



Board Meeting

July 18, 2024

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

9:00 a.m., Thursday, July 18th, 2024
IBC Bank, 221 S. Shoreline, 2nd 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 of the Regular Board of Directors Meeting of June 20th, 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. Projects Construction Updates

- 8) DISTRICT OPERATIONS:
 - a. Clean Team / Block by Block Updates
 - b. Hurricane Beryl Debrief

- 9) PLACEMAKING:
 - a. Professional Development
 - b. Projects Updates

- 10) ECONOMIC DEVELOPMENT:
 - a. Projects Updates

- 11) PROMOTIONS:
 - a. July ArtWalk Report
 - b. Special Events
 - i. Christmas in July
 - c. Programming Report
 - i. DBA Renewals

- 12) ORGANIZATIONAL MANAGEMENT:
 - a. New Website Update
 - b. Review Resolution FY 2023-2024 Jul-01 Amendment to Bylaws with possible action
 - c. Report on Board Appointments, Elections with possible action
 - d. Review Resolution FY 2023-2024 Jul-02 CCDMD FY 2024-2025 Draft Service Plan and Budget with possible action

- 13) Board Requests for Next Meeting:
- 14) Adjourn.

15) **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, 2nd Floor

Minutes, Regular Board of Directors Meeting June 20th, 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, June 20th, 2024, at IBC Bank, 2nd 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, Trevino & Votzmeyer-Rios. Also present: A. Mason, A. Albin, J. Bodwell, D. Campos, C. Douglas, I. Espinosa, A. O'Donnell, G. Rodriguez, V. Villarreal, P. Wiggins & J. Wright, CCDMD, D. Watson, Block by Block, R. Penska, J. Alaniz, A. Marquez, City of Corpus Christi.

Chairman Peterson determined a quorum at 9:00 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 R. Charles to approve the Consent Agenda. This was seconded by K. Kucewicz and passed unanimously.

Chairman Peterson moved to Item 6 on the agenda.

6) PUBLIC FORUM:

There were no comments from the public.

Chairman Peterson moved to Item 7 on the agenda.

7) CITY & PARTNERING ORGANIZATIONS REPORTS:

A. Marquez introduced himself as the new Director of Economic Development at the City of Corpus Christi.

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) Dog Waste Stations

b) Mural Fest 2024 Updates

A. O'Donnell provided updates 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) June ArtWalk Report

b) ArtWalk Street Closures Update

c) Special Events

I. Pirate Pub Crawl

II. Mural Fest 2024

d) Programming Report

J. Wright provided updates by PowerPoint Presentation.

Chairman Peterson moved to Item 12 on the agenda.

12) ORGANIZATIONAL MANAGEMENT:

- a) Review Resolution FY 2023-2024 Jun-01 Marina Master Plan with possible action. C. Votzmeyer-Rios made a motion to approve Resolution FY 2023-2024 Jun-01. This was seconded by C. Lain and passed unanimously.
- b) Review Resolution FY 2023-2024 Jun-02 Type A Sales Tax Reauthorization DMD Letter of Position with possible action. C. Lain made a motion to approve Resolution FY 2023-2024 Jun-02. This was seconded by K. Kucewicz and passed unanimously. A. Mason moved to item 12.d and reviewed as published.
- c) Review Resolution FY 2023-2024 Jun-03 Healthcare Contract Renewal with possible action. B. Molina made a motion to approve Resolution FY 2023-2024 Jun-03. This was seconded by C. Lain and passed unanimously.
- d) FY 2024-2025 Preliminary Budget. A. Mason moved to item 12.c.
- e) Report on Board Appointments, Election, & Possible Action. Subsequent to J. Maxwell's letter of resignation due to the sale of her downtown property, C. Lain made a motion to open the vacant DMD board position for applicants. This was seconded by A. Trevino and passed unanimously.
- f) ArtWalk Economic Impact Study
A. Mason provided update by PowerPoint Presentation.

Chairman Peterson moved to Item 13 on the agenda.

13) Board Requests for Next Meeting

G. Peterson requested that the Board mark J. Maxwell's service with a letter of recognition.

Chairman Peterson moved to Item 14 on the agenda.

14) Adjourn

Meeting adjourned at 9:55 a.m.

_____ Glenn Peterson, Chairman.

Corpus Christi Downtown Management District.

Balance Sheet

As of June 30, 2024

Jun 30, 24

ASSETS

Current Assets	
Checking/Savings	
1000 · Bank Deposits	
1100 · Petty Cash	7.59
1150 · PayPal	5,514.11
1215 · American Bank Operating Account	6,069.36
1223 · American Bank EFT Account	114,808.58
1284 · American Bank Office Account	417.86
Total 1000 · Bank Deposits	<u>126,817.50</u>
Total Checking/Savings	126,817.50
Accounts Receivable	
11000 · Accounts Receivable	246,238.51
Total Accounts Receivable	<u>246,238.51</u>
Other Current Assets	
2000 · Current Assets	
2200 · Prepayments	6,639.33
Total 2000 · Current Assets	<u>6,639.33</u>
Total Other Current Assets	<u>6,639.33</u>
Total Current Assets	<u>379,695.34</u>
TOTAL ASSETS	<u><u>379,695.34</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	90,476.15
Total Accounts Payable	<u>90,476.15</u>
Other Current Liabilities	
23100 · Accruals	66,658.92
24000 · Payroll Liabilities	
24200 · Retirement Contributions	3,555.66
Total 24000 · Payroll Liabilities	<u>3,555.66</u>
25500 · Sales Tax Payable	0.10
Total Other Current Liabilities	<u>70,214.68</u>
Total Current Liabilities	<u>160,690.83</u>
Total Liabilities	160,690.83
Equity	
30000 · Opening Balance Equity	160,983.44
32000 · Unrestricted Net Assets	-3,518.04
Net Income	61,539.11
Total Equity	<u>219,004.51</u>
TOTAL LIABILITIES & EQUITY	<u><u>379,695.34</u></u>

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

	<u>Jun 24</u>	<u>Jun 23</u>	<u>% Change</u>	<u>Oct '23 - Jun 24</u>	<u>Budget</u>
Ordinary Income/Expense					
Income	166,143.02	112,773.17	47.30%	1,736,267.03	2,367,536.00
Gross Profit	166,143.02	112,773.17	47.30%	1,736,267.03	2,367,536.00
Expense					
60000 · District Operations	59,856.08	54,156.71	10.52%	499,720.25	660,684.00
62000 · Economic Development	0.00	0.00	0.00%	10,834.53	23,475.00
63000 · Placemaking	41,260.30	65,363.28	-36.90%	155,394.81	190,000.00
64000 · Promotions	53,986.48	45,266.22	19.30%	290,854.65	395,950.00
65000 · Organizational Management	81,379.75	64,873.84	25.40%	717,923.68	1,078,714.00
69810 · Transfer to Reserve	0.00	0.00	0.00%	0.00	32,680.00
Total Expense	236,482.61	229,660.05	2.97%	1,674,727.92	2,381,503.00
Net Ordinary Income	-70,339.59	-116,886.88	39.82%	61,539.11	-13,967.00
Net Income	-70,339.59	-116,886.88	39.82%	61,539.11	-13,967.00

In accordance with the BYLAWS of the CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT, Section 3.2.

"After 3 unexcused absences or 5 total absences in a calendar year for any reason at regularly called Board of Directors meetings, a Board member's resignation will be required.

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	5/16	6/20	Absences
1	Barrera, Jaime. N	4/3/20	9/30/26	1/23	361-563-5083	v	v	v	X	1	1	v	2
2	Charles, Robert	12/8/15	9/30/26	1/23	361-815-8199	v	v	v	X	v	v	v	0
3	Gignac, Raymond	8/21/01	9/30/24	1/23	361-442-4345	v	v	v	v	v	v	v	0
4	Gutschow, Eric	9/12/17	9/30/26	1/23	361-510-4899	v	v	v	X	v	v	v	0
5	Kucewicz, Krystof	5/21/20	9/30/24	1/23	505-570-0685	1	v	v	v	v	v	v	1
6	Lain, Casey	6/8/10	9/30/26	1/23	361-510-9863	v	1	v	v	v	v	v	1
7	Lomax, Lesley	10/17/19	9/30/24	1/23	361-215-0858	v	1	v	v	v	v	v	1
8	Maxwell, Janet [Treasurer 9/22-9/24]* resigned 6/20/24	12/18/12	9/30/24	1/23	361-739-8442	v	v	1	v	1	v		2
9	Molina, Ben	12/15/22	9/30/26	1/23	361-774-0525	v	v	v	v	v	1	v	1
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	v	v	2
11	Peterson, Glenn [Chair 2/22-9/24] *	6/8/10	9/30/26	1/23	361-765-7117	v	v	v	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	v	1	1	3
13	Shook, Caitlin	4/10/18	9/30/26	1/23	361-774-6724	v	v	v	X	v	v	1	1
14	Trevino, Adrienne	1/19/23	9/30/24	1/23	361-946-9541	v	v	v	v	v	v	v	0
15	Votzmeyer-Rios, Cheryl	4/9/19	9/30/24	1/23	361-728-7041	1	v	v	v	v	v	v	1
	Number in attendance					11	13	14	10	12	12	12	74
	Percentage of attending Directors	Total	15			73.3%	86.7%	93.3%	N/A	80.0%	80.0%	80.0%	41.1%
			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 Update



Sidewalk Repairs

- Received email from city regarding areas on Peoples street that were deemed a safety hazard
- Leveled out area with sand, procured replacement tiles, and laid grout
- Audited district for other areas in need of minor repairs

Before



After



Before



After



Clean Team / Block by Block Update



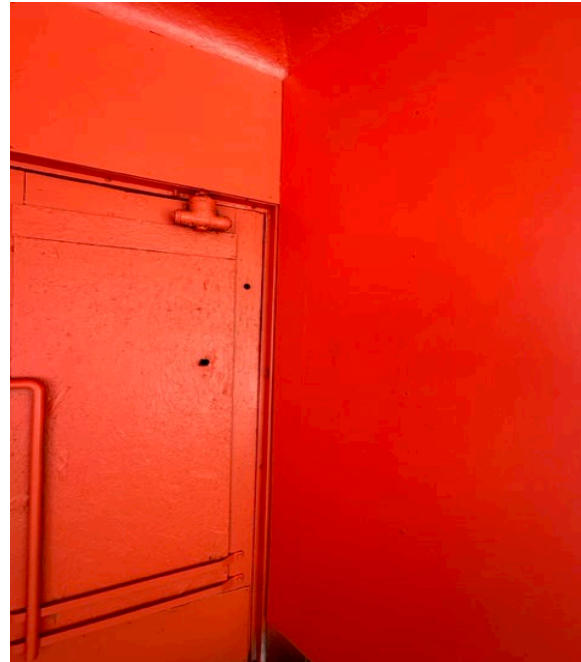
Medical Center Mural Restoration

- New mural on Peoples street targeted by graffiti vandalism
- Reached out to our local artist to procure matching paints
- Covered 5 separate tags as well as a large amount of paint splatter in doorway

Before



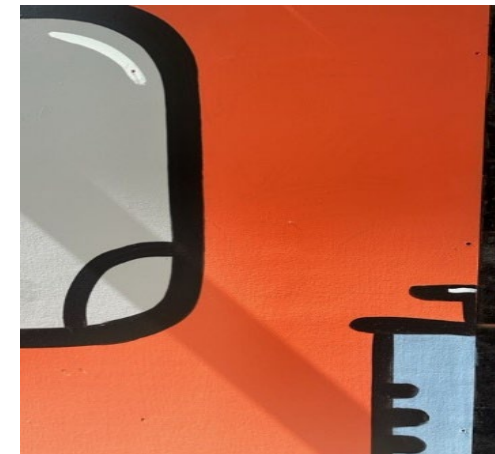
After



Before



After

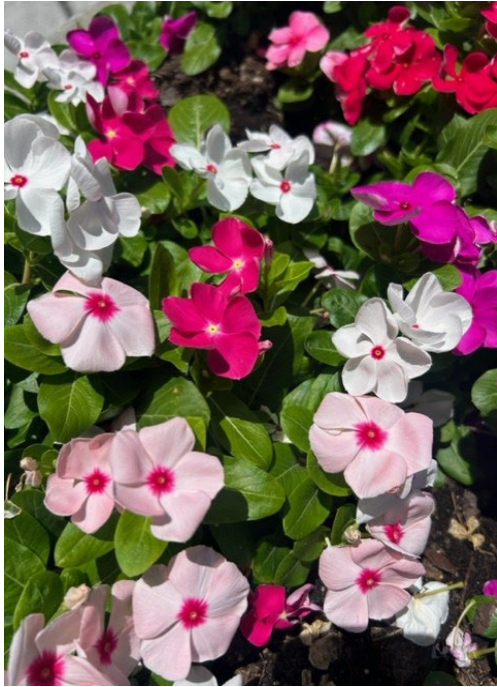


Clean Team / Block by Block Update



Planter Change-Out

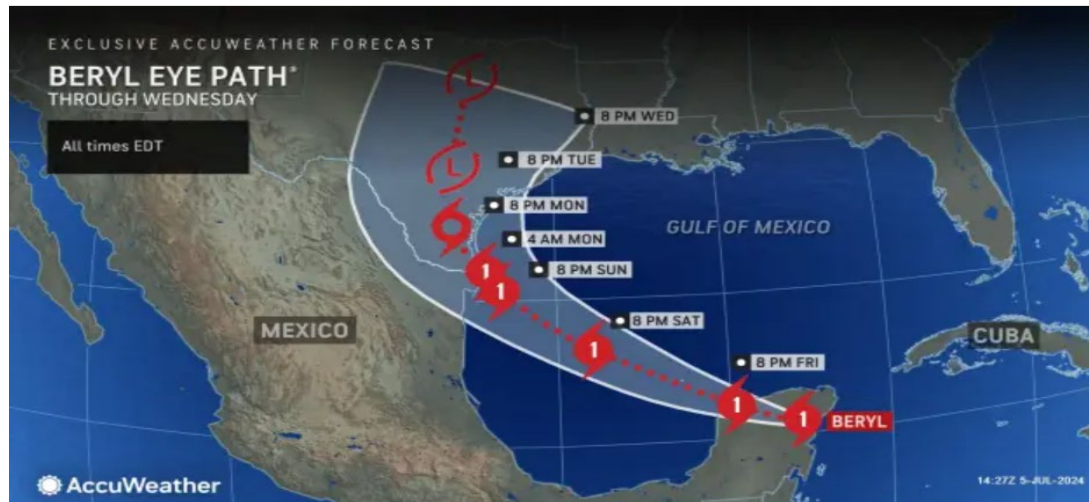
- Completed district wide planter change-out
- Still utilizing indoor grow-house to help combat flower vandalism
- Our district's landscaping featured in Block by Block's nationwide newsletter



