

**Uptown Parking Benefit District Advisory Committee – Regular Meeting**  
**August 19, 2021**  
**Video Conference via Microsoft Teams**  
**MEETING MINTUES**

**Members in Attendance**

Charlie Intebi, John Moye, Sammy Holaschutz, William “Carlos” Keating, Cynthia Pina (non-voting member)

**Members Absent**

Austin Allen, Michael Myers, Gloria Viramontes (non-voting member)

**Vacancies: 1**

**Staff Members Present/Department**

Hannah A Allen (Williams)/SAM, Rene Barraza/SAM, Harold Kutz/SAM, Paul Stresow/International Bridges, Lt. Shields/EPPD, Marcella Attolini/CID, Roberta Brito/CAO

**Presenters:**

EPE, DMD

1. **Establishment of Quorum, Call to Order, and Roll Call**  
Meeting called to order at 4:01 PM (quorum not met).
2. **Call to the Public (items not listed on the Agenda):**  
Call to the public made – no public comment.
3. **Administrative Items:**
  - a. **Discussion and Action:** Approval of the Minutes July 22, 2021  
*Action: Motion to approve July 22, 2021 meeting minutes by Sammy Holaschutz, seconded by Williams “Carlos” Keating, and unanimously passed.*
  - b. **Information and Discussion:** Uptown Parking Benefit District monthly budget update  
Rene Barraza reviewed the financial summary. John Moye requests the full revenue and offset expense to be shown separately.  
  
No questions about budget.
4. **Discussion and Action:** Security update on activity within the district. UPBDAC action on staffing.  
  
Lt. Shields informed that attendance in the Cincinnati District is up, was going to ask for staffing for Labor Day. Concern is for Labor Day weekend, Friday and Saturday will be fully staffed with 12 officers, 2 supervisors and 1 lieutenant but there currently is no approval for officers on Sunday. Anticipating a larger crowd than normal on a Sunday before a holiday due to 4-day holiday weekend and school back in session.  
  
John Moye asks Hannah Williams about a Special Meeting next week to approve funding for OT officers.  
  
Lt. Shields explains events of the previous weekend and how the city has identified 3 main points in regards to entertainment districts, and staffed with 12 officers and 2 supervisors and 1 lieutenant (over all 3 areas); pulling from other areas to assist in Cinci Area. Even with attendance increasing, crime is decreasing. After hours crowd consists of intoxicated people and people that haven’t had a drop to drink all night and just want to hang out; fights start and spills over and creates a crowd that is hard to manage. PD efforts are focused on traffic control -

getting people across the street safely, but that separates enforcement. Now, a large group of officers dominate one area of Cincinnati and push the crowd out, protect neighborhood from a lot of blow-back; efforts are moving in the right direction.

Lt. Shields answers some questions John Moye and Charlie Intebi about MP & Gang Unit operations and coordination efforts in the Cincinnati District.

John Moye asks if there are any additional events coming up (would like to vote on items a couple of months in advance) to which Lt. Shield's answers Halloween (on a Sunday) and Minerpalooza.

**Action: None**

5. **Information & Discussion:** Kern Place Business Association Security & Subcommittee update. Based on a report from Austin Allen, Charlie Intebi informs that Friday nights are not as popular as they use to be and Saturday nights are more popular. Other than that things are still pretty calm; there are still issues in the neighborhood with parking, etc... some residents in Kern are petitioning to change a couple of streets into tow-away zones.
6. **Information and Discussion:** Creation and operations of a municipal management district Joe Gudenwrath/DMD gave presentation (attached). John Moye and Charlie Intebi ask questions.
7. **Information and Discussion:** Public Electric Vehicle (EV) charging stations Angie Rodriguez/EPE gave a presentation (attached) on the trend of electric vehicles in the community and mentioned working with the City of El Paso at downtown locations. Questions about revenue sharing were discussed and EPE is researching case studies to present options to the City and UPBDAC (where will revenue go, to City or UPBDAC). Hannah Williams mentioned that meters are being installed in all available parking spaces in the district, Angie Rodriguez mentioned that the vendor said they can collect two separate fees for the meter and charging station.
8. **Discussion & Action:** Alley Activation Project update Marcella Attolini/CID introduces herself and proceeds with presentation (attached). Consultant performed an estimate and due to current conditions of the market, the updated estimate is significantly higher. Requesting increase in design budget and inform that the construction budget is significantly higher than originally priced [presented]. Consultant has used designated design fee amount up until now but it needs to be increased due to additional utilities discovered after the survey, in addition to the construction cost.  
  
Sammy Holaschutz asked if we increase the funding, are we getting a deliverable – project plans that are ready to implement? Marcella answered yes – afterward, there would be full construction docs ready for implementation. John asked if there is a specific amount being requested and Marcella said the increase amount is being worked on and will be provided to Hannah.  
  
Discussions regarding expanding the scope & funding ensue; Sammy Holaschutz states that he is only comfortable with providing the funds once the final product is presented and asks if it's a possibility. Marcella reiterates that she is not sure if that can happen but she will be sure to provide Hannah with the proposal from the consultant/electrical engineer.

Cynthia Pina mentions the City's Economic Development Fund as a resource – to be added on next agenda.

**Action:** None

**9. Information and Discussion:** Frequency of sidewalk, street and trash pickup

Hannah Williams informed of street sweeping schedule of once a month, gray and blue bin schedule and dumpster pick-up is private.

Charlie Intebi clarified question – concern is about trash cans on the sidewalk.

Hannah Williams will provide an answer to this next month.

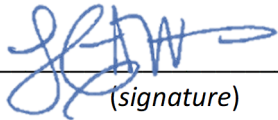
**10. Discussion:** Identification of Items for Future Agenda

John Moyer – Economic Development Fund as a resource for Alley Activation Project

**11. Adjournment**

Meeting concluded at 5:20 PM by John Moyer.

