



# Board Meeting

April 18, 2024

**CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT  
REGULAR BOARD OF DIRECTORS MEETING**

9:00 a.m., Thursday, April 18<sup>th</sup>, 2024  
IBC Bank, 221 S. Shoreline, 2<sup>nd</sup> Floor  
Corpus Christi, TX 78401

- 1) Determination of quorum
- 2) Call to Order

**CONSENT AGENDA**

*(At this point, the Board of Directors will vote on all motions, resolutions not removed for individual consideration)*

- 3) Minutes:
  - a. Of the Regular Board of Directors Meeting of March 21<sup>st</sup>, 2024.
  - b. Of the Special Board of Directors Meeting of April 11<sup>th</sup>, 2024
- 4) Financial Statements.
- 5) Report on absences from 2024 DMD Regular Board of Directors meetings with possible action.

**AGENDA**

- 6) PUBLIC FORUM:  
Please limit presentations to three (3) minutes. If you plan to address the Board during this time, please sign the designated form giving your name, address and topic.
- 7) City and Partnering Organizations Reports:
  - a. No Smoking Ban in Parks Ordinance Presentation
  - b. Sales Tax Reauthorization Presentation
  - c. FEMA Flood Map Presentation
- 8) DISTRICT OPERATIONS:
  - a. Clean Team / Block by Block Updates
- 9) PLACEMAKING:
  - a. City Wayfinding Survey
  - b. Signage Updates
  - c. Mural Fest 2024 Updates
- 10) ECONOMIC DEVELOPMENT:
  - a. Projects Updates
- 11) PROMOTIONS:
  - a. April ArtWalk Report
  - b. Special Events – State of Downtown Recap
  - c. Programming Report
- 12) ORGANIZATIONAL MANAGEMENT:
  - a. Review resolution FY 2023-2024 Apr-02 amendment to budget with possible action
  - b. New Team Members Introduction
  - c. 2023 Downtown Perception Survey
  - d. Boundary Expansion Updates
  - e. \*Personnel Item
- 13) Board Requests for Next Meeting:
- 14) Adjourn.

**\* EXECUTIVE SESSION**

*Public Notice is given that the DMD Board of Directors may elect to go into executive session at any time during the meeting in order to discuss any matters listed on the agenda, when authorized by the provisions of the Open Meeting Act, Chapter 551 of the Texas Government Code, and that the Board of Directors specifically expects to go into executive session on the following matters. In the event the Board of Directors elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.*

Posted: County Clerk, Nueces County Courthouse. District Office, 921 N Chaparral STE 100. City Secretary, Corpus Christi City Hall IBC Bank, 221 S. Shoreline, 2<sup>nd</sup> Floor

Minutes, Regular Board of Directors Meeting March 21st, 2024  
**MINUTES OF THE REGULAR MEETING OF THE  
BOARD OF DIRECTORS FOR THE  
CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT**

The meeting of the Board of Directors of the Corpus Christi Downtown Management District was held at 9:00 a.m. on Thursday, March 21st, 2024, at IBC Bank, 2<sup>nd</sup> Floor, 221 S Shoreline, Corpus Christi, TX 78401 pursuant to call and notice in accord with the Texas Open Meetings Act, District Bylaws, and District policy. The following Directors are present for the meeting: Barrera, Charles, Gignac, Gutschow, Kucewicz, Lain, Lomax, Molina, Perez, Peterson, Richline, Shook, Trevino & Votzmeyer-Rios. Also present: A. Mason, A. Albin, J. Bodwell, D. Campos, I. Espinosa, A. O'Donnell, V. Villarreal, & P. Wiggins CCDMD, D. Watson, Block by Block, H. Hurlbert, R Penska, J. Atwood & E. Borgstedte, City of Corpus Christi.

While awaiting a quorum at 9:01a.m. Chairman Peterson moved to **Item 6 – PUBLIC FORUM**. There were no comments from the public.

Chairman Peterson determined a quorum at 9:02 a.m. Item 1 & called meeting to order Item 2. Chairman Peterson moved to the **CONSENT AGENDA**, Items 3, 4, & 5 on the agenda. A motion was made by K. Kucewicz to approve the Consent Agenda. This was seconded by B. Molina and passed unanimously.

Chairman Peterson moved to Item 7 on the agenda.

**7) CITY & PARTNERING ORGANIZATIONS REPORTS:**

E. Borgstedte advised that the City has met with the Type A Board regarding sales tax.

J. Atwood gave a PowerPoint presentation on the Marina Master Plan.

Chairman Peterson moved to Item 8 on the agenda.

**8) DISTRICT OPERATIONS**

a) Clean Team / Block by Block

D. Watson provided an update on monthly operations by PowerPoint Presentation.

Chairman Peterson moved to Item 9 on the agenda.

**9) PLACEMAKING**

a) Wayfinding & Signage Updates.

b) Mural Fest 2024

A. O'Donnell provided updates on items 9a. & 9b. by PowerPoint Presentation.

Chairman Peterson moved to Item 10 on the agenda.

**10) ECONOMIC DEVELOPMENT**

a) Projects

J. Bodwell provided updates by PowerPoint Presentation.

Chairman Peterson moved to Item 11 on the agenda.

**11) PROMOTIONS.**

a) ArtWalk

b) Special Events

P. Wiggins gave updates on items 11a. & 11b. by PowerPoint Presentation

c) Programming

I. Espinosa provided updates on item 11c including DBA membership and Run Club

Chairman Peterson moved to Item 12 on the agenda.

**12) ORGANIZATIONAL MANAGEMENT:**

- a) Review Resolution FY 2023-2024 Mar-01 Geocentric Website Contract with possible action  
J. Richline made a motion to approve Resolution FY 2023-2024 Mar-01. This was seconded by C. Lain and passed unanimously.
- b) IDA Value of Downtown Study.  
A Mason presented the study by PowerPoint Presentation
- c) 2023 Downtown Perception Study  
D. Campos reviewed the project and provided the results by PowerPoint Presentation.
- d) Boundaty Expansion Updates  
A.Mason advised that the minimum 50% property owner signatures had been received to enable the expansion to proceed.