Hurricane Beryl Debrief



- First named storm of the season typically forms in late June
- First major hurricane usually won't form until late August, early September
- Just 48 hours before landfall, Beryl was projected to make a direct hit with Corpus Christi but shifted north to Houston
- With Block by Block locations in Texas, Florida, and Louisiana, the company is well versed on pre and post storm action plans





9. Placemaking

Professional Development

**Current Main Street Affiliate, Working towards Reaccreditation*

2024 National Main Street Now Conference

Attended Following Seminars:

- *Turning an Empty Space into a Gathering Place*
- *How to Measure Your Downtown's Impact*
- *Exploring Public History & Placemaking*
- *Data Led Placemaking*
- *Main Street Resource Library*
- *Activating the First 16 Feet*
- *Birmingham's on-Demand Transit Success Story*
- *Design & Cultural Education for Vibrant Places*



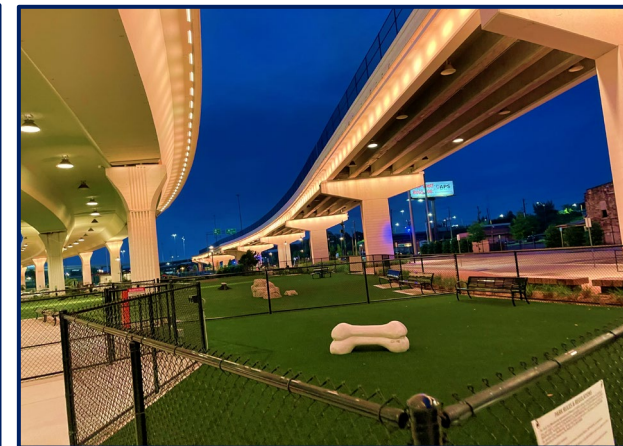
Birmingham Jefferson Convention Complex



Alabama Theater



BJCC Wayfinding



Birmingham City Walk – Dog Park

Agnes/Laredo Gateway

DESIGN WORKSHOP

- November 2023: Hired Design Workshop as On-Call Design Firm
- June 2024: Executed Final Work Proposal from Design Workshop
- Host meetings & Site Visits with DW and Local Stakeholders
- Design Process: 7-8 weeks >> September 2024



Fencing in Downtown Parks

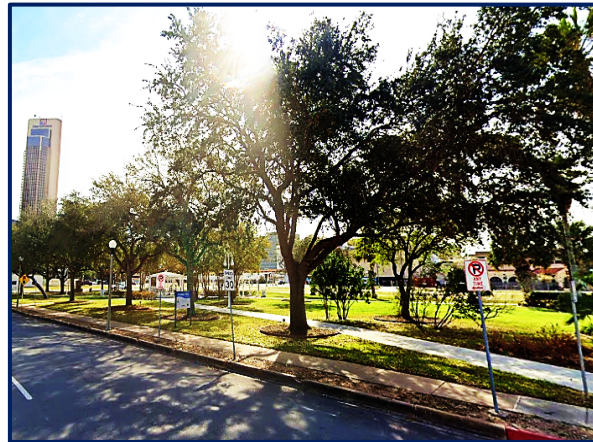
La Retama Park

- Install 389 feet of 24-inch-tall Black Aluminum Fencing around Flower Beds (**\$18,721.30**)
- Documentation Submitted to City on 07/11 Requesting Approval for Expenditure and to Schedule Work with S&J Fence Co.



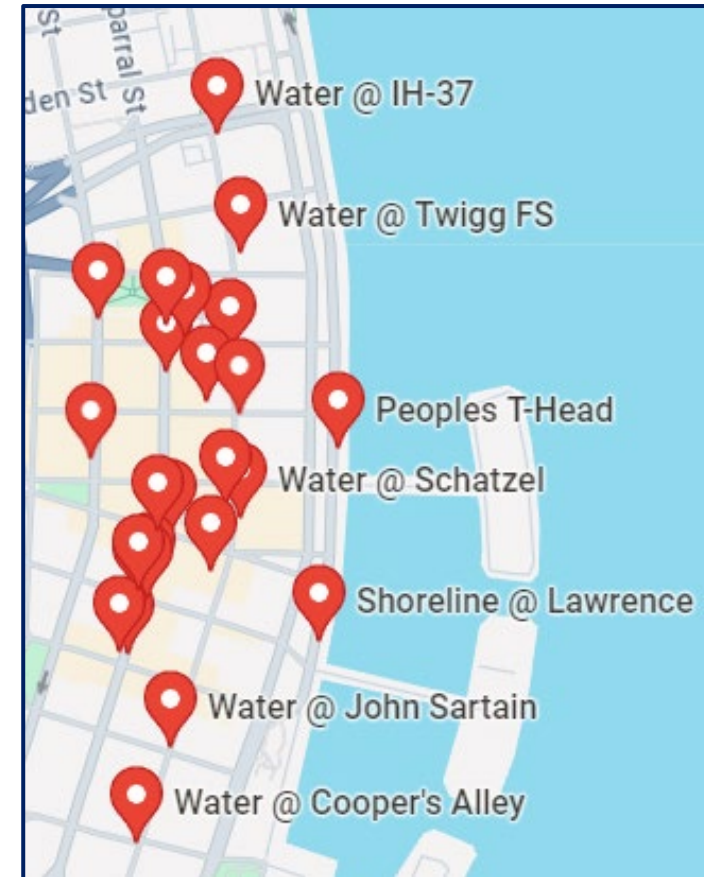
Artesian Park

- Install 868 feet of 6-foot-tall Black Aluminum Fencing around Artesian Park, w/o gates (**\$44,750.10**)
- Documentation Submitted to City on 07/11 Requesting Approval for Expenditure and to Schedule Work with S&J Fence Co.



Downtown Trash Receptacles

- DMD Audited Trash Receptacles in Marina Arts District in 2023
- Identified 25 Locations in Need of a Trash Receptacle
- ~12k Bags of Trash Emptied Annually from Receptacles in District
- Quote from Victor Stanley for 25 Blue Trash Receptacles = **\$76,495**
- Documentation Submitted to City on 07/11 with a Request for Motion of Approval for Expenditure to go to City Council on July 30, 2024

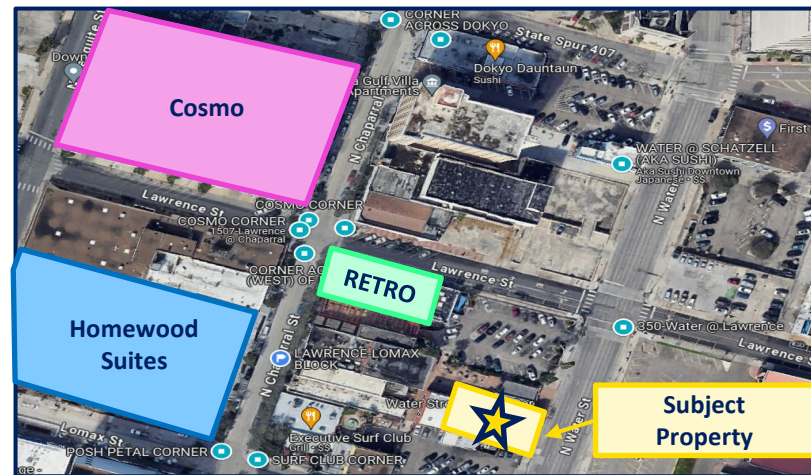




10. Economic Development

Water Street Awning (New Project)

Address	416 N Chaparral Street
Description	<ul style="list-style-type: none"> Water Street Market, LLC plans to improve the façade of Water Street Oyster Bar facing Water Street by installing an awning. This project was approved administratively because the total project cost was under \$20,000
Project Cost	\$ 19,800
Incentive Proposed	<ul style="list-style-type: none"> Streetscape & Safety Improvement Program - \$9,900
Completion Date	December 31, 2024



Mully's (New Project)

Address	621 N Chaparral Street
Description	<ul style="list-style-type: none"> • Maher Enterprises, LLC has operated as Mulligans Pub now known as Mully's for 24 years at their downtown location. They are proposing a complete upgrade to their HVAC system. • Improvements will include removing the current system and replacing it with an all-new condenser, air handler, and electric heat strip. Work will also include sealing of the duct system and refrigerant pipe insulation per 2018 International Energy Conversation Code.
Project Cost	\$55,000
Incentive Proposed	<ul style="list-style-type: none"> • Commercial Finish-Out Program - \$16,500
Completion Date	June 30, 2025



Holiday Inn Express (Update)

Address	1102 S Shoreline Boulevard
Description	<ul style="list-style-type: none"> C&P Monarch, LP acquired this property in 2021 and proposed a massive renovation, splitting the current buildings into two hotels. Phase one went before the board and was approved on September 19, 2023. Current Improvements Completed: New façade, lobby entrance canopy, lobby roof, new elevators and stairs, resurfaced and restriped the parking lot, new lighting, upgraded security cameras, new mural and new exterior doors. Current Outstanding Improvements Include: Completion of the landscaping and the rooftop event center.
Project Cost	\$19,871,896
Incentive Proposed	<ul style="list-style-type: none"> Streetscape & Safety Improvement Program - \$1,000,000 Rooftop Activation - \$1,000,000
Completion Date	January 30, 2025





11. Promotions

ArtWalk Report

July 5th, 2024



- **15,800 visits to ArtWalk**
 - 8,900 in '23
 - 3,700 visits from Out of Towners (50+ miles)
- **210 Businesses involved:**
 - 12 ArtWalk Curators
 - 132 Vendors & Food Trucks
 - 26 Featured Businesses
- **Entertainment**
 - 8 Block Parties + 5 Performance Areas
 - 4 Outdoor Stages Patio Parties (Sponsored by Andrew's)
 - 10 Stages in Venues & Businesses
- **Special Features**
 - Ribbon Cutting for Ok Hi-Fi
 - NEW Sunset Stage on Lomax St.

Peoples St.



Starr St.



Lomax St. Facing East



La Retama Facing South

Programming Report



Downtown Business Association

- 54 DBA Members 23'-24'
- **07/24 - July Meeting/Mixer**
 - To be held at The Omni
 - **Agenda Items:** Holiday Series Announcements, Advisory Council Renewals, DBA Renewals, business promotions for Fall.



Photo from the 2023 Christmas in July Mixer.

Downtown Run Club

- **Sponsors & Partners**
 - Fleet Feet – Presenting Sponsor
 - AEP Texas – Ambassador & Merch
 - CC Run Club After Dark - Co-producer
- **Start & After Party**
 - BUS & Lazy Beach Downtown
- **Run Club Stats**
 - 929 total registrations from inception
 - 294 total runners in June (43 NEW runners)
- **Themed Runs**
 - **July 3rd:** Red White & Blue Themed run to recognize the 4th of July Holiday, a little more than 104 runners participated.



DOWNTOWN BUSINESS ASSOCIATION



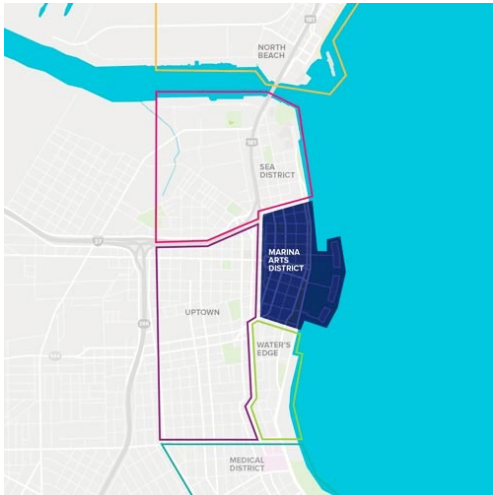
2024-2025 MEMBERSHIP



ABOUT THE DBA



WHERE, WHY, and HOW does the DBA have an impact on Corpus Christi, Texas?



The Downtown Business Association (a.k.a. the DBA) was founded in '20 and relaunched in '22 by the DMD to support the local business community in the Marina Arts District and businesses, events, and attractions in surrounding districts.



