



MINUTES
MIDTOWN MANAGEMENT DISTRICT
BOARD OF DIRECTORS' MEETING

March 4, 2026

The Board of Directors of the Midtown Management District held a regular meeting, open to the public, on Wednesday, March 4, 2026, at 11:00 a.m. in the **1st Floor conference room of the Midtown Management District's 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:

Pos. 1	Vacant	Pos. 10	Ericka Butler
Pos. 2	Gloria Haney	Pos. 11	Vacant
Pos. 3	Vacant	Pos. 12	Vacant
Pos. 4	Vacant	Pos. 13	Marylène Chan
Pos. 5	Ryan M. LeVasseur	Pos. 14	Christopher Johnston
Pos. 6	Maggie Segrich	Pos. 15	Jeanette Criglar, Ph.D.
Pos. 7	Desmond Bertrand-Pitts	Pos. 16	Kelly A. Young
Pos. 8	Lewis Goldstein	Pos. 17	Vacant
Pos. 9	Vacant		

All of the above were physically present.

In addition, present at the meeting were Midtown Staff members Cynthia Alvarado, Marlon Marshall, Chrystal Davis, David Thomas, Kayler Williams, Jaime Giraldo, Chandler Snipe, Jeremy Rocha, Amaris Salinas, Madison Walkes, and Sharita Bohanna. Additional attendees were Rena Leddy and Stephen Gibson of Urban Place; Amber Honsinger of Chronic Consumer Assistance Program; Clark Lord of Bracewell, and Midtown resident William McKenzie. Online guests included Midtown Staff Sally Adame, Mechelle Phillips, and Kandi Schramm; Erica Rocha of

S.E.A.L. Security Solutions; Jay Hickman of the Amanda Hensen Group; Julianne Agno of Midtown Super Neighborhood #62; and Courtney Prince.

1. **CALL MEETING TO ORDER AND VERIFY THAT A QUORUM IS PRESENT.**

Chair Criglar called the meeting to order and welcomed attendees.

Ms. Davis called the roll of the Board of Directors and verified that a quorum was present.

2. **RECEIVE PUBLIC COMMENTS.**

No public comments were made.

3. **CONSENT AGENDA.**

A. **APPROVE MINUTES FOR FEBRUARY 4, 2026, BOARD MEETING**

B. **FINANCIAL REPORTS FOR THE MONTH OF JANUARY 2026**

C. **APPROVE PAYMENT OF INVOICES FOR FEBRUARY 2026**

D. **APPROVE EQUI-TAX REPORT FOR FEBRUARY 2026**

Ms. Alvarado presented the various items on the consent agenda.

Director LeVasseur made a motion to approve the Consent Agenda. The motion was seconded by Director Butler and carried by unanimous vote.

4. **REVIEW, DISCUSS, AND TAKE NECESSARY ACTION REGARDING THE FOLLOWING, AS APPROPRIATE:**

A. **Public Safety Committee – Jeanette Criglar, Chair
Ericka Butler, Vice Chair**

Ms. Bohanna presented the Public Safety Committee report on behalf of Director Criglar, noting that there were no action items for Board consideration. Ms. Bohanna reported that the Chronic Consumer Assistance Program (CCAP) continues to support individuals experiencing chronic behavioral health and public safety challenges through coordinated outreach and service engagement efforts. Ms. Honsinger provided statistics on clients served from July 2025 through January 2026. She also presented data related to mental health and support services, total engagement contacts, identified hotspot areas, and business engagements during that same period. Lastly, Ms. Honsinger announced that the CCAP program operates Monday through Friday from 8:30 a.m. to 4:30 p.m.

Ms. Bohanna highlighted continued collaboration with the Houston Police Department (HPD), including updates from both the South Central Division and Central Division, reflecting ongoing monitoring of crime statistics and enforcement activity within the district. She also announced that the Safer Together: 1st Community Public Safety Workshop, led by Ms. Honsinger, will be held on Thursday, March 26, 2026, from 5:00 p.m. to 6:00 p.m. Lastly, Ms. Bohanna reported that the Midtown Targeted Clean-Up Initiative at SPUR demonstrated successful environmental improvements through coordinated cleanup operations.

The next Public Safety Committee meeting will be held on Tuesday, March 17, 2026, at 11:30 a.m.