Approved: \_\_\_\_\_

  
(signature)

\_\_\_\_\_  
Hannah Adele Williams

(print)

Executive Recording Secretary



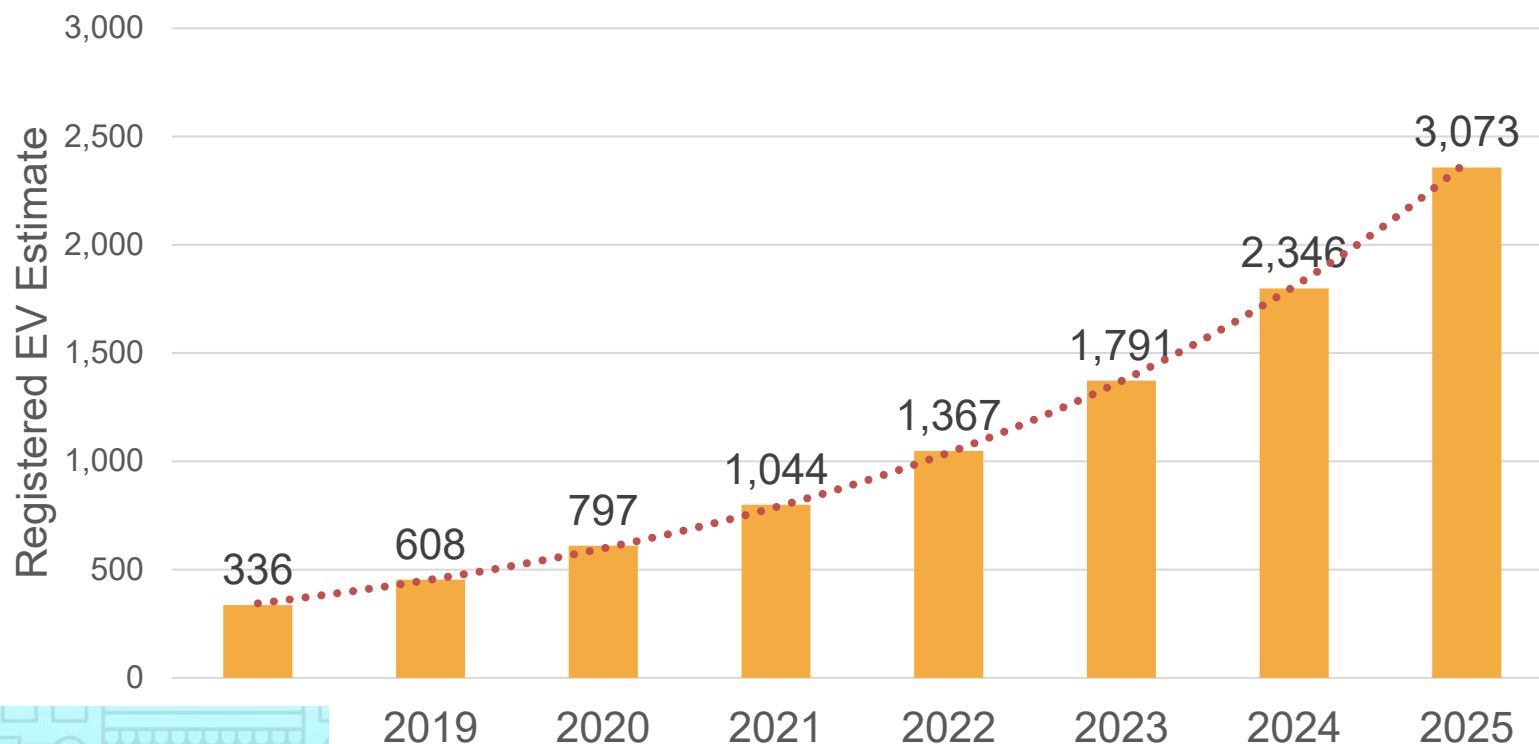
# Electric Vehicle Charging Stations





# EV Growth in Our Region

PHEV & EV Growth in El Paso and Dona Ana County



# EV Charging Station Benefits

- Increase transport mobility and encourage positive economic growth
- Improve quality of life and health
- Save residents money to spend in the local economy
- Reduce local greenhouse gas emissions
- EV charging as a first step towards smart cities
- Attract visits to the area with longer staying
  - Average charge time approx. 2 hours
  - Average park time approx. 4 to 5 hours
- City branding as environmentally conscious



# Types of L2 Charging Stations

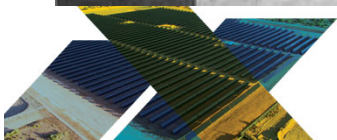
Pedestal



Streetlight / Pole

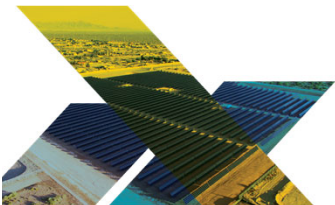


Wall-mounted



# Next Steps

- Evaluate and Select Locations
- Develop Plan and Timeline







# **DOWNTOWN MANAGEMENT DISTRICT**

**E L P A S O**

## **Municipal Management Districts**

### **Uptown Parking Benefit District Advisory Committee**

**August 19, 2021**



# Governing Documents & Origination

- Local Government Code – Chapter 375 (Municipal Management Districts)
- Purpose of a District (a.- l.)
  - b) necessary to promote, develop, encourage, and maintain employment, commerce, economic development, and the public welfare in the commercial areas of municipalities.
  - c) A district is created to supplement and not supplant the municipal services of a municipality and does not release the municipality from its obligations
  - e) to serve a public use and benefit
  - i) to serve the public purpose of securing expanded and improved transportation and pedestrian facilities.
  - j) landscaping and developing certain areas within the district necessary for the restoration, preservation and enhancement of scenic and aesthetic beauty