Chairman Peterson moved to Item 13 on the agenda.

**13) Board Requests for Next Meeting**

- Budget Amendment.
- Sales Tax update
- Marina Master Plan update

Chairman Peterson moved to Item 14 on the agenda.

**14) Adjourn**

Meeting adjourned at 10:04a.m.

\_\_\_\_\_ Glenn Peterson, Chairman.

Minutes, Special Board of Directors Meeting April 11th, 2024  
**MINUTES OF THE SPECIAL MEETING OF THE  
BOARD OF DIRECTORS FOR THE  
CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT**

The meeting of the Board of Directors of the Corpus Christi Downtown Management District was held at 9:00 a.m. on Thursday, April 11th, 2024, at the CCDMD Offices, 921 N Chaparral Street, Suite 100, Corpus Christi, TX 78401 pursuant to call and notice in accord with the Texas Open Meetings Act, District Bylaws, and District policy.

The following Directors are present for the meeting: Gignac, Kucewicz, Lain, Lomax, Maxwell, Molina, Peterson, Richline, Trevino & Votzmeyer-Rios. Also present: A. Mason, A. Albin, CCDMD.

Chairman Peterson determined a quorum at 9:01a.m., Item 1 & called the meeting to order Item 2.

Chairman Peterson moved to Item 3 on the agenda.

**3. PUBLIC FORUM**

There were no comments from the public.

Chairman Peterson moved to Item 3 on the agenda.

**4. Review Resolution FY 2023-2024 Apr-01 to approve the annexation of an additional area to be included within the Downtown Management District with possible action.**

A. Mason provided context by PowerPoint Presentation after which a motion was made by J. Richline to approve **Resolution FY 2023-2024 Apr-01**, this was seconded by C. Votzmeyer-Rios and passed unanimously.

Further discussion regarding the inclusion or exclusion of WatersEdge Park in the annexation resulted in a motion by C. Lain to redraw the metes and bounds description and map to EXCLUDE WatersEdge Park from the annexation. This was seconded by B. Molina and passed unanimously.

For the avoidance of doubt B. Molina made a further motion to confirm approval of **Resolution FY 2023-2024 Apr-01** with the amended metes and bounds description and map included. This was seconded by J. Richline and passed unanimously.

Chairman Peterson moved to Item 5 on the agenda.

**5. Board Requests for Next Meeting.**

There were no requests.

**6. The meeting was adjourned at 9:31a.m.**

\_\_\_\_\_ Glenn Peterson, Chairman.

**Corpus Christi Downtown Management District.**  
**Balance Sheet**  
As of March 31, 2024

Mar 31, 24

**ASSETS**

**Current Assets**

**Checking/Savings**

**1000 · Bank Deposits**

1100 · Petty Cash 7.59

1150 · PayPal 13,339.55

1215 · American Bank Operating Account 6,396.11

1223 · American Bank EFT Account 215,544.42

1284 · American Bank Office Account 564.96

**Total 1000 · Bank Deposits** 235,852.63

**Total Checking/Savings** 235,852.63

**Accounts Receivable**

11000 · Accounts Receivable 203,051.01

**Total Accounts Receivable** 203,051.01

**Other Current Assets**

**2000 · Current Assets**

2200 · Prepayments 487.22

**Total 2000 · Current Assets** 487.22

**Total Other Current Assets** 487.22

**Total Current Assets** 439,390.86

**TOTAL ASSETS** 439,390.86

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Accounts Payable**

20000 · Accounts Payable 99,775.22

**Total Accounts Payable** 99,775.22

**Other Current Liabilities**

23100 · Accruals 24,580.60

**24000 · Payroll Liabilities**

24200 · Retirement Contributions 2,736.29

**Total 24000 · Payroll Liabilities** 2,736.29

25500 · Sales Tax Payable 0.10

**Total Other Current Liabilities** 27,316.99

**Total Current Liabilities** 127,092.21

**Total Liabilities** 127,092.21

**Equity**

30000 · Opening Balance Equity 160,983.44

32000 · Unrestricted Net Assets -3,518.04

Net Income 154,833.25

**Total Equity** 312,298.65

**TOTAL LIABILITIES & EQUITY** 439,390.86

**Corpus Christi Downtown Management District.  
 Condensed Profit & Loss Budget Performance  
 March 2024**

	<u>Mar 24</u>	<u>Mar 23</u>	<u>% Variance</u>	<u>Oct '23 - Mar 24</u>	<u>Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>						
<b>Income</b>	<u>194,247.21</u>	<u>108,893.46</u>	<u>78.38%</u>	<u>1,228,626.87</u>	<u>2,244,536.00</u>	<u>54.74%</u>
<b>Gross Profit</b>	<u>194,247.21</u>	<u>108,893.46</u>	<u>78.38%</u>	<u>1,228,626.87</u>	<u>2,244,536.00</u>	<u>54.74%</u>
<b>Expense</b>						
60000 - District Operations	55,303.29	49,766.46	11.13%	324,534.83	656,366.00	49.44%
62000 - Economic Development	375.00	0.00		9,759.78	21,000.00	46.48%
63000 - Placemaking	5,047.38	10,183.54	-50.44%	92,798.56	142,607.00	65.07%
64000 - Promotions	51,445.77	27,035.34	90.29%	169,054.49	305,700.00	55.3%
65000 - Organizational Management	65,241.83	68,138.82	-4.25%	477,645.96	1,086,183.00	43.98%
69810 - Transfer to Reserve	0.00	0.00		0.00	32,680.00	0.0%
<b>Total Expense</b>	<u>177,413.27</u>	<u>155,124.16</u>	<u>14.37%</u>	<u>1,073,793.62</u>	<u>2,244,536.00</u>	<u>47.84%</u>
<b>Net Ordinary Income</b>	<u>16,833.94</u>	<u>-46,230.70</u>	<u>-136.41%</u>	<u>154,833.25</u>	<u>0.00</u>	<u>100.0%</u>

An excused absence is one of the following: (1) Illness or death in the family; (2) Out of town; (3) Unavoidable family, personal or business related emergencies. Any other absence is (4) unexcused."

Directors should advise Staff by email in advance of any anticipated absence quoting one of the reasons listed above.