B. Services and Maintenance Committee – Christopher Johnston, Chair

Mr. Rocha presented the Services and Maintenance Committee report on behalf of Director Johnston, noting no action items for consideration. He also reported that irrigation systems at Baldwin Park and Glover Park are functioning properly with no repairs currently scheduled. He further informed the Board of the routine landscape maintenance and park upkeep activities that continue to ensure safe, clean, and well-maintained public spaces for community use. Mr. Rocha reported on metrics for SeeClickFix. He also reported continued coordination related to the SH288 corridor, including monitoring conditions impacting Midtown connectivity and identifying opportunities for maintenance and aesthetic enhancements consistent with district mobility and urban design goals.

Mr. Rocha reported that there was a final walkthrough with Midtown staff, Landscape Art, and LMC for the Midtown Streetscape Refresh Initiative. The project is complete and was formally handed over from the construction contractor to the Management District's maintenance operations staff and LMC contracted maintenance crews.

The combined Services and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, March 16, 2026, at 4:00 p.m.

C. Economic Development Committee – Maggie Segrich, Chair

Director Segrich presented the Economic Development Committee report, noting no action items. She stated that the Committee discussed strategic planning efforts related to the FIFA World Cup 2026, including potential pop-up activations and events along the METRO Rail corridor and grant opportunities to enhance storefronts in preparation for increased visitor activity. She further stated that applications for cycle 2 of the Midtown Camera Grant Program opened on February 13, 2026 and the application deadline is April

17, 2026. She further stated that site visits begin on May 1, 2026 and the award announcements are anticipated to occur on June 12, 2026.

Director Segrich announced that the next Economic Development Committee meeting will be in-person at the Sesh Coworking, 2808 Caroline Street, Houston, Texas 77002 on Wednesday, March 18, 2026 at 10:00 a.m.

D. Marketing Committee – Desmond Bertrand-Pitts, Chair

Ms. Walkes presented the Marketing Committee report on behalf of Director Bertrand-Pitts. There were no action items. Ms. Walkes presented a communications and marketing performance update highlighting continued growth in Midtown's digital engagement and media outreach efforts. She reported that during the January reporting period, Midtown gained 635 new followers, which is down 46.8% from December. She further reported that digital activity generated 453,456 profile impressions and 107,800 post impressions, with engagement increased including likes (+54.2%), comments (+58.9%), and shares (+212%). She further stated for January performance, Midtown social media platforms received 64,294 post impressions, 181,190 profile impressions, 701 likes, 33 comments, and 468 shares.

Ms. Walkes also reported that digital advertising campaigns continued to expand Midtown's audience reach. She stated that advertising efforts reached 251,205 individuals, with top-performing campaigns including Zumba and Office Space Advertisement. She further stated that media outreach generated multiple press placements with significant regional exposure through outlets including the Houston Chronicle, Fox 26, Houstonia Magazine, and CultureMap.

She further stated that the Midtown E-News continued to perform above industry benchmarks, reaching more than 12,000 subscribers and maintaining strong open and engagement rates. Lastly, Ms. Walkes also provided an update on the HueMan: Shelter communications campaign, which demonstrated sustained audience growth, strong digital engagement, and successful newsletter performance, contributing to increased public awareness and community connection.

Ms. Walkes announced that the next Marketing Committee meeting will be held at the Ensemble Theatre, 3535 Main Street, Houston, Texas 77002 on Tuesday, March 17, 2026, at 3:00 p.m.

E. Urban Planning Committee – Lewis Goldstein, Chair

Director Goldstein presented the Urban Planning Committee report and noted that there were no action items for consideration. He reported that the construction kickoff meeting

was held with the Design Team, contractors, and Midtown staff for the Sidewalk Maintenance and Repair Initiative. He further stated that the contractor is currently awaiting issuance of the required permit by the City of Houston prior to mobilization and construction is anticipated in March 2026. He further stated that the next steps were to finalize permit approval, confirm replacement sidewalk segments, begin construction mobilization, and continue coordination between Midtown staff and project teams throughout the implementation.

Director Goldstein also provided an update on the Dark Block Opportunities Initiative, noting that the installation of 52 streetlights by CenterPoint Energy is underway. He stated that the decorative streetlights will be installed along Caroline, Crawford, Elgin, Tuam, Anita, and Rosalie Streets to improve safety and nighttime visibility. Director Goldstein also provided an update on the Pedestrian Lighting Assessment, where existing lighting assessment began in February. He announced that the stakeholder nighttime walk was conducted in February, with 20 attendees participating to evaluate lighting conditions and identify improvement opportunities.