Marina Arts District: Lower Broadway to the Marina; I-37 to Kinney Street

Supported Districts: SEA District, Uptown, North Beach, Water's Edge, Medical District



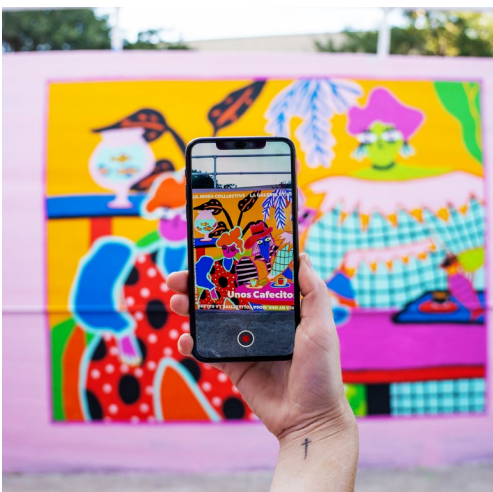
The mission of the DBA is to:



PROMOTE businesses and Downtown Corpus Christi as a destination;

ENGAGE in downtown community projects, promotions, specials, and events; and

CONNECT with local business leaders and resources to build lasting partnerships.



Downtown's marketing value continues to grow alongside our vibrant business community. We proudly promote content from DBA Members via DMD's digital channels that have 75,700+ followers total and a 1,800,000+ reach annually.



6,388
Newsletter
subscribers



172
YouTube
subscribers



1,483
LinkedIn
followers



42,569
Facebook
followers



31,474
Instagram
followers



Plus, explore our interactive website

GODOWNTOWNCC.COM



DBA MEMBERSHIP



\$500/Year **OR** \$45/Month

MEMBERSHIP BENEFITS INCLUDE:

- Invitation To Monthly DBA Meetings
- Opportunity To Host A DBA Meeting and Showcase Offerings
- Logo On DBA Partner Webpage
- DBA Window Decal
- Business Anniversary Social Media Post/Story
- Mention In At Least 1 Social Media Posting Per Month & 1 Newsletter Per Quarter
- Individual Proof of Performance Report in January
- Inclusion In the DMD's Seasonal Wayfinding Signage (If Applicable)
- Business Photoshoot OR Headshot by A Professional Photographer
- Event Promotion Support Via Social Media Channels (If Applicable)
- Opportunity To Host Exclusive DMD Mixers (If Applicable)
- Opportunity To Be the Run Club After Party Host For 1 Month (If Applicable)



*Businesses must email DBA graphic or photo and information or tag @downtowncorpuschristi

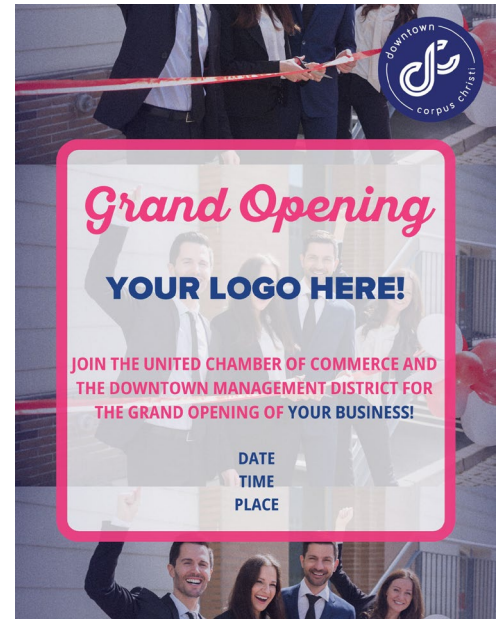
DBA NEW BUSINESSES



FREE MEMBERSHIP FOR FIRST YEAR

NEW BUSINESS BENEFITS INCLUDE

- Meet Other Downtown Business Owners
- Social Media Promotion ahead of opening
- DMD Representation at soft/grand Openings
- Can purchase the ArtWalk Add-On



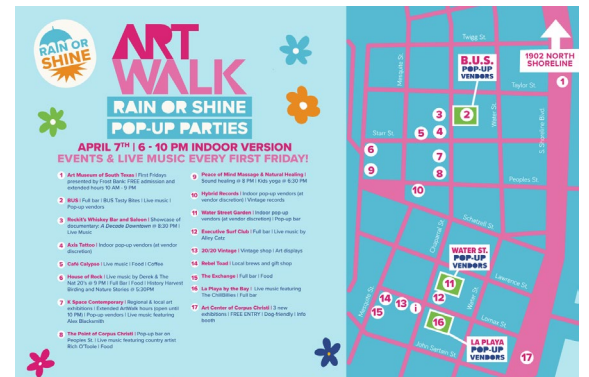
DBA ARTWALK PARTNER ADD-ON



ADD \$500/Year **OR** \$45/Month

ADD-ON BENEFITS INCLUDE

- Mention In Artwalk Marketing Including Social Media, Newsletter, Print, And Webpage
- Inclusion On Artwalk Map and Events List
- Use Of Artwalk Branding (Official Logo With Presenting Sponsor)
- Cross-Promotion Opportunities (Subject to DMD Approval)
- Two 10'x10' Booth Spaces Within Your Designated Block Party



Contact Jennifer@cctexasdmd.com to sign up for 2024-2025 DBA!

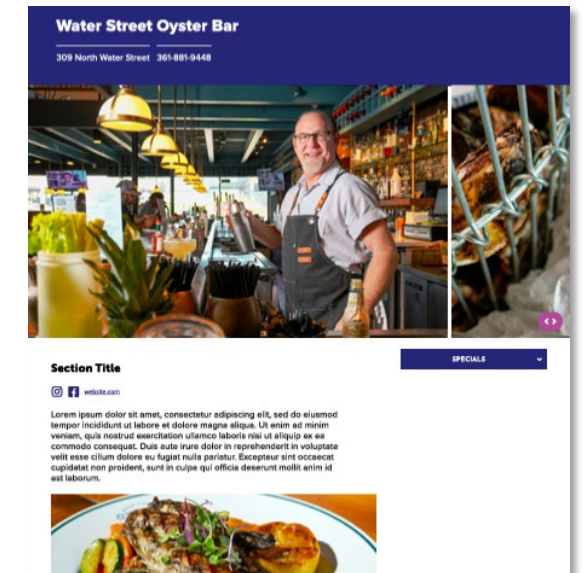
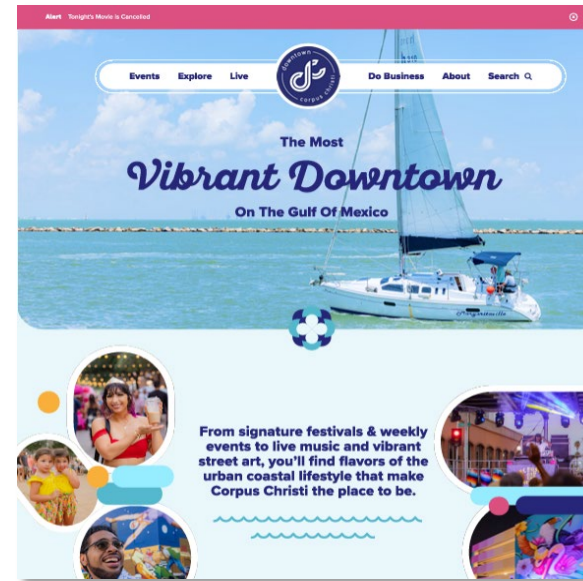




12. Organizational Management

New Website Update

- Contracted Geocentric, a web design firm that specializes in websites for district management organizations
- Timeline
 - RFP opened in January
 - Selection Committee interviewed and selected Geocentric
 - Geocentric started 12-week design process in April
 - Estimated completion is July 27th



Memo

To: DMD Board of Directors
From: Alyssa Barrera Mason, Executive Director
Date: July 18, 2024
Subject: Resolution FY 2023-2024 Jul-01 Amendment to Bylaws



Action Requested

Review and approve amendment contained in Resolution FY 2023-2024 Jul-01.

Overview

With the expansion of the District southward on April 16, 2024 and consequent increase in stakeholders, it is appropriate to increase the number of places on the Board by two.

This will provide representation for the expansion area.

Attachments

- Resolution FY 2023-2024 Jul-01
- CCDMD Bylaws

**RESOLUTION FY 2023-2024-Jul-01
AMENDMENT TO BYLAWS**

WHEREAS, CCDMD Board currently consists of 15 Directors;

WHEREAS, CCDMD expanded the District southward as of April 16, 2024;

WHEREAS, Stakeholders in the District have increased accordingly;

WHEREAS, CCDMD considers it necessary for these new stakeholders to have representation on the Board;

NOW, THEREFORE, BE IT RESOLVED that the CCDMD accepts and approves the addition of two new board members bringing the total number of directors to 17.

The above resolution statements were approved and declared adopted on this the 18th day of July 2024.

Glenn Peterson, Chairman of the Board

Alyssa Barrera Mason, Executive Director

**BYLAWS
of the
CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT**

ARTICLE 1

TITLE

Section 1.1. The "CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT," hereinafter also known as "DMD", its permanent place of business shall be Corpus Christi, Nueces County, Texas.

Section 1.2. This district is created and formed under the terms and conditions of "TITLE 12 (Municipal Management District), provisions of Chapter 375, Article III, Section 52, Article XVI, Section 59, Article III, Section 52-a of Texas Constitution and of the Local Government Code by State Statute and is a governmental agency, a body politic and corporate, and a political subdivision of the State of Texas. As such, it must operate in accordance with the enabling legislation as well as comply with the specific laws relating to political subdivisions, the general laws and Constitution of the State of Texas and many federal laws and requirements.

The DMD shall have all the rights, powers, privileges, authority, and functions conferred, and shall be subject to all duties imposed by the Texas Water Commission and the general laws of the State of Texas relating to municipal management districts.

Section 1.3. (a) Only downtown real property owners in the charter designated area and those covered in Section 375.063, Local Government Code, are eligible to be members of the Board of Directors of the DMD. As provided in said Section, to be eligible to serve as a Director, a person must be at least 18 years old and:

- (1) a resident of the district;
- (2) an owner of property in the district;
- (3) an owner of stock, whether beneficial or otherwise, of a corporate owner of property in the district;
- (4) an owner of a beneficial interest in a trust that owns property in the district; or
- (5) an agent, employee, or tenant of a person covered by Subdivision (2), (3), or (4).

(b) No person shall be eligible to be elected to nor shall any person serve on the Board of Directors whose taxes or assessments are more than sixty days delinquent or who owns or who has an ownership interest in an entity

or trust whose taxes or assessments are more than sixty days delinquent or who is an agent, employee, or tenant of a person described above whose taxes or assessments are more than sixty days delinquent to the Corpus Christi Downtown Management District.

(c) Each person serving as a Director who is not a property owner but serves by virtue of having an ownership interest in an entity or trust owning property or as an agent, employee, or tenant of a property owner shall file and maintain at the District office documentation evidencing such person's qualification for office. Any such delinquency or failure to maintain documentation shall be considered a failure to carry out the duties of the person serving as a member of the Board of Directors. [Revised 8/9/07 and 12/10/15]

ARTICLE II

PURPOSE

Section 2.1. The specific purposes of this district are as set forth in statute and the Texas Water Commission orders.

ARTICLE III

DIRECTORS

Section 3.1. The activities and affairs of the DMD shall be managed by its Board of Directors which may exercise all such powers of the DMD and do all such lawful acts and things as are not prohibited by statute or by these bylaws. **The Board of Directors shall consist of seventeen (17) members** as qualified, nominated and approved in accordance with Chapter 375, Local Government Code. [Revised 7/18/24]

Section 3.2. After 3 unexcused absences or 5 total absences in a calendar year for any reason at regularly called Board of Directors meetings, a Board member's resignation will be required. An excused absence is one of the following: Illness or death in the family; out of town; unavoidable family, personal or business related emergencies. Any other absence is unexcused. [Revised 7/20/06 and 12/10/15]

Section 3.3. The annual meeting of the Directors shall be held on such date during the regularly scheduled Board meeting for September or at such time as designated and called by the Chairperson (or Vice Chairperson in the absence of the Chairperson) and at such a time and place as designated by the Chairperson (or Vice Chairperson) in the Notice of Annual Meeting,

which shall be given to each Director at least three days before the date of the meeting. At the annual meeting the Board shall, among other things, (i) consider nominations for the election of Directors and officers of the DMD, (ii) elect Directors and officers, and (iii) appoint the chairperson and other members of any committees. [Revised 7/20/06 and 12/10/15]

Section 3.4. Special meetings of the Board of Directors may be called by the Chairperson, Vice Chairperson or by the Secretary on written request of at least two Directors. Written notice of special meetings of the Board of Directors shall be given to each Director at least three day before the date of the meeting.

Section 3.5. QUORUM (375.071): One half of the elected Directors constitute a quorum, and a concurrence of the majority of a quorum of Directors is required for any official action of the district. The written consent of at least two-thirds of the Directors is required to authorize the levy of assessments, the levy of taxes, the imposition of impact fees, or the issuance of bonds.

Section 3.6. Voting on all questions except election of officers shall be by a voice vote in which all yea's and all nay's shall be entered into or appended to the minutes of the meeting. A roll call vote may be requested by any Director in order to verify the results. No Director may abstain from voting except in the case of a conflict of interest which has been disclosed as provided by law. No proxy voting shall be permitted. [Revised 8/9/07 and 12/10/15]

Section 3.7. All meetings of the Board for any purpose whatsoever shall comply with the Texas Open Meetings Laws.

Section 3.8. Action on any item shall be taken only at a regular or special meeting by motion or by resolution. Resolutions shall be used for all actions of the general and permanent nature, shall be in writing, and shall, upon adoption be signed by the Chairperson and authenticated by either the Secretary or Executive Director, and shall be contained in a well-bound book, properly indexed. All motions shall be set forth in the minutes of the meeting. Resolutions and motions shall become effective on the day of adoption unless otherwise stated. [Revised 12/10/15]

Section 3.9. Public notice of all meetings of the Board shall be given as provided by law and shall contain the date, time, place and type of meeting and specific information where possible. Public notice of any meeting shall be posted at least seventy-two hours in advance at the Nueces County Clerk's Office, the DMD Administration Office and such public place or places as the Board may designate from time to time.

