



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

The El Paso Downtown Management District Board of Directors meeting will be held Thursday, October 30, 2025 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

Webex Meeting Link –

<https://elpasotexas.webex.com/elpasotexas/j.php?MTID=m02039a8fd63e10e53a645a6f5deaeff1>

Meeting Number: 2484 887 4978

Meeting passcode: UiZSZCEF438

Join by Phone – 1-844-992-4726

CITY CLERK DEPT
2025 OCT 27 AM 10:00

Public Comment

The public is strongly encouraged to sign up to speak on items on this agenda before 10am, on Thursday, October 30, 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.
2. Welcome New DMD Board Members 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. August 28, 2025 Board of Directors Meeting
5. DMD August and September 2025 Investment Reports
 - a. TexPool Accounts – balance, rate and status
6. Texas Public Funds Investment Act Quarterly Report – July through September 2025
7. Authorize the Executive Director to spend up to \$14,750 for the purchase baseball hats to be distributed to participants of the 2026 Barstool Open from Thomas Adams Apparel. The budgeted amount will be allocated from Budget Line 6017c (DTEP Barstool Open) of the FY 2025-2026 Budget.
8. Authorize the Executive Director to spend up to \$8,000 for the purchase and installation of a Server, Back-up Battery and other required network related products and services from Spectrum Technologies. The expenditure will be made from the DMD Capital Purchase Fund and the FY2025-2026 Budget will be amended to increase the Capital Fund contribution by \$8,000.

**FILED FOR RECORD
IN MY OFFICE**

2025 OCT 27 AM 10:44

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

9. Authorize the Executive Director to enter into a service agreement with Placer.ai for data collection services and allocate \$11,000 from Budget Line 5035 (Downtown Research) of the FY 2025-2026 Budget.
10. Discussion and Action to approve the 2025-2026 DMD Committee Charters
11. Discussion and Action to approve the DMD Board Administrative Rules, Policies and Procedures as amended.
12. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
 - a. DoubleTree Hotel – In-Kind host of September 10 Downtown Business Mixer and In-Kind contribution to Downtown Employee Appreciation Day
 - b. Scherr Law Firm - \$300 booth sponsorship Downtown Employee Appreciation Day
 - c. Raising Cane’s Chicken Fingers – In-kind contribution to Downtown Employee Appreciation Day
 - d. In-Kind Activations for Downtown Employee Appreciation Day – La Nube, Blush Spa, Tech Frontier and El Paso Humane Society

REGULAR AGENDA

13. Committee Report: Finance Committee – Chair Joanne Richardson
 - a. Monthly Financial Summary
14. Committee Report: Economic & Residential Development Committee – Chair Michael Parra
 - a. Grant Programs Status/Fund Balance Report
15. Discussion and Action for Approval of Reimbursement Grant Agreement submitted by Luis A Sigala Hernandez for the property owned by John P. Kemp, Jr. and located at 402 E. Third Avenue.
 - a. That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 402 E. Third Avenue (FAC 25-01) in the amount of \$2,272.84, with said project to be completed in accordance with the execution of the Agreement.
16. Committee Report: Infrastructure & Advocacy Committee – Chair Nadia Baem
 - a. Update on DMD Operational Matters
 - b. Brownfields Site Reuse & Revitalization Program Update
 - c. DMD Advocacy
 - i. TxDot’s I-10 Expansion Preferred Alternative
 - ii. City of El Paso Historic Landmark Preservation Amendments
17. 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
18. President’s Report
 - a. DMD Board Vacancies
 - b. Executive Director Performance Evaluation Process Review
19. Discussion and Action to Complete the Executive Director’s Annual Performance Evaluation, Compensation Review, and Determination of Compensation.
20. Executive Director’s Report
 - a. DMD & City Interlocal Agreement Update
 - b. IDA Conference Report

c. Annual Public Input Survey Results

21. Construction & Event Update – Richard Bustamante

a. Current/Upcoming Projects and Events

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

23. Economic Development Update by El Paso County

24. Call to the Public* (no action)

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

26. Discussion of the Next Board Meeting – Thursday, December 4, 2025 – 3:00pm (no action)

27. 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)

28. 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 27th day of October 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 – October 30, 2025

Location: Center for Civic Empowerment, Blue Flame Building-17th Floor, 304 Texas Avenue,
El Paso Texas, 79901

Attendees: **Total Members:** 19 **Quorum: 10 needed**
Total Members Present (In Person): 13

Nadia Baem	Kathrin Berg	Marcelle Fernandez	Guillermo Garcia
Jose Garcia	Brian Kelley	Patrick Merrick	Liliana Miranda
Mark Osborn	Michael Parra	Maxey Scherr	Nick Seckerson
Kelly Tomblin			

Total Members Present (Online): 1

Daniela Caro			
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Total Members Not Present: 5

Beto Burton	Kristi Daugherty	Yolanda Giner	Edgar Lopez
Joanne Richardson			

Ex-Officio Members: Rep. Chris Canales, City of El Paso

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

Guests: Sito Negron, Office of County Commissioner Stout, Robert Collins

1. Call meeting to order

Osborn called the meeting to order at 11:35am on October 30, 2025 at 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 27, 2025 in accordance with the Texas Open Meeting Act.

A quorum was not established.

2. Welcome New DMD Board Members and Introductions

Board Members and staff took turns introducing themselves.

A quorum was established at 11:42am

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:

- Michael Parra nominated Mark Osborn as President. Maxey Scherr seconded the nomination.
- Kathrin Berg nominated Nadia Baem as Vice President. Maxey Scherr seconded the nomination.
- Kathrin Berg nominated Joanne Richardson as Treasurer. Maxey Scherr seconded the nomination.
- Jose Garcia nominated Yolanda Giner as Secretary. Michael Parra seconded the nomination.