#	Directors - 2024 - attendance	Appt	Exp	Bond	Cell#	1/18	2/15	3/21	4/11	4/18	Absences
1	Barrera, Jaime. N	4/3/20	9/30/26	1/23	361-563-5083	v	v	v	X		0
2	Charles, Robert	12/8/15	9/30/26	1/23	361-815-8199	v	v	v	X		0
3	Gignac, Raymond	8/21/01	9/30/24	1/23	361-442-4345	v	v	v	v		0
4	Gutschow, Eric	9/12/17	9/30/26	1/23	361-510-4899	v	v	v	X		0
5	Kucewicz, Krystof	5/21/20	9/30/24	1/23	505-570-0685	1	v	v	v		1
6	Lain, Casey	6/8/10	9/30/26	1/23	361-510-9863	v	1	1	v		2
7	Lomax, Lesley	10/17/19	9/30/24	1/23	361-215-0858	v	1	1	v		2
8	Maxwell, Janet [Treasurer 9/22-9/24]*	12/18/12	9/30/24	1/23	361-739-8442	v	v	1	v		1
9	Molina, Ben	12/15/22	9/30/26	1/23	361-774-0525	v	v	v	v		0
10	Perez, Dee Dee [Vice-Chair 2/22-9/24]*	6/8/10	9/30/26	1/23	361-673-2800	1	v	v	X		1
11	Peterson, Glenn [Chair 2/22-9/24] *	6/8/10	9/30/26	1/23	361-765-7117	v	v	v	v		0
12	Richline, Josh [Secretary 2/22-9/24] *	10/17/19	9/30/26	1/23	361-510-0561	1	v	v	v		1
13	Shook, Caitlin	4/10/18	9/30/26	1/23	361-774-6724	v	v	v	X		0
14	Trevino, Adrienne	1/19/23	9/30/24	1/23	361-946-9541	v	v	v	v		0
15	Votzmeyer-Rios, Cheryl	4/9/19	9/30/24	1/23	361-728-7041	1	v	v	v		1
	Number in attendance					11	13	14	10		38
	Percentage of attending Directors	Total	15			73.3%	86.7%	93.3%	N/A	0.0%	21.1%
			Term to 9/30/26	[9]							
			Term to 9/30/24	[6]							
			Special Meeting								
	v - In Attendance		* indicates Officer								





# 8. District Operations

# Clean Team / Block by Block Updates



## Cleanliness - Abandoned Winter Garments

- Cleaned 5 encampments; majority filled with left behind clothing and blankets
- Largest one located by old courthouse
- Over 1600 bags of debris collected throughout the month

**Before**



**After**



**Before**



**After**



# Clean Team / Block by Block Updates



## Beautification – Downtown Flowers

- Changed out flowers across entire district
- Chose drought-resistant flowers in anticipation of water restrictions
- Added two new plant locations
- Recycled out-of-season plants into compost pile

**Before**



**After**



## Botanical Gardens Compost Zone





# Clean Team / Block by Block Updates

## Statistics – 6 Month Progress Report

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STATISTIC	CURRENT PROGRESS	2 YEAR AVERAGE
Block Faces Cleaned	27,500	30,000
Bags of Debris Collected	18,600	13,000
Trash Cans Disinfected	8,700	5,950
Hospitality Contacts	5,500	5,100
Biohazards Mitigated	1,500	1,700
Graffiti/Stickers Removed	850	775
Broken Glass Disposed	100	N/A



# 9. Placemaking

# City Wayfinding Survey

- City of Corpus Christi started wayfinding plan in 2021
- DMD on planning committee, with Visit CC & City Staff
- Will include major local tourist destinations, funded with HOT funds
- City requests DMD Board member's votes on design
- Responses due Sunday, April 21



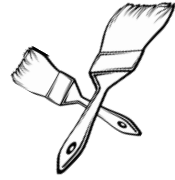
# Signage Updates

- Deployed 12 signs for April ArtWalk to discourage drinking and driving
- Risk information based off TxDOT research
- Telling patrons what *not to do*, but then what *to do!*
- Promoted using a taxi, Lyft, or Uber
- Working on a schedule to deploy regularly for all Downtown events



# Mural Fest 2024 Updates

- 04/04: Held Selection Committee meeting to pair artists with walls
- 04/05: Opened Request for Proposal (RFP)
- 04/16: Held Selection Committee meeting to review mural proposals & sent feedback to artists
- Ernesto Maranje has declined to participate in the Festival
- Andrey Kravtsov has requested a new wall
- Ward Building will be used for a collaborative mural by local artists



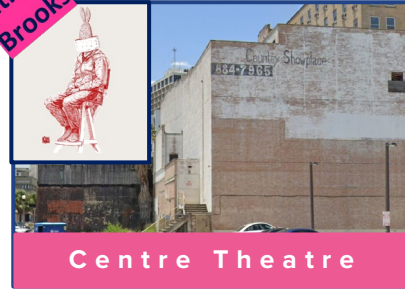
**\*\*Mural Fest: June 01-08**  
**\*\*Mural Walk: June 07**