# Governing Documents & Origination

- Creation of a District
  - Petition received by the Commission on Environmental Quality
  - Petition must include
    - Proposed boundaries of the district
    - Signatures representing a majority of the assessed value of the real property within the proposed district
    - Specific purposes of the district
    - General nature of the work
    - Initial Directors



# Governing Documents & Origination

- Powers & Duties
  - Contracts, property ownership, debt, fees, etc.
    - o) do anything necessary, convenient, or desirable to carry out the powers expressly granted or implied by this chapter.
  - Road Projects, public ways
  - Special Assessments
  - Specific Powers relating to Assessments
    - Public improvements, projects, programs, services
  - Impact Fees
  - General Obligation and Revenue Bonds





# Governing Documents & Origination

- Established in March 1997 by petition of the property owners of a majority of the assessed value in the district.
- Not alone! - IDA

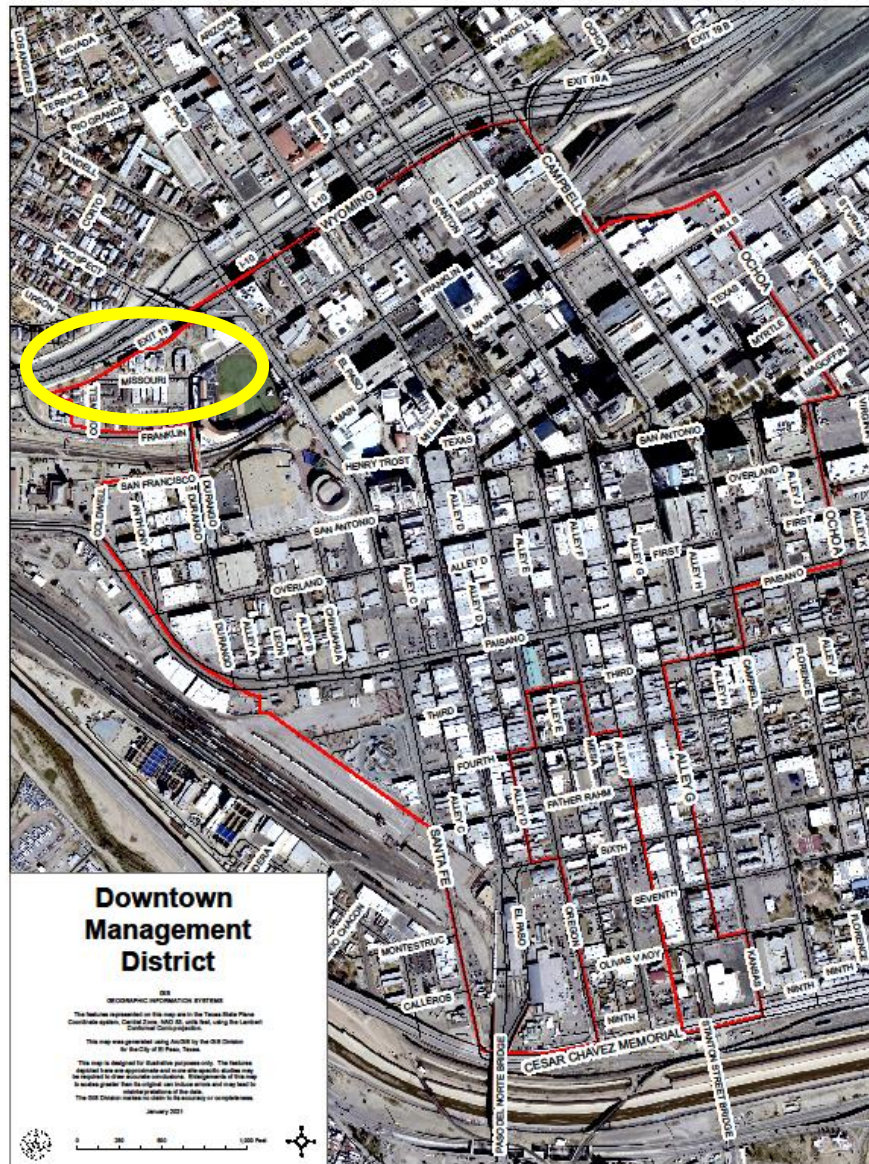


# Governing Documents & Origination





# Governing Documents & Origination



**DOWNTOWN  
MANAGEMENT DISTRICT**

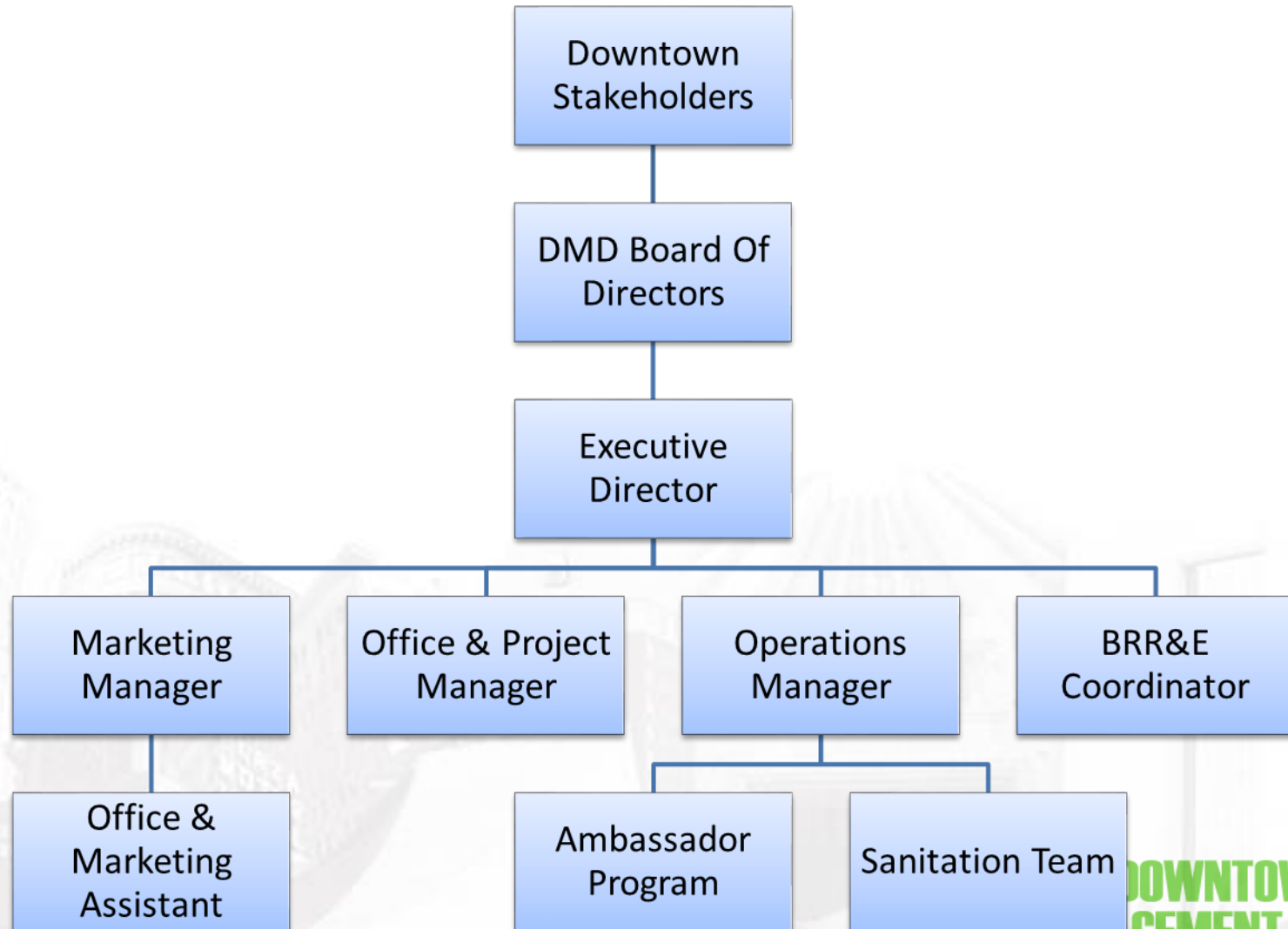


# Downtown Management District Board of Directors

- 21 Members
- 3-year terms (2 Term Limit est. 2017)
- Nominated by Board and approved by City Council (7 each year)
- Vacancies are filled by Board
- Source of Advocacy, Property/Business Owner Representation



# Administrative Rules





# DMD Programs Sanitation

- Responsibilities
  - Litter abatement
  - Pedestrian Trash Can Service
  - Illegal Dumping Remediation
  - First Floor Graffiti Removal
  - Parks Trash & Litter
  - Banner Installation & Removal
  - Sidewalk Powerwashing
  - Gum Removal
  - Minor maintenance and painting



**DOWNTOWN  
MANAGEMENT DISTRICT**

**E L P A S O**



# DMD Programs

## Security

### DMD Efforts

- In 2015, DMD initiated a pilot program to hire off-duty officers to patrol Union Plaza and the El Centro Shopping District.
- Current schedule places officers in El Centro Shopping District during back to school, Holy Week and Holiday Season