- Section 3.10 A Director is not entitled to compensation for service on the Board but is entitled to be reimbursed for necessary expenses incurred in carrying out the duties and responsibilities of a Director. [Added 8/9/07]
- Section 3.11 The City Council of the City of Corpus Christi after notice and hearing may remove a Director for misconduct or failure to carry out the Director's duties on petition by a majority of the other Directors. [Added 8/9/07]
- Section 3.12 Any vacancy in the position of Director shall be filled by vote of the remaining members of the Board for the unexpired term. The Board may establish procedures for filling the vacancy through the solicitation of applications, review by the Executive Committee, and voting by the Board. [Revised 8/9/07 and 12/10/15]

ARTICLE IV

OFFICERS

- Section 4.1. The officers of the DMD shall consist of a Chairperson, a Vice Chairperson, a Secretary, a Treasurer and such other officers and assistant officers as may be deemed necessary; each of whom shall be elected by the Board of Directors. The Chairperson, Vice Chairperson, Secretary and Treasurer shall be elected at the annual meeting and chosen from among the Directors. The Executive Director shall be selected from time to time by the Board and shall not be a voting member of the Board of Directors. Any two or more offices may be held by the same person. [Revised 12/10/15]
- Section 4.2. (a) The officers of the DMD shall be elected at the annual meeting and hold office for terms of two years or until their successors are chosen and qualify, provided that any officer or agent may be re-elected to succeed himself indefinitely. An officer or agent or member of the executive committee elected or appointed by the Board of Directors may be removed by the Board of Directors whenever in its judgment the best interests of the DMD will be served thereby, but such removal shall be without prejudice to the contract right, if any, of the person so removed, provided that, election or appointment of an officer or agent shall not of itself create contract rights.
- (b) The Chairperson shall appoint an Executive Committee consisting of the elected officers and another member of the Board of Directors, who is not an officer. This is subject to confirmation by the Board of Directors. The Executive Committee shall have full power and authority to act by, for and on behalf of the Board of Directors in the event

of sudden and unexpected emergency requiring immediate action by the Board of Directors. Such authority shall include the authority to expend funds within budget. It shall be the responsibility of the Executive Committee to take such emergency action as it deems in the best interest of the District. Such action shall in all events conform to applicable law. In all cases of emergency action by the Executive Committee, their action shall be subject to ratification by the Board of Directors at the next regular scheduled Board meeting or by earlier called meeting. [Revised 1/12/95 and 12/10/15]

THE CHAIRPERSON

- Section 4.3. The Chairperson shall be the chief executive officer of the DMD and the presiding officer of the Board of Directors and of the Executive Committee. He or She shall be an ex-officio member of all standing committees. [Revised 12/10/15]
- Section 4.4. The Chairperson shall oversee the Executive Director in the conduct and administration of all business matters for the Board of Directors. [Revised 12/10/15]
- Section 4.5. The Chairperson, working with the Executive Director, shall submit a complete report of all the activities and business of the DMD for the preceding fiscal year at the meeting of the Board of Directors not later than December of each year. [Revised 12/10/15]
- Section 4.6. The Vice Chairperson shall succeed to the powers and duties of the Chairperson until the next regular or special meeting of the Board of Directors in the event of the disability or death of the chairperson, and shall perform such other duties as may be prescribed by the Board of Directors or by the Chairperson. [Revised 12/10/15]

THE VICE CHAIRPERSON

- Section 4.7. The Vice Chairperson shall assist the Chairperson and shall perform such duties as may be assigned by the Chairperson or by the Board of Directors or by the Executive Committee. The Vice Chairperson shall, at the request of the Chairperson or in the absence or inability or refusal to act, perform the duties of the Chairperson and when so active shall have all the powers and be subject to all the restrictions upon the Chairperson. [Revised 12/10/15]

THE PRESIDENT

- Section 4.8. The Executive Director shall be the chief operating officer of the DMD, shall serve at the pleasure of the Board of Directors, and shall report and

be subordinate to the Board of Directors. The Executive Director is not a voting member of the Board. The Executive Director working with the Chairperson shall:

- (a) Send out the meeting agenda at least three days (72 hours) prior to all Board of Directors meetings;
- (b) Conduct and administer all business matters for the Board of Directors; and
- (c) Submit a complete report of all the activities and business of the DMD for the preceding fiscal year at the meeting of the Board of Directors not later than December.

[Revised 12/10/15]

THE SECRETARY

Section 4.9. The Secretary shall oversee the keeping of the records of all proceedings, minutes of meetings, certificates, contracts, and corporate acts of the Board and authenticate any contracts and instruments authorized by the Board as necessary. [Revised 12/10/15]

THE TREASURER

Section 4.10. The Treasurer shall oversee the maintenance of the permanent records containing the accurate accounts of all money received by and disbursed on behalf of the DMD are properly maintained and shall make all required reports. The Treasurer shall assist with and review the annual audit and the annual budget. [Revised 12/10/15]

ANY OTHER OFFICERS

Section 4.11. Any Director shall generally assist the Chairperson/Vice Chairperson and exercise such other powers and perform such other duties as are delegated to them by the Chairperson/Vice Chairperson as the Board of Directors shall prescribe.

ARTICLE V

INDEMNIFICATION: INSURANCE

Section 5.1. The DMD shall indemnify, to the fullest extent permitted by applicable law, any present or former Director, officer, or employee who was, is, or is threatened to be made a respondent in a proceeding if it is determined that

- (1) the person:
 - (A) acted in good faith;
 - (B) reasonably believed:

(i) in the case of conduct in the person's official capacity, that the person's conduct was in the entity's best interests; and

(ii) in any other case, that the person's conduct was not opposed to the entity's best interests; and

(C) in the case of a criminal proceeding, did not have a reasonable cause to believe the person's conduct was unlawful;

(2) with respect to expenses, the amount of expenses other than a judgment is reasonable; and

(3) indemnification should be paid.

Section 5.2 The DMD also specifically extends the indemnification provided above to any officer of the entity on the same terms and conditions, regardless of whether such officer may be a member of the Board of Directors.

Section 5.3 The Board of Directors may upon majority vote purchase and maintain insurance or another arrangement on behalf of any such person against any liability asserted against him and incurred by him in any such capacity or rising out of his status as such a person, whether or not the DMD would have the power to indemnify him against that liability under this provision.

Section 5.4 Any repeal or amendment of this Article by the Board of Directors shall be prospective only, and shall not adversely affect any limitation on personal liability or the right of any person to indemnification existing at the time of such repeal or amendment.
[Revised 12/10/15]

ARTICLE VI

GENERAL PROVISIONS

Section 6.1. All checks or demands for money and notes of the DMD shall be signed by such officer or officers or such other person or persons as the Board of Directors may from time to time designate.

Section 6.2. The fiscal year of the DMD shall end on the last day of September each year. [Revised 12/10/15]

Section 6.3 [Intentionally Deleted] [Revised 12/10/15]

Section 6.4 The DMD shall keep minutes of the proceedings of its Board of Directors and shall keep at its registered office or principal place of business or at the office of its transfer agent or registrar a record of its Directors, giving the names and address of all Directors.

- Section 6.5. Whenever the context so requires, the masculine, shall include the feminine and neuter, and the singular shall include the plural, and conversely. If any portion of these bylaws shall be invalid or inoperative, then, so far as is reasonable or possible:
(a) the remainder of these bylaws shall be considered valid and operative, and (b) effect shall be given to the intent manifested by the portion held invalid or inoperative.
- Section 6.6 The headings are for organization, convenience and clarity. In interpreting these bylaws, they shall be subordinated in importance to the Text of the bylaws.
- Section 6.7 These bylaws are subject to, and governed by, the Texas Water Commission order and applicable statutes.
- Section 6.8. In the absence of rules adopted by the Board or provided by law governing rules of order or procedures, the latest revised edition of *Roberts Rules of Order* shall govern the actions of the DMD Board.
- Section 6.9 [Intentionally Deleted] [Revised 12/10/15]

ARTICLE VII

NOTICES

- Section 7.1 Notices to Directors shall be in writing and delivered personally or by email to the Directors at their addresses appearing on the books of the DMD. Notice shall be deemed to be given at the time personally delivered or electronically sent. [Revised 7/20/06 and 12/10/15]
- Section 7.2. Whenever any notice is required to be given to any Director under the provisions of the applicable statutes or these bylaws, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be the giving of such notice.
- Section 7.3 Attendance of a Director at a meeting shall constitute a waiver of notice of such meeting, except where a Director attends a meeting for the express purpose of objecting to the transaction of any business on the ground that the meeting is not lawfully called or convened.

Report on Board Appointments, Election, with possible action



- I. Update on current Board Seat vacancy:
 - Presentation of applicants

Motion to appoint applicant to fill vacancy on DMD Board of Directors.

Motion to appoint applicants to fill two new positions on DMD Board of Directors.

- II. Seeking nominations for Treasurer of DMD Board of Directors

Memo

To: DMD Board of Directors
Through: Alyssa Barrera Mason, Executive Director
From: Alan Albin, Finance and Administration Manager
Date: July 18, 2024
Subject: DMD Board Nominations



Action Requested

Motion to appoint board nominee for the vacancy created on the DMD Board of Directors by the resignation of J. Maxwell for the term expiring in September 2024.

Overview

DMD published a Public Notice for Nominations for the Board of Directors on June 24, 2024. To be considered for the board individuals needed to submit a letter of interest to the DMD by 5:00 p.m., July 12, 2024 that included:

1. Verification of eligibility (if representing a property owner, a letter from the property owner)
2. Description of interest
3. Resume

Three applications were received.

DMD Board Eligibility

Only downtown real property owners in the charter designated area and those covered in Section 375.063, Local Government Code, are eligible to be members of the Board of Directors of the DMD. No person shall be eligible to be elected to nor shall any person serve on the Board of Directors whose taxes or assessments are more than sixty days delinquent or who owns or who has an ownership interest in an entity or trust whose taxes or assessments are more than sixty days delinquent or who is an agent, employee, or tenant of a person described above whose taxes or assessments are more than sixty days delinquent to the Corpus Christi Downtown Management District. Each person serving as a Director who is not a property owner but serves by virtue of having an ownership interest in an entity or trust owning property or as an agent, employee, or tenant of a property owner shall file and maintain at the District office documentation evidencing such person’s qualification for office. Any such delinquency or failure to maintain documentation shall be considered a failure to carry out the duties of the person serving as a member of the Board of Directors. [Revised 8/9/07]

Attachments

- Application and documentation from Z. Bornstein
- Application and documentation from A. Durill
- Application and documentation from C. Navarro

Zachary Bornstein
361-442-5248
zbornstein@yahoo.com

As a resident and as an authorized representative for properties in the Downtown Marina Arts district. I am respectfully submitting this letter of interest to serve on the DMD Board of Directors.


I am experienced in overseeing a large portfolio of operations, revenue, and sales for many multi brand hotels, ranging from full to limited service. My ability to manage required franchise services and ensure satisfaction with revenue success has benefited both my clients and the owners of the hotels I represent.

I am a creative problem solver, have a proven successful revenue record, am a strong communicator and coordinator, and always maintain a professional demeanor in a fast-paced business. I am committed to driving loyalty and proving a positive return on investment to licensees and owners every year.

It would be a privilege and honor to serve The Downtown Management District as one of the Board of Directors. I truly believe that my talents to lead, teach and drive growth and unity will serve well across all districts. I am a self-starter and a result oriented corporate executive.

I know that my creative and optimistic abilities will assist in accomplishing the vision of this organization. My dependability and passionate spirit will keep my energy directed to each step necessary to complete the goals of the Downtown Management District.

Sincerely,



Zachary Bornstein

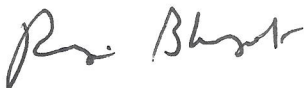
Authorization Letter

July 9, 2024

To: Corpus Christi Downtown Management District (DMD)

I Raju Bhagat am designating Zachary H. Bornstein to represent the properties listed below on The Downtown Management District's Board of Directors.

1. The Holiday Inn Marina Downtown 707 N. Shoreline Corpus Christi, Texas 78401. Property ID 200054867.
2. The Residence Inn by Marriott 309 S. Shoreline Corpus Christi, Texas 78401. Property ID 249495.
3. 601 N. Shoreline Corpus Christi, Texas 78401. Property ID 200054856.
4. 622 N. Water Street Corpus Christi, Texas 78401. Property ID 200054864.
5. 411 N. Shoreline Corpus Christi, Texas 78401. Property ID 200054825.



Raju Bhagat

Zachary Bornstein 2024

Corpus Christi, Texas

Phone: (361) 442-5248

Email: zbornstein@yahoo.com

OBJECTIVE: To be employed with a company that allows upward mobility within its organization and to obtain a position where I can continue to utilize my skills and grow professionally.

QUALIFICATIONS: Able to manage and lead departments to a successful completion during all phases of both small and large projects. My abilities are backed by strong credentials and a proven history of on-time, on-budget and high-quality project completions. Also managed front and back of the house in the hotel business for Carlson (Radisson), IHG, Choice Hotels, Hilton and Marriott brands.

