



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, June 26, 2025 at 11:30 a.m. in the City of El Paso Economic Development Department, 123 W. Mills Avenue, Suite 111, El Paso, Texas.

Virtual & Telephone Participation

Zoom Meeting Link – <https://us02web.zoom.us/j/88135176716>

Meeting ID: 881 3517 6716

Dial In: 1-309-205-3325

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 10am, on Thursday, June 26, 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

**CITY CLERK DEPT
2025 JUN 23 AM 8:49**

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 22, 2025 Board of Directors Meeting
3. DMD May 2025 Investment Reports
 - a. TexPool Accounts – balance, rate and status
4. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. WellCare – \$1,500 supporting sponsorship of Selena & Salsa Market
 - b. T-Mobile - \$700 participating sponsorship of Selena & Salsa Market
 - c. Various Food Trucks and Vendors – participation fees for Selena & Salsa Market
 - d. In-Kind contributions to the Selena & Salsa Market by Unbranded, Jarritos, La Nube, Mexican American Cultural Center, First Flash and Balloons Over the Top

REGULAR AGENDA

5. Presentation, Discussion and Possible Action on a presentation by City of El Paso regarding proposed amendments to City Code Chapter 20.20 Historic Landmark Preservation.
6. Committee Report: Finance Committee – Chair Joanne Richardson
 - a. Monthly Financial Summary
 - b. FY 2025-2026 Budget Process & Update
7. Committee Report: Economic & Residential Development Committee – Chair Pacelli Mesta
 - a. Grant Programs Status/Fund Balance Report
 - b. Program Promotion & Future Workshop
8. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Update on DMD Operational Matters
 - b. Brownfields Site Reuse & Revitalization Program Update

NOTICE of DMD BOARD MEETING AGENDA – June 26, 2025

c. Position Statement Updates & Discussion

i. TIRZ #5 Project Identification

9. Discussion and approval of the DMD's position on identified projects for consideration by the TIRZ #5 Board.

10. 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

11. President's Report

- a. Board Assessment Results

12. Presentation, Discussion and Possible Action on Board Assessment Survey Results

13. Executive Director's Report

- a. Update on State Legislative Session
- b. Update on Interlocal Agreement Negotiations
- c. Procurement Process for Office Space and Audit Firm

14. Construction & Event Update – Richard Bustamante

- a. Current/Upcoming Projects and Events

15. Economic Development Update by City of El Paso & Representative Chris Canales' Office

16. Economic Development Update by El Paso County

17. Call to the Public* (no action)

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

19. Discussion of the Next Board Meeting – Thursday, August 28, 2025 – 11:30am (no action)

20. 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

21. 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 23rd day of June 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 – June 26, 2025

Location: City of El Paso Economic Development Department, 123 W. Mills Avenue, Suite 111, El Paso Texas, 79901

Attendees: **Total Members:** 19 **Quorum: 10 needed**

Total Members Present (In Person): 10

Nadia Baem	Kathrin Berg	Daniela Caro	Guillermo Garcia
Yolanda Giner	Patrick Merrick	Pacelli Mesta	Michael Parra
Maxey Scherr	Kelly Tomblin		

Total Members Present (Online): 1

Peter Spier			
-------------	--	--	--

Total Members *Not* Present: 8

Beto Burton	Arlene Carroll	Kristi Daugherty	Jose Garcia
Edgar Lopez	Mark Osborn	Joanne Richardson	Brad Taylor

Ex-Officio Members: Representative Chris Canales

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

Guests: Bob Blumenfeld, DMD Attorney (virtual); Daniella Quesada and Tony De La Cruz, City of El Paso

1. Call meeting to order

Baem called the meeting to order at 11:38am on June 26, 2025 in the City of El Paso Economic Development Department, 123 W. Mills 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 23, 2025 in accordance with the Texas Open Meeting Act.

CONSENT AGENDA

2. Approval of Minutes:

- a. May 22, 2025 Board of Directors Meeting

3. DMD May 2025 Investment Reports

- a. TexPool Accounts – balance, rate and status

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

- a. WellCare – \$1,500 supporting sponsorship of Selena & Salsa Market
b. T-Mobile - \$700 participating sponsorship of Selena & Salsa Market
c. Various Food Trucks and Vendors – participation fees for Selena & Salsa Market
d. In-Kind contributions to the Selena & Salsa Market by Unbranded, Jarritos, La Nube, Mexican American Cultural Center, First Flash and Balloons Over the Top

Discussion: None.