- Officers are paid \$30-\$50/hour depending on time of day, and location of patrol.
- Infrastructure Committee developing new strategies to face current challenges



# DMD Programs

## Ambassador Program

- New program identified in the 2016 Strategic Plan.
- Purpose: Ambassadors placed in high traffic public areas to welcome and assist guests to Downtown El Paso.
- Seasonal – Summer and Holidays **(Temporarily Suspended)**







# DMD Programs

## Event Permitting

- DMD serves as the Permitting Authority for Downtown Street Events as established by an Interlocal Agreement with the City.
- Event organizers utilize an online application system to submit all necessary data (i.e. application, site plans, insurance, public notifications, etc.).
- The DMD convenes a committee of City officials to review and provide requirements/recommendations for the applicant.
- City pays DMD:
  - Annual Flat fee of \$6,500 (10 applications)
  - \$650 per application above 10



DOWNTOWN  
ELEMENT DISTRICT

P A S O



# DMD Programs

## Façade Grant Program

- A program of the DMD since 2011.
- Currently funded by the DMD and TIRZ.
- Provides applicants up to \$25,000 for eligible exterior façade improvements. Applicants must provide a dollar for dollar match.
- Staff & Committee review and make recommendations based on scope of the project, impact, historical contributions, location and occupancy.
- DMD Board reviews and approves all grants.





# DMD Programs Grant Programs

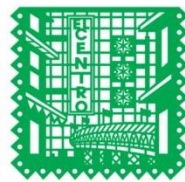
- Pedestrian Improvements
- Murals
- Signature Signage and Lighting



**DOWNTOWN  
NAGEMENT DISTRICT**



# DMD Programs Branding



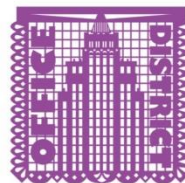
**EL CENTRO**  
*Shops On The Border*



**UNION PLAZA**  
*Nightlife and Entertainment*



**LAS PLAZAS**  
*Arts District*



**OFFICE DISTRICT**



**GOVERNMENT DISTRICT**

**DOWNTOWN  
MANAGEMENT DISTRICT**

**E L P A S O**





# DMD Programs

## Downtown INSIDER



- DMD's weekly electronic newsletter.
- Distributed every Thursday, 52 weeks of the year.
- Includes a special feature each week, event information, business promotions.
- Currently over 8,350 subscribers.

