



**Board of Directors Meeting  
Mark Osborn, President**

*The El Paso Downtown Management District Board of Directors meeting will be held Thursday, January 23, 2025 at 11:30 a.m. in the Center for Civic Empowerment, Blue Flame Building – 17<sup>th</sup> Floor, 304 Texas Avenue, El Paso, Texas.*

**Virtual & Telephone Participation**

- a. Webex Meeting Link –  
<https://elpasotexas.webex.com/elpasotexas/j.php?MTID=m616ab99937bceb68b4a9718c0d23500b>  
Meeting Number (Access Code): 2484 786 9761  
Meeting Password: nWC333xww9m  
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 10am, on Thursday, January 23, 2025. 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**

*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**

**FILED FOR RECORD  
IN MY OFFICE**

2. Approval of Minutes:  
a. October 24, 2024 Board of Directors Meeting  
b. December 5, 2024 Board of Directors Meeting
3. DMD October, November and December 2024 Investment Reports  
a. TexPool Accounts – balance, rate and status
4. Approval of Public Funds Investment Act Quarterly Report for October – December 2024.
5. 2025 DMD Board and Committee Meeting Calendar
6. Approval of Joe Gudenrath's appointment to the Board of Directors for the Downtown Deck Plaza Foundation.
7. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:  
a. Glazer's Beer & Beverage of Texas – \$10,000 presenting sponsorship of Downtown Barstool Open.  
b. Raising Cane's Chicken Fingers - \$2,000 supporting sponsorship of Downtown Barstool Open.  
c. Hunt Companies - \$5,000 sponsorship of DMD events.

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

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- d. Kemp Smith LLP - \$2,500 presenting sponsorship of the Downtown Management District's Downtown Power Hour Luncheon Series.
- e. Up & Running – in-kind supporting sponsor of the Downtown Barstool Open.
- f. Hotel Paso Del Norte - \$1,500 Registration and Awards Ceremony Sponsor of Downtown Barstool Open.
- g. Downtown Barstool Hole Sponsor - \$250 each – Ocho y Medio, Aloft Hotel, B-17, Church Bar, Dillinger's, EPIC, Hotel Indigo, International, Lapa Lapa, Mona, Park Tavern, Rockstar Burger, Rosewood, Stanton House, The Tap, Toolbox and Unbranded.

### **REGULAR AGENDA**

- 8. Committee Report: Finance Committee – Chair Joanne Richardson
  - a. Monthly Financial Summary
- 9. Presentation, discussion and action to accept the Downtown Management District's FY 2023-2024 Independent Auditor's Report.
- 10. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
  - a. Grant Programs Status/Fund Balance Report
- 11. Discussion and Action to approve the establishment of the Residential Conversion Utility Upgrade Grant Program and direct the Executive Director to create the necessary guidelines and application to facilitate the administration of the program.
- 12. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
  - a. Update on DMD Operational Matters
  - b. Brownfields Site Reuse & Revitalization Program Update
- 13. Discussion and Action to approve a Position Statement in support of allowing the building at 119 N. Stanton Street to be converted into a climate controlled self-storage facility.
- 14. Committee Report: Marketing Committee – Chair Jose Garcia
  - a. Current & Upcoming DTEP Promotions
  - b. Social Media & INSIDER Distribution List
  - c. Welcome Ambassador Program Update
  - d. DMD in the News
- 15. President's Report
  - a. Executive Director Performance Evaluation & Compensation Review
- 16. Discussion and Action to Complete the Executive Director's Annual Performance Evaluation, Compensation Review, and Determination of Compensation.
- 17. Executive Director's Report
  - a. DMD Staffing Changes
  - b. Strategic Plan Review
  - c. Economic Indicator Review
- 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, February 27, 2025 – 11:30pm (no action) at the El Paso Convention Center.

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):*

- Discussion Regarding Executive Director Performance Evaluation and Compensation Review (Section 551.074, Personnel Matter)

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 17<sup>th</sup> day of January 2025, 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 – January 23, 2025

**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):** 8

Kristi Daugherty	Guillermo Garcia	Yolanda Giner	Patrick Merrick
Pacelli Mesta	Mark Osborn	Michael Parra	Joanne Richardson

**Total Members Present (Online):** 2

Jose Garcia	Kelly Tomblin		
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**Total Members *Not* Present:** 10

Nadia Baem	Kathrin Berg	Manuel Burke	Beto Burton
Daniela Caro	Arlene Carroll	Edgar Lopez	Maxey Scherr
Peter Spier	Brad Taylor		

**Ex-Officio Members:** Representative Chris Canales, City of El Paso

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

**Guests:** Bob Blumenfeld, DMD Attorney (virtual); Alma Rodriguez, Representative Canales' Office; Michelle Duncan, Strickler Prieto (virtual).

