

RENARD U. JOHNSON
MAYOR

DIONNE MACK
CITY MANAGER



CITY COUNCIL
ALEJANDRA CHÁVEZ, DISTRICT 1
JOSH ACEVEDO, DISTRICT 2
DEANNA MALDONADO-ROCHA, DISTRICT 3
CYNTHIA BOYAR TREJO, DISTRICT 4
IVAN NIÑO, DISTRICT 5
ART FIERRO, DISTRICT 6
LILY LIMÓN, DISTRICT 7
CHRIS CANALES, DISTRICT 8

SPECIAL CITY COUNCIL MEETING MINUTES

February 24, 2026

**El Paso Convention Center - One Civic Center Plaza, El Paso, TX 79901
9:00 A.M.**

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The City Council met at the above place and date. The meeting was called to order at 9:12 a.m. Mayor Renard Johnson was present and presiding. The following Council Members answered roll call: Alejandra Chávez, Josh Acevedo, Deanna Maldonado-Rocha, Cynthia Boyar Trejo, Art Fierro, Lily Limón, and Chris Canales. Late arrival: Ivan Niño at 9:24 a.m.
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AGENDA

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1. Presentations, discussion and action on an update to the Strategic Plan, including, but not limited to, the proposed pillars, goals, objectives, and core strategies toward a two-year action plan. (Copies available at the City Clerk’s Office).
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Ms. Juliana Baldwin-Munoz, Chief Strategy Officer, delivered welcoming remarks and introduced the interactive break-out exercises organized by proposed pillars designed to guide strategies to be included in the action plan.

Mr. Roman Sanchez, Chief Innovation Officer, provided guidance and pillar break-out instructions focusing on priorities that matter to residents and how they can experience proposed changes within two years.

Ms. Carmen Rodriguez, citizen, commented.

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The Special City Council Meeting was recessed at 9:33 a.m. for the break-out exercises.

The Special City Council Meeting was reconvened at 11:45 a.m.

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The Mayor and Council shared the following key takeaways regarding the proposed Strategic Plan:

- Mayor Johnson: Noted the strong alignment between City Council and staff.
- Representative Chávez: Highlighted the collaborative and productive nature of the exercises, which generated new ideas for economic growth and mobility.
- Representative Acevedo: Expressed agreement with the views shared by the other members.
- Representative Maldonado-Rocha: Observed connectivity between the various strategic pillars.
- Representative Boyar Trejo: Emphasized the benefit of working alongside staff to address shared community interests.

- Representative Niño: Observed that the survey results demonstrate that Council is successfully voicing community priorities.
- Representative Fierro: Highlighted the data-driven focus on constituents and invaluable staff input.
- Representative Limón: Noted that her district-specific goals align well with the proposed pillars which overlap.
- Representative Canales: Remarked on the progress being made and noted that managing public perception is important.

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The Special City Council Meeting was recessed at 12:02 p.m. for lunch.

The Special City Council Meeting was reconvened at 1:12 p.m.

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The Special City Council Meeting was recessed at 1:14 p.m. to continue the break-out exercises.

The Special City Council Meeting was reconvened at 2:18 p.m.

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Ms. Juliana Baldwin-Munoz, Chief Strategy Officer, provided a comprehensive recap of the proposed two-year action plan, highlighting the specific focus areas defined under each strategic pillar.

Economic Mobility Pillar:

The Mayor and Council discussed the following focus areas:

- Representative Chávez: Emphasized that the primary focus should remain on economic growth, tourism, and expanding economic mobility.
- Representative Acevedo: Requested the addition of a specific action item to "explore childcare options" as a benefit for the workforce.
- Representative Maldonado-Rocha: Inquired whether the current draft successfully incorporates feedback from all stakeholders.
- Representative Niño: Noted that constituents want to see tangible results from economic development and stated that the term "economic mobility" may be too broad.
- Representative Limón: Expressed that some focus areas under this pillar might not be in alignment.
- Representative Canales: Suggested that some of the initiatives fall under the category of "reducing workforce barriers."

City leadership provided the following feedback regarding the childcare benefit options proposed by Representative Acevedo:

- Ms. Nicole Cote, Deputy City Manager: Recommended that childcare benefits be treated as a distinct, standalone option.
- Ms. Dionne Mack, City Manager: Emphasized the need for regulatory compliance when considering childcare benefit offerings. She further noted that tourism remains a key industry within the strategic plan.

