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**MPC  
BOARD OF DIRECTORS  
MEETING  
August 12, 2025**



**MIDTOWN PARKS CONSERVANCY  
(MPC)**

**TO: THE BOARD OF DIRECTORS OF MIDTOWN PARKS CONSERVANCY AND TO ALL OTHER INTERESTED PERSONS:**

Notice is hereby given that the Board of Directors of the Midtown Parks Conservancy ("MPC") will hold a regular meeting, open to the public, on **Tuesday, August 12, 2025 at 12:00 P.M.** via-

**[Join the meeting now](#)** and join as a participant to consider and take action upon the following matters. The Board of Directors of MPC will (i) consider, present, and discuss orders, resolutions or motions; (ii) adopt and approve such orders, resolutions or motions; and (iii) take other direct or indirect actions as may be necessary, convenient or desirable, with respect to the following matters:

**AGENDA**

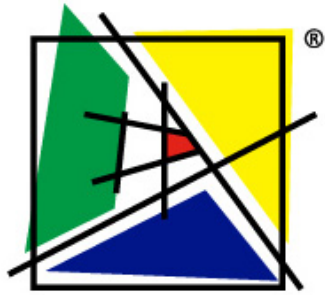
- I. Call to Order
- II. Consent Agenda
  - a) Minutes of MPC Board Meeting for May 13, 2025
  - b) Profit & Loss Statement (June 2025)
  - c) Balance Sheet (June 2025)
  - d) Listing of Checks {Wells Fargo Account (June 30, 2025)}
- III. Financial Matters
  - a) Overview of current financials through June 30, 2025
  - b) Audit 2024
- IV. Events & Programming Reports
  - a) Midtown, Bagby, Baldwin, & Glover Parks
- V. Communications
  - a) General & Social Media Platforms

- VI. Maintenance (combined report)
  - a) Midtown & Bagby Parks; Midtown Park Plaza
  - b) COH: Baldwin & Glover Parks
  - c) Midtown Park Parking Garage
  - d) Overall District, Legacy Projects & New Improvements
- VII. Security - S.E.A.L. Security Solutions, L.L.C.
  - a) Midtown & Bagby Parks
- VIII. Midtown Park Parking Garage - WinPark
- IX. CIP Update
- X. Legal Matters/Contracts, Etc. Update
- XI. Other Matters
- XII. Adjourn

*Vernon E. Williams*

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Vernon E. Williams, /VEW/  
Chief Operating Officer



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# **CONSENT AGENDA**



**MIDTOWN IMPROVEMENT AND DEVELOPMENT CORPORATION  
DBA MIDTOWN PARKS CONSERVANCY**

**MINUTES OF THE BOARD OF DIRECTORS MEETING**

**May 13, 2025**

A meeting of the Board of Directors (the “Board”) of Midtown Parks Conservancy (“MPC”) was held on Tuesday, May 13, 2025, at 12:00 p.m., via video and telephonic conferencing. The roll was called of the duly appointed members of the Board, to-wit:

| <u>Pos. #</u> | <u>Name</u>       | <u>Pos. #</u> | <u>Name</u>    |
|---------------|-------------------|---------------|----------------|
| 1             | Abe Goren         | 4             | Willie Coleman |
| 2             | William R. Franks | 5             | Vacant         |
| 3             | Matt Thibodeaux   |               |                |

and all of the above were present except Director Goren.

In attendance were Midtown Redevelopment Authority (“MRA”) staff members Kandi Schramm, Vernon Williams, Kayler Williams, David Thomas, Jeremy Rocha, Marlon Marshall, and Madison Walkes; MPC staff members Mechelle Phillips and Amaris Salinas; Cynthia Alvarado, Chrystal Robinson-Davis, Chandler Snipe, and Sharita Simpo of the Midtown Management District (“MMD”); Jessica Garcia and Jailyn Moss of Winpark; Jessica Ortiz of Carr, Riggs & Ingram LLC; Erica Rocha of S.E.A.L. Security Solutions L.L.C.; Melissa Morton of The Morton Accounting Services; Mary Buzak of Bracewell LLP, Bob Sellingsloh of Wulfe & Co. and Jim and Linda Stonebraker, Midtown residents.

Director Coleman called the meeting to order.

**PUBLIC COMMENTS**

Jim and Linda Stonebraker, Midtown residents, commented on landscape maintenance issues on McGowen Street and the Bagby Street corridor. Jeremy Rocha, MRA’s Sr. Manager of Engineering and Facilities, provided an update on the Bagby Street improvements and noted this area is a priority and landscaping refresh activities should begin in June.

