



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, February 27, 2025 at 11:30 a.m. in the El Paso Convention Center – WestStar Bank Room, 2nd Level, 1 Civic Center Plaza, El Paso, Texas.

Virtual & Telephone Participation

- a. Zoom Meeting Link –
<https://us02web.zoom.us/j/87344749699>
Meeting ID: 873 4474 9699
Join by Phone – 1-346-248-7799

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 10am, on Thursday, February 27, 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.

FILED FOR RECORD
IN MY OFFICE

2025 FEB 24 AM 10:35

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. 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. October 24, 2024 Board of Directors Meeting
 - b. December 5, 2024 Board of Directors Meeting
 - c. January 23, 2025 Board of Directors Meeting
- 3. DMD October 2024, November 2024, December 2024 and January 2025 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. Approval of a Position Statement in support of allowing the building at 119 N. Stanton Street to be converted into a climate controlled self-storage facility.

8. Approve and authorize the Executive Director to negotiate and enter into a five (5) year service and maintenance agreement for DMD computers, software, network, and storage with Spectrum Technologies for no more than \$9,999 per year through the life of the agreement.
9. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. Chelito's – in-kind contributions of gift cards (\$50 value), advertising time and face painting services in support of Downtown Fiesta Latina
 - b. MountainStar Sports Group LLC - \$7,500 general contribution
 - c. Glazer's Beer & Beverage of Texas – \$10,000 presenting sponsorship of Downtown Barstool Open.
 - d. Raising Cane's Chicken Fingers - \$2,000 supporting sponsorship of Downtown Barstool Open.
 - e. Hunt Companies - \$5,000 sponsorship of DMD events.
 - f. Kemp Smith LLP - \$2,500 presenting sponsorship of the Downtown Management District's Downtown Power Hour Luncheon Series.
 - g. Up & Running – in-kind supporting sponsor of the Downtown Barstool Open.
 - h. Hotel Paso Del Norte - \$1,500 Registration and Awards Ceremony Sponsor of Downtown Barstool Open.
 - i. 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.
 - j. El Paso Community Foundation - \$5,000 sponsorship of various DMD events.

REGULAR AGENDA

10. Presentation, discussion and action to accept the Downtown Management District's FY 2023-2024 Independent Auditor's 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. Discussion and Action to Complete the Executive Director's Annual Performance Evaluation, Compensation Review, and Determination of Compensation.
13. Committee Report: Finance Committee – Chair Joanne Richardson
 - a. Monthly Financial Summary
14. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report
15. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Update on DMD Operational Matters
 - b. Brownfields Site Reuse & Revitalization Program Update
16. 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
17. President's Report
 - a. Results of Board Meeting Time/Place Survey
 - b. Meetings with Elected Officials and Taxing Entities

18. Executive Director's Report

- a. DMD Staffing Changes
- b. Former Arena Site Properties RFQ
- c. Deck Plaza Project

19. Construction & Event Update – Richard Bustamante

- a. Current/Upcoming Projects and Events

20. Economic Development Update by City of El Paso

21. Economic Development Update by El Paso County

22. Call to the Public* (no action)

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

24. Discussion of the Next Board Meeting – Thursday, March 27, 2025 – 11:30pm (no action) at the Blue Flame Building.

25. 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)

26. 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 24th day of February 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 – February 27, 2025

Location: El Paso Convention Center, WestStar Bank Room – 2nd Level, 1 Civic Center Plaza, El Paso, Texas

Attendees: **Total Members:** 20 **Quorum: 11 needed**
Total Members Present (In Person): 15

Nadia Baem	Kathrin Berg	Manuel Burke	Beto Burton
Daniela Caro	Arlene Carroll	Kristi Daugherty	Guillermo Garcia
Jose Garcia	Yolanda Giner	Edgar Lopez	Patrick Merrick
Mark Osborn	Michael Parra	Brad Taylor	

Total Members Present (Online): 0

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Total Members Not Present: 5

Pacelli Mesta	Joanne Richardson	Maxey Scherr	Peter Spier
Kelly Tomblin			

Ex-Officio Members: Representative Chris Canales, City of El Paso; Ricardo Mora, El Paso Chamber

Staff: Joe Gudenrath; Ivan Bernal; Richard Bustamante; Terry Mais

Guests: Bob Blumenfeld, DMD Attorney (virtual); Michelle Duncan, Strickler Prieto (virtual); Victor Hurtado, Preservation Texas.

1. Call meeting to order

Osborn called the meeting to order at 11:37am on February 27, 2025 in the El Paso Convention Center, WestStar Bank Room – Level 2, 1 Civic Center Plaza, 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 February 24, 2025 in accordance with the Texas Open Meeting Act.

CONSENT AGENDA

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5. 2025 DMD Board and Committee Meeting Calendar

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7. Approval of a Position Statement in support of allowing the building at 119 N. Stanton Street to be converted into a climate controlled self-storage facility.