Stephanie Sanz



Northwater

Anthony Brooks



Centre Theatre

Sonny Behan



All Good Fitness

Ernesto Maranje



AKA Sushi

Andrey Kravtsov



Local Artists



Ward Building

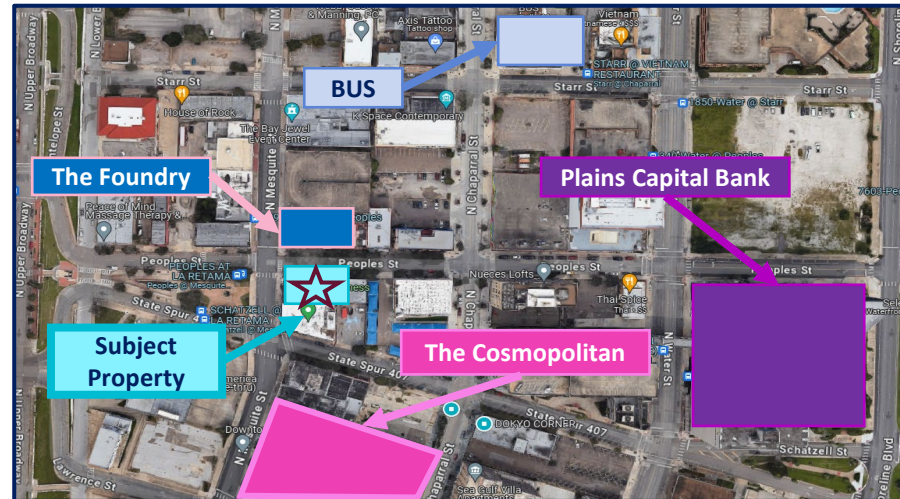




# 10. Economic Development

# 425 Peoples Street (New Project)

<b>Address</b>	425 Peoples Street
<b>Description</b>	<ul style="list-style-type: none"> <li>• Horacio Ramon “Dusty” Oliveira (Tenant) proposes repairs and maintenance to the façade of the building to help support the businesses within the property.</li> <li>• The scope of work for tenant improvements includes: roof repairs, window replacement, facade repairs, building exterior cleaning, new paint, new exterior lighting, and security cameras.</li> <li>• Scott M. Barker (Landlord) proposes upgrades to the HVAC system throughout the building.</li> </ul>
<b>Project Cost</b>	\$ 182,450
<b>Incentive Program</b>	Streetscape & Safety Program: \$72,600 Commercial Finish-Out Program (Landlord): \$18,625
<b>TIRZ Deadline</b>	March 30, 2025



# Furman Plaza (Update)

<b>Address</b>	418 Peoples Street
<b>Description</b>	<ul style="list-style-type: none"> <li>• <b>Complete:</b> awning removal and demo, skylight, roof repair</li> <li>• <b>Outstanding:</b> exterior façade, security system, lighting, window coverings, awning install</li> </ul>
<b>Project Cost</b>	\$428,450
<b>Incentive Program</b>	<ul style="list-style-type: none"> <li>• Streetscape &amp; Safety - \$214,225</li> </ul>
<b>TIRZ Deadline</b>	January 30, 2025





# 11. Promotions

# ArtWalk Report

April 5, 2024



- **17,400 visits to ArtWalk**
  - 4,500 in '23 (12,900 record increase!)
  - 2,765 Visits from Out of Towners (50-mi.)
- **242 Businesses involved:**
  - 12 ArtWalk Curators
  - 206 Vendors & Food trucks
  - 24 Featured Businesses
- **Entertainment**
  - 8 Block Parties + 4 Performance Areas
  - 3 Outdoor Stages & Patio Parties (Sponsored by Andrew's)
  - 10 Stages in Venues & Businesses
- **Media Coverage**
  - KRIS 6 NEWS
    - ArtWalk Weather Forecast
  - KIII 3 NEWS
    - Two segments with ABM & D. Campos
  - The Bend Local's List Best Event Nomination

**FIRST FRIDAY ARTWALK**  
PRESENTS  
**FRIDAY, APRIL 5 | 6 - 10 PM**

**BLOCK PARTIES**

- 1 N Chaparral St. | Live Music by Falco & the Wolf | Pizza Slices | Pop-Up Bar
- 2 Starr St. West | Twisted Tea Music Stage & Patio Party | Pop-Up Vendors
- 3 Starr St. Showdown - DesireArts | Live Graffiti | Breakdancing | Pop-Up Vendors
- 4 Starr St. East | CATS Express Kids Train | Pop-Up Vendors | Food Trucks
- 5 Peoples St. | Corona Premier Music Stage & Patio Party | Miller Lite & Coors Light Music Stage & Patio Party | Pop-Up Bar | Pop-Up Vendors | Weird Corpus
- 6 S Chaparral St. | Live Music by Joey St. Vincent | Pop-Up Vendors
- 7 Lomax St. | Shiner Light Blonde Music Stage & Patio Party | Pop-Up Bar | Pop-Up Vendors

**PARK PARTIES**

- 8 Artesian Park Party | Pop-Up Vendors | Food Trucks | Music by DJ Eric
- 9 La Retama Park Party | Pop-Up Vendors | Food Trucks | Live Music by Joe Greene

**POP-UP PARTIES**

- 10 B.U.S. | Full Bar & Food | BarkWalk | Pop-Up Vendors | Live Music by The Bay Drinkers
- 11 The Artisan Stage | DJ & Live Music | Pop-Up Vendors | Granny's Tamales

**EVENTS & LIVE MUSIC**

- 12 Art Museum of South Texas (AMST) | FREE Admission | Photography is Art Exhibition
- 13 K Space Contemporary | NEW Art Exhibit "All Together Now" by Chad Rea
- 14 House of Rock | Twisted Tea Music Stage & Patio Party | Flatbroke | Pop-Up Vendors
- 15 Cassidy's Irish Pub | Miller Lite & Coors Light Music Stage & Patio Party | DJ Johnny Hotcakes | Navaro and the Creatures
- 16 Peace of Mind Massage & Natural Healing | Pop-Up Vendors | Face Painting | Live Music
- 17 VNP Gallery | Vintage Vendors | Y2K Best Dressed Prize Contest | 6 PM - 10 PM
- 18 Produce Bar Co. | Local Art Gallery | NEW Art Exhibit - What If You Fly? | Beer & Wine
- 19 RETRO | Full Menu & Bar | Arcade | Raul Ayala Band | John Cortez Band
- 20 20/20 Vintage | Locally-Owned Vintage Boutique | Los Vibes | Pop-Up Vendor
- 21 The Exchange | Full Menu & Bar | Live Music by Left Right Left
- 22 The Art Center of CC | 4 NEW Art Exhibits | FREE Admission | Gallery 41 Grand Opening
- 23 Gallery 41 Water's Edge Grill | Grand Opening | 11 AM-10 PM
- 24 The Annex | Live Music by 19 Hours @ 9 PM | \$7 Moscow Mules | \$6 Pickle Shots

**VENUES & STAGES:** Artesian Park Party, La Retama Park Party, Downtown Marina Arts District, Outdoor Stages, Indoor Stages, Parking, Ride Share Drop-off.