# DMD Programs Promotions

- Periodic activities to engage the public, generate earned media and to activate downtown.
- Annual calendar includes:
  - Barstool Open
  - Hidden Hearts (February)
  - Downtown Living/Hotel Tour (April)
  - Downtown Tasting Tour (June-September)
  - Annual Public Survey (July)
  - Downtown Fiesta de Las Luces (July-September)
  - Back to School/Tax Free Weekend (August)
  - Downtown Employee Appreciation Day (September)
  - Downtown Monster Hunt (October)
  - Start Up Downtown (November)
  - Small Business Saturday (November)
  - Black Friday Bingo (November/December)



# DMD Programs Banners

- Special Privilege Permit with City of El Paso allows the DMD to manage a program to utilize light poles for promotions and sponsorships that highlight events, activities, occasions, and the public good.
- Total space available:
  - 43 (2x2) @ \$17.50 per banner per month
  - 235 (2x5) @ \$35.00 per banner per month



**MANAGEMENT DISTRICT**

**E L P A S O**





# **DOWNTOWN MANAGEMENT DISTRICT**

**E L P A S O**

## **2020-2021 Budget**

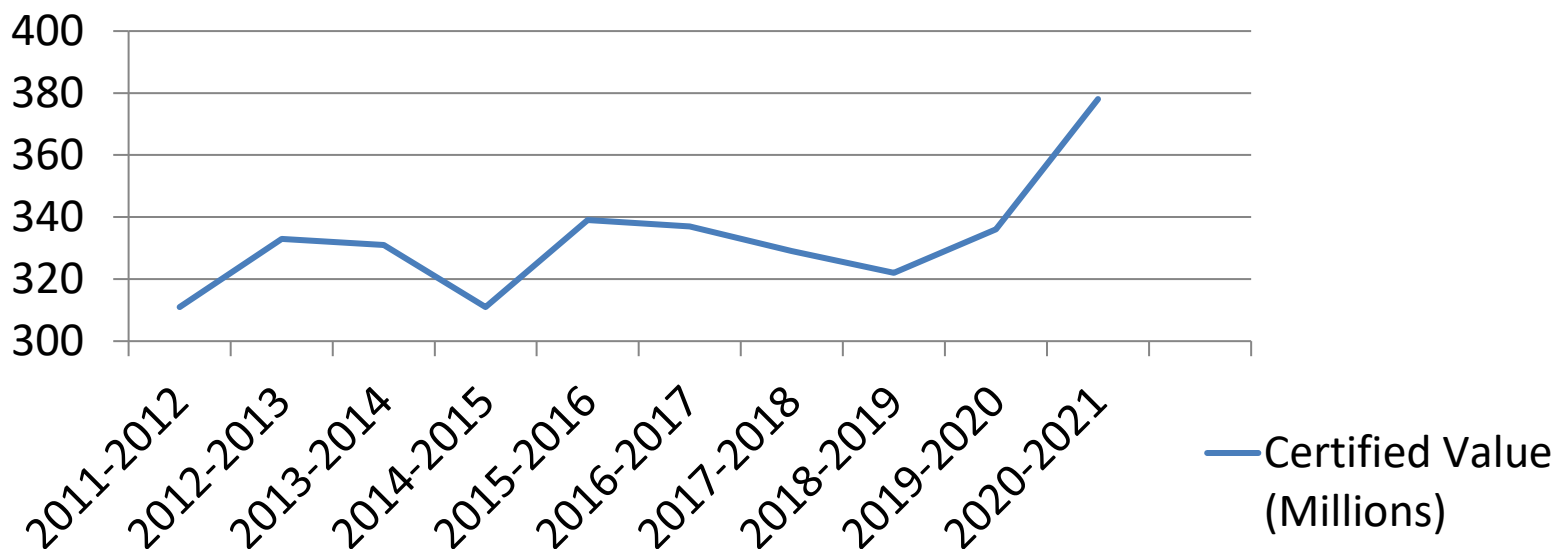




# Revenue

- **Assessment**

- Assessment Rate - \$.12/\$100
- Certified Values: \$377,932,654
  - Prev Year Cert Value: \$336,135,085
  - Yr to Yr Increase of \$41,797,569 (+12.4%)
- ***Projected DMD Assessment Revenue: \$437,645 (+\$42,351)***
  - 96.5% of Assessment Based on Cert. Values