**CONSENT AGENDA**

- A) **MINUTES OF MPC BOARD MEETING FOR JANUARY 14, 2025**
- B) **PROFIT & LOSS STATEMENT (FEBRUARY 2025)**
- C) **BALANCE SHEET (FEBRUARY 2025)**
- D) **LISTING OF CHECKS - WELLS FARGO ACCOUNT (APRIL 8, 2025)**

Vernon Williams, MRA’s Chief Operating Officer, presented the Consent Agenda.

Director Thibodeaux made a motion to approve the Consent Agenda as presented. The motion was seconded by Director Coleman and carried by unanimous vote.

#### **LEGAL MATTERS/CONTRACTS, ETC. UPDATE**

Following approval of the consent agenda, the Board took this agenda item out of order.

##### **A) RECOMMENDATION TO AWARD CONTRACT FOR FOUNTAIN MAINTENANCE**

Mary Buzak of Bracewell LLP presented a contract with Lake Management Services, LP for water feature maintenance services at Midtown Park and Bagby Park. Director Coleman made a motion to approve the water feature maintenance services agreement with Lake Management Services, LP as presented. The motion was seconded by Director Thibodeaux and carried by unanimous vote.

##### **B) RECOMMENDATION TO RENEW CONTRACT WITH S.E.A.L. SECURITY SOLUTIONS**

Ms. Buzak presented a contract with SEAL Security Solutions LLC for security services at Midtown Park, Midtown Park Plaza, Midtown Park Garage, Bagby Park, Baldwin Park and Glover Park. Director Coleman made a motion to approve the security services contract with Lake SEAL Security Solutions LLC as presented. The motion was seconded by Director Thibodeaux and carried by unanimous vote.

#### **FINANCIAL MATTERS**

##### **A) OVERVIEW – CURRENT FINANCIALS (JANUARY 2025 – FEBRUARY 28, 2025)**

Melissa Morton of The Morton Accounting Services presented a summary of the MPC financial statements as of January – February 28, 2025. She stated that at the beginning of January the Operating Fund Balance was \$577,177. MPC received a total of \$53,478 in revenue, mainly from MMD's annual reimbursement from Metro for landscaping maintenance and utilities on the Metro Main Rail (\$46,000). MPC processed \$281,625 in disbursements. The majority of the disbursements related to payments for maintenance expenses (primarily for landscaping) and professional services expenses (primarily security costs for the parks and garage that MPC maintains).

Ms. Morton summarized the year-to-date expenses and reported that the ending fund balance as of month end February 28, 2025, was \$349,030.

Ms. Morton responded to questions from the Directors regarding the financial statements.

Director Coleman made a motion to accept the report on MPC's financial statements as presented. The motion was seconded by Director Thibodeaux and carried by unanimous vote.

**B) REVIEW OF AUDIT ENGAGEMENT LETTER**

Ms. Morton of The Morton Accounting Services introduced Jessica Ortiz of Carr, Riggs & Ingram who presented the terms of the proposed engagement letter from Carr, Riggs & Ingram L.L.C. for the FY 2024 Audit.

Director Coleman made a motion to approve the engagement of Carr, Riggs & Ingram L.L.C. to conduct the FY 2024 Audit. The motion was seconded by Director Thibodeaux and carried by unanimous vote.

**EVENTS & PROGRAMMING REPORTS**

**A) MIDTOWN, BAGBY, BALDWIN & GLOVER PARKS**

No report was provided on this item.

**COMMUNICATIONS**

**A) SOCIAL MEDIA PLATFORMS & PR**

No report was provided on this item.

**MAINTENANCE (COMBINED REPORT)**

**A) MIDTOWN & BAGBY PARKS; MIDTOWN PARK PLAZA**

**B) COH: BALDWIN & GLOVER PARKS**

**C) MIDTOWN PARK PARKING GARAGE**

**D) OVERALL DISTRICT, LEGACY PROJECTS & NEW IMPROVEMENTS**

Mr. Rocha provided a summary of maintenance team operations on the various real estate assets maintained by MPC, including parks, parking garages and office buildings:

**Midtown Park Infrastructure, including the Midtown Park plaza and garage**

- Rain fountain work to level and align pavers was completed in the first quarter of 2025.
- Midtown Park mowing and trash pickup is scheduled weekly on Thursdays and Fridays.
- Bayou maintenance for cleaning and trash pickup is scheduled the second week of every month.
- Midtown Park Pavilion maintenance in the first quarter of 2025 included power washing of entire structure, repairs/updates to the light/sound system, repairs to the Avian bird wire system and the completion of a lawn fertilization and aeration project.