Moved: Pacelli Mesta

Seconded: Yolanda Giner

Roll-Call Vote: For: 10; Against: 0; Abstaining: 0; Absent: 1 (Spier)

Motion Approved.

REGULAR AGENDA

5. Presentation, Discussion and Possible Action on a presentation by City of El Paso regarding proposed amendments to City Code Chapter 20.20 Historic Landmark Preservation.

Tony De La Cruz and Daniella Casada presented an overview of the proposed amendments to Chapter 20.20. Following the presentation, DMD Board Members voiced concerns on the impact of changes on property owners and their ability to comply while maintaining profitability of their investments. Gudenrath stated that past positions of the board regarding historic preservation support and oppose different aspects of the proposed changes. Giner made a motion that the DMD oppose the proposed amendments.

Motion: Oppose the proposed amendments to Chapter 20.20
Public Comment: An email in support of the proposed amendments was submitted by Robert Palacios
Moved: Yolanda Giner
Seconded: Kathrin Berg
Roll-Call Vote: For: 10; Against: 0; Abstaining: 0; Absent: 1 (Spier)
Motion Approved.

6. Committee Report: Finance Committee

a. Monthly Financial Summary

Mais provided an overview of the current financial position of the DMD.

b. FY2025-2026 Budget Process

Gudenrath provided an overview of the current budget process and preliminary valuation figures.

7. Committee Report: Economic & Residential Development Committee

a. Grant Programs Status/Fund Balance Report

Gudenrath provided an overview of current grants and fund balances.

b. Program Promotion & Future Workshop

Gudenrath and Mesta discussed plans for future promotion and engagement.

8. Committee Report: Infrastructure & Advocacy Committee

a. Update on DMD Operational Matters

Bustamante provided a brief update.

b. Brownfields Site Reuse & Revitalization Program Update

Gudenrath provided a brief update

c. Position Statement Updates & Discussion

i. TIRZ #5 Project Identification

Gudenrath discussed an opportunity to recommend possible projects to the TIRZ Board.

9. Discussion and Approval of the DMD's position on identified projects for consideration by the TIRZ #5 Board.

Discussion: Mesta proposed that the DMD target residential development.
Gudenrath stated that each project identified indirectly supports residential development, and additional grant support directly supports residential development.

Moved: Yolanda Giner

Seconded: Kelly Tomblin

Roll-Call Vote: For: 10; Against: 0; Abstaining: 0; Absent: 1 (Spier)

Motion Approved.

10. Committee Report: Marketing Committee

a. Current & Upcoming DTEP Promotions

b. Social Media & INSIDER Distribution List

c. Welcome Ambassador Program Update

d. DMD in the News

Gudenrath provided brief updates

11. Presidents Report

a. Board Assessment Results

Baem thanked everyone for their participation. Gudenrath reviewed the results.

12. Executive Director's Report

a. Update on State Legislation

Gudenrath stated that all bills related to MMDs and PIDs died in committee, and acknowledged Sentaor Blanco's success in securing \$10 million for the Deck Plaza Project.

b. Update on Interlocal Agreement Negotiations

Gudenrath stated that he has received responses to proposals given to the City and has met some opposition. He will meet with Departments in the near future to finalize terms prior to bringing to the DMD Board for approval.

c. Procurement Process for Office Space and Audit Firm

Gudenrath stated that proposals are due July 11. The recommended awardees will be brought to the Board in August along with the budget.

13. Construction & Event Update

a. Current/Upcoming Projects and Events

Bustamante provided a report.

14. Economic Development Update by City of El Paso & Representative Chris Canales' Office

Rep. Canales updated the Board on recent City Council activities.

15. Economic Development Update by El Paso County

None

16. Call to the Public* (no action)

None

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

Gudenrath highlighted the significant economic impact of the Coldplay concerts.

18. Discussion of the Next Board Meeting – August 28, 2025 at 11:30am. (no action)

None

19. Executive Session

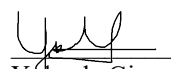
At any time during the Board Meeting, the Board may, upon motion and affirmative vote of a majority of the Board in attendance, retire into Executive Session pursuant to the Texas Government Code, Chapter 551, Sections 551.071 and 551.074(a) for the purpose of consultations with legal counsel and/or 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

20. Adjourn

By consensus of the Board members present the meeting adjourned at 1:12pm.

Submitted by:


Yolanda Giner
Secretary

Date: 7/23/25