



MINUTES

**MIDTOWN MANAGEMENT DISTRICT
BOARD OF DIRECTORS MEETING**

November 1, 2023

The Board of Directors of the Midtown Management District held a regular meeting, open to the public, on Wednesday, November 1, 2023, at 6:00 p.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	Darcy John Lefsrud	Pos. 10	Daniel Arguijo
Pos. 2	Gloria Haney	Pos. 11	Debbie Tyler-Dillard
Pos. 3	Vacant	Pos. 12	Muddassir Siddiqi, Ed.D.
Pos. 4	James Llamas	Pos. 13	Marylene 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	J. Allen Douglas		

All of the above were present except Directors Llamas, Haney, Segrich, Tyler - Dillard, and Siddiqi.

In addition, present at the meeting, were Midtown Staff members Matt Thibodeaux, Amaris Salinas, Jaime Giraldo, Marlon Marshall, Cynthia Alvarado (via video conference), and Chrystal Robinson-Davis; Melissa Morton CPA Consultant of The Morton Accounting Services, Peggy Foreman of Burney and Foreman, Clark Lord of Bracewell, LLP, Ashely Small of Medley, Inc., and Pat Hall of Equi-Tax, Inc.

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

Chair Lefsrud called the meeting to order and welcomed everyone.

Mrs. Robinson-Davis called the roll of the Board of Directors and verified that a quorum was present.

2. RECEIVE PUBLIC COMMENTS

Ms. Pat Hall of Equi-Tax Inc. introduced herself and stated that she and her team were available to answer questions regarding their services as the District's Assessor-Collector. She reported that they were in the process of billing for the 2023 Assessments and thanked the Board and Staff for the opportunity to serve as Assessor-Collector for the District.

3. CONSENT AGENDA

- A. APPROVE MINUTES FOR THE OCTOBER 4, 2023, BOARD MEETING**
- B. APPROVE FINANCIAL REPORTS FOR THE MONTH OF SEPTEMBER 2023.**
- C. APPROVE PAYMENT OF INVOICES FOR OCTOBER 2023.**
- D. APPROVE EQUI-TAX REPORT FOR OCTOBER 2023.**

Ms. Robinson-Davis presented the various items on the consent agenda. Director Young made a motion to approve the consent agenda as presented. The motion was seconded by Director Bertrand-Pitts and carried by majority vote.

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

A. Service and Maintenance Committee – Christopher Johnston, Chair

Director Johnston presented the Service and Maintenance Committee report. There were no action items. He reported that the Midtown Field Service Team is continuing to work with SMC Landscaping regarding the lighting and irrigation repairs in Baldwin and Glover Parks. He also reported that the Committee received a letter from the East End District on October 13, 2023 regarding the contract for graffiti abatement with Midtown Management District. The letter announced a rate increase of \$8.33 per hour, from \$85.00 to \$93.33 per hour. This is the first rate increase since 2018 and will be effective January 1, 2024. He reported that the Committee is planning to include the cost of the increase in the FY 2024 budget.

He also reminded the Board that the Committee is soliciting information for any sidewalk repairs needed adjacent to businesses within the District. The Committee sent Good Neighbor letters to two commercial property owners recently and sidewalk repairs were made in both locations (CVS along Webster Street and the Kirby Mansion along Pierce Street).

Director Johnston also reported that MRA has been in conversation with CenterPoint to discuss lighting in the District. CenterPoint plans to map all existing streetlights, areas that may need additional lighting, and describe any barriers that may exist to installing new lighting. He stated

that the Committee was planning to budget for a Dark Blocks Survey of the District in 2024 but this is no longer needed with the assessment from CenterPoint. Director Johnston further reported that CenterPoint is additionally conducting a pilot project to assess different types of light fixture designs for increased foot-candles (how much light the fixture emits). He stated that CenterPoint will provide results of the assessment to Midtown staff when the process is completed. Director Johnston also reported that the Midtown Super Neighborhood is also conducting an assessment to identify dark areas in the District. He also reported that the Super Neighborhood will also provide results of its lighting assessment to Midtown staff and staff will then review both assessments and prioritize which areas need lighting based on the information received.

Finally, Director Johnston reminded everyone that the next Service and Maintenance Committee meeting is scheduled for Monday, November 20, 2023, at 4:00 p.m.

B. Urban Planning Committee – James Llamas, Chair,

Mrs. Robinson-Davis presented the Urban Planning Committee report on behalf of Director Llamas. There were no action items. She reported that the invitation to bid for re-bid of the solicitation for On-Call Pavement Marking and Maintenance services was issued and that responses were due on October 24, 2023. She further stated that results of the invitation to bid will be provided in an upcoming Committee meeting. She also reported that the Committee has discussed the budget for fiscal year 2024 and the final budget will be available by December 2023. Mrs. Robinson-Davis reminded the Board that the next Urban Planning Committee meeting will be held on Monday, November 20, 2023, at 4:00 p.m.

i Midtown Parking Benefit District Advisory Committee

Mrs. Robinson-Davis reported that the Parking Benefit District Advisory Committee has expressed interest in funding street safety improvement projects in the District. She stated that the consultant, The Goodman Corporation, will assist the Committee in determining the cost to fund street safety improvement projects. She also stated that The Goodman Corporation also present upcoming proposals regarding Safe Streets and Roads for All projects to the Committee in the next meeting. Mrs. Robinson-Davis reminded the Board that the next Midtown Parking Benefit District Advisory Committee meeting will be held on Thursday, November 9, 2023, at 3:00 p.m.

