

MINUTES OF THE
MIDTOWN MANAGEMENT DISTRICT
BOARD OF DIRECTORS MEETING

October 2, 2013

The Board of Directors of the Midtown Management District held a meeting, open to the public, on October 2, 2013 at 11:00 a.m. in the Midtown Offices, located at 410 Pierce Street, Houston, Texas, 77002, inside the boundaries of the District, and the roll was called of the duly appointed members of the Board, to-wit:

Roger Neal	Eileen Morris
Eric Melchor	Julie Farr
Monte Large	John Castillo
Willie H. Coleman, Jr.	Marylene Chan
Bryn Poland	William R. Franks
F. Charles LeBlanc	Debra McGaughey
Michelle LeBlanc	Gary Noble
	Charles Washington

All of the above were present except Directors Melchor, F. Charles LeBlanc, and Morris thus constituting a quorum.

In addition, present at the meeting were Matt Thibodeaux, Cynthia Alvarado, Marlon Marshall, Kandi Schramm, Elizabeth Powell, and Peggy Foreman of Burney & Foreman. Also present were Sherry Burton, Cornelius Crockett, Jill Jewett and Regina Romano of MATCH and Jim Webb of The Goodman Corporation.

Cynthia Alvarado called the roll of the Board of Directors and verified that a quorum was present.

Chair Franks called the meeting to order and welcomed guests.

ADMINISTER OATH OF OFFICE TO NEWLY APPOINTED AND REAPPOINTED BOARD MEMBERS.

Kandi Schramm administered the oath of office to the following newly appointed and reappointed Board members:

Julie Farr
John Castillo
Marylene Chan
William R. Franks
Debra McGaughey
Gary Noble
Charles Washington

RECEIVE PUBLIC COMMENTS

Chair Franks invited guests to introduce themselves and make comments to the Board.

CONSENT AGENDA

- a. **Approve Minutes for the September 4, 2013 regular Board meeting.**
- b. **Approve the August 2013 Financial Report.**
- c. **Approve the payment of invoices for October 2013.**
- d. **Approve the Equi-Tax Report for September 2013.**

Managing Director Cynthia Alvarado presented the Consent Agenda.

Director Coleman made a motion to approve the Consent Agenda. The motion was seconded by Director Michelle LeBlanc and carried by unanimous vote.

DISCUSS AND TAKE NECESSARY ACTION REGARDING AN ORDER SETTING THE RATE OF ASSESSMENT FOR YEAR TEN OF THE SERVICE AND IMPROVEMENT PLAN AND ASSESSMENT PLAN.

Chair Franks announced that this item was pulled from the agenda and will be considered at the November 2013 Board Meeting.

REVIEW, DISCUSS AND TAKE NECESSARY ACTION REGARDING MAINTAINING USE OF THE TRADEMARKED MIDTOWN LOGO.

Peggy Foreman advised the Board that in 2007, the Midtown Management District applied for and received a federal trademark registration from the United States Patent and Trademark Office for use of the Midtown logo and that in order to maintain use of the Midtown logo, the Management District will need to file certain documents with the United States Patent and Trademark Office prior to November 27, 2013. Ms. Foreman presented a Resolution authorizing the Executive Director to take all action necessary to make the required filings on behalf of the District.

Director Coleman made a motion to approve the Resolution as presented. The motion was seconded by Director Poland and carried by unanimous vote.

RECEIVE COMMITTEE ACTIVITY REPORTS AND REVIEW, DISCUSS AND TAKE NECESSARY ACTION REGARDING THE FOLLOWING, AS APPROPRIATE:

A. Executive Committee – William Franks, Chair

Chair Franks reported on the activities of the Executive Committee. He advised the Board that items discussed at the meeting would be part of the activity reports.

i. Review, discuss and take necessary action regarding a District Credit Card Policy.

Peggy Foreman advised the Board that a preliminary draft of the proposed District Credit Card Policy had been presented to the Executive Committee and the Board at prior meetings. She further stated that the document had been revised based on comments from Board members and Midtown Staff. She reviewed the policy with Board members and asked that it be adopted.

Director Noble made the motion to adopt the District Credit Card Policy as written. The motion was seconded by Director Castillo. Following all discussion, the policy was adopted by majority vote with Director Neal voting against the motion.

ii. Update on Board Strategic Planning Session.

Chair Franks advised the Board that he is working with the Staff on a Board Strategic Planning Session to discuss goals, objectives and programs for the District as it begins to work on the new 10-year Service and Improvement Plan and Assessment Plan. He announced that the planning session will be held on Friday, October 11, 2013 from 9:00 a.m. to 12:30 p.m., subject to availability of Board members. He asked that each Board Committee be prepared to make a 30 minute presentation of ideas, including time for discussion.

B. Public Safety Committee – John G. Castillo, Chair

Director Castillo reported on the activities of the Public Safety Committee. He advised the Board that Midtown had a relatively safe month except for property crimes including burglaries of motor vehicles (BMVs). He stressed that unfortunately items are still being left in plain sight in vehicles. He also mentioned that there is an increase in shoplifting at area grocery stores and the theft of approximately 20-30 bushes from Baldwin Park. .

Director Castillo reported that Sgt. Kathleen Winfield has been assigned to serve as the HPD South Central Substation liaison to Midtown replacing Sgt. Aguirre.

Director Neal suggested that the Committee ask law enforcement to pay particular attention and devise a strategy to address crimes such as prostitution, drug dealing and indecent exposure.