Certificates/Training

Equipment Safety Certifications
Hurricane Preparedness for Government Contracts
Preventative Maintenance Classes - Contractor's Council
Marriott GM Conference & Training

EMPLOYMENT

2006-Present B & Z Consulting and Construction
President

- Started as a painter's helper, then to metal fabricator helper, then assistant superintendent and now Owner/President.
- Complete bids, solicit and meet with construction clients; design contracts for a versatile client list; control inventory; A/R and A/P; provide site supervision to complete multimillion-dollar construction projects; head environmental projects; maintain daily/monthly scheduling and supervise all areas to meet deadlines.
- Home Remodeling; kitchen designs and re-builds; metal building constructions; new custom homes; private business renovations and new builds. Meet with existing, new clients and markets to create new business, and stay active in the industry.

March 2012-December 2012 Holiday Inn North Padre Island
PM Guest Service Manager

- Resolved all guest requests and issues to a positive outcome - improved scores
- Supervised Maintenance, Housemen, Room Attendants, Front Desk from 3pm to 2am
- Created an ongoing preventative maintenance program and completed all departmental weekly activities and projects.

**December 2012 -December 2013 Marriott Courtyard Corpus Christi
AGM and then General Manager**

- Began as AGM and promoted to GM within four months.
- Directed all departments.
- Managed a successful budget with scheduling, vendor relationships, and inventory control.
- Hired key managers to set up all departments for success.
- Raised GSS scores by implementing new and aggressive ownership standards for staff and managers.
- Passed all brand inspections.
- Maintained the greatest revenue growth since this hotel opened.
- Implemented a program and concept of selling rates on purpose and actively promoted gaining 75% of revenue by the middle of each month with a 'every 7 days' strategy.
- Became actively involved with the sales department to raise group revenue and increase group ADR.
- Involved with the BTS market to grow share.
- Would still be at this hotel today but ownership sold to another management company and all salaries were greatly reduced.

**January 2014 - January 2015 Runway Bar Corpus Christi, TX
Builder, Owner and Operator**

**March 2016 - August 2016 Holiday Inn North Padre Island
PM Manager**

- Resolved all guest requests and issues to a positive outcome
- Improved guest scores
- Supervised Maintenance, Houseman, Room Attendants and Front Desk
- Maintained my preventative maintenance program and completed all departmental weekly activities and projects

**August 2016 - August 2019 Quality Inn & Suites and Radisson Hotel
General Manager for Quality Inn & Suites
PM Operations Manager for Radisson**

- Directed all departments at QI
- Developed a successful front desk and night audit staff - QI
- Hired key managers who are still in place - QI
- Created successful vendor relationships- QI & R
- Maintained inventory control to stay within budget - QI & R
- Improved Medallia guest scores achieving at or higher than Brand standard. Achieved brand award for 100% cleanliness Score on LRA - QI
- Increased cleanliness, condition and brand standard scores Year over year - QI
- Created the greatest revenue growth for the QI since 2007, month over month; year over year.
- Placed more corporate/industrial business at QI since 2000

- From August 2016 to July 1, 2017, the hotel revenue growth was from my direct oversight. Sales support began on July 2, 2017. I became very active and supportive of all sales efforts after this date, working together for more revenue growth. QI
- Continued the productive program of selling rates on purpose, Concentrating on daily/weekly/monthly goals and achieving front desk agents' buy in for this strategy - QI
- My consistent contribution at the Radisson Hotel was to save money on labor and equipment with my knowledge of all aspects of construction and maintenance services and to handle all management requirements from 3pm to 11pm.

August 28, 2017 - August 2019 Hurricane Harvey
Radisson Hotel / Quality Inn & Suites
Directed all rebuild efforts

- Started immediate assistance for these 2 hotels to mitigate water damages
- Worked closely with Restoration companies, Hotel owners, insurance companies and adjusters.
- Massive rebuild - roof, exterior stucco and siding, fences, decks, canopies, porticos, all interior areas, sheetrock, ceilings, furnishings, carpets, tiles, plumbing.
- Moisture Mapping
- Instrumental in ownership receiving a fair claim to cover all expenses to make sure both hotels were made as they were prior to storm.
- I brought these projects in \$521,000 under the lowest bid submitted by other contractors.
- As of October 2019 - was still assisting owners in submitting necessary insurance updates and paperwork

August 2019 - June 2020 Residence Inn by Marriott Downtown
Directed Construction on New Build
General Manager
RGB Hospitality Group

- Instrumental in getting this new construction hotel opened per Marriott and owner's schedule
- Completed and directed all finishing construction phases and punch list, including all installs
- Guided and completed all quality control requirements for all 110 guestrooms and common areas
- Directed all FFE
- Directed all hiring and training and continued to daily manage all departments
- Completed all necessary Marriott and system training, as well as the Critical Path timeline

- The Marriott Training team on property, both Pre and Post opening, described my success with this hotel as the best opening they have ever seen.
- I have always been, and continue to be, a very hands-on Manager. I know my guests - their names - what they are doing in town - when will they return - what do they like - how can my staff improve guest satisfaction - and where the hotel stands with revenue, ADR, and occupancy.
- This hotel's reputation is grew within the community and within the Marriott family of travelers. My revenue, ADR and RevPar were the highest inside the RGB Hospitality Portfolio.

June 2020 - August 5, 2023 **Regional Operations Director**
B & Z Consulting for
Pegasus Hospitality Group
Opened Home2 Suites
Directed Conversion
Regional Operations
General Manager of DoubleTree

- Opened Home2 Suites by Hilton at La Palmera.
Due to Covid, the opening process was challenging. I worked to get Brand what they needed to approve each step towards completion and with the construction teams to move them forward as quickly and cohesively, as possible. Completed and directed all finishing construction phases and punch list, including all installs. Directed and completed all quality control requirements. Inspected the work on all 109 guestrooms-FFE installation and inspections.
To open an extended stay hotel with 109 guestrooms, already behind by 30-45 days, was a challenge - but was successfully completed and opened on July 14, 2020 which was only 10 days behind the original EOD
- Started and directed large PIP for Radisson conversion to DoubleTree by Hilton
- Met with all vendors and contractors, negotiated for the best prices and completion dates. (elevator, plumbers, electricians and general contractors)
- Monitored Home2, Radisson, Comfort Suites Central, Hampton Port Aransas, and Hawthorn Suites NPI for all operations needs, and direction as well as assisted ownership in all areas.
- Hired new staff at all hotels as needed. Monitored training.
- Implemented preventative maintenance procedures for all hotels
- Performed periodic inspections, checking cleanliness and brand standards
- Monitored payroll to keep in line with all budgets
- General Manager of the DoubleTree by Hilton Beachfront Hotel

August 23, 2023 - present RGB Hospitality Group

- General Manager of Holiday Inn Marina Shoreline
- Over all Departments: Sales, F&B, Housekeeping, Front Desk AP/AR, Engineering
- Oversee all Revenue decisions and projections
- Human Resources - all aspects
- Raised the bottom line profit in less than a year
- Implemented new maintenance programs for mechanical Equipment and preventative maintenance
- Brought scores up for brand standards
- Implemented cost program for F&B and control payroll
- Assisted in opening new build Fairfield by Marriott in Austin, TX
- Assisted in pre-opening for new build Residence Inn Southside Corpus Christi, TX
- Work with Holiday Inn Marina sales department - all market segments and convention sales, along with banquets and catering employees
- Worked with BPA and SKILLS in an advisory role to assist attendees with recommendations

Dear Members of the Downtown Management District Board,

I am writing to express my interest in joining the Board of Directors for the Downtown Management District (DMD) in Corpus Christi. It is with great enthusiasm that I seek this opportunity to contribute to the revitalization and ongoing development of our downtown area. My family and I have a deep-rooted commitment to the growth and prosperity of Corpus Christi, evidenced by our investments in key downtown properties including the 101 Shoreline Building, Concrete Street Amphitheater, Hurricane Alley Waterpark, and Brewster Street Icehouse. These investments highlight our dedication to enhancing tourism, economic development, and overall community success.

I believe my qualifications align well with the requirements and expectations of a DMD Board Member. My professional background includes significant experience in event management and marketing strategy, which I have honed as the General Manager of Concrete Street Amphitheater. In this role, I have successfully planned and coordinated large-scale events, developed and executed marketing campaigns, and fostered community engagement. Additionally, my tenure with PepsiCo as a Sales District Leader equipped me with strong leadership, strategic planning, and team management skills. I have a proven track record of achieving growth and driving execution within competitive markets.

I hold a Bachelor of Arts in Communication with a Minor in Business from Texas A&M University. My academic background is complemented by a Certificate in Leadership and Conflict Management, which has equipped me with essential skills in negotiation, problem-solving, and effective communication. These skills are crucial for navigating the complexities of urban development and stakeholder engagement.

My involvement in various leadership and community roles further demonstrates my commitment to Corpus Christi. As a board member of the Devary Durrill Foundation, I have been actively engaged in projects aimed at beautifying our city and giving back to the community. Additionally, my participation as a committee member for the Ronald McDonald House and as a member of the National Independent Venue Association has provided me with valuable insights into community needs and collaboration. I was recently accepted into Leadership Corpus Christi, Class of 53. I am excited for the opportunity to continue to learn more about my community and the ways that LCC works to positively impact Downtown Corpus Christi.

I am eager to bring my experience, dedication, and passion for Corpus Christi to the DMD Board of Directors. Being part of the transformative efforts to create a vibrant and thriving downtown hub is a once-in-a-lifetime opportunity that I am excited to embrace. I am confident that my background and commitment to our city's success will make me a valuable addition to the board.

Thank you for considering my application. I look forward to the opportunity to contribute to the dynamic future of downtown Corpus Christi.

Sincerely,
Avery Durrill Reny

101 Shoreline, Ltd.
615 S. Upper Broadway
Corpus Christi, TX 78401

July 11, 2024

Downtown Management District Board
921 N Chapparral
Suite 100
Corpus Christi, TX 78401

RE: Designation of Representative for 101 Shoreline, Ltd.

Dear Members of the Downtown Management District Board,

On behalf of 101 Shoreline, Ltd., I, William R. Durrill, Jr., am writing to formally designate Avery Durrill Reny as the representative of my ownership and stake in the Bay Building, located at 101 N Shoreline Blvd., in downtown Corpus Christi. Avery shall serve as the liaison and representative for all interactions with the Board.

Avery is fully authorized to act on behalf of 101 Shoreline, Ltd., and make decisions pertaining to our interests within the Downtown Management District.

If you have any questions or require further information, please do not hesitate to contact me at 361-884-8857 or bill@durrillproperty.com.

Thank you for your attention to this matter.

Sincerely,

William R. Durrill, Jr.
Owner
101 Shoreline, Ltd.

AVERY DURRILL RENY

529 Del Mar Blvd. • Corpus Christi, TX 78404
361-834-2578 • avery2210durrill@gmail.com

EDUCATION

Texas A&M University College of Liberal Arts | College Station, TX May 2020
Bachelor of Arts in Communication, Minor in Business
Certificate in Leadership and Conflict Management

WORK EXPERIENCE

Concrete Street Amphitheater, General Manager | Corpus Christi, Texas Jan 2023 - Present

- Execute the planning and coordination of large scale events, concerts, and performances
- Develop and execute marketing strategies and campaigns to promote events

PepsiCo, Sales District Leader | Fort Worth, TX May 2022 - November 2022

Manage over 200 Small Format accounts in the Fort Worth area

- Managed and coached team of 13 sales representatives to ensure growth within the market
- Achieved the “Blue Lightning” award by achieving the highest growth rate in the Central Division in P5 of 2022

PepsiCo, Sales District Leader | Fort Worth, TX October 2021- May 2022

Manage over 75 Large Format accounts in the Fort Worth area

- Work cross functionally between departments to ensure program execution within the market
- Increased territory revenue 12.5% vs. PY

PepsiCo, Sales District Leader Designate | Fort Worth, TX February 2021 - October 2021

- Led team of Large Format Sales Representatives
- Coached sales representatives to drive execution within key accounts

PepsiCo, Sales Management Associate | Fort Worth, TX July 2020 - February 2021

- Assisted signing contracts for “Own the Streets” customers during contract season

LEADERSHIP AND AFFILIATIONS

National Independent Venue Association, Member | Corpus Christi, TX January 2024 - Present

Devary Durrill Foundation, Board Member | Corpus Christi, TX January 2023 - Present

Ronald McDonald House, Committee Member | Corpus Christi, TX June 2024 - Present

PepsiCo, Cultural & Inclusivity Committee | Fort Worth, TX July 2020 - Nov 2022

PepsiCo, Campus Recruiting and Onboarding Committee | Fort Worth, TX Jan 2021 - Nov 2022

SKILLS

- Experienced in Microsoft Excel, Word, Teams, and PowerPoint
- Proficient in Google Docs, Forms, Sheets, and Slides

Dear DMD Board Members,

My name is Chris Navarro, and I have had the pleasure of working in downtown Corpus Christi for the past fourteen years. I started out as a part-time bartender, but with my previous experience within a few weeks, I was asked to become the opening General Manager of Harrison's Landing.

After seventeen years in the industry, I was presented with the unique opportunity to open a new company with a group of partners who came together with the specific purpose of helping bring new energy and revitalize the downtown Corpus Christi scene. The company was called Ramos & Harrison, and I have proudly served as COO and Co-owner of the company for the last eight years.

R&H is responsible for creating many concepts, including The Munchies Bus, The Exchange, and Full Send BBQ. Over the years, The Exchange has become a beacon of light for the art and music scenes. As a true melting pot of Art, Music, and Culinary creativity, we bring diversity and an artistic focus to the Marina Arts District. Full Send BBQ has been rated one of the best BBQ spots in Corpus Christi winning Caller Times Best of the Best 2024, Flavors of the Coastal Bend 2023 among others within its first year of operation.