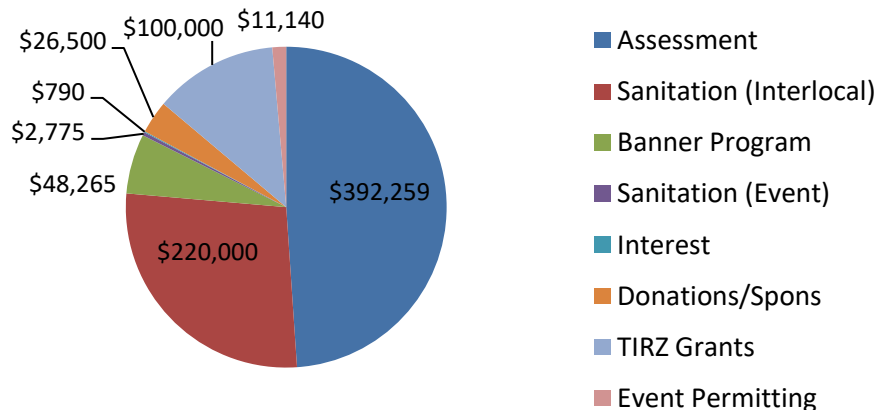


# Revenue

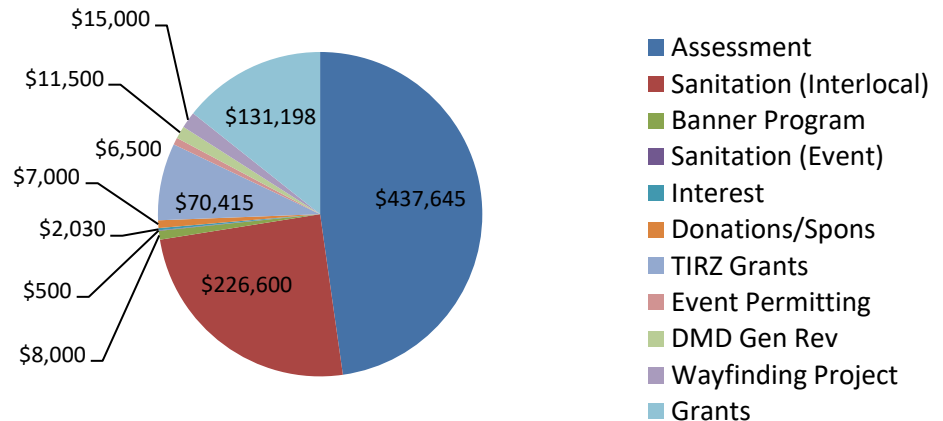
## • Other Income

- Sanitation Services Interlocal: \$226,600 (-8% - Pending Finalization)
- Special Privilege Permit: \$6,500 (-72%)
- Special Privilege Street Banner Program: \$8,000 (-56%)
- Sanitation Services: \$500 (-86%)
- Interest Income: \$2,030 (-73%)
- DMD Generated Revenue: \$11,500 (-58%)
- Donations, Contributions, Sponsorships: \$7,000 (79%)
- TIRZ Façade Contribution: \$70,415 (-29%)
- Wayfinding Project: \$15,000 (Carry Over Expense)
- Grants (CARES and Brownfields): \$131,198 (NEW)

### Income by Sources FY13-14



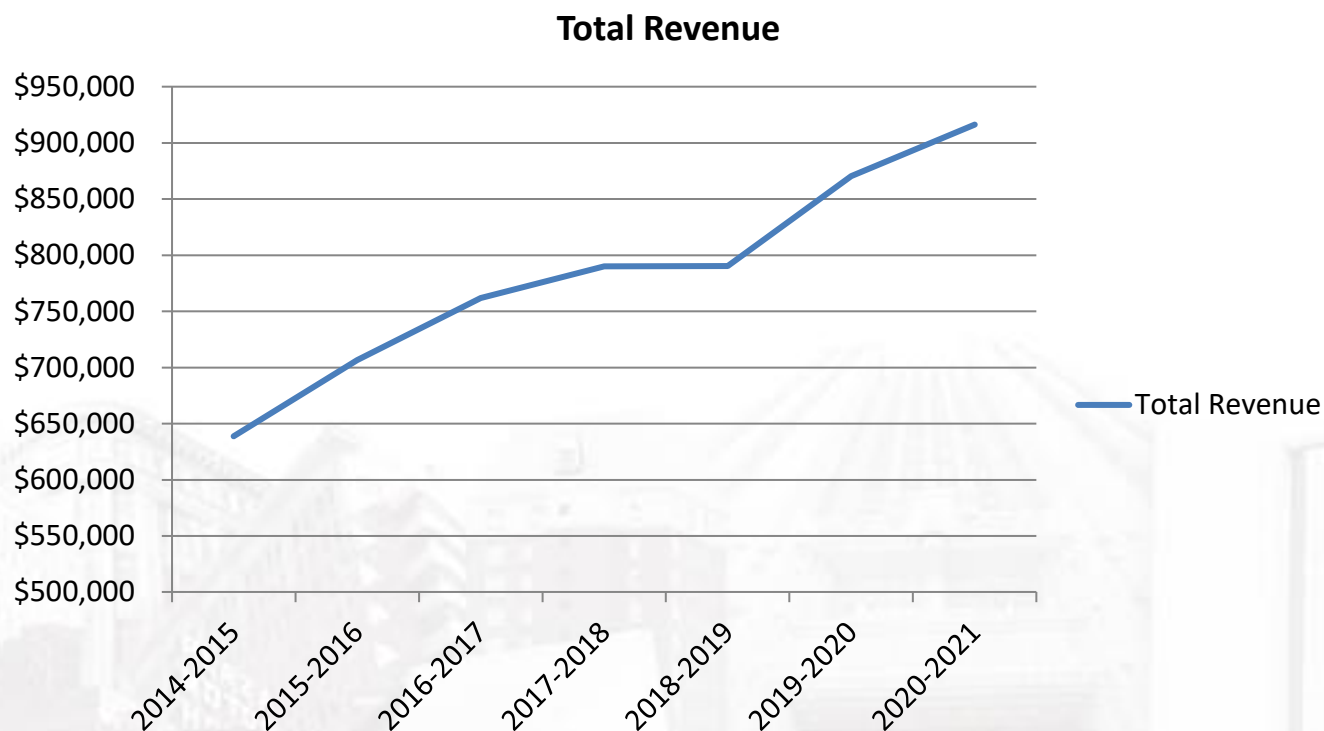
### Other Income by Sources





# Revenue

**TOTAL REVENUE: \$916,387 (+5.3%)**



**DOWNTOWN  
MANAGEMENT DISTRICT**

**E L P A S O**



# 2019 – 2022 Strategic Plan

- **Formal Integration**
- **Residential Development**
- **Downtown Vision/Action Plan/Identity/Boundaries**
- **Aesthetics and Connectivity**
- **Business Retention, Expansion & Development**
- **Advocacy**



# THANK YOU

## **Contact Information:**

Joe Gudenrath

El Paso Downtown Management District

201 E. Main Ste. 107

El Paso, TX 79901

915-400-2294 x101

[jgudenrath@elpasodmd.org](mailto:jgudenrath@elpasodmd.org)