Discussion:

None

Moved:

Kelly Tomblin

Seconded:

Maxey Scherr

Roll-Call Vote:

For: 14; Against: 0; Abstaining: 0; Absent: 0

Motion Approved.

CONSENT AGENDA

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9. Authorize the Executive Director to enter into a service agreement with Placer.ai for data collection services and allocate \$11,000 from Budget Line 5035 (Downtown Research) of the FY 2025-2026 Budget
10. Discussion and Action to approve the 2025-2026 DMD Committee Charters.
11. Discussion and Action to approve the DMD Board Administrative Rules, Policies and Procedures as amended.
12. Recognition of donations, contributions and sponsorships to the El Paso Downtown Management District:
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 - c. Raising Cane's Chicken Fingers – In-kind contribution to Downtown Employee Appreciation Day
 - d. In-Kind Activations for Downtown Employee Appreciation Day – La Nube, Blush Spa, Tech Frontier and El Paso Humane Society

Discussion: None.
Moved: Kathrin Berg
Seconded: Maxey Scherr
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

REGULAR AGENDA

13. Committee Report: Finance Committee
 - a. Monthly Financial Summary

Gudenrath provided an overview of the current financial position of the DMD. Osborn asked about estimating assessment income and the impact of protests. Gudenrath stated at assessment revenue is estimated at 98.5% of what is assessed.
14. Committee Report: Economic & Residential Development Committee
 - a. Grant Programs Status/Fund Balance Report

Parra provided an overview of current grants and fund balances.

15. Discussion and Action for Approval of Reimbursement Grant Agreement submitted by Luis A Sigala Hernandez for the property owned by John P. Kemp, Jr. and located at 402 E. Third Avenue.

- a. **That the Executive Director be authorized to sign a Reimbursement Grant Agreement for the Downtown Commercial Facade Improvement Grant Program for property located at 402 E. Third Avenue (FAC 25-01) in the amount of \$2,272.84, with said project to be completed in accordance with the execution of the Agreement.**

Discussion: None
Moved: Maxey Scherr
Seconded: Nadia Baem
Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

16. Committee Report: Infrastructure & Advocacy Committee

- a. **Update on DMD Operational Matters**
Baem provided a brief update on sanitation and security plans for the holiday season. Gudenrath reiterated the DMD's commitment to keep the downtown clean with all of the Winterfest activities and that crews work on all holidays as well. Osborn stated that downtown is already getting more and more active with more comfortable weather. Tomblin stated that guests for the Meta announcement gave compliments on the appearance of downtown.
- b. **Brownfields Site Reuse & Revitalization Program Update**
Baem provided a brief update on current projects and that EPA staff is currently on furlough.
- c. **DMD Advocacy**
- i. **TxDot's I-10 Expansion Preferred Alternative**
Gudenrath submitted two letters addressing DMD positions on the project. Timing for construction is possible in late 2027/early 2028. Negron encouraged the DMD to get involved in communication strategies with TxDot throughout the project.
 - ii. **City of El Paso Historic Landmark Preservation Amendments**
Gudenrath stated that he shared the DMD's position in opposition to the amendments, but the item was deleted before further discussion. Rep. Canales expressed disappointment that the item was deleted without the presentation and discussion, and did not know what the future of the amendments is.

17. 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**
- Sanchez and Bernal provided brief updates on all items.

18. Presidents Report

- a. **DMD Board Vacancies**
Osborn stated that Tessa Judge has resigned from the Board leaving two current vacancies. He encouraged Board Members to submit candidates for consideration with the intention of filling the vacancies at the December Board meeting.
- b. **Executive Director Performance Evaluation Process Review**
The Board went into Executive Session to discuss the evaluation and upon return, took up Item 19 on the agenda.

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

Moved: Jose Garcia made a motion to finalize the results of Gudenrath's performance evaluation and provide a \$3,500.00 merit payment to Gudenrath in recognition of his high level of performance.

Seconded: Nadia Baem

Discussion: None

Roll-Call Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0
Motion Approved.

20. Executive Director's Report

a. DMD & City Interlocal Agreement Update

Gudenrath reported that the agreement was approved unanimously and thanked Rep. Canales for his support. Rep. Canales expressed his pleasure that the agreement was finalized despite some last second challenges that were overcome.

b. IDA Conference Report

Berg, Parra, Garcia, Bernal and Gudenrath shared experiences from the conference.

c. Annual Public Input Survey Results

For the sake of time, this report will be postponed until a future meeting.

21. Construction & Event Update

a. Current/Upcoming Projects and Events

Bustamante provided a report.

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

Rep. Canales provided updates on recent actions by the City Council.

23. Economic Development Update by El Paso County

None

24. Call to the Public* (no action)

None

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

Gudenrath cautioned Board members about fraudulent emails, highlighted the recent promotion of Board member Richardson, and encouraged all to attend the DMD's Holiday Social on Dec. 4th.

26. Discussion of the Next Board Meeting – December 4, 2025 at 3pm. (no action)

None

27. 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

Motion to enter into Executive Session

Moved: Kelly Tomblin

Seconded: Maxey Scherr

Voice Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0

Motion Approved to enter into Executive Session at 11:50am.

Motion to return to the Regular Board Meeting

Moved: Kathrin Berg

Seconded: Liliana Miranda

Voice Vote: For: 14; Against: 0; Abstaining: 0; Absent: 0

Motion Approved to return to the Regular Board Meeting at 12:02pm.

28. Adjourn

By consensus of the Board members present the meeting adjourned at 12:59pm.

Submitted by:



Joe Gudenrath
Executive Director

Date: 10/31/2025