As stakeholders with a history of success in the downtown area, we are now working with other new business owners to create even more prosperity for downtown.

When I first moved to Corpus in 2007, I came downtown and immediately saw the potential. To me, I saw it as a mini 6th Street in Austin, with roads blocked off for pedestrian traffic on the weekends and local businesses thriving. Starting work in downtown in 2010 with Harrison's Landing and now, being a part of Ramos & Harrison, I have been able to do my best to turn that vision into a reality. I've seen the progress that the DMD has helped create, and I want to do my best to help push the envelope forward.

After the pandemic greatly hindered the entertainment industry business downtown, we have been working hard to bring back that bustling downtown crowd and vibe. The DMD has been such a huge factor in that effort. There is still so much to do to effect change downtown, and I can't think of a better way for me to utilize my skills to push the progress of downtown forward than by becoming a member of the DMD board. It would be an honor to help facilitate these efforts and be an influential part of that growth.

It is an amazing time for downtown Corpus Christi. I have seen what progress looks like in larger markets, including Austin and Dallas. I was able to be a part of the growth of the entertainment industry in downtown McAllen before moving to the great city of Corpus Christi. With TAMU-CC and other development projects coming to the Marina Arts District, I see nothing but great things happening in the years to come. I know we can and will do amazing things downtown, and I truly appreciate your consideration in allowing me to further my role as a leader in this change.

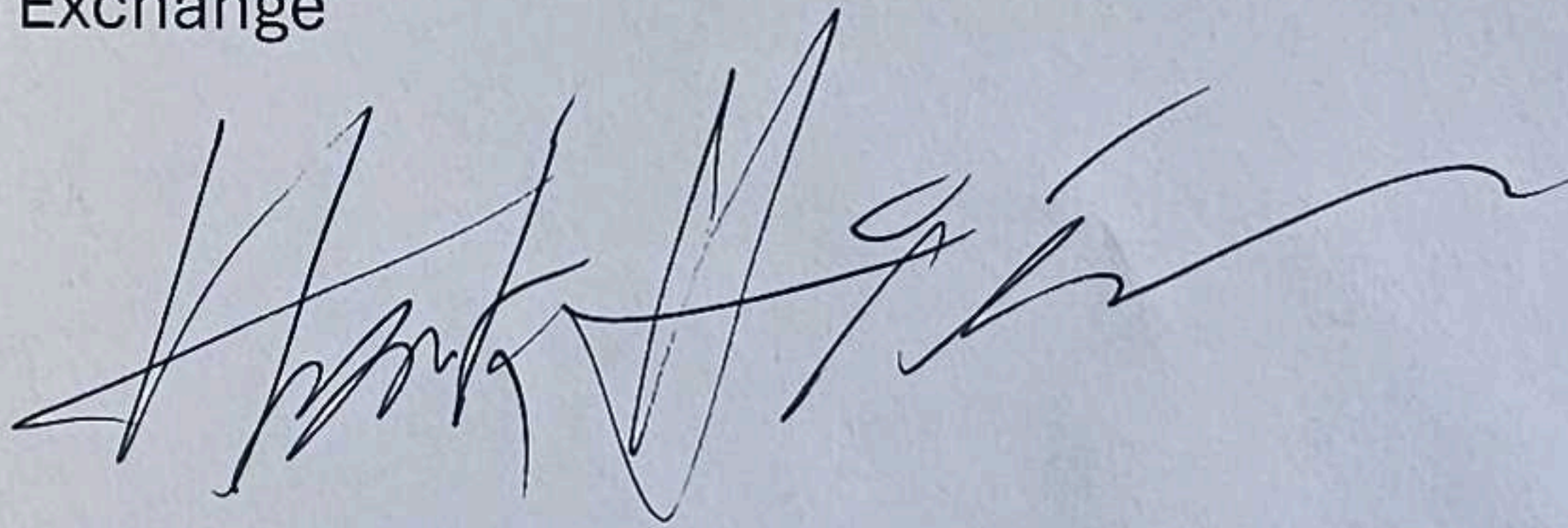
Respectfully,

Chris Navarro
Board Member, Texas Restaurant Association - Coastal Bend Chapter
COO / Co-owner, Ramos & Harrison, LLC (The Exchange, Full Send BBQ)
Property Manager, Mesquite Street Plaza North, LLC

To our beloved Downtown Management District,

I write this letter to endorse Chris Navarro as the property manager of the newly acquired Mesquite Street Plaza building as well as representative of The Exchange and Full Send BBQ. He is my business partner and friend of many years, and he is one of the hardest working members of the downtown revival. He will be of high value to any organization that wishes to see the revitalization of downtown continue. For this reason, he is endorsed by me on behalf of the property and businesses named above, and likely more to come in the near future.

Hank Harrison
Owner and Partner
The Exchange

A handwritten signature in black ink, appearing to read "Hank Harrison". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Chris Navarro

333 Hialeah Dr.
Corpus Christi, TX 78418
361-698-9043
cnavarro9043@gmail.com

Professional Profile

Seasoned management professional with over two decades of experience across diverse industries. Expertise in time management, quality control, loss prevention, financial management, and public relations. Proven success in consulting for multiple retail and bar/restaurant enterprises. Board member of the Texas Restaurant Association - Coastal Bend Chapter. Proficient in:

- Financial Management & Accounting (QuickBooks)
 - POS Systems: Toast, Aloha, Pixel, HarborTouch, TouchBistro, Micros, Squirrel, etc.
 - Cost of Goods Regulation, Menu Engineering & Development, Inventory Control
 - Public Relations & Human Resources
 - Consolidation & Time Management
 - Excellent Interpersonal Skills
-

Professional Experience

Property Manager

Mesquite Street Plaza North, LLC
Corpus Christi, TX

- Manage daily property operations, ensuring all facilities were well-maintained and operational.
- Coordinate tenant relations and address concerns promptly to maintain high occupancy rates.
- Oversee budgeting, accounting, and financial reporting for the property.
- Implementing cost-saving measures and efficiency improvements across property operations.

Chief Operating Officer

Ramos & Harrison LLC (DBAs: The Exchange Gastro Pub and Music Venue, Full Send BBQ)
Corpus Christi, TX

- Oversee daily operations and implement strategic initiatives to improve efficiency and profitability.
- Manage financials, including budgeting, accounting, and cost control.
- Lead team development and training programs.

Consultant

Various Retail Sales & Bar/Restaurant Companies
Corpus Christi, TX

- Provided strategic consulting services to enhance operational efficiency and profitability.

Nutrition Director

Healthcare Services Group
Corpus Christi, TX

- Managed nutritional programs for healthcare facilities, ensuring dietary compliance.
- Coordinated with medical staff to develop patient-specific meal plans.

Security / Surveillance Consultant

ASG Security
Corpus Christi, TX

- Provided security and surveillance consulting services to businesses.

Account Executive / Event Promoter

Champion Communications
Corpus Christi, TX

- Promoted events and managed client accounts to drive sales and brand awareness.

General Manager

Harrison’s Landing – Tavern on the Bay
Corpus Christi, TX

- Oversaw all aspects of restaurant operations, including staff management and financial performance.

Professional Affiliations

Board of Directors

Texas Restaurant Association - Coastal Bend Chapter

Education

Diploma

The Education Center
Carrollton, TX
May 1997

References

- **Melissa Barrera** - 956-789-9464
- **Hank Harrison** - 361-739-9582
- **Jeremy Wells** - 757-303-8058
- **Solomon Ortiz Jr.** - 361-442-4844

Memo

To: DMD Board of Directors
From: Alyssa Barrera Mason, Executive Director
Date: July 18, 2024
Subject: FY 24 Service Plan Review, FY 25 Service Plan Proposal and Budget



Action Requested

Review and feedback requested.

Overview

The DMD’s operations run on two planning cycles – a Strategic Plan and an Annual Fiscal Year Service Plan. In 2021, we developed and adopted a new Strategic Plan for a six year planning horizon – FY 2022 to FY 2026. The Service Plan gives authorization for staff to conduct work through the year, satisfies legal contractual requirements with the City as well as the reinvestment zone and enables the DMD to work in a strategic manner to implement the Strategic Plan. This document is typically developed in the 4th Quarter of the Fiscal Year for the upcoming Fiscal Year and includes a review of implementation of the current Service Plan.

Review of the FY 24 Service Plan shows we have completed or set up 63 of 90 or 70% of what was proposed. That percentage will increase over the course of the next three months. Additionally, we realize that some programs, like State of Downtown, have grown beyond their original scope, and we will be scaling those back in FY 25.

We anticipate rolling at least 48 recurring items to the FY 25 Service Plan. We will focus on expanding services to the newly annexed area, updating equipment based on needs and creating a new security program. Many of our items are reoccurring, and we will work on improving quality and staff efficiency.

The FY 2025 Proposed Budget includes these initiatives. It also includes the new funds from the levy expansion area, as well as the levy match with the City of Corpus Christi, this year funded through the Tax Increment Reinvestment Zone.

With Board support, we will provide draft Service Plan to City by August 1st. TIRZ Board Approval in August.

Attachments

- FY 2023-2024 Service Plan Analysis
- FY 2024-2025 Draft Service Plan
- FY 2024-2025 Proposed Budget

FY 24 Service Plan Overview

		Q1	Q2	Q3	Q4	Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes
District Operations - Instituting a clean and safe environment.	Improve cleanliness and perceptions of cleanliness by 5% annually.	1	Provide an 8-member Clean Team to maintain the Greater Downtown Area at a consistently high level of cleanliness (track personnel, duties and hours).							Growing team to 9
		2	Conduct audit of service levels to identify additional capacity and resource needs for FY 25 and district expansion.				X	X	X	Expanding South, Adding Safety Team for FY 25
		3	Implement plan for expanding trash receptacles across Downtown Marina Arts District & Seawall. *				X			To Council July 30th
	Elevate standard of care for landscaping and right of way fixtures to create best looking appearance.	4	Conduct three planter change outs & two seasonal park change outs per year. *				X	X		November, March and July Changed Out - La Retama
		5	Foster partnership with Botanical Garden, Native Plant Society & Master Gardeners for garden approach to Artesian Park.				X	X		Got irrigation fixed in Artesian, then drought, working on fencing due to vandalism. Demolished gazebo
		6	Maintain inhouse skillset and landscaping capacity with Master Gardener Program certification.				X			Must complete 30 hours of volunteer work a year to maintain certification.
		7	Establish schedule for regular curb painting to present best face in high volume season.*					X	X	Emailed new ED Director, We bought paint
	Create a consistent sense of security for all downtown users at all times.	8	Continue partnership with City & Downtown Bars for Off Duty Police Patrol, growing the number of officers and clarifying operational requirements.				X	X	X	Proposed for FY 25
		9	Work with Police Department to re-establish a Downtown Patrol with visible, round the clock presence on key corridors and public spaces.					X	X	Proposed for FY 25
	Collaborate with the community to mitigate adverse environmental & safety perception impacts of homelessness.	10	Connect City Staff with downtown business and property owners in Safety Partnership and Merchant Association monthly.						X	Due to internal changes, this was not accomplished.
		11	Coordinate with newly created City department to establish processes that solve mental health and dependency issues versus criminalizing people experiencing homelessness.				X		X	Established protocols with Department as well as PD
		12	Support plans for low barrier drop in shelter for homeless.						X	No Movement
	Install and maintain lighting throughout downtown to increase safety at night.	13	Continue monthly streetlight audit and expand to include other lighting fixtures.				X		X	City Working on Light Replacement
		14	Identify additional locations to deploy lights throughout the district, on buildings, alleys, etc.				X	X	X	Still working on PD Lighting Project
		15	Standardize lighting levels along right of way to the Illuminating Engineering Society standards in the City's Streetscape Overlay Ordinance.*						X	

FY 24 Service Plan Overview

			Q1	Q2	Q3	Q4		Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes
		16						X	X	X		Budgeted for Illuminando Replacement

			Q1	Q2	Q3	Q4	Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes	
Placemaking - Creating a welcoming, well-designed, waterfront.	Advocate for and support implementation of catalytic infrastructure improvements - especially on the waterfront.	17	Work with city to implement the pedestrian improvements along Shoreline at John Sartain.*							X	Included in ADA Accessibility Audit	
		18	Coordinate with City for design of Lower, Middle, and Upper Broadway Bluff Rehabilitation to ensure connectivity between districts and historic features.*				X	X	X		In Design, Lower Broadway on Bond 2024	
		19	Coordinate with City to design Water Street Reimagined with streetscape features with funding of construction identified for Bond 2024.*							X		AE has been selected
		20	Develop connectivity options for Agnes-Laredo entryway.*							X	X	Stakeholder Meeting Scheduled
	Create beautiful streetscapes and interactive public spaces though urban design.	21	Continue implementations of parklets and sidewalk cafes.*					X	X	X		Working on Lomax Street Replacement
		22	Assess current Urban Design Standards and analyze proposed UDC Amendments.*								X	Roll to FY 25
		23	Leverage \$200,000 of TIRZ #3 Streetscape and Safety funding to produce façade upgrades valued at \$400,000.*					X			X	Gallery 41, Marty McPies, Northwater
		24	Collaborate with city staff on the Wayfinding Plan to ensure brand alignment. Manage seasonal Small Business Wayfinding programs.*					X			X	3 Chaparra Street changeouts completed, attended city wayfinding meetings
	Ensure all downtown users have a connected, convenient, and safe route to and through downtown.	25	Develop relationship with RTA, identifying bus stop upgrades and partnering to implement upgrades.					X			X	Dylan has implemented upgrades including plants and trash cans will be installed
		26	Advocate and coordinate with TxDOT for reconfiguration of the Chaparral, Kinney, Agnes intersection to extend pedestrian connectivity across Chaparral Street.*							X	X	TxDOT gave okay, Ready to Kick Off In August
		27	Partner with the City for implementation of the ADA Accessibility Report (Scooter Fund).*					X	X			Budgeted funds for FY 25
	Enhance the parking system so that public and private parking is available for diverse users when needed.	28	Continue to advocate for implementation of Parking Action Plan.*								X	On Hold, City Staffing Changes
		29	Work with City to move forward with Parking Meter Updates.*								X	On Hold, City Staffing Changes
30		Work with City to move forward with off-street lot improvements for privately owned blighted lots that support operating businesses and pilot previous parking surfaces.*							X	X	On Hold, City Staffing Changes	
Implement Family and tourist oriented placemaking initiatives that	31	Develop and deploy high quality holiday installations throughout the Marina Arts District and into Waters Edge, focusing on right of way, park activations and vacant building activations.*					X				Complete 12/23	

