



MINUTES

**MIDTOWN MANAGEMENT DISTRICT
BOARD OF DIRECTORS MEETING**

April 3, 2024

The Board of Directors of the Midtown Management District held a regular meeting, open to the public, on Wednesday, April 3, 2024, 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:

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|--------|-------------------------------|---------|--------------------------|
| 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 LeVasseur and Siddiqi.

In addition, present at the meeting, were Midtown Staff members Matt Thibodeaux, Kandi Schramm, Cynthia Alvarado, Vernon Williams, Marlon Marshall, David Thomas, Kayler Williams, Amaris Salinas, Jaime Giraldo, Chrystal Davis, Sally Adame (via video conference), Willie Larry, and Jeremy Rocha; Melissa Morton, CPA, of The Morton Accounting Services; Peggy Foreman of Burney and Foreman; Clark Lord of Bracewell, LLP; Ashley Small of Medley, Inc.; Lynda Guidry and Jennifer Gribble of the Midtown Super Neighborhood #62; Jeri Brooks and Stephani Brodi of One

World Strategy Group, Celina Vargas of Ford Momentum, LLC; Ericka Garcia (via video conference), General Manager of Camden McGowen Station, and Midtown residents: James Monigan, Ty Jamison (via video conference) and Scott Harbers.

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

Chair Lefsrud called the meeting to order and welcomed everyone.

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

2. RECEIVE PUBLIC COMMENTS

Midtown resident James Monigan asked questions regarding how the assessment funds are distributed and whether they were spent in all areas within the District. He also asked about the process to request funding for projects in designated areas within the District. Mr. Monigan expressed concerns regarding public safety in and around 3310 Travis Street. He stated that businesses surrounding the area are slowly closing and the area does not appear to be developing and improving at the same rate as other areas in Midtown. He stated that he has observed visible drug use on the streets and vehicles being broken into. He further stated that his company pays for additional parking that is close to their business because female employees did not feel safe walking to their vehicles alone.

Chair Lefsrud explained that the Board is unable to engage in a back-and-forth discussion during this phase of the meeting but asked Mr. Monigan to remain after the meeting to talk with Board members and to connect with the Security Coordinator, Jamie Giraldo, and the Midtown Staff to provide more specific information regarding his concerns.

3. CONSENT AGENDA

- A. APPROVE MINUTES FOR THE MARCH 6, 2024, BOARD MEETING**
- B. APPROVE FINANCIAL REPORTS FOR THE MONTH OF FEBRUARY 2024**
- C. APPROVE PAYMENT OF INVOICES FOR MARCH 2024**
- D. APPROVE EQUI-TAX REPORT FOR MARCH 2024**

Cynthia Alvarado presented the various items on the consent agenda. Director Bertrand-Pitts made a motion to approve the consent agenda as presented. The motion was seconded by Director Johnston and carried by unanimous 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 provided updates regarding maintenance projects completed by the Field Services Team. He further reported that the staff is working on consolidating the solicitation for the replacement of lighting in Glover and Baldwin Parks with other designated areas in the District where replacement lighting is also needed. Director Johnston reported that representatives of CenterPoint Energy made a presentation regarding the status of streetlighting in the District at the March 2024 Committee meeting. He further stated that CenterPoint Energy will provide responses to questions from Committee members at the next meeting and will also provide an update regarding the pilot luminaires installation once the project is complete. Director Johnston also stated that the final report for the Urban Tree Forestry Plan will be available for review once the cabling work is completed in Baldwin Park and that the final sidewalk assessment report will be presented to the Committee at a future meeting and thereafter will be made available to the Board.

Director Johnston announced that the next combined Service and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, April 15, 2024 at 4:00 p.m.

B. Urban Planning Committee – James Llamas, Chair

Director Llamas provided the Urban Planning Committee report. There were no action items. He reported the progress of the current projects and next steps to be taken regarding the maintenance of street safety improvements and bike improvements in the District.

i. Midtown Parking Benefit District Advisory Committee

Director Llamas announced that the Midtown Parking Benefit District Advisory Committee (the “MPBD Advisory Committee”) met on Thursday, March 7, 2024. He reported that the MPBD Advisory Committee discussed the status of current projects including the Houston Bike Share Maintenance Agreement Extension, Midtown Loud Noise Overtime Initiative, the Artistic Meter Wrap Installation, and the Speed Feedback Signage Study. He further stated that the MPBD Advisory Committee discussed and considered potential new projects, but that more information is needed before project funding recommendations can be made. He reported that the MPBD Advisory Committee approved recommending (1) funding an extension of the Houston Bike Share Maintenance Agreement to pay for maintenance services for 4 bike stations located in the District for an additional two (2) month period ending on May 31, 2024 in the amount of \$5,000, and (2) funding a twelve (12) week Vagrant Noise and

Property Crime Reduction Initiative proposed by Houston Police Department ("HPD") Central Patrol Division to pay HPD Officers to work overtime hours to focus on certain defined criminal activity in the area of Midtown that is west of Louisiana Street in the amount of \$45,000.

