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Economic and International Development Department

Tax Increment Reinvestment Zone Number 5 (TIRZ No. 5) Board of Directors Notice of Meeting

DATE: Monday, March 28th, 2016
TIME: 3:00 p.m.
PLACE: Main Conference Room (City Hall, 2nd Floor)
300 N. Campbell - El Paso, Texas 79901

AGENDA

1. Call to order and establishment of a quorum Ruben Torres
2. Discussion & Action Ruben Torres
Approval of Meeting Minutes for May 14th, 2015
3. Presentations
 - A. El Paso County – Historic Preservation Efforts County Commissioner Stout
 - B. El Paso Downtown Management District Overview – Joe Gudenrath
 - o Pedestrian Way-finding System and
 - o Downtown Commercial Façade Improvement Grant Program
4. TIRZ 5 Announcements Jessica Herrera
5. Adjournment

The Tax Increment Reinvestment Zone No. 5 Board may retire into Executive Session pursuant to Section 3.5A of the El Paso City Charter and the Texas Government Code, Section 551.071 – 551.076 to discuss any of the following and any item on the agenda:

Section 551.071	Consultation with Attorney
Section 551.072	Deliberations regarding Real Property
Section 551.073	Deliberations regarding Prospective Gifts
Section 551.074	Personnel Matters
Section 551.076	Deliberations regarding Security Devices

POSTED: Mar 21nd, 2016 City Hall 3:00 pm. By: Francis Chen, Economic Development Department

PUBLIC NOTICE: Sign Language Interpreters will be provided for this hearing upon request. Request must be made to the City Development Department a minimum of 24 hours prior to the date and time of this hearing. Copies of this agenda will be provided in braille, large print or audio tape upon request. Requests must be made a minimum of 48 hours prior to the date and time of this meeting at the following number 212-1632.

Public comment on any item posted on the agenda may be taken at the discretion of the Chair in accordance to the Board's adopted by-laws so that any citizen of the City of El Paso shall have a reasonable opportunity to be heard.

Cary Westin – Managing Director
City 3 | 801 Texas Ave | El Paso, Texas 79901 | (915) 212-0094

"Delivering Outstanding Services"

Mayor
Oscar Leeser

City Council

District 1
Peter Svarzbein

District 2
Larry Romero

District 3
Emma Acosta

District 4
Carl L. Robinson

District 5
Michiel R. Noe

District 6
Claudia Ordaz

District 7
Lily Limón

District 8
Cortney C. Niland

City Manager
Tommy Gonzalez



Economic & International Development Department

Mayor

Oscar Leaser

City Council

District 1

Peter Svarzbein

District 2

Larry Romero

District 3

Emma Acosta

District 4

Carl L. Robinson

District 5

Dr. Michiel R. Noe

District 6

Claudia Ordaz

District 7

Lily Limón

District 8

Cortney C. Niland

City Manager

Tommy Gonzalez

Proposed TIRZ 5 Board Calendar:

1. March 28th, 2016
2. April 25th, 2016
3. May 23rd, 2016
4. June 27th, 2016
5. July 25th, 2016
6. August 22nd, 2016
7. September 26th, 2016
8. October 24th, 2016
9. November 28th, 2016

All meeting dates take place at:

300 N. Campbell, El Paso TX, 79901

City Hall, 2nd Hall Conference Room, 3:00pm
at the 4th Monday of each month.

TAX INCREMENT REINVESTMENT ZONE No. 5
BOARD MEETING MINUTES
Main Conference Room (City Hall, 2nd Floor)
May 14th, 2015
7:30 A.M.

Board Members in attendance:

Mike Churchman
Noemi Tovar
Brett Goldberg
Ruben Torres
Elke Cumming
David Stout
Art Fierro
Lane Gaddy
Mike Murguia

Board Members absent:

Ricardo Fernandez
Fred Dalbin (Excused)
Chad North (Excused)

Staff Members present:

Francis Chen
Jessica Herrera
Karla Nieman

MINUTES

1. Call to order and establishment of a quorum Ruben Torres

The Tax Increment Reinvestment Zone No. 5 Board met at the above place and date. Meeting was officially called to order at 7:35 a.m. by Ruben Torres and a quorum was established.

2. Discussion & Action Ruben Torres

A. Approving the Meeting Minutes for January 29th, 2015

A motion to approve the meeting minutes for December 4th, 2014 was made by Ruben Torres, with Elke Cumming seconding the motion. The minutes were approved unanimously by the board.

3. Presentations

A. Downtown Marketing & Branding Efforts

a) Downtown Management District

Joe Gudenrath

Joe Gudenrath, Executive Director of the El Paso Downtown Management District (DMD), presented on the DMD's Downtown marketing and branding efforts through a professional marketing services firm, Mithoff Burton.

Mithoff Burton worked with the DMD to create District-Level Identification & Wayfinding for the five Downtown Districts (Office District, Government District, El Centro, Union Plaza, Las Plazas) reflecting the El Paso

community, highlighting local history and culture to visitors, and supporting input received from stakeholders.

The El Paso DMD has unveiled its brand at the April 16th DMD Downtown Social, and plans to implement the District branding through website updates, video, street light pole banners, the El Paso Chihuahuas, a six month El Paso Times Print/Electronic Ad Campaign, and a billboard campaign in Juarez.

b) Destination El Paso

Kimberly Foster

Kimberly Foster, Advertising and Communications Manager of Destination El Paso, presented on Destination El Paso's marketing efforts to reach out to travelers visiting the El Paso Region.

Destination El Paso is reaching out to Millennials & Generation X Travelers and Business & Personal Travelers. Destination El Paso is marketing "experiences which are off the beaten path" which are sharable/mobile to travelers to El Paso. Destination El Paso is focusing on shopping, heritage tourism, culture and entertainment, and outdoor activities.

In addition, Ms. Foster stated that Destination El Paso is focusing on drive markets such as Albuquerque, Midland/Odessa, and Roswell/Artesia/Hobbs.

Through the "El Paso Up" campaign, Destination El Paso is branding tourism in El Paso through YouTube, Web and Mobile Ads, Pandora, Convenience Store Advertising, Billboards, Print Advertisements at conventions, sports marketing events, and tourism events.

B. Downtown Projects Update

Jessica Herrera

Jessica Herrera, Redevelopment Manager with the City of El Paso, presented on Downtown Sustainable Cities Center Incentive Projects.

She stated as of May 2015, between Jan 2014 to May 2015, there have been six executed Downtown Sustainable Cities Center Incentive Agreements. There have been a total of \$9.975 million in investment in mixed use, residential, bars, and office projects, and there are two submitted Downtown Sustainable Cities Center Incentive Applications that were currently in review.

Examples of projects presented include the Campbell Apartments, 533 West Franklin, 204 Mills (Tejas Building), 513 W. San Antonio, 500 San Francisco, and 909 E. San Antonio.

5. Adjournment

Francis Chen

The meeting was adjourned at 8:35 am.

Approved: _____

Recording Secretary