FY 24 Service Plan Overview

			Q1	Q2	Q3	Q4		Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes	
	make parks and places inviting for all ages through design.	32	Develop a plan for dog-friendly spaces in downtown. *							X		In Discussion with Design Workshop	
		33	Develop park improvements and develop plans for special use parks.*							X		In Discussion with Design Workshop	
		34	Partner with Art Center, Marina and Visit Corpus Christi to develop and deploy installations along vacated roadway adjacent to the Seawall and other key enhancements at waterfront locations, like destination marquee sign and concrete replacement at Norma Urban Park. *									X	On Hold, with Marina Master Plan
		35	Support the development of public art murals throughout downtown to expand the Downtown Public Art Program. *					X		X			Mural Fest 2024

				Q1	Q2	Q3	Q4							Notes	
															Complete/ Ongoing
Economic Development - Developing a robust, sustainable neighborhood.	Increase the supply, density, and variety of residential options.	36	Support 60-units (North Water) in construction to ensure completion in FY '24.*						X					Complete	
		37	Support 250 units (the 600 Building and 416 Flats formally Sea Gulf Villa) to begin construction in FY '24.*						X	X				416 Flats is in permit review, 600 Building initiated but potentially being canceled due to deadlines not being met	
		38	Actively seek to get 150-units (Office Building Conversions) committed for development in FY '24.*								X			Potential Development	
		39	Foster partnerships with 3 local bank institutions to activate institutional investment for development. *								X	X		American, Frost, IBC, 1st Community	
		40	Conduct Annual Multifamily Occupancy Survey.*								X				
	Develop a robust food & beverage ecosystem with diverse offerings.	41	Develop targeted incentives for chef-led or proven operator's secondary locations. *							X					Marty McPies, El Camino, Prohibition, Gallery 41
		42	Develop strategy to attract locally owned establishments to downtown. *							X					Marty McPies, Ok Hi Fi, Fridas, On the Rocks
		43	Develop trash mitigation and management plan for associated waste from increased food and beverage establishments.*								X				Worked with Retro/El Camino to make improvements. Working on Starr Street
		44	Increase mixed beverage sales tax collection by 5% over previous FY.									X			Pending New Training
	Recruit an attractive and authentic retail mix for residential and tourist audiences.	45	Recruit targeted retail, local brands with strong online followings or existing operations to vacant bricks & mortar locations. *							X					The Healthy Glow, Allure Downtown
		46	Continue development and implementation of multi-phased Retail Incubation Strategy, with specific sites targeted for activation. *									X			Hotel Arya will have retail pad sites
	Leverage adaptive reuse and proactive marketing strategies (DowntownTx.org) to activate vacant properties and local parcels.	47	Partner with CCAR and Commercial Brokers, host annual workshop.										X		
		48	Support City Council's update the Downtown Vacant Building Ordinance.										X		
		49	Facilitate the rehabilitation process for key historic properties, like the Ritz Theater, Ward Building and 222 N Chaparral, and Hotel Arya. *							X	X				Ritz theater funding, facade improvement on Ward Building, development of 222 N Chap building, Hotel Arya TIRZ approval
			50	Facilitate communications during the development process to support existing businesses.*						X					Daniela developed toolkit, holds meetings

FY 24 Service Plan Overview

			Q1	Q2	Q3	Q4		Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes
Increase economic strength of the "South Texas Diamond" by leveraging our competitive assets of affordable, existing, waterfront real estate with knowledge and technology economy (Lonestar	51	Conduct monthly updates to DowntownTX.org with available properties.						X				
	52	Continue to administer TIRZ #3 incentives to activate vacant properties throughout the zone.						X				605 Elite, Thirsty
	53	Build regional coalition with institutional and entrepreneurial ecosystem leaders, conduct feasibility study and secure programming and physical expansion plans.							X	X		
	54	Partner with City to fund and launch Coworking Space.							X	X		
	55	Partner CCREDC to implement Target Industry Analysis & Quality of Place Studies						X		X		
	56	Establish grant program in partnership with Mayor, CCREDC and City's Type B Program for qualified companies relocating to Downtown Corpus Christi.									X	

			Q1	Q2	Q3	Q4		Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes	
Promotions - Promoting remarkable, prismatic experiences.	Strengthen communication channels to educate the public on downtown's unique offerings.	57	Continue post quality content daily, growing Instagram and Facebook by 100 followers per month,					X				Currently 42K FB Followers & 31.3K IG Followers	
		58	Prepare and distribute 52 e-newsletters, maintain 35% open rate, establish baseline click rate.					X				32-34% open rate	
		59	Conduct monthly updates to website with three priorities: establishing lifestyle content, sharing information on development projects* and promoting businesses.					X				Underway, plus artwalk updates	
		60	Continue to produce original video content to upload to YouTube and social media quarterly and create an Annual Report video.					X				Holiday Series, Commercials, State of Downtown Recap, Econ Dev Video, Mural Fest Commercial, Mural Fest Recap, Artwalk Promo	
	Elevate downtown's market position by proactively defining the brand through proactive narrative development using psychographic strategy.	61	Proactively prepare press releases for story development to increase exposure with one or more story per month on local media channels.					X					
		62	Conduct Bi-Annual Perception Survey, utilize results to craft recruitment, communications, and marketing strategies.					X					Report completed in Q2
		63	Identify Downtown's market position as a weekend destination and establish strategy for growing specific psychographic segments.					X					Where do we stand? ArtWalk Survey?
		64	Integrate momentum created at State of Downtown into ongoing marketing campaign, including annual report "Road Show".					X					state of downtown
	Facilitate micro-communities (like Business Association, Neighborhood Association, Downtown Run Club) of downtown interest groups to maximize collaboration amongst co-creators and	65	Maintain Business Association meeting participation of 30 attendees, increase engagement on seasonal promotions, establish on seasonal promotions, improve access to business support resources.					X					Host DBA Mixers quarterly to treat & connect businesses, 54 business are enrolled
		66	Continue to grow Run Club as a health focused programming activation, expand fitness and health.					X					secured sponsorship and ambassadors
		67	Identify quarterly opportunities to drive business or benefit downtown with the momentum of coordinated neighborhood group.									X	
	Program and support signature experiences that	68	Support 21 signature cultural events as co-promoter or co-producer and track attendance utilizing PlacerAI.*					X					

FY 24 Service Plan Overview

			Q1	Q2	Q3	Q4	Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes
amplify our unique culture and assets.	69	Increase Artwalk attendance by 5% per month, curate partnership opportunities that enhance programming, secure sponsorships to fund growth.					X				Mitsubishi/Mazda added & Andrew's, looking at growth year over year versus month over month Improvements to parking and mobility with partnerships
	70	Continue to improve and expand holiday event series to generate activity and business in months of November and December.					X				Completed Q1
	71	Partner with corporations and media groups to establish coordinated communications strategies or sponsorships.							X		sponsorships are being recognized, need to recognize advisory council
Foster opportunities for the creative class to shine.	72	Produce 3rd Annual Mural Fest, expanding the artist development and hospitality strategy for selected national and local artists.					X				Majority of Hospitality offerings were donated.
	73	Maintain Cultural District designation and seek financial support for music- and art- related programming.					X				Submitted Report
	74	Submit three Texas Commission for the Arts applications to gain funding for the creative class installations throughout the district.					X				Endorsed XX Applications
	75	Develop plan for performance art and live music promotion through the district.					X		X		ArtWalk & Andrew's promotion!

FY 24 Service Plan Overview

				Q1	Q2	Q3	Q4		Complete/ Ongoing	Initiated	Roll to FY 25	Cancelled	Notes	
Organizational Management - Growing our team's capacity to accomplish the vision.	Provide effective administration of complex governance structure while optimizing entities and programs.	76	Continue monthly Board Management, daily financial operations, annual reporting and annual service plan development.						X		X			
		77	Complete implementation of Phase 1 Expansion, Conduct Phase 2 of DMD Expansion for deployment in FY'25.						X	X	X		Modified, completed Ph 1 Expansion.	
		78	Update bylaws to reflect current, professional operational structure.						X	X	X			
	Collaborate with partners to diversify funding and foster "teamwork" mentality towards revitalization.	79	Manage interlocal agreements, provide clear value to TIRZ #3 for service contact.						X		X			
		80	Continue to grow and expanding funding partners through Downtown Advisory Council, identify opportunities to partner in additional manners.						X		X			Added Members for FY 24 and 25
		81	Expand recognition for stakeholders, businesses and volunteers to extend "team" mentality beyond the office.						X		X			State of Downtown awards
	Recruit, retain and develop motivated, dedicated staff to implement vision and expand organizational capacity.	82	Expand awareness of industry best practices and professional networks by sending team to annual International Downtown Association Conference.						X					Attended Chicago
		83	Continue pursuit of professional certifications as needed to increase team's capacity by requiring one professional development milestone for each team member.						X	X	X			Victoria doing PACE, Jenny doing EDFP, Patience doing TEMI, Alan got Notary
		84	Maintain and expand membership with professional and industry trade organizations, (International Downtown Association, Texas Downtown Association, International Economic Development Council and Urban Land Institute).						X		X			Renewed and participated as necessary
		85	Conduct familiarization trips with comparative set cities to ensure team is operating from firsthand experience and bringing inspiration and new ideas back to the community.						X		X			Laredo, Birmingham, Chicago
	Evolve software, technology, and facilities to provide professional best in class working environment.	86	Maintain functional office space and capacity to work remotely as needed in the new normal.						X		X			Remotely deployed as needed, got leaks and AC repair
		87	Upgrade hardware and software as needed to conduct business and manage information, including a new website.*						X		X			3 New Computers
	Establish a culture in which information is readily shared.	88	Maintain record of business inquiries, identify customer relationship management software.						X					Updating on Website
		89	Respond within one business day to email requests.						X		X			
90		Serve as one-stop resource for information pertaining to current and prospective businesses, property owners, developer, and other stakeholders.						X		X			Document Update Q2/Q3, develop elevator pitches for team	
		Completion Percentages:						63	26	48				
								70%	29%	53%				

Corpus Christi Downtown Management District & TIRZ #3 Integrated Service Plan FY 2024 - 2025

I. About the DMD

The CCDMD is a professional municipal management district, established in 1992, representing property owners in the Downtown Corpus Christi neighborhood known as the Marina Arts District. Through interlocal relationship with the City of Corpus Christi and Downtown Tax Increment Reinvestment Zone, we facilitate development through the Greater Downtown Area. With the support of our corporate partners on the Downtown Advisory Council and our 501 (C)3 the Downtown Revitalization Alliance, we move revitalization further forward with a focus on economic development, arts and culture.

A. Vision & Mission Statement

The vision of the Corpus Christi Downtown Management District is to create the most vibrant downtown on the Gulf of Mexico by instituting a clean, safe and beautiful environment; creating a welcoming, well-designed, accessible waterfront; developing a robust, sustainable, desirable neighborhood; promoting remarkable, prismatic cultural experiences; and growing our team, team mentality, and local capacity to accomplish the vision.

B. Values

Values define what an organization stands for. The following values communicate how we function as an organization.

1. Dependable – We want you to know you can count on us!
2. Optimistic – We have a realistic and positive outlook on the future of downtown!
3. Creative – We value outside the box thinking, new solutions, new perspectives!
4. Passionate – We consider more than a job, but a calling!
5. Collaborative – We make an impact with partnerships!
6. Inclusive – We believe Downtown is a place for everyone!

II. About this Service Plan

This document is an annual statement of work, supplemental to the Downtown Corpus Christi 5 Year Strategic Plan. It is reviewed and approved by the DMD Board, TIRZ Board, City Council & Staff. TIRZ Related Items are indicated with a *. TIRZ Funds are expended only as allowed by state law.

Item	What is it?	What does it look like?	Where is it?
Goal	Mission Element	Develop robust, sustainable neighborhood.	5 Year Strategic Plan
Strategy	Approach to a accomplishing a goal	Activate vacant properties and land parcels with adaptive reuse.	5 Year Strategic Plan
Objective (Programs & Projects)	Measurable, short term step to achieve strategy.	Facilitate rehabilitation process for three vacant properties in partnership with willing property owners.	Annual Service Plans

District Operations - Instituting a clean, safe, beautiful environment.