**1. Call meeting to order**

Osborn called the meeting to order at 11:38am on January 23, 2025 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 January 17, 2025 in accordance with the Texas Open Meeting Act.

**A quorum was never established.**

### **CONSENT AGENDA**

**2. Approval of Minutes:**

- a. **October 24, 2024 Board of Directors Meeting**
- b. **December 5, 2024 Board of Directors Meeting**

**3. DMD October, November and December 2024 Investment Reports**

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

**4. Approval of Public Funds Investment Act Quarterly Report for October – December 2024.**

**5. 2025 DMD Board and Committee Meeting Calendar**

**6. Approval of Joe Gudenrath's appointment to the Board of Directors for the Downtown Deck Plaza Foundation.**

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

- a. **Glazer's Beer & Beverage of Texas – \$10,000 presenting sponsorship of Downtown Barstool Open.**

- b. Raising Cane's Chicken Fingers - \$2,000 supporting sponsorship of Downtown Barstool Open.
- c. Hunt Companies - \$5,000 sponsorship of DMD events.
- d. Kemp Smith LLP - \$2,500 presenting sponsorship of the Downtown Management District's Downtown Power Hour Luncheon Series.
- e. Up & Running – in-kind supporting sponsor of the Downtown Barstool Open.
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**No action taken due to lack of quorum.**

### **REGULAR AGENDA**

**8. Committee Report: Finance Committee**

**a. Monthly Financial Summary**

Richardson gave a brief overview of the DMD's current financial position.

**9. Presentation, discussion and action to accept the Downtown Management District's FY2023-2024 Independent Auditor's Report.**

Michelle Duncan provided a summary of the Audit Report.

**No action taken due to lack of quorum.**

**10. Committee Report: Economic & Residential Development Committee**

**a. Grant Programs Status/Fund Balance Report**

No report was provided.

**b. Proposed Residential Conversion Utility Upgrade Program**

No report was provided.

**11. Discussion and Action to approve the establishment of the Residential Conversion Utility Upgrade Grant Program and direct the Executive Director to create the necessary guidelines and application to facilitate the administration of the program.**

**No action taken due to lack of quorum.**

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

**a. Update on DMD Operational Matters**

Gudenrath provided a report on issues currently impacting DMD operations and local stakeholders.

**b. Brownfields Site Reuse & Revitalization Program Update**

Gudenrath provided a report on current activities under the program.

**13. Discussion and Action to approve a Position Statement in support of allowing the building at 119 N. Stanton Street to be converted into a climate controlled self-storage facility.**

**No action taken due to lack of quorum.**

**14. Committee Report: Marketing Committee**

**a. Current & Upcoming DTEP Promotions**

Diaz reported on current and upcoming events/promotions.

**b. Social Media & INSIDER Distribution List**

Diaz reported on current levels of engagement across the DMD's social media channels and newsletter.

**c. Welcome Ambassador Program Update**

Diaz reported on the program statistics.

**d. DMD in the News**

Diaz reviewed DMD media mentions in December 2024.

**15. Presidents Report**

**a. Executive Director Performance Evaluation & Compensation Review**

**16. Discussion and Action to Complete the Executive Director's Annual Performance Evaluation, Compensation Review, and Determination of Compensation.**

**No action taken due to lack of quorum.**

**17. Executive Director's Report**

**a. DMD Staffing Changes**

Gudenrath reported the departure of Lupe Diaz, DMD Marketing Manager, and the hiring of both Diaz's replacement and the DMD Event Coordinator.

**b. Strategic Plan Review**

Gudenrath provided an update on progress made towards identified goals.

**c. Economic Indicator Review**

Gudenrath provided information on identified indicators.

**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**

Rep. Canales provided updates on recent amendments to the Noise Ordinance, the City's Financial Report, MPC Bond status and Ballpark Finances.

**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)**

Mesta reported that the owners of the Holiday Inn have applied for permits to construct a Staybridge Hotel on the parking lot adjacent to the Holiday Inn.

**23. Discussion of the Next Board Meeting – February 27, 2025 at 11:30am. (no action)**

None

**24. Executive Session**

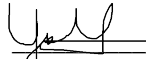
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- Discussion Regarding Executive Director Performance Evaluation and Compensation Review (Section 551.074, Personnel Matter)

**25. Adjourn**

By consensus of the Board members present the meeting adjourned at 12:45pm.

Submitted by:

  
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Yolanda Giner  
Secretary

Date: 2/4/25