8. Approve and authorize the Executive Director to negotiate and enter into a five (5) year service and maintenance agreement for DMD computers, software, network, and storage with Spectrum Technologies for no more than \$9,999 per year through the life of the agreement.

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- j. El Paso Community Foundation - \$5,000 sponsorship of various DMD events

Discussion: None.
Moved: Kathrin Berg
Seconded: Nadia Baem
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Giner)
Motion Approved.

REGULAR AGENDA

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

Discussion: Osborn reminded the Board of the presentation given in January and that the DMD received a clean report. Michelle Duncan from Strickler & Prieto was online to answer any questions.
Moved: Jose Garcia
Seconded: Arlene Carroll
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 1 (Giner)
Motion Approved.

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.

Discussion: Gudenrath provided an overview of the proposed program. Baem asked if we knew the costs of such improvements. Gudenrath stated that costs will vary based on the project but it is hoped the grants will make projects more feasible. Lopez asked why a maximum of 40 units was established. Gudenrath stated that it was set to target building conversions. Canales asked if a development of market rate and affordable units would be eligible. Gudenrath stated yes, and the grant would be based on the market rate units.
Moved: Michael Parra
Seconded: Nadia Baem
Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

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

Item #12 was considered by the Board following Executive Session.

Discussion: None
Moved: Yolanda Giner made a motion to finalize the results of Gudenrath's performance evaluation and provide a \$2,500.00 merit payment to Gudenrath in recognition of his high level of performance.
Seconded: Arlene Carroll
Roll-Call Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

13. Committee Report: Finance Committee

a. Monthly Financial Summary

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

14. Committee Report: Economic & Residential Development Committee

a. Grant Programs Status/Fund Balance Report

Mais gave a brief overview of current projects and fund balances.

15. Committee Report: Infrastructure & Advocacy Committee

a. Update on DMD Operational Matters

Baem provided a report on issues currently impacting DMD operations and local stakeholders. Gudenrath thanked Board Member Daugherty and Emergence for offering Mental Health Identification training to staff and stakeholders. Gudenrath also thanked the El Paso Police Department for their recent efforts to address challenges within the retail district.

b. Brownfields Site Reuse & Revitalization Program Update

Baem provided a report on current activities under the program.

16. Committee Report: Marketing Committee

a. Current & Upcoming DTEP Promotions

Bernal reported on current and upcoming events/promotions.

b. Social Media & INSIDER Distribution List

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

c. Welcome Ambassador Program Update

Bernal reported on the program statistics.

d. DMD in the News

None.

17. Presidents Report

a. Results of Board Meeting Time/Place Survey

Osborn reported that the prevailing choice among survey responses was for Thursdays at 11:30am. As a result, the Board schedule will remain as it was established.

b. Meetings with Elected Officials and Taxing Entities

Osborn stated that Board Members will be invited to attend upcoming meetings with Elected Officials and Taxing Entities. He encouraged participation.

18. Executive Director's Report

a. DMD Staffing Changes

Gudenrath introduced Ivan Bernal, the DMD's new Marketing and Communications Manager and Brenda Sanchez, the DMD's new Event Coordinator.

b. Former Arena Site Properties RFQ

Gudenrath provided an overview of the City's recent actions to sell properties.

c. Deck Plaza Project

Gudenrath provided an overview on the status of the project. Canales added that TxDot's timeline for construction indicates work beginning in 2026.

19. 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. Mora mentioned the upcoming State of the City event hosted by the El Paso Chamber on March 6th.

20. Economic Development Update by City of El Paso

Rep. Canales provided updates on recent City action to partner with El Paso County on a joint review of Chapter 380/381 guidelines. Giner asked that the DMD be advised when a draft is ready for public review and that an issue of concern were the duplicative efforts developers have to go through to seek agreements.

21. Economic Development Update by El Paso County

None

22. Call to the Public* (no action)

Victor Hurtado with Preservation Texas address the Board, shared a little bit about the organization and advised of the upcoming opening of the Preservation Texas office.

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

Osborn thanked Mora for attending and stressed the importance of a strong connection between the DMD and the El Paso Chamber. Mora agreed and looks forward to future collaborations.

Osborn thanked Garcia for his hospitality and stressed the importance of Destination El Paso and their efforts. Garcia shared current efforts underway by Destination El Paso.

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

None

25. 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)

Motion to enter into Executive Session

Moved: Arlene Carroll

Seconded: Yolanda Giner

Voice Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0

Motion Approved to enter into Executive Session at 11:56am.

Motion to return to the Regular Board Meeting

Moved: Yolanda Giner

Seconded: Michael Parra

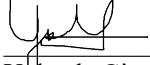
Voice Vote: For: 15; Against: 0; Abstaining: 0; Absent: 0

Motion Approved to return to the Regular Board Meeting at 12:16pm.

26. Adjourn

By consensus of the Board members present the meeting adjourned at 12:52pm.

Submitted by:



Yolanda Giner
Secretary

Date: 3/3/25