**DOWNTOWN  
MANAGEMENT DISTRICT**

**E L P A S O**



# Uptown Alley [Revitalization]

*Uptown Parking Benefit District Advisory Committee*

# Project Goals

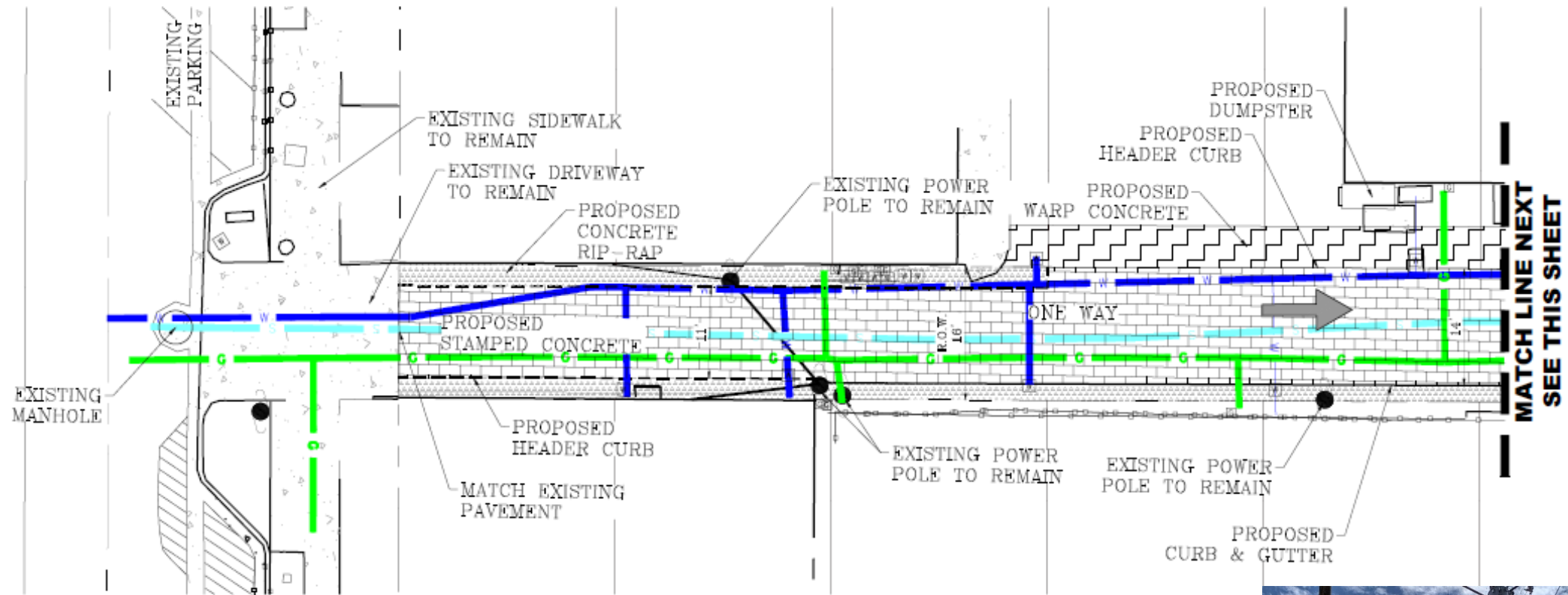
1. Enhance public health by offering a safe and pleasant pedestrian pathway opportunity.
2. Promote a sense of place for the community.
3. Beautify the alley by adding amenities such as decorative resurfacing, lighting, landscaping, sidewalks, bulb-outs, and artwork.
4. Thoughtfully and strategically incorporate design elements that reduce the negative connotation of an alley and address safety/drainage challenges.

# Points for review and concurrence

- \* **No parking in alley** (City to assist district with direction on employee parking options)
- \* **One- way alley**
- \* Possibility for :
  - Alley closed after 6pm to vehicles
- \* District willing to look at trash options: Screen.
- **Planters**
  - Who will maintain plants?
- \* **Painting/ art work on existing utilities is a great idea. City will discuss with MCAD**
- \* **Surface treatment - Stamped concrete.**



CINCINNATI ST.  
(70' R.O.W.)