**KRIS 6 WEATHER**

**6 ART WALK**

6:00 PM	☁️ 80	SE 23
7:00 PM	☁️ 77	SE 22
8:00 PM	🌙 74	SE 19
9:00 PM	☁️ 72	SE 17
10:00 PM	☁️ 71	SE 17

**FIRST FRIDAY ARTWALK**

# Special Events

## State of Downtown Recap



- THANK YOU TO OUR SPONSORS:

PRESENTING SPONSOR



TASTE OF DOWNTOWN



PHOTOBOOTH SPONSOR



# Special Events

## *Downtowner Awards Recap*



**BEST ARTISTIC INFLUENCE**  
 Award Sponsor: Global Stage Techs  
 Recipient: Jeremy Flores



**BEST DOWNTOWN EVENT**  
 Award Sponsor: Highway Barricades Services  
 Recipient: Dia de los Muertos Festival



**GOOD VIBES ONLY**  
 Award Sponsor: American Bank Center  
 Recipients: Ben & Lesley Lomax



**HOST OF THE GULF COAST**  
 Award Sponsor: Corpus Christi Intl. Airport  
 Recipient: Stanley Ulatoski



**DOWNTOWN'S SOCIAL BUTTERFLY**  
 Award Sponsor: The Social Butterfly Media  
 Recipient: Gisell Orozco



**BEST NEW BUSINESS**  
 Award Sponsor: Corpus Christi Chamber of Commerce  
 Recipient: RETRO



**FRIEND OF ARTWALK**  
 Award Sponsor: HEB  
 Recipient: Miranda Ysassi (CC Dog Mama)



**DOWNTOWNER OF THE YEAR**  
 Award Sponsor: AEP Texas  
 Recipient: Jynelle Ornelas-Stanton



# Programming Report

- **54 DBA Members 23'-24'**
- **03/20 - March Meeting**
  - Held at The Exchange
- **04/17 - April Meeting**
  - Held at Rokit's Whiskey Bar & Saloon
- **Food & Beverage Photoshoots**
  - March: No photoshoots booked due to holding audit.
    - 2 outstanding
- **Promotions**
  - April – Spring Season, Solar Eclipse, Earth Day, Selena Quintanilla's Birthday (April 16th)
- **Sponsors & Partners**
  - **Fleet Feet** – Presenting Sponsor
  - **AEP Texas** – Ambassador & Merch
  - **CC Run Club After Dark** – Co-producer
- **After Party**
  - **Rebel Toad** – March
  - **Rokit's Whiskey Bar** – April
- **Run Club Stats - March**
  - **700** total registrations from inception
  - **338** runners in March (**97** new)
- **Themed Run**
  - **April 17th** – Como La Flor Run/Walk 5k (Best Dressed Selena) held at El Camino







# 12. Organizational Management

**Memo**

**To:** DMD Board of Directors  
**Through:** Alyssa Barrera Mason, Executive Director  
**From:** Alan Albin, Finance and Administration Manager  
**Date:** April 18, 2024  
**Subject:** Resolution FY 2023-2024-Apr-02 Budget Amendment



**Action Requested**

Motion to approve Resolution FY 2023-2024-Apr-02 Budget Amendment.

**Overview**

In accordance with normal practice staff have reviewed the FY 2023 budget at the end of March and made various adjustments to reflect the most up to date position anticipated at year end.

**INCOME:**

- ArtWalk Income has been increased to reflect the Andrews sponsorship of \$123,000

**EXPENSES:**

- The Clean Team item has been increased by \$4,175 to reflect the addition of a second Kubota ATV.
- Clean Team utilities been increased by \$2,000 to better reflect anticipated costs.
- Consultants and Studies has been increased by \$3,000 access to ZacTax as agreed with the City.
- Placemaking item – Murals has been added at \$30,000, funded by transfer from Promotions item – MuralFest.
- Advertising, Promotions, and Marketing budget of \$35,000 has been spread over 4 line items to better represent those expenses.
- ArtWalk budget has been increased by \$114,000 representing Andrews sponsorship obligations.