- Staff is working to finalize a water features maintenance agreement for Midtown Park and Bagby Parks.
- A project to ensure all electrical outlets at Midtown Park are functioning properly is in progress.

#### **Bagby Park Infrastructure, including dog park & kiosk**

- Bagby Park mowing and trash pickup is scheduled weekly on Tuesdays.
- Bagby Park fountain maintenance is scheduled the third week of every month.
- A project to repair the water heater in the Bagby Park restroom is in progress and expected to be completed in the second quarter of 2025.

#### **Overall District, Legacy Projects & New Improvements**

- Staff continues to coordinate with the service maintenance team for lawn service, trash service and irrigation repairs as needed for the right-of-way improvements that MMD is required to maintain under its maintenance agreement with the City of Houston (“COH”).

#### **COH-Owned Parks**

- Baldwin Park and Glover Park mowing and trash pickup is scheduled weekly on Wednesdays and Thursdays.
- A project to update the lighting at Baldwin Park is nearly complete, with one remaining light fixture scheduled to be replaced in the second quarter of 2025.
- A project to update and refurbish the perimeter fencing and replace broken stage boards at Glover Park was completed in the first quarter of 2025.
- COH plans to remove one dead pecan tree at Glover Park during the second quarter of 2025.

#### **Office Buildings**

- A project to address water penetration at 402 and 410 Pierce is on-going. The contractor is currently in the process of placing a silicone coating on the roof to help prevent roof leaks; the project is expected to be completed in the second quarter of 2025.
- An assessment of the HVAC system was completed in the first quarter of 2025. Staff is reviewing the assessment results to define the next steps and prioritize repairs.
- Building system assessments to aid the maintenance team categorize and prioritize future building maintenance needs are ongoing.

#### **Upcoming Projects**

- Staff intends to engage an elevator maintenance vendor to ensure operational functionality of the 402 and 410 Pierce elevators.
- A project to refresh hardscape and softscape landscaping elements along Bagby Street and at Midtown Park and Bagby Park will bring landscaping elements back to baseline conditions and make necessary material adjustments.

### **CIP UPDATE**

Marlon Marshall, MRA's Sr. Director of Engineering/Strategic Development, reported the implementation of Wi-Fi to be added to Midtown Park, Midtown Park Plaza and Bagby Park. The design team are reviewing the plans, and more input will be discussed.

Mr. Marshall reported that he and Director Thibodeaux have met with METRO regarding irrigation improvements on Main Street and the cost of maintenance services.

**OTHER MATTERS**

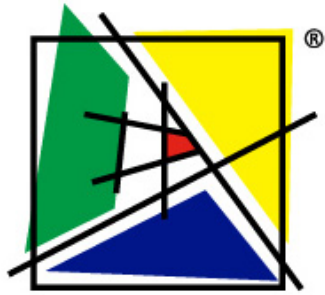
Bob Sellingsloh of Wulfe & Co. reported on the extension of the lease between LaCalle, LLC and MRA for the Bagby Park kiosk.

**ADJOURN**

There being no further business, the meeting was adjourned.

\_\_\_\_\_  
Matt Thibodeaux, Secretary

\_\_\_\_\_  
Date



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**PROGRAMMING**



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# Midtown Parks Programming Report

# Key Highlights

## Q2 2025

- **42** Total Midtown Events Hosted (52 in Q2 2024)
- **18** 3<sup>rd</sup> Party Events Hosted (8 in Q2 2024)
- **5146** Total Park Attendees (5468 in Q2 2024)
- **5645** Eventbrite Tickets Sold (4499 in Q2 2024)
- **3\*** Media Placements (\*51 in 2024)

**SPECIAL NOTES:**

*Some programs were retired, contributing to the reduced number of hosted events.*

*Q2 2025 saw an abrupt transition with PR/Marketing. The 2024 media placements metric was Q1 and Q2 cumulative count.*

*Media placements for only April were available due to PR/Marketing transition.*

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# Key Highlights

## July 2025

- **11** Total Midtown Events Hosted (5 in July 2024)
- **4** 3<sup>rd</sup> Party Events Hosted (0 in July 2024)
- **1139** Total Park Attendees (101 in July 2024)
- **935** Eventbrite Tickets Sold (in July 2024)
- **N/A** Media Placements (1 in 2024)

### **SPECIAL NOTES:**

*Some programs were retired, contributing to the reduced number of hosted events.*

