board of Directors Meeting
5. DMD September 2024 Investment Reports
 - a. TexPool Accounts – balance, rate and status
6. Approval of Public Funds Investment Act Quarterly Report for July – September 2024.
7. Approve contract with Strickler Prieto LLP for performance of the annual audit for the year ending September 30, 2024 and allocate \$8,000 for costs associated with the audit from Budget Line 3525 (Accounting) of the FY 2024-2025 Budget.

8. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. DoubleTree Hotel – in-kind support of Downtown Business Mixer (October)
 - b. Various Food Trucks and Vendors – Participation Fees for Downtown Fiesta Latina

REGULAR AGENDA

9. Discussion and Action to approve the 2024-2025 DMD Committee Charters
10. Discussion and Action to approve the DMD Board Administrative Rules, Policies and Procedures as amended.
11. Committee Report: Finance Committee – Chair Arlene Carroll
 - a. Monthly Financial Summary
12. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report
 - b. Proposed Residential Conversion Utility Upgrade Program
13. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Pride and Passion, LLD DBA Tibor’s Craft Cocktails for the property owned by The Place at Union Plaza Inc. and located at 115 Durango Street, Suite A
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program for property located at 115 Durango Street, Suite A (PCI 24-01) in the amount of \$2,872.50, with said project to be completed in accordance with the execution of the Agreement.
14. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Position Statement Updates & Discussion
 - i. Rezoning Request for International Building to allow for Self-Storage
 - b. Reestablishment of B2B Public Safety Communication Tool
 - c. Brownfields Inventory and Communications Strategy
15. Committee Report: Marketing Committee – Lupe Diaz & Marilú Alemán
 - a. Current & Upcoming DTEP Promotions
 - b. Social Media & INSIDER Distribution List
 - c. DMD in the News
16. Vice-President’s Report
 - a. Executive Director Performance Evaluation
 - b. 2025 Board & Committee Schedule
 - c. DMD Holiday Social
17. Executive Director’s Report
 - a. IDA Annual Conference Report
 - b. Interlocal Agreement Renewal Process
 - c. Strategic Plan Review & Dashboard

18. Construction & Event Update – Richard Bustamante

a. Current/Upcoming Projects and Events

19. Economic Development Update by City of El Paso

20. Economic Development Update by El Paso County

21. Call to the Public* (no action)

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

23. Discussion of the Next Board Meeting – Thursday, December 5, 2024 – 3:00pm (no action)

24. Executive Session

At any time during the Board Meeting, the Board may, upon motion and affirmative vote of 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

25. 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 21st day of October 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 Mark Osborn, 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 – October 24, 2024

Location: Center for Civic Empowerment, Blue Flame Building – 17th Floor, 304 Texas Avenue, El Paso, Texas

Attendees: Total Members: 20 Quorum: 11 needed
Total Members Present (In Person): 14

Nadia Baem	Kathrin Berg	Beto Burton	Daniela Caro
Kristi Daugherty	Guillermo Garcia	Jose Garcia	Yolanda Giner
Edgar Lopez	Patrick Merrick	Michael Parra	Joanne Richardson
Brad Taylor	Kelly Tomblin (11:41am)		

Total Members Present (Online): 1

Maxey Scherr			
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Total Members Not Present: 5

Manuel Burke	Arlene Carroll	Pacelli Mesta	Mark Osborn
Peter Spier			

Ex-Officio Members: None

Staff: Joe Gudenrath; Marilú Alemán; Richard Bustamante, Lupe Diaz; Terry Mais
Guests: Bob Blumenfeld, DMD Attorney (virtual); Malea McMurray, Rep. Ortega’s Office (virtual); Alma Rodriguez, Representative Canales’ Office

1. Call meeting to order

Yolanda Giner called the meeting to order at 11:33am on October 24, 2024 in the Center for Civic Empowerment, Blue Flame Building – 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 October 20, 2024 in accordance with the Texas Open Meeting Act.

2. Welcome and Introductions

Giner welcomed all attendees and invited newly appointed DMD Board Members to introduce themselves.

3. Election of DMD Officers: President, Vice-President, Secretary and Treasurer

Joe Gudenrath gave a brief overview about how the election process will be conducted. The following nominations were made and accepted. Due to the lack of contested offices, the slate was taken as one voting item.

Nominations:

- Brad Taylor nominated Mark Osborn as President. Yolanda Giner seconded the nomination.
- Jose Garcia nominated Nadia Baem as Vice President. Yolanda Giner seconded the nomination.
- Patrick Merrick nominated Joanne Richardson as Treasurer. Kathrin Berg seconded the nomination.
- Jose Garcia nominated Yolanda Giner as Secretary. Nadia Baem seconded the nomination.

Discussion: None

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Tomblin)

Motion Approved.

Giner handed over management of the meeting to newly elected Vice President, Nadia Baem.