**Attachments:**

1. Budget Amendment
2. Resolution FY 2023-2024-Apr-02 Budget Amendment

	DMD Levy	City GF	Fundraising	Total DMD	TIRZ	Proposed Apr 18	Approved FY 24	
Ordinary Income/Expense								
<b>INCOME:</b>								
42100 Advisory Council			\$ 225,000	\$ 225,000		\$ 225,000	\$ 225,000	
43405 Current Year Assessment Income	\$ 269,268			\$ 269,268		\$ 269,268	\$ 269,268	
44810 City Interlocal Agreement		\$ 269,268		\$ 269,268		\$ 269,268	\$ 269,268	
44820 Bike Patrol		\$ 100,000		\$ 100,000		\$ 100,000	\$ 100,000	
44830 TIRZ 3 Right of Way						\$ -	\$ -	
44855 Park Projects						\$ -	\$ -	
44850 TIRZ#3					\$ 1,075,000	\$ 1,075,000	\$ 1,075,000	
Water St Project						\$ -	\$ -	
44965 ArtWalk			\$ 41,000	\$ 41,000		\$ 41,000	\$ 41,000	
45100 Fundraising						\$ -	\$ -	
45300 Sponsorships			\$ 373,000	\$ 373,000		\$ 373,000	\$ 250,000	Add Andrews \$123K
45400 Weekend Beat						\$ -	\$ -	
45500 Grants and Fundraising						\$ -	\$ -	
47230 Membership Dues			\$ 15,000	\$ 15,000		\$ 15,000	\$ 15,000	
47240 DRA Contributions						\$ -	\$ -	
<b>Total Income</b>	<b>\$ 269,268</b>	<b>\$ 369,268</b>	<b>\$ 654,000</b>	<b>\$ 1,292,536</b>	<b>\$ 1,075,000</b>	<b>\$ 2,367,536</b>	<b>\$ 2,244,536</b>	
<b>EXPENSES:</b>								
60320 Off Duty Bike Patrol - Pay		\$ 100,000		\$ 100,000		\$ 100,000	\$ 100,000	
60110 Clean Team		\$ 263,741		\$ 263,741	\$ 263,742	\$ 527,483	\$ 523,308	Add second Kubota Feb thru Sep
60125 Rent and Fees		\$ 11,100	\$ 11,100	\$ 22,200		\$ 22,200	\$ 22,200	
60150 Supplies and Equipment	\$ 1,173			\$ 1,173	\$ 827	\$ 2,000	\$ 3,858	Reduce to balance
60160 Utilities		\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 8,000	\$ 6,000	Inc by \$2K
61100 Volunteer costs		\$ 1,000	\$ -	\$ 1,000		\$ 1,000	\$ 1,000	
<b>Total - DISTRICT OPERATIONS</b>	<b>\$ 1,173</b>	<b>\$ 377,841</b>	<b>\$ 13,100</b>	<b>\$ 392,114</b>	<b>\$ 268,569</b>	<b>\$ 660,683</b>	<b>\$ 656,366</b>	
62200 Recruitment					\$ -	\$ -	\$ -	
62225 Consultants & Studies					\$ 10,500	\$ 10,500	\$ 7,500	Add \$3,000 for Zactax
62230 Construction Mitigation					\$ 10,000	\$ 10,000	\$ 10,000	
62250 Main St. Texas Downtown					\$ 2,975	\$ 2,975	\$ 3,500	Reduced \$525 to actual
<b>Total 62000 - ECONOMIC DEVELOPMENT</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 23,475</b>	<b>\$ 23,475</b>	<b>\$ 21,000</b>	
63320 Maintenance - Right of Way					\$ 50,000	\$ 50,000	\$ 50,000	
63325 Parking Garage Study								
63327 Water Street Streetscape								
63350 Parks Projects					\$ 50,000	\$ 50,000	\$ 30,000	Reinstate \$50K Parks bucket
63370 Cultural District								
63372 Holiday Installations			\$ 40,000	\$ 40,000	\$ 20,000	\$ 60,000	\$ 60,000	
63375 Murals			\$ 30,000	\$ 30,000		\$ 30,000	\$ -	+30,000 from Promotions
<b>Total 63000 - PLACEMAKING</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 70,000</b>	<b>\$ 70,000</b>	<b>\$ 120,000</b>	<b>\$ 190,000</b>	<b>\$ 140,000</b>	
64155 MDR Retainer			\$ 3,600	\$ 3,600	\$ 3,600	\$ 7,200	\$ 7,200	
64157 Website Hosting	\$ 1,000		\$ 1,000	\$ 2,000	\$ 52,000	\$ 54,000	\$ 54,000	
64165 Email and Social Media	\$ 3,500			\$ 3,500	\$ 1,500	\$ 5,000	\$ 5,000	
64163 Advertising, Promo & Marketing			\$ 10,000	\$ 10,000		\$ 10,000	\$ 35,000	Distributed \$35K between line items
64164 Run Club			\$ 15,000	\$ 15,000		\$ 15,000		Distributed \$35K between line items
64167 Branding			\$ 5,000	\$ 5,000		\$ 5,000		Distributed \$35K between line items
64169 Video Production			\$ 5,000	\$ 5,000		\$ 5,000		Distributed \$35K between line items
64223 ArtWalk			\$ 146,750	\$ 146,750		\$ 146,750	\$ 30,000	Andrews obligations \$96,750 & \$20K
64225 Holiday Events			\$ 50,000	\$ 50,000		\$ 50,000	\$ 50,000	
64227 Food & Beverage Event			\$ 4,500	\$ 4,500		\$ 4,500	\$ 4,500	
64229 Monthly Mixers			\$ 6,000	\$ 6,000		\$ 6,000	\$ 6,000	
64231 Mural Festival			\$ 33,500	\$ 33,500		\$ 33,500	\$ 60,000	\$30,000 to Placemaking +\$2K iHeart Radio
64245 State of Downtown			\$ 30,000	\$ 30,000		\$ 30,000	\$ 30,000	
64300 - Sponsorships			\$ 16,000	\$ 16,000		\$ 16,000	\$ 16,000	
64500 Table Sponsorships	\$ 8,000			\$ 8,000		\$ 8,000	\$ 8,000	
<b>Total 64000 - PROMOTIONS</b>	<b>\$ 12,500</b>	<b>\$ -</b>	<b>\$ 326,350</b>	<b>\$ 338,850</b>	<b>\$ 57,100</b>	<b>\$ 395,950</b>	<b>\$ 305,700</b>	
65100 Insurance	\$ 5,000			\$ 5,000	\$ 5,000	\$ 10,000	\$ 10,000	
65203 Internet	\$ 1,050			\$ 1,050	\$ 1,050	\$ 2,100	\$ 2,100	
65204 Office Build Out	\$ 2,500			\$ 2,500	\$ 55,000	\$ 57,500	\$ 57,500	
65205 Office Cleaning	\$ -			\$ -	\$ -	\$ -	\$ -	
65209 Office Supplies	\$ 3,500			\$ 3,500	\$ 3,500	\$ 7,000	\$ 7,000	
65211 Postage	\$ 500			\$ 500	\$ 500	\$ 1,000	\$ 1,000	
65207 Technology - Software & Support	\$ 8,008			\$ 8,008	\$ 28,938	\$ 36,945	\$ 36,945	
65215 Technology - Copier Lease	\$ 1,250			\$ 1,250	\$ 1,250	\$ 2,500	\$ 2,500	
65220 Technology - Hardware	\$ 2,500			\$ 2,500	\$ 5,000	\$ 7,500	\$ 7,500	
65217 Telephone	\$ 1,250			\$ 1,250	\$ 1,250	\$ 2,500	\$ 900	Add cellphones to Promotions
66100 Total Payroll	\$ 203,034	\$ -	\$ 207,267	\$ 410,301	\$ 436,668	\$ 846,969	\$ 843,609	
66410 Audit	\$ 7,500			\$ 7,500		\$ 7,500	\$ 7,500	
66415 Bank	\$ 1,000			\$ 1,000		\$ 1,000	\$ 1,000	
66420 Legal	\$ 3,000			\$ 3,000		\$ 3,000	\$ 3,000	
66430 Levy	\$ 750			\$ 750		\$ 750	\$ 750	
66440 Payroll	\$ 1,500			\$ 1,500	\$ 1,500	\$ 3,000	\$ 3,000	
66450 Property Appraisals	\$ 2,000			\$ 2,000		\$ 2,000	\$ 2,000	
66510 Office Space	\$ 6,500		\$ 6,500	\$ 13,000	\$ 13,000	\$ 26,000	\$ 40,000	Estimate thru Sep reduced from \$40K
66520 Storage Space	\$ -			\$ -		\$ -	\$ 4,800	Zeroed from \$4,800
66610 Accommodation	\$ 2,000			\$ 2,000	\$ 10,000	\$ 12,000	\$ 12,000	
66620 Conference Fees	\$ 2,000			\$ 2,000	\$ 10,000	\$ 12,000	\$ 12,000	
66630 Meals	\$ 500		\$ 500	\$ 1,000	\$ 6,500	\$ 7,500	\$ 7,500	
66640 Travel	\$ 2,000			\$ 2,000	\$ 10,000	\$ 12,000	\$ 12,000	
66650 Professional Development					\$ 14,700	\$ 14,700	\$ 13,000	Add \$1,700 for JB TIRZ
66740 IEDC					\$ 500	\$ 500	\$ 500	
66735 TDA	\$ 250			\$ 250		\$ 250	\$ 250	
66725 IDA					\$ 1,500	\$ 1,500	\$ 1,500	
66710 Miscellaneous	\$ 1,000			\$ 1,000		\$ 1,000	\$ 1,000	
Transfer to Reserve/Contingency			\$ 18,713	\$ 18,713		\$ 18,713	\$ 30,616	Adjust to balance
<b>Total 65000 - ORGANIZATIONAL MANAGEMENT</b>	<b>\$ 258,591</b>	<b>\$ -</b>	<b>\$ 232,980</b>	<b>\$ 491,572</b>	<b>\$ 605,856</b>	<b>\$ 1,097,428</b>	<b>\$ 1,121,470</b>	
<b>Total Income</b>	<b>\$ 269,268</b>	<b>\$ 369,268</b>	<b>\$ 654,000</b>	<b>\$ 1,292,536</b>	<b>\$ 1,075,000</b>	<b>\$ 2,367,536</b>	<b>\$ 2,244,536</b>	
<b>Total Expenses</b>	<b>\$ 272,264</b>	<b>\$ 377,841</b>	<b>\$ 642,430</b>	<b>\$ 1,292,536</b>	<b>\$ 1,075,000</b>	<b>\$ 2,367,536</b>	<b>\$ 2,244,536</b>	
<b>Net Income - NET SURPLUS / (DEFICIT)</b>	<b>\$ (2,996)</b>	<b>\$ (8,573)</b>	<b>\$ 11,570</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ (0)</b>	
	DMD Levy	City GF	Fundraising	Total DMD	TIRZ	Proposed Apr 18	Adopted FY 24	