C. Marketing Committee – Eileen J. Morris, Chair

Cynthia Alvarado reported on the activities of the Marketing Committee, stating that the September 2013 committee meeting was well attended by area business owners, residents and other guests. Ms. Alvarado reported that the committee focused on the proposed mural project and discussed other ways of “branding” the Midtown community. She stated that there were approximately 15-20 attendees at the meeting.

i. Update on Truckin’ Thursday events for September 2013.

Ms. Alvarado reported that the Midtown Truckin’ Thursday event scheduled for September 12, 2013 was successful, with increased numbers of attendees and vendors participating in the event. She stated that a written summary report of the Truckin’ Thursdays Project, including attendance and promotional activity was provided in the Board packet.

Elizabeth Powell reported that the following vendors have already confirmed participation for the October 2013 event: Bernie’s Burger Bus, Golden Grille, Pho-jita Fusion and Cupcake and a Smile. She stated that the Staff is currently working to book vendors for the November 2013 Truckin’ Thursday event.

Ms. Powell reported that Midtown hosted the first Midtown Mixer on Wednesday, September 25 from 5:00 p.m. to 7:00 p.m. at PROOF Bar + Patio. She stated that there were approximately 20 guests along with Board member Michelle LeBlanc. The next Midtown Mixer is scheduled for Wednesday, October 23, from 5:00 p.m. to 7:00 p.m. at the Good Life.

Ms. Alvarado shared general information about the proposed Midtown Murals Project “12 Walls; 12 Months”. She stated that the project was discussed at the September

2013 committee meeting and shared with the Executive Committee. Ms. Alvarado reported that the committee would pre-select twelve blank walls throughout Midtown for mural installation however the installations might occur over a two year period. Ms. Alvarado stated that she is exploring the availability grant funding for the Murals Project and that more information would be provided at future meetings.

i. Update on Midtown Rocks the Block.

Ms. Alvarado reported that construction of the Midtown Park will not be completed in time to host the event which was scheduled for November 15, 2013.

Ms. Alvarado stated that the next Marketing Committee meeting is scheduled for Tuesday, October 15, 2013 at 4:00 p.m. at the Asia Society Texas Center.

D. Service & Maintenance Committee – Roger Neal, Acting Chair

Chair Franks announced that Director Neal has been appointed as Chair of the Service & Maintenance Committee.

Director Neal reported that the Committee was continuing to work on its 2014 budget requests with a goal of trying to minimize the budget increase that will most likely result from increased maintenance obligations.

E. Urban Planning Committee – William Coleman, Chair

Director Coleman reported that the Urban Planning Committee held a joint meeting with the Marketing and Perception Enhancement Committee. He stated that the two committees shared information and discussed the new developments currently underway in Midtown and the impact on the area.

F. Finance Committee – Gary Noble, Chair

Director Noble reported on the activities of the Finance Committee. He stated that overall Midtown is operating in accordance with its approved FY 2013 Budget and that approximately 98% of revenues have been collected.

REPORT ON CAPITAL PROJECTS OF THE MIDTOWN REDEVELOPMENT AUTHORITY (MRA).

Marlon Marshall gave the following report on the status of the current MRA capital improvement projects:

Bagby Street Reconstruction – This project is complete. The MRA is hosting a reception and evening walking tour on October 9. A Press Conference with Mayor Annise Parker to honor the completion of the project is scheduled for Thursday, October 10, 2013 at 1:15 p.m.

Gray Street Project, Phase II – The project is completed and final inspection has taken place.

Baldwin Park Project – The project is substantially completed. The final walk through was completed last week. There is an Americans with Disabilities Act (ADA) walk through that still needs to be completed with the State of Texas ADA office.

Glover Park Project – Construction is moving along at a slower pace. The fencing for the dog park has been completed. Construction is expected to be substantially complete within the next 30 days.

Midtown Park – Construction is moving forward, however there was a scheduling delay due to the need to obtain a variance for the site lines of the food kiosk. The project is still expected to be completed by the end of November 2013.

Caroline Street Project –TxDOT has reviewed and returned the 95% design plans with comments. Construction of this project is anticipated to begin in the first quarter of 2014.

SuperBlock Park –Is moving forward in the design process. Stakeholders will be notified regarding upcoming public meetings seeking their input into the project design.

WITH RESPECT TO THE FOREGOING AGENDA ITEMS, CONDUCT AN EXECUTIVE SESSION WITH REGARDS TO THE FOLLOWING, AS APPROPROATE AND NECESSARY.

- a. Consultation with attorney (Section 551.071, Texas Government Code);
- b. Personnel matters (Section 551.074, Texas Government Code).

There was no executive session.

PRESENTATION: MIDTOWN ART AND THEATER CENTER – MATCH

Interim Executive Director Jill Jewett made a presentation and on the proposed 60,000 square foot Midtown Arts and Theater Center Houston to be constructed on the site of 3400 Main Street. She reported that construction of the Center is expected to cost approximately \$25 million and that approximately \$15.5 million has been raised so far. Ms. Jewett explained that the Center is intended to be a catalyst for economic development and will be given to the City of Houston and open for use by the public.

OTHER BUSINESS / ANNOUNCEMENTS

None.

NEXT MEETING DATE

Chair Franks announced that the next Board meeting will be held on Wednesday, November 6, 2013, at 6:00 p.m. in the Community Room of Central Bank at 2217 Milam, Houston, Texas 77002.

ADJOURN

There being no other business, the meeting was adjourned.



Eileen Morris, Board Secretary

Date: 11/6/13