Director Llamas encouraged interested Board and community members to attend the next MPBD Advisory Committee meeting on Thursday, May 9, 2024 at 3:00 p.m.

Finally, Director Llamas announced that the next Urban Planning Committee meeting will be held on Monday, April 15, 2024, at 4:00 p.m.

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

Director Tyler-Dillard presented the Marketing & Economic Development Committee report. There were no action items. She reminded the Board that the Midtown Staff is working with Medley, Inc. to plan the editorial content for the Spring-Summer issue of the Midtown Buzz, which is scheduled for publication in May 2024.

Ashley Small of Medley, Inc. presented the social media numbers for February 2024. She reported that the primary focus was on the Black History Now event which garnered a number of publicity placements and was featured on Channel 2 News. She stated that there was a total of 9 media placements and that the total reach was approximately one million viewers, listeners, and readers with a total media value of approximately \$91,000.

Ms. Small reported that Midtown gained 353 new followers on its social media channels in February. In addition, there were 23,000 engagements (such as likes, clicks, and shares), 20,000 impressions centered around the trail riders and the Midtown Rodeo sign wrap. Finally, Ms. Small reported that the total content views were 510,000. She further stated that video content shared on social media platforms featuring Midtown events in February received an additional 56,000 views.

A Board member made a request that the Committee report on economic development impact and activity within the District at future meetings.

Director Tyler–Dillard announced that the next Marketing and Economic Development Committee meeting will be held on Tuesday, April 16, 2024 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 reminded everyone that the 2024 Midtown Art In the Park event will be held at the Midtown Park Plaza located at the intersection of McGowen and

Travis Streets on Saturday, April 20, 2024 from 10:00 a.m. to 4:00 p.m. The event will feature 30 artists, art classes, a line dancing class, a game area with Ping Pong, Uno, Dominoes, Jenga, food trucks, and more. He stated that the Midtown staff continues to participate in team meetings regarding the HueMan:Shelter project being funded by the Bloomberg Public Art Challenge Grant. Ms. Alvarado announced that the new sign wrap representing a tribute to Duke Ellington in honor of his 125th birthday will be installed this month.

Director Bertrand-Pitts announced that the next Cultural Arts and Entertainment Committee meeting will be held on Tuesday, April 16, 2024, at 3:00 p.m.

E. Finance Committee – Kelly Young, Chair

Melissa Morton presented the report for the Finance Committee on behalf of Director Young. Ms. Morton summarized the District's financial reports for the period ending February 29, 2024. She reminded the Board that a written report showing each committee's expenditures and a comparison to the approved budget was provided in the Board packet. She stated that similar information was provided for the Board approved Special Projects.

Director Young announced that the next Finance Committee meeting is scheduled for Tuesday, May 28, 2024 at 1:00 p.m.

i. Budget Procedures and Timeline

Director Young announced that the Finance and Budget Committee has worked on updates/changes to the budget procedures and the timeline and will provide a report to the Board as they move forward with the annual budget process. She further stated that the initial step of meeting with Committee Chairs to discuss their respective Committee budgets will begin in July 2024. Ms. Morton and Director Young responded to questions from Board members regarding the District's finances and procedures.

F. Community Activity Report – Christopher Johnston, Liaison

i. Super Neighborhood #62

Director Johnston stated that he was unable to attend the March SN #2 meeting and announced that the next Super Neighborhood #62 meeting will be on Thursday, April 11, 2024, at 6:30 p.m. at South Main Baptist Church.

G. Public Safety Committee – Jeanette Criglar, Chair

Director Criglar provided an update to the Board regarding the activities of the Committee. She reported that she is seeing an increase in attendance at the Public Safety Committee meetings. She acknowledged the efforts of the various law enforcement agencies along with those of SEAL Security and the SEARCH Homeless Outreach Team. She encouraged other Board members and interested parties to attend the Committee meeting and provide suggestions and recommendations for public safety improvements in Midtown.

Mr. Giraldo reported on public safety activities over the past month and pending efforts to improve public safety in Midtown. He also reported that Flock Group Inc. has submitted the required documentation for permits to the City for installation of license plate readers and that installation of cameras will begin shortly after the final permits are received. He thanked the MPBD for approving a recommendation for funding for HPD Central Patrol Division Vagrant Noise and Property Crime Reduction Initiative. Mr. Giraldo provided updates regarding the directed enforcement efforts funded as a Special Project for FY 2024.