C. Marketing & Economic Development Committee – Debbie Tyler-Dillard, Chair

Ms. Ashley Small of Medley, Inc. presented the Marketing & Economic Development Committee report on behalf of Director Tyler-Dillard. There were no action items. She reported the social media numbers for the month of September 2023 which included 9 media placements and a media reach of 1,264,110 with a total publicity value of \$33,380. The top media placements were Houston Chronicle, Houston On The Cheap, and Houstonia Magazine. She also reported that the September EventBrite outcomes consist of 362 attendees and the number of media followers increased by 379. 32% of attendees did not specify where they are seeing the events on the social media sites, 38% are viewing the events through Facebook, and 9% of the attendees view the events on the Midtown website. She also reported that the top neighborhoods that view Midtown social media content are

located in Houston, Katy, Port Arthur, Spring, Humble and Richmond. Finally, Ms. Small reported that the digital outcomes across all platforms for September 2023 were 380,651 impressions such as views, and 16,482 engagements such as likes, clicks, and shares.

Mrs. Robinson-Davis announced that the next Marketing & Economic Development Committee meeting will be held on Tuesday, November 21, 2023, at 3:00 p.m.

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

Director Bertrand-Pitts presented the Cultural Arts & Entertainment Committee report. There were no action items. He reported that the City of Houston was awarded the \$1M Bloomberg Public Art Challenge Grant. He reminded the Board that the grant application was submitted by the District on behalf of the City of Houston and that the grant project will be managed by the District. He also announced that a short video pertaining to the announcement of the winners of the Bloomberg grant will be shown after the Board meeting. He further stated that more information regarding the Bloomberg Public Art Challenge is included in the board packet.

Director Bertrand-Pitts reminded the Board that Mrs. Cynthia Alvarado presented the Bloomberg Public Art Challenge project to the MRA Board months ago and thanked the MRA Board for its Letter of Support and continuing to be a collaborator with the District on these types of projects.

Director Bertrand-Pitts further reported that there were 30 artists signed up to participate in Mistletoe Market 2023. The event will be held in Baldwin Park on Friday, December 8, 2023 and Saturday, December 9, 2023. Finally, Director Bertrand-Pitts summarized the Committee's budget requests for 2024. He stated that \$70,000 was requested for Art in the Park, \$70,000 was requested for Mistletoe Market, \$35,000 was requested for microgrants to local organizations to create public art for the neighborhood, and \$10,000-\$12,000 was requested for the Artistic Sign Wrap and Artist Talk for Hispanic Heritage Month and Juneteenth. He also stated that the Committee wants to include other significant celebrations and annual campaigns in the Artistic Sign Wrap such as Asian Pacific American Heritage and Breast Cancer Awareness.

Director Bertrand-Pitts announced that the next Cultural Arts & Entertainment Committee meeting will be held on Tuesday, November 21, 2023, at 3:00 p.m.

E. Finance Committee – Kelly Young, Chair

Director Young presented the Finance Committee report. She reported that the Committee discussed and reviewed the budget process and timeline for FY 2024. She also stated that the Committee reviewed the budget requests for the Cultural Arts and Entertainment Committee, Marketing and Economic Development Committee, and Public Safety Committee. She further reported that the Service and Maintenance Committee and the Urban Planning Committee are still working on their budget request and that the final FY 2024 budget will be considered at the December Board meeting.

Finally, Director Young announced that the Finance Committee is seeking suggestions from each committee regarding larger scale projects to be completed within the next 12 months. She stated

that these special projects would not be considered as part of the Committee's FY 2024 budget, however the proposed projects must be consistent with the Goals and Objectives of the current Service and Improvement Plan and Assessment Plan.

Director Young announced that the next Finance Committee meeting will be held on Tuesday, November 28, 2023, at 11:00 a.m.

F. Community Activity Report – Christopher Johnston, Liaison

i. Super Neighborhood #62

Director Johnston announced that Super Neighborhood #62 conducted a meeting on Thursday, October 12, 2023 at 6:30 p.m. at South Main Baptist Church. He reported that the meeting was well attended, and many City Council members and candidates were present. He also reported that Super Neighborhood #62 is still seeking officers to fill certain open positions. Director Johnston announced that the next Super Neighborhood meeting is Thursday, November 9, 2023 at 6:30p.m.