**RESOLUTION FY 2023-2024-Apr-02  
TO APPROVE AMENDMENT TO THE CCDMD FY 2023-2024 BUDGET**

WHEREAS, the CCDMD board approved the FY 2023-2024 Budget in Resolution FY 2022-2023-Sep-05 Adopting Service Plan and Budget on September 15, 2023;

WHEREAS, CCDMD Board has reviewed the FY 2023-2024 April Budget amendments;

NOW, THEREFORE, BE IT RESOLVED that the CCDMD accepts and approves the FY 2023-2024 Apr-02 Amendment to Budget.

The above resolution statements were approved and declared adopted on this 18<sup>th</sup> day of April 2024.

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Glenn Peterson  
Chairman

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Janet Maxwell  
Treasurer



# New Team Members Introduction

**Jennifer Wright**  
Promotions & Partnerships Manager



**Gabriella Rodriguez**  
Administrative Assistant





# 2023 Downtown Perception Survey

**April 9, 2024**

# Overview



Background of Survey



2023 Results – Benchmarks



Programs Surveyed



Highlights



Next Steps



# Background - Goals

- Understand the downtown customer & non-user.
- How downtown is utilized among its patrons.
- Test programming & new initiatives
- Benchmark results compared year over year
  - 2015 Perception Survey
  - 2017 Perception Survey
  - 2019 Perception Survey
  - 2021 Perception Survey





# Background - Methodology



- 710 surveys completed (250 in 2021)
- Nueces and San Patricio counties
- Because this was a sample of convenience (i.e., reflective of those who completed the survey), not a randomized sample, there is no statistical margin of error.
- Compared to 2021 Survey
- Conducted by the TAMUCC Collaborative Community Research Center



# 2023 Results - Benchmarks

## Demographics



Benchmark: Downtown User	2023	2021	2019	2017	2015
Average Age	35-44*	41.1	46.4	42.2	44.7
Average Household Income	\$75k-\$99k*	\$70,000	\$75,100	\$72,000	\$70,900

Downtown users are typically younger families with children and those in upper income segments.

Benchmark: Non-User	2023	2021	2019	2017	2015
Average Age	45-54*	51.6	54.3	58.7	52.7
Average Household Income	\$75k-\$99k*	\$46,400	\$59,200	\$61,500	\$57,700

*\*Method for data collection was put into bands, used by the U.S. Census.*

# 2023 Results - Benchmarks

## Patronage



Benchmark	2023	2021	2019	2017	2015
Residents visited past 6 months	93%	87%	90%	73%	74%
# of visits	9.5*	28.2	24.7	29.1	25.8
Primary Reason for visit:					
• Dining	34%	29%	40%	33%	27%
• Bike/Run/Walk/Seawall	7%	17%	11%	16%	10%
• Attend Special Event	19%	6%	10%	8%	3%
• Visit Bar or Night Club	11%	2%	9%	8%	-
• Work or have a meeting	19%	13%	7%	14%	10%

*\*Possibly due to change in methodology, question being optional, unclear verbiage.*