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Public Safety Pillar:

The Mayor and Council provided the following feedback:

- Representative Chávez: Emphasized the focus on strengthening community partnerships and building public safety trust.
- Representative Acevedo: Advocated for the prioritization of community policing initiatives.
- Representative Niño: Stressed the importance of high-quality public safety training.

Infrastructure Pillar:

The Mayor and Council provided the following feedback:

- Representative Chávez: Recommended prioritizing existing facilities and establishing a unified "standard of care" for maintenance.
- Representative Acevedo: Emphasized the importance of "small wins" to demonstrate progress to taxpayers; stressed the need for communication regarding project milestones.
- Representative Niño: Proposed the implementation of a public dashboard to provide visual access to status on projects and facilitate active communication during progress.
- Representative Limón: Requested that the plan include language for "expanding" investments and exploring "funding alternatives."
- Representative Canales: Stated that the City should prioritize the maintenance of the existing street inventory before adding new assets.

Quality of Life Pillar:

The Mayor and Council provided the following feedback:

- Representative Chávez: Highlighted the need for expanding gathering spaces, cultural/recreational opportunities, prevention resources, and outreach for partnerships and community engagement.
- Representative Acevedo: Requested that the Parks Master Plan be explicitly referenced within a specific focus area.
- Representative Maldonado-Rocha: Suggested "enhancing" the first focus area by adding a diversified communication strategy that highlights city amenities to encourage discovery and enjoyment.
- Representative Boyar Trejo: Requested the addition of an environmental sustainability and climate component to the pillar.
- Representative Niño: Stressed the importance of "meeting residents where they are" to ensure equitable outreach and service delivery.
- Representative Limón: Advocated for underserved areas while maintaining the quality of existing successful programs along with adding new experiences.
- Representative Canales: Reiterated the importance of maintaining the current city inventory before expanding or adding new assets.

Good Governance Pillar:

The Mayor and Council provided the following feedback:

- Representative Chávez: Requested that "clear communication" be integrated and emphasized that "meaningful wins" should include smaller, incremental successes to highlight efficiencies and demonstrate fiscal responsibility.
- Representative Acevedo: Recommended adding a requirement for collaboration with Council offices to ensure visible results and engage youths in city-wide happenings.

- Representative Maldonado-Rocha: Suggested changing the term "resident" to "community" to be more inclusive of those who work or do business in the city. Additionally, she recommended updating the language to highlight the identification and implementation of sustainable fiscal opportunities."
- Representative Boyar Trejo: Requested adding the word "accessible" as it relates to "pathways".
- Representative Niño: Emphasized the need for communication channels to highlight progress such as using data-driven decisions to demonstrate the value of taxpayer dollars and ensuring constituents feel heard.
- Representative Limón: Focused on the need for "plain language" communication—avoiding technical acronyms—to ensure the plan is easily understood by the community.

Mr. Ian Voglewede, Strategic and Legislative Affairs Director, recommended sharing a sense of progress to manage the "City's brand" and build a public message.

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The Special City Council Meeting was recessed at 3:33 p.m. to incorporate feedback into the plan.

The Special City Council Meeting was reconvened at 4:02 p.m.

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Ms. Juliana Baldwin-Munoz, Chief Strategy Officer, concluded the session by recapping the proposed two-year action plan, which now incorporates all recommendations provided by the City Council.

Ms. Dionne Mack, City Manager, stated that this document will serve as the City's formal Strategic Plan. She noted that the goal is to conduct a survey in one year, at which point the Council will reconvene to review results and modify the plan as necessary.

Mr. Alex Hoffman, Assistant Director of Urban Planning, informed the Council that staff is currently finalizing a comprehensive housing strategy to address affordability. This strategy will be presented to the Council in the near future for prioritization and approval.

Motion made by Representative Acevedo, seconded by Representative Canales, and unanimously carried to **ADOPT** the two-year action plan as proposed.

AYES: Representatives Chávez, Acevedo, Maldonado-Rocha, Boyar Trejo, Niño, Fierro, Limón, and Canales

NAYS: None

Motion made, seconded, and unanimously carried to **ADJOURN** the meeting at 4:14 p.m.

AYES: Representatives Chávez, Acevedo, Maldonado-Rocha, Boyar Trejo, Niño, Fierro, Limón, and Canales

NAYS: None

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APPROVED AS TO CONTENT:

Laura D. Prine, City Clerk