A. Improve cleanliness and perceptions of cleanliness by 5% annually.

- Provide an 8-member Clean Team to maintain the Greater Downtown Area at a consistently high level of cleanliness (track personnel, duties and hours).*
- Conduct audit of service levels to identify additional capacity and resource needs for FY 26 and district expansion.
- Implement plan for expanding trash receptacles across Downtown Marina Arts District & Seawall. *

B. Elevate standard of care for landscaping and right of way fixtures to create best looking appearance.

- Conduct three planter change outs & two seasonal park change outs per year. *
- Foster partnership with Botanical Garden, Native Plant Society & Master Gardner Society for garden approach to Artesian Park. *
- Maintain in-house skillset and landscaping capacity with Master Gardner Program certification. *
- Establish schedule for regular curb painting to present best face in high volume season. *

C. Create a consistent sense of security for all downtown users at all times.

- Continue partnership with City & Downtown Bars for Off Duty Police Patrol, growing the number of officers and clarifying operational requirements.
- Work with Police Department to launch a Downtown Safety Program with visible, round the clock presence on key corridors and public spaces.

D. Collaborate with the community to mitigate adverse environmental and safety perception impacts of homelessness.

- Coordinate with newly created City department to establish processes that solve mental health and dependency issues versus criminalizing people experiencing homelessness.
- Connect City Staff with downtown business and property owners in Business Association monthly.
- Support plans for low barrier drop in shelter for homeless.

E. Install and maintain lighting throughout downtown to increase safety at night.

- Continue monthly streetlight audit and expand to include other lighting fixtures. *
- Identify additional locations to deploy lights throughout the district, on buildings, alleys, etc.*
- Standardize lighting levels along right of way to the Illuminating Engineering Society standards in the City's Streetscape Overlay Ordinance. *
- Continue to maintain "guerilla" lighting features, replace Illuminando Tree Lights, and complete feasibility for Police Department Headquarters. *

Placemaking - Creating a welcoming, well-designed, accessible waterfront.

F. Advocate for and support implementation of catalytic infrastructure improvements – especially on the waterfront.

- Work with City to implement the pedestrian improvements along Shoreline at John Sartain. *
- Coordinate with City for design of Lower, Middle and Upper Broadway Bluff Rehabilitation to ensure connectivity between districts and historic features. *
- Coordinate with City to design Water Street Reimagined with streetscape features with funding of construction identified for Bond 2024. *
- Develop connectivity options for Agnes Laredo entryway. *

G. Create beautiful streetscapes and interactive public spaces through urban design.

- Continue implementations of parklets and sidewalk cafes. *
- Assess current Urban Design Standards and analyze proposed UDC Amendments. *
- Leverage TIRZ #3 Streetscape and Safety funding to produce façade upgrades. *
- Collaborate with city staff on the Wayfinding Plan to ensure brand alignment. Manage seasonal Small Business Wayfinding programs. *

H. Ensure all downtown users have a connected, convenient, and safe route to and through downtown.

- Develop relationship with RTA, identifying bus stop upgrades and partnering to implement upgrades. *
- Advocate and coordinate with City for reconfiguration of the Chaparral, Kinney, Agnes intersection to extend pedestrian connectivity across Chaparral Street. *
- Partner with the City for implementation of the ADA Accessibility Report (Scooter Fund and Grants). *

I. Enhance the parking system so that public and private parking is available for diverse users when needed.

- Continue to advocate for implementation of Parking Action Plan. *
- Work with City to move forward with Parking Meter Updates. *
- Work with City to move forward with off-street lot improvements for privately owned blighted lots that support operating businesses and pilot pervious parking surfaces. *

J. Implement family and tourist oriented placemaking initiatives that make parks and places inviting for all ages through design.

- Develop and deploy high quality holiday installations throughout the Marina Arts District and into Waters Edge, focusing on right of way and park activations. *
- Develop a plan for dog-friendly spaces in downtown. *
- Partner with Art Center, Marina and Visit Corpus Christi to develop and deploy installations along vacated roadway adjacent to the Seawall and other key enhancements at waterfront locations, like destination marquee sign and concrete replacement at Norma Urban Park. *
- Support the development of public art murals throughout downtown to expand the Downtown Public Art Program. *
- Deploy park improvements and develop plans for special use parks. *

Economic Development - Developing a robust, sustainable, desirable neighborhood.

K. Increase the supply, density, and variety of residential options.

- Support 110-units (416 Flats) in construction to ensure completion in FY 24. *
- Support 132-units (the 600 Building) to begin construction in FY 24. *
- Actively seek to get 150-units (Office Building Conversions) committed for development in FY 24. *
- Foster partnerships with 3 local bank institutions to activate institutional investment for development. *
- Conduct Annual Multifamily Occupancy Survey.*

L. Develop a robust food & beverage ecosystem with diverse offerings.

- Develop targeted incentives for chef-led or proven operator's secondary locations. *
- Develop strategy to attract locally owned establishments to downtown. *
- Increase mixed beverage sales tax collection by 5% over previous FY.
- Develop trash mitigation and management plan for associated waste from increased food and beverage establishments.*

M. Recruit an attractive and authentic retail mix for resident and tourist audiences.

- Recruit targeted retail, local brands with strong online followings or existing operations to vacant bricks & mortar locations. *
- Continue development and implementation of multi-phased Retail Incubation Strategy, with specific sites targeted for activation. *

N. Leverage adaptive reuse and proactive marketing strategies (DowntownTx.org) to activate vacant properties and land parcels.

- Partner with CCAR and Commercial Brokers, host annual training workshop. *
- Facilitate the rehabilitation process for key historic properties, like the Ritz Theater, Ward Building, 222 N Chaparral, and Hotel Aria. *
- Conduct monthly updates to DowntownTX.org with available properties. *
- Continue to administer TIRZ #3 incentives to activate vacant properties throughout the zone, streamlining online submittal process. *
- Facilitate communications during the development process to support existing businesses.*
- Support City update of the Downtown Vacant Building Ordinance. *
- Provide mitigation services for adverse business impacts during redevelopment.
- Showcase successful projects and provide materials on website.

O. Increase economic strength of the "South Texas Diamond" by leveraging our competitive assets of affordable, existing, waterfront real estate with knowledge and technology economy (Lonestar UAS Center of Excellence and Innovation, Port of Corpus Christi), and entrepreneurship.

- Build regional coalition with institutional and entrepreneurial ecosystem leaders, conduct feasibility study and secure programming and physical expansion plans. *
- Partner with City to fund and launch a Co-Working Space. *
- Establish grant program in partnership with Mayor, CCREDC and City's Type B Program for qualified companies relocating to Downtown Corpus Christi.
- Create strategic communications campaign for LinkedIn.*

Promotions - Promoting remarkable and prismatic cultural experiences.

P. Strengthen communication channels to educate the public on downtown's unique offerings.

- Continue post quality content daily, growing Instagram and Facebook by 100 followers per month.
- Prepare and distribute 52 e-newsletters and maintain 35% open rate.
- Conduct monthly updates to website, with three priorities, establishing lifestyle content, sharing information on development projects* and promoting businesses.
- Continue to produce original video content, to upload to YouTube and social media quarterly and create an Annual Report video.

Q. Elevate downtown's market position by proactively defining the brand through proactive narrative development using a psychographic strategy.

- Proactively prepare press releases for story development to increase exposure with one or more story per month on local media channels.
- Complete Bi-Annual Perception Survey, utilize results to craft recruitment, communications and marketing strategies.
- Identify Downtown's market position as a weekend destination and establish strategy for growing specific psychographic segments.
- Integrate momentum created at State of Downtown into ongoing marketing campaign, including annual report "Road Show."

R. Facilitate micro-communities (like Business Association, Downtown Run Club, and residents) of downtown interest groups to maximize collaboration amongst co-creators and businesses.

- Maintain Business Association meeting participation of 30 attendees, increase engagement on seasonal promotions, establish on seasonal promotions, improve access to business support resources.
- Continue to grow Run Club as a health focused programming activation, expand fitness and health.
- Identify quarterly opportunities to drive business or benefit downtown with the momentum of a coordinated neighborhood group.

S. Program and support signature experiences that amplify our unique culture and assets.

- Support 21 signature cultural events as sponsor, co-promoter or co-producer and track attendance utilizing PlacerAI.*
- Increase ArtWalk attendance by 5% over previous year, curate partnership opportunities that enhance programming, secure sponsorships to fund growth.
- Continue to improve and expand holiday event series to generate activity and business in the months of November and December.
- Partner with corporations and media groups to establish coordinated communications strategies or sponsorships.

T. Foster opportunities for the creative class to shine.

- Produce 3rd Annual Mural Fest, providing artist hospitality and collaboration opportunities for selected national and local artists.
- Maintain Cultural District designation and seek financial support for music- and art-related programming.

- Submit two Texas Commission for the Arts applications to gain funding for the creative class installations throughout the district.
- Continue and expand plan for performance art and live music promotion throughout the district.

Organizational Management - Growing our team's capacity to accomplish the vision.

U. Provide effective administration of complex governance structure while optimizing entities and programs.

- Continue monthly Board Management, daily financial operations, annual reporting and annual service plan development.
- Complete implementation of Phase 1 Expansion, Conduct Phase 2 of Expansion Petition.
- Conduct request for proposals for banking services.

V. Collaborate with partners to diversify funding and foster "teamwork" mentality towards revitalization.

- Manage interlocal agreements, provide clear value to TIRZ #3 for service contact. *
- Continue to grow and expand funding partners through Downtown Advisory Council, identify opportunities to partner in additional manners.
- Expand recognition for stakeholders, businesses and volunteers to extend "team" mentality beyond the office.

W. Recruit, retain and develop motivated, dedicated staff to implement vision and expand organizational capacity.

- Continue pursuit of professional certifications as needed to increase team's capacity by requiring one professional development milestone for each team member.
- Maintain and expand membership with professional and industry trade organizations, (Main Street America, International Downtown Association, Texas Downtown Association, International Economic Development Council and Urban Land Institute). *
- Conduct familiarization trips with comparative set cities to ensure team is operating from firsthand experience and bringing inspiration and new ideas back to the community. *

X. Evolve software, technology, and facilities to provide professional best in class working environment.

- Identify and establish a permanent office location, considering future expansions. *
- Upgrade hardware and software as needed to conduct business and manage information, including a new website. *

Y. Establish a culture in which information is readily shared.

- Maintain record of business inquiries, identify customer relationship management software.
- Respond within one business day to email requests.
- Serve as one-stop resource for information pertaining to current and prospective businesses, property owners, developer, and other stakeholders.

	DMD Levy	City Interlocal	Fundraising	Total DMD	TIRZ Interlocal	Proposed FY 25	
Ordinary Income/Expense							
INCOME:							
42100 Advisory Council			\$ 225,000	\$ 225,000		\$ 225,000	ADD FY 24 BUDGET
43405 Current Year Assessment Income	\$ 338,803			\$ 338,803		\$ 338,803	Collected \$165K FY23 & \$180K in FY22
44810 City Interlocal Agreement		\$ 338,803		\$ 338,803		\$ 338,803	Preliminary Levy per Appraisal District
44820 Bike Patrol		\$ 100,000		\$ 100,000		\$ 100,000	City match on the increased amount
44830 TIRZ 3 Right of Way					\$ 50,000	\$ 50,000	Static
44855 Park Projects					\$ 50,000	\$ 50,000	Spent in line 63320
44850 TIRZ#3					\$ 1,210,000	\$ 1,210,000	Plus 235K Safety Team, 50 for office, 50 for illuminando replacement
Water St Project							Line 60115 Safety Line 65204 Office Line 63320 Illuminando
44965 ArtWalk			\$ 55,000	\$ 55,000		\$ 55,000	
45100 Fundraising							
45300 Sponsorships			\$ 375,000	\$ 375,000		\$ 375,000	
45400 Weekend Beat							
45500 Grants and Fundraising			\$ 26,000	\$ 26,000		\$ 26,000	ERF & Arts Commission
47230 Membership Dues			\$ 15,000	\$ 15,000		\$ 15,000	
47240 DRA Contributions							
Total Income	\$ 338,803	\$ 438,803	\$ 696,000	\$ 1,473,606	\$ 1,310,000	\$ 2,783,606	
EXPENSES:							
60320 Off Duty Bike Patrol - Pay		\$ 100,000		\$ 100,000		\$ 100,000	
60110 Clean Team		\$ 325,000	\$ 6,928	\$ 331,928	\$ 277,813	\$ 609,741	Inc 5% & DMD \$\$\$K Expansion
60115 Safety Team					\$ 235,000	\$ 235,000	Offset by line 44850 increase
60125 Rent and Fees			\$ 22,200	\$ 22,200		\$ 22,200	
60150 Supplies and Equipment	\$ 25,000	\$ 25,000		\$ 50,000	\$ 1,500	\$ 51,500	New vehicles
60160 Utilities	\$ 6,500			\$ 6,500	\$ 5,000	\$ 11,500	
61100 Volunteer costs			\$ 1,000	\$ 1,000		\$ 1,000	
Total - DISTRICT OPERATIONS	\$ 31,500	\$ 450,000	\$ 30,128	\$ 511,628	\$ 519,313	\$ 1,030,941	
62200 Recruitment							
62225 Consultants & Studies					\$ -	\$ -	
62230 Construction Mitigation					\$ 10,500	\$ 10,500	
62250 Main St. Texas Downtown					\$ 10,000	\$ 10,000	
Total 62000 - ECONOMIC DEVELOPMENT	\$ -	\$ -	\$ -	\$ -	\$ 23,500	\$ 23,500	
63320 Maintenance - Right of Way					\$ 100,000	\$ 100,000	adding illuminando replacement
63325 Parking Garage Study							
63327 Water Street Streetscape					\$ 50,000	\$ 50,000	
63350 Parks Projects							
63370 Cultural District							
63372 Holiday Installations			\$ 40,000	\$ 40,000	\$ 20,000	\$ 60,000	
63375 Murals			\$ 30,000	\$ 30,000		\$ 30,000	



13. Board Requests for Next Meeting



14. Adjourn