G. Public Safety Committee – Jeanette Criglar, Chair

Mr. Jamie Giraldo presented the Public Safety Committee report on behalf of Director Criglar. There were no action items. Mr. Giraldo reported on various public safety efforts throughout the District, including outreach to certain Midtown businesses regarding safety issues and to advise of the various resources available in Midtown to support public safety. He also reported on the current project pertaining to the ION and S.E.A.R.C.H Homeless Outreach. The ION is interested in funding one of the Outreach Specialist at the cost of \$63,500 annually to positively impact the homeless and criminal issues that are taking place near their building. Also, he announced that National Night Out and Coffee with a Cop were canceled due to inclement weather. He further reported that he was able to get refunds or credits on most of the food and equipment ordered for the event. Mr. Giraldo also shared information regarding various public safety efforts throughout the District. Finally, Mr. Giraldo announced that the next Public Safety Committee meeting will be held on Tuesday, November 21, 2023, at 11:30 a.m.

H. Service and Improvement Plan – Jeanette Criglar, Co-Chair Kelly A. Young, Co-Chair

Mrs. Robinson-Davis presented the Service and Improvement Plan Committee report on behalf of Directors Criglar and Young. She stated that a letter which contained information about the Reimagine Midtown Survey along with a QR code to access the survey was mailed to all property owners in mid-October 2023. She further reported that, as of November 1, 2023, 38 individuals have taken the survey. Mrs. Robinson-Davis stated that the consultants would first review responses to the survey and aggregate the data received which will be used to help establish the Goals, Objectives, and Programs for new 10-Year Service and Improvement Plan. She also stated that the team will then work to establish best practices and suggestions for sharing the proposed Service and Improvement Plan with Midtown property owners, business owners and other interested persons. Finally, Mrs. Robinson-Davis reported that this work should be completed in the first quarter of 2024.

I. Executive Committee – Darcy Lefsrud, Chair

Chair Lefsrud stated that all matters discussed at the Executive Committee meeting were addressed in the various Committee activity reports. He thanked everyone for their work on behalf of Midtown and announced that the next Executive Committee meeting is scheduled for November 29, 2023, at 10:00 a.m.

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

Mr. Marlon Marshall presented the following reports regarding the status of current Midtown Redevelopment Authority capital improvement projects:

Caroline Street – The design team is preparing City of Houston requested drawings of the pilot areas identified to implement proposed corrections to punch list items not addressed by the TxDot contractor.

Brazos Street – The design team is finalizing collateral for the first public engagement regarding online surveys. The team is waiting until the survey related to the new Service and Improvement Plan is completed before submitting its online survey. The online survey will be conducted sometime in November 2023.

Brazos Street Bridge Landscape Improvements – The MRA is waiting on contracts and permits to mobilize and begin the project. The project will enhance the landscaped area at the Bagby and Elgin Streets intersection in the green space adjacent to the Brazos Bridge facing Bagby Street. The scope of work includes tree planting, shrub and groundcover planting, site cleanup, irrigation, traffic control, and reinstallation of existing signage.

PARTNER PROJECTS

Safe Street and Roads for All – The MRA is working with CenterPoint regarding a District Wide Lighting survey. CenterPoint has completed a draft of the deliverables that they will provide for the area south of Elgin Street. They have identified areas where there are opportunities to include additional lighting and where there are right of way conflicts requiring additional contractors to either relocate the utilities or remove concrete to prioritize areas to make quick installations. CenterPoint will present results of the assessment in an upcoming Service and Maintenance Committee meeting. The MRA is also reviewing the Super Neighborhood #62 Action Plan to identify areas that need additional lighting for potential inclusion in the CenterPoint pilot project. MRA is also working with consultants regarding a District Wide Sidewalk Assessment Plan. The consultants are anticipated to present the plan in the November Service and Maintenance Committee meeting. The plan will identify areas where there is a need for sidewalk improvements, make recommendations based on the City of Houston's pilot placement requirements, and identify and prioritize how the project will move forward.

Parks and Public Spaces Master Plan – MRA is working with METRO to update a proposal to have a [Sunday Streets type] project along Main Street. Metro has requested new concepts and MRA is working to provide more ideas. The project is anticipated to occur in Spring 2024.

Gray Street Buffer designs – The MRA received three proposals from the re-bid process. The Urban Planning Committee will review the On-Call Pavement Marking and Maintenance Services responses and provide a recommendation for contractors for consideration by the Board

Urban Forestry Plan – The City of Houston Forestry Department has approved and granted a permit for the Proposed Priority Pruning and the Fertilization plan. The contractor would like to mobilize the plan within the next two weeks. MRA will document and publish the final version of the plan.

Tuam Street Project - The MRA Board approved the cost associated with the request for pedestrian bicycle improvements made by the Urban Planning Committee. The City of Houston has the authority to release the contract to begin work.

6. WITH RESPECT TO THE FOREGOING 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).

There was no Executive Session.

7. ANNOUNCEMENTS

NEXT MEETING DATE

Chair Lefsrud announced that the next Midtown Management District Board of Directors meeting will be held on **Wednesday, December 6, 2023, at 11:00 a.m.**

There were no other announcements.

8. ADJOURN

There being no other business, the meeting was adjourned.



Marylene Chan
Secretary

12/6/23
Date