# 2023 Results - Benchmarks

## Patronage



Benchmark	2023	2021	2019	2017	2015	National	
Spend \$	\$50-\$75*	\$71	\$57	\$73	\$67	\$65	
Spend Time (minutes)	60-120*	119	123	138	124	163	
Drive	90%	72%	84%	91%	89%	40%	
Parking Affordable	85%	89%	88%	86%	88%	42%	
Prefer Street Parking	62%	49%	61%	71%	65%	N/A	
Prefer Parking Garage	30%	34%	12%				
Convenient	68%	67%	66%	71%	63%	48%	
Clean	72%	60%	47%	56%	45%	48%	TX 86%
Safe	71%	56%	47%	48%	42%	45%	TX 67%

*\*Method for data collection was put into bands, used by the U.S. Census.*

# 2023 Results - Benchmarks

## Non-Users (7%)



### Reasons for Not Coming Downtown

Benchmark	2023	2021	2019	2017	2015	National
• COVID 19		73%				
• Traffic congestion	62%	39%	54%	55%	36%	56%
• Homeless/panhandlers	52%	36%	42%	53%	43%	44%
• Unfamiliar w/ shop/dine	36%	21%	54%	44%	44%	N/A
• Parking expensive	36%	21%	42%	43%	31%	71%
• Isn't Safe	60%	18%	15%	40%	31%	42%
• Too Far	43%	27%	27%	39%	17%	47%
• Don't know where to park	55%	21%	50%	36%	45%	49%

# Programs Surveyed



Benchmark	2023	2021	2019	2017	2015	2023 Non-User
Improve Seawall Maintenance	91%	88%	87%			65%
Increase Greenery & Landscaping	88%	80%	80%			69%
Wayfinding	78%	81%	74%	81%	70%	43%
Shuttle Service / Districts	73%	79%		79%	68%	50%
Ferry Service	64%	72%	66%			39%
Open Container Ordinance	63%	66%				31%
Preserve Historic Buildings	52%		77%			45%



*\*Program was completed*

# Downtown Living



- Would Likely Consider Living Downtown and/or Currently Living Downtown.

	2023	2021	2019	2017	2015
All Surveyed	43%	39%	21%	10%	11%
Millennials	61%	56%	33%	23%	15%
Downtown Users	33%	45%	22%	2%	7%

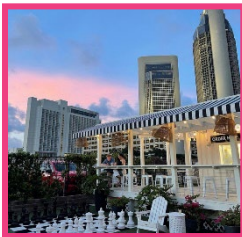
- 52% of those Likely to Live Downtown prefer to purchase a home.

	2023	2021	2019	2017	2015
Purchase Price	\$200k-\$300k	\$257,900	\$171,400	\$154,400	\$189,900

# Highlights



- 72% believe Downtown is clean (60% in 2021)
- 71% believe Downtown is safe (56% in 2021)
- There is a 16% increase of concern about homelessness within non-users compared to 2021.
- 91% believe improving seawall maintenance and safety is important, followed by increasing greenery, landscaping, and shade trees (88%)





# Next Steps



Improving Seawall Maintenance



Trees & Landscaping



Wayfinding Signage



Trolley & Ferry



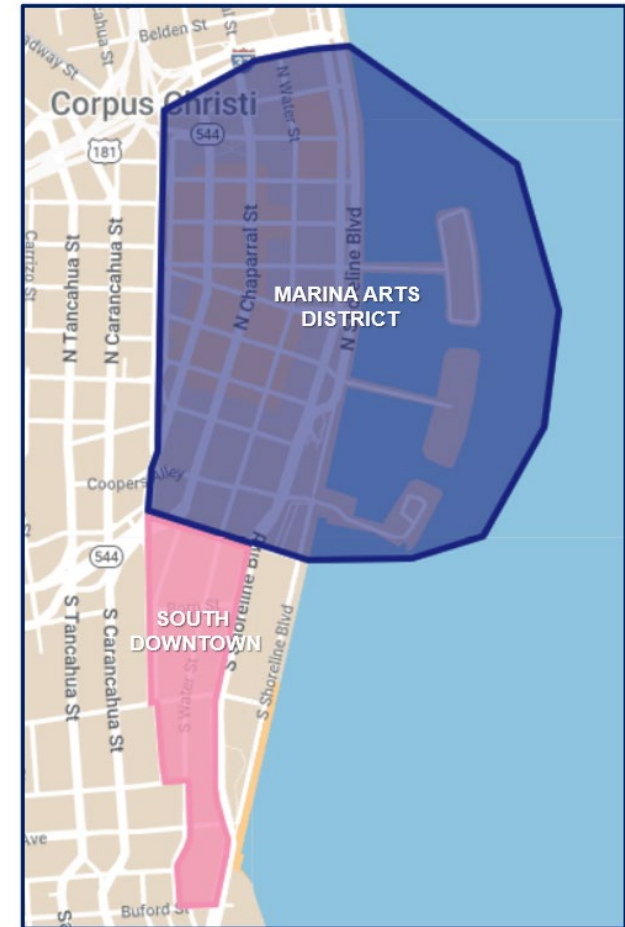
Open Container



# Boundary Expansion Updates

**Secured 70.5% of South Downtown**

	Value	Value %
300 Chaparral LLC	\$ 277,562.00	
Agnes Water	\$ 2,585,277.00	2.4%
Bhakta	\$ 1,676,043.00	
City	\$ 679,712.00	
Episcopal	\$ 2,751,162.00	
Frost	\$ 28,765,899.00	27.1%
U&I Steakhouse	\$ 937,988.00	0.9%
Greek Church	\$ 1,210,651.00	
Methodist Church	\$ 18,360,290.00	17.3%
NPS Ventures	\$ 615,289.00	
Point Grey	\$ 3,102,002.00	
PAM Rehab Hospital	\$ 18,279,091.00	
Shook	\$ 127,599.00	0.1%
Residence Inn	\$ 23,010,232.00	21.7%
Aloe Tile	\$ 371,080.00	0.3%
Hilliard	\$ 3,433,447.00	3.2%
La Mer Condos	\$ 3,864,781.00	
<b>Total</b>	<b>\$ 110,048,105.00</b>	<b>70.5%</b>





# \*Personnel Item

Executive Session: Personnel Item



# 13. Board Requests for Next Meeting



# 14. Adjourn