Director Goldstein announced that the next combined Service and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, March 16, 2026, at 4:00 p.m.

i. Recommendation for Midtown Banner Installation contractor

Ms. Davis presented the Midtown Banner Installation Initiative on behalf of Director Goldstein. She announced that the formal bid invitation was held in January. The pre-proposal meeting was held on February 3rd. Proposals were received and the bid opening was held on February 13, 2026. The Selection Committee met in February to discuss, review, and evaluate the vendor proposal. The Selection Committee recommended the lowest responsible bidder as the selected contractor for the Midtown Banner Installation Initiative.

Director Johnston made a motion to approve to authorize a bid to the lowest responsible bidder for the Midtown Banner Installation Initiative. The motion was seconded by Director Young and was carried by unanimous vote. Director Chan abstained from the vote.

**ii. Parking Benefit District Advisory Committee – Maggie Segrich, Chair
Ericka Butler, Vice Chair**

Director Segrich announced that the next Parking Benefit District Advisory Committee meeting will be held in-person on Thursday, March 12, 2026, at 3:00 p.m.

F. Cultural Arts & Entertainment Committee – Desmond Bertrand-Pitts, Chair

Ms. Snipe presented the Cultural Arts & Entertainment Committee report on behalf of Director Bertrand-Pitts and noted that there were no action items for consideration. Ms. Snipe announced the current open opportunities for artists who wish to apply in Midtown. She also provided an update regarding Phase 1 branding efforts for the broader Houston Arts Sector, led by HATCH Creative Strategies, including district surveys and coordination among arts organizations.

Ms. Snipe announced the installation of the Rodeo themed Midtown sign wrap by Johnny Laín which will remain in place through March 25th. She also announced the Boots on Bagby event which will be held at Bagby Park on March 21st from 5:00 p.m. to 9:00 p.m.

Ms. Snipe provided further updates on HueMan: Shelter including community engagements such as presentations for West U Rotary Club, and a Soleites Urban Paths Walk. She also reported on the continued collaboration with Houston Endowment. The next cycle for a grant application is due March 15th.

The next combined meeting of the Cultural Arts & Entertainment Committee and the Marketing Committee is at the Ensemble Theatre, 3535 Main Street, Houston, Texas 770002 on Tuesday, March 17th, at 3:00 p.m.

G. Finance and Budget Committee – Kelly Young, Chair

Ms. Alvarado presented the Finance and Budget Committee report and noted that there were no action items for consideration. She reported that the Committee reviewed and discussed the unaudited 2026 financials compared to the budget.

The next Finance and Budget Committee meeting will be on Tuesday, April 28, 2026, at 1:00 p.m.

H. FIFA WORLD CUP 2026

Ms. Alvarado provided a cross-committee update regarding Midtown's preparations for the 2026 FIFA World Cup. She reported that Midtown staff continues to coordinate efforts across committees to enhance safety, infrastructure, economic activity, and overall district readiness in anticipation of increased visitation.

Public Safety is coordinating additional targeted cleanups in partnership with the Services & Maintenance Committee and is planning Safety Workshop #2 to support community preparedness efforts.

Services & Maintenance is implementing seasonal planting and additional landscaping improvements throughout public rights-of-way and parks to enhance district aesthetics.

Economic Development discussed potential pop-up activations and events along the METRO Rail corridor and is evaluating storefront enhancement grants to improve business presentation and visitor experience during the tournament period.

Urban Planning anticipates installation of the Midtown banners by June 1st to strengthen district branding and visual identity.

Marketing is developing brochures, website enhancements, and updating the Cultural Arts Guide to promote Midtown as a destination district during the World Cup.

Cultural Arts & Entertainment is aligning Micro Grant projects, FIFA student initiatives, and public art installations with FIFA programming, including sign wraps and creative placemaking enhancements.

Ms. Alvarado concluded that Midtown staff will continue coordinating across committees to ensure cohesive implementation and district readiness.

I. Executive Committee – Jeanette Criglar, Chair

Chair Criglar stated that all matters discussed at the Executive Committee meeting were addressed in the various committee activity reports.

5. WITH RESPECT TO THE FORGOING AGENDA ITEMS, THE BOARD MAY CONDUCT AN EXECUTIVE SESSION WITH REGARDS TO THE FOLLOWING AS APPROPRIATE AND NECESSARY

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

Upon entering into executive session, the presiding officer shall note which agenda items will be discussed.

There was no Executive Session.

6. ANNOUNCEMENTS


No announcements were made.

NEXT MEETING DATE

The next Midtown Management District Board of Directors meeting will be held on **Wednesday, April 1, 2026, at 11:00 a.m.**

7. ADJOURN

There being no further business to come before the Board, the meeting was adjourned.



Desmond Bertrand-Pitts, Secretary
Date: 4-1-26
DBP