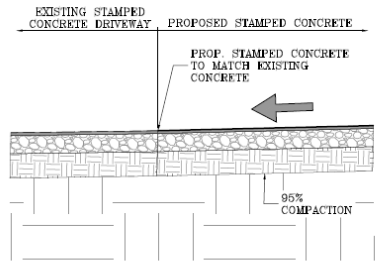


ALLEY PLANTER OPTION

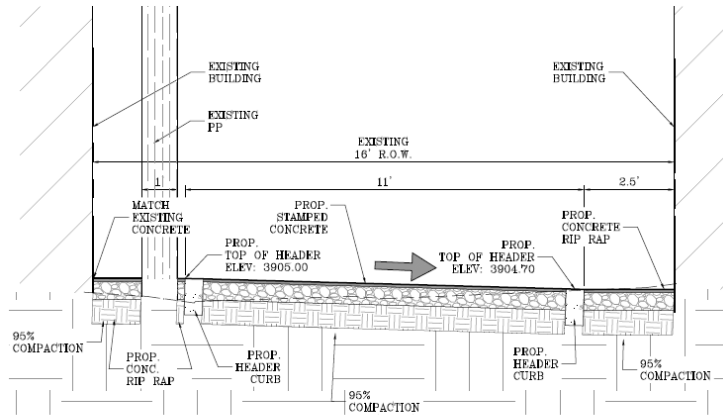


STAMPED CONCRETE ALLEY

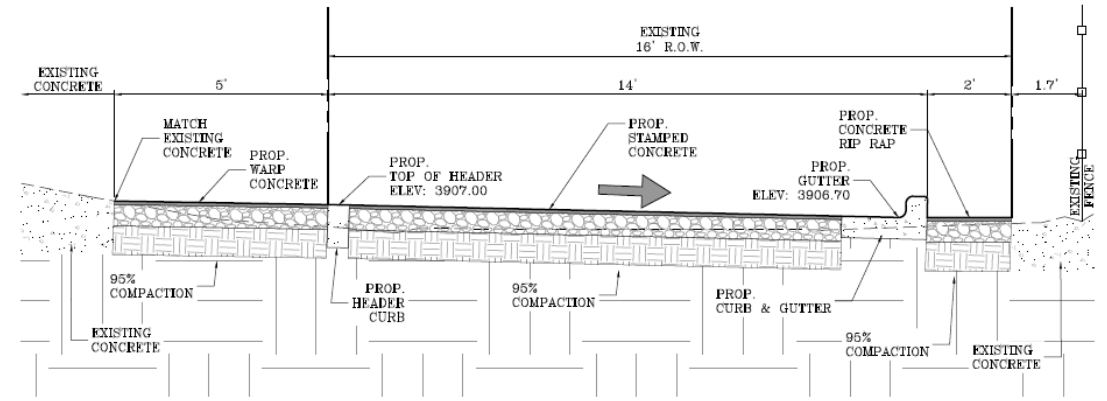




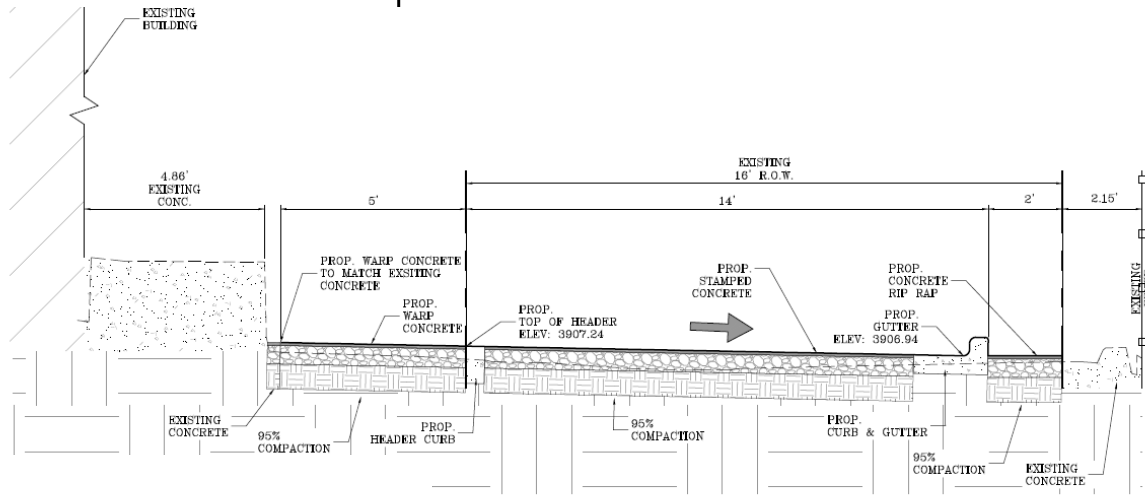
SECTION A  
SCALE 1"=2'



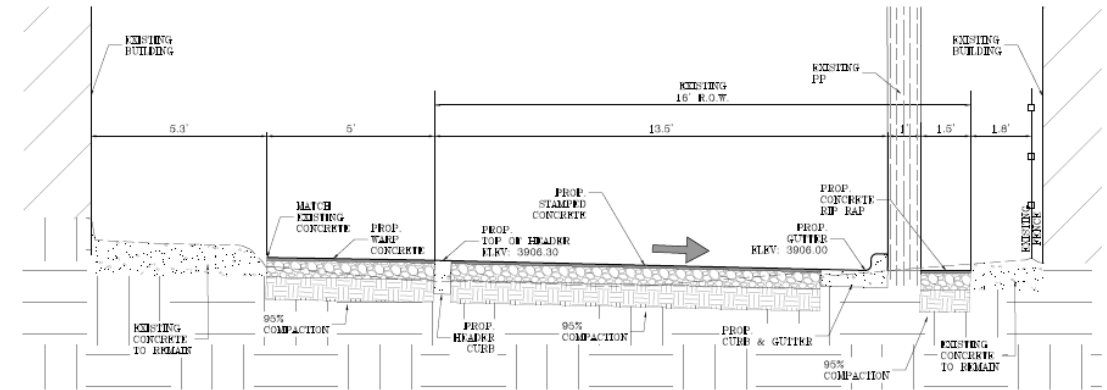
SECTION B  
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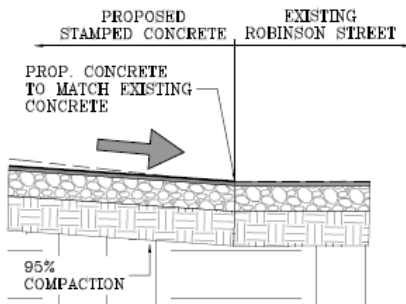
SECTION C  
SCALE 1"=2'



SECTION D  
SCALE 1"=2'



SECTION E  
SCALE 1"=2'



SECTION F  
SCALE 1"=2'

# Cost

- **LIMITS:** Alley between Mesa and Stanton / Cincinnati and Robinson (About 16 feet wide and 300 linear feet long)
- **TOTAL BUDGET:** Not to exceed **\$15,000** (Design only)
- **Total costs + art:** ~ **\$109,400.00.** *All costs provided are construction/material estimates only. Cost does not include design. Also this cost did not include contractor Overhead and Profit.*

Item No.	Description	Price Per Unit	Quantity	Cost
1	Alley stamped conc., curb and utilities	\$102,000.00	1.0	\$102,000.00
2	Lighting - 3 fluted poles w/double fixtures	\$12,000.00	3.0	\$36,000.00
3	LS -bulb out with ground cover	\$3,000.00	1.0	\$3,000.00
4	Moveable Planters	\$1,000.00	6.0	\$6,000.00
5	Trash Bin Enclosures with fence & gate	\$8,000.00	4.0	\$32,000.00
6	Mobilization, Traffic Control, Swppp	\$38,000.00	1.0	\$38,000.00

**Subtotal \$217,000.00**

Pre-Engineering estimate does not include all costs for project



# QUESTIONS?