There was a robust discussion of public safety issues in Midtown and particularly the loud noise from the various entertainment venues. One Board member asked that public safety data be shared with the entire Board rather than just at Public Safety Committee meetings. Another Board member encouraged the Committee to work to develop a way to evaluate the performance of public safety contractors.

Mr. Giraldo also reported that he participated in the Reimagine Midtown Charette to answer questions from community members and get input regarding public safety concerns.

The next Public Safety Committee meeting will be held on Tuesday, April 16, 2024 at 11:30 a.m.

H. Nominating Committee - Gloria Haney, Chair

Director Haney provided information regarding the application process to fill current and upcoming vacancies on the District's Board of Directors. There were no action items. She reported that 5 candidates have submitted resumes for consideration and that the Committee will be conducting candidate interviews on April 10th. She stated that the Committee will continue to seek and accept resumes from potential Board candidates.

i. Board Officer Nominations

Director Haney shared information regarding the Board Officer Nomination process. She distributed a memo outlining the nominations procedure and timeline, along with an Officer Nomination Form, and a brief description of each officer position. She stated that the deadline for return of completed Nomination Forms is April 22, 2024 and that the election of officers is set to occur at the May Board meeting. She asked the Staff to also email the information to Board Members.

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

i. Report Regarding the Reimagine Midtown Charette

Ms. Alvarado reported that the Reimagine Midtown Charette was held on Saturday, March 23, 2024 from 10:00 a.m. to 2:00 p.m. in the 1st floor conference room of the Midtown offices. She thanked City Council Member Carolyn Evans–Shabazz, Chair Lefsrud, and Directors Young, Llamas, Segrich, and Tyler–Dillard for attending the event. She reminded the Board that there will be follow-up community engagement meetings to receive community input on projects to be included in the proposed 10-year Service and Improvement and Assessment Plan.

Jeri Brooks of One World Strategy Group (One World”) provided a report regarding the Reimagine Midtown Charette. She reminded the Board that One World and Ford Momentum are collaborating together to obtain data for the next 10-year Service and Improvement and Assessment Plan. She further stated that the two organizations have conducted a series of activities to aid in collecting data for the Service and Improvement and Assessment Plan. Ms. Brooks reminded the Board that the process began in September 2023 and consisted of a series of focus groups and listening sessions as guidance in constructing a community wide survey. She further stated that the Reimagine Midtown Charette was well attended, and the data received from the meeting is being aggregated and will be presented to the Committee upon completion.

Ms. Brooks announced that One World and Ford Momentum will host a series of mini-charettes to gather more data that will be used to help draft the next 10-year Service and Improvement and Assessment Plan. Ms. Brooks further stated that a condensed version of the Reimagine Midtown Charette would be presented at the April 11th SN #62 meeting to provide a second opportunity for community participation and encouraged everyone to attend.

J. 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 acknowledged that the Board meetings were now being “live streamed” in an effort to increase access by interested parties.

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

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

Brazos Street – The initial public engagement survey was completed on March 15, 2024. The MRA received 200 responses to the survey. He stated that the project is being temporarily put on hold at the City’s request and that there may be some changes to the initial design concept.

Brazos Street Bridge Landscape Improvements – The contractor has completed the installation of the landscaping at the Spur 527 bridge exit and Brazos Street. A completion inspection of the landscaping installation will be scheduled soon.

Sidewalk Assessment – At the request of MRA Board members, the consultant is working to update the sidewalk assessment to incorporate data regarding other sidewalk improvements in Midtown that are included in current or pending construction projects by other governmental entities. The MRA will prioritize sidewalk projects recommended by the Urban Planning Committee and that are funded as one of the District’s Special Projects.

PARTNER PROJECTS

Gray Street Buffer Designs –MRA is waiting for the sign-off from the public utility companies in order to move forward with the re-submission of design plans to the City of Houston for review and approval.

Urban Forestry Plan – The contractor has now completed pruning, cabling, and fertilization of the large trees. The consultants are documenting the work completed and the final plan is expected to be made available at the next Board meeting.

CenterPoint Lighting Assessment Survey – CenterPoint Energy presented the updated street lighting assessment to the Urban Planning Committee in March 2024. MRA asked CenterPoint Energy to identify the gaps in street lighting and identify areas where the luminaries and decorative lighting can be easily installed.

Speed Feedback Sign Survey – The Midtown Staff met with consultants and reviewed the preliminary traffic data and the results of the survey. The consultants are finalizing recommendations to be presented at the next MPBD Advisory Committee meeting.

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

The next Midtown Management District Board of Directors meeting will be held on **Wednesday, May 1, 2024, at 6:00 p.m.**

8. ADJOURN

There being no other business, the meeting was adjourned.


Desmond Bertrand-Pitts, Asst. Secretary

Date: 5-1-2024