CONSENT AGENDA

- 4. Approval of Minutes:**
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- 6. Approval of Public Funds Investment Act Quarterly Report for July – September 2024.**
- 7. Approve contract with Strickler Prieto LLP for performance of the annual audit for the year ending September 30, 2024 and allocate \$8,000 for costs associated with the audit from Budget Line 3525 (Accounting) of the FY 2024-2025 Budget.**
- 8. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:**
 - a. **DoubleTree Hotel – in-kind support of Downtown Business Mixer (October)**
 - b. **Various Food Trucks and Vendors – Participation Fees for Downtown Fiesta Latina**

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

REGULAR AGENDA

Baem proposed without objection that the Board consider Agenda Items #9 and #10 together.

- 9. Discussion and Action to approve the 2024-2025 DMD Committee Charters**
- 10. Discussion and Action to approve the DMD Board Administrative Rules, Policies and Procedures as amended.**

Discussion: Gudenrath reviewed the proposed Charter and Rules changes.
Moved: Brad Taylor motioned to approve Items #9 and #10 as presented.
Seconded: Michael Parra
Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.
- 11. Committee Report: Finance Committee**
 - a. **Monthly Financial Summary**

Mais gave a brief overview of the DMD’s current financial position. Daugherty advised that TexPool interest rates have decreased and questioned the possible impact that might have on the budget. Gudenrath reported that interest income is conservatively estimated.
- 12. Committee Report: Economic & Residential Development Committee**
 - a. **Grant Programs Status/Fund Balance Report**

Mais gave a brief overview of current projects and budget status of DMD managed grant programs.
 - b. **Proposed Residential Conversion Utility Upgrade Program**

Gudenrath gave a brief overview of a new program being developed to support residential infill and adaptive reuse projects by providing funding for utility improvements. The program outline was included in the background materials and will be brought forward for approval in December.
- 13. Discussion and Action for Approval of a Reimbursement Grant Agreement submitted by Pride and Passion, LLD DBA Tibor’s Craft Cocktails for the property owned by The Place at Union Plaza Inc. and located at 115 Durango Street, Suite A**

- a. **That the Executive Director be authorized to sign an amended Reimbursement Grant Agreement for the Downtown Pedestrian Corridor Improvement Grant Program for property located at 115 Durango Street, Suite A (PCI 24-01) in the amount of \$2,872.50, with said project to be completed in accordance with the execution of the Agreement.**

Discussion: None
Moved: Michael Parra
Seconded: Kristi Daugherty
Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

14. Committee Report: Infrastructure & Advocacy Committee

- a. **Position Statement Updates and Discussion**
 - i. **Rezoning Request for International Building to allow for Self-Storage**

Baem advised the Board of a request for support by a Downtown Property Owner for a zoning change that would allow them to provide self-storage services. Gudenrath added that the Infrastructure Committee will discuss the issue and provide a recommendation for the next Board Meeting. Board members engaged in a wide-ranging discussion on the topic.
 - b. **Reestablishment of B2B Public Safety Communication Tool**

Baem advised the Board that staff reestablished this public safety information sharing tool in light of recent activity and concerns. To date, the group has 17 members and have shared information about a banned individual and a fire that was started.
 - c. **Brownfields Inventory and Communications Strategy**

Baem advised the Board of new outreach strategies being implemented internally and a November 13th Informational Open House.

15. Committee Report: Marketing Committee

- a. **Current & Upcoming DTEP Promotions**

Diaz and Alemán reported on current and upcoming events/promotions. Promotion of the ‘Deceit in Downtown’ was discussed as well as other scavenger hunt type opportunities.
- b. **Social Media & INSIDER Distribution List**

Diaz reported on current levels of engagement across the DMD’s social media channels and newsletter.
- c. **DMD in the News**

Diaz reviewed DMD media mentions in September 2024.

16. Vice-President’s Report

- a. **Executive Director Performance Evaluation**

Baem reported that the Executive Director’s performance evaluation will be completed at the December Board Meeting.
- b. **2025 Board & Committee Schedule**

Baem reported that the Board will adopt a schedule for 2025 at the December Board Meeting.
- c. **DMD Holiday Social**

Baem advised that following the December Board Meeting, the DMD will host a Holiday Social for Board Members and community stakeholders. All Board members are encouraged to attend.

17. Executive Director’s Report

- a. **IDA Annual Conference**

Gudenrath and Alemán reported on their experiences at the conference. Gudenrath advised the Board of the 2025 conference dates and encouraged Board Members to consider attending.
- b. **Interlocal Agreement Renewal Process**

Gudenrath stated that DMD requests will be developed and discussed in November and presented to the City in December.
- c. **Strategic Plan Review & Dashboard**

Gudenrath shared updates on efforts associated with the Strategic Plan as well as the status of various dashboard indicators. Gudenrath also shared visitor data provided by a new tool utilized by the DMD – Placer.ai.

18. Construction & Event Update

a. Current/Upcoming Projects and Events

Bustamante provided a brief update about current construction projects still underway in the Downtown and upcoming events.

19. Economic Development Update by City of El Paso

None

20. Economic Development Update by El Paso County

None

21. Call to the Public* (no action)

None

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

None

23. Discussion of the Next Board Meeting – December 5, 2024 at 3pm. (no action)

None

24. 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

25. Adjourn

By consensus of the Board the meeting adjourned at 12:46pm.

Submitted by:



Yolanda Giner
Secretary

Date: 11/4/24