*The July 2025 media placements metric was not available due to transition of PR/Marketing.*

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# MPC Highlights

## Q2 2025 Attendance MMD + 3<sup>rd</sup> Party Events

### MMD HOSTED PROGRAMS

| EVENT  | PARK         | ATTENDANCE |
|--|--------------|------------|
| HueMan:Shelter: Urban Paths Walk             | Midtown Park | 41         |
| Juneteenth Line Dancing Class/Make Music Day | Bagby Park   | 25         |
| Roaring 20's Sign Wrap                       | Bagby Park   | N/A        |
| Pride Month Sign Wrap                        | Bagby Park   | 15         |

### THIRD PARTY EVENTS

| EVENT   | PARK         | ATTENDANCE |
|---|--------------|------------|
| Exposure: The Sunday Series                           | Bagby Park   | 95         |
| F45 Midtown Community Workout                         | Midtown Park | 48         |
| Field Trip: Magnolia Elementary School (Pearland ISD) | Midtown Park | 75         |
| Field Trip: Unknown School(s)                         | Midtown Park | 600        |
| Hip Hop in the Park                                   | Plaza        | 120        |
| Keeping Clients Active (Title Boxing)                 | Midtown Park | 29         |
| OMG Food Fest   | Midtown Park | 1750       |
| SoleTies Run Club Meetup                              | Midtown Park | 475        |
| SoleTies Women's Yoga Wellness                        | Midtown Park | 100        |
| Transformative Theater                                | Midtown Park | 52         |

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# MPC Highlights

## July 2025 Attendance MMD + 3<sup>rd</sup> Party Events

### MMD HOSTED PROGRAMS

| EVENT   | PARK         | ATTENDANCE |
|---|--------------|------------|
| Blooming Arts Reveal (MMD Micro Grant Winner) | Midtown Park | 30         |

### THIRD PARTY EVENTS

| EVENT  | PARK         | ATTENDANCE |
|--|--------------|------------|
| Keeping Clients Active (Formerly Title Boxing) | Midtown Park | 24         |
| Soleties Run Club Meetup                       | Midtown Park | 400        |

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# Bagby Park

## Q2 2025 Midtown Sign Wraps



Houston Pride



Roaring 20's

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# 3<sup>rd</sup> Party Event Highlights

## Run & Sip hosted by SoleTies Run Club



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# MPC Highlights

## Q2 Attendance Programs + Events

| PROGRAM               | PARK         | GOAL | e-Tix | 2025 | e-Tix | 2024 | 2023 |
|-----------------------|--------------|------|-------|------|-------|------|------|
| Children's Storytime  | Midtown Park | 50   | 140   | 61   | 45    | 25   | N/A  |
| Family Capoeira       | Midtown Park | 30   | 37    | 20   | 36    | 39   | 30   |
| HIIT                  | Bagby Park   | 50   | 260   | 47   | 155   | 36   | 17   |
| Movie Night           | Bagby Park   | 200  | 1449  | 275  | 2361  | 409  | N/A  |
| Pop Up on the Plaza   | Plaza        | 250  | 381   | 350  | 129   | 185  | N/A  |
| Sound Bath Meditation | Baldwin Park | 50   | 480   | 103  | 489   | 99   | 124  |
| Teach You Tuesday     | Bagby Park   | 50   | 157   | 98   | 245   | 119  | 79   |
| Yoga                  | Bagby Park   | 50   | 274   | 64   | 82    | 106  | 14   |
| Zumba                 | Midtown Park | 75   | 233   | 520  | 189   | 466  | 528  |

### **SPECIAL NOTES:**

*Due to La Calle fire, Movie Night was not hosted in 2023. Pop Up on the Plaza was first hosted November 2023.*

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# MPC Highlights

## July Attendance Programs + Events

| PROGRAM               | PARK         | GOAL | e-Tix | 2025       | e-Tix | 2024 | 2023 |
|-----------------------|--------------|------|-------|------------|-------|------|------|
| Children's Storytime  | Midtown Park | 50   | 4     | 17         | 19    | C    | N/A  |
| Family Capoeira       | Midtown Park | 30   | 2     | 11         | 5     | C    | 8    |
| HIIT                  | Bagby Park   | 50   | 23    | 15         | 42    | C    | 4    |
| Movie Night           | Bagby Park   | 200  | 306   | <b>275</b> | 42    | 409  | N/A  |
| Pop Up on the Plaza   | Plaza        | 250  | 1261  | C          | N/A   | N/A  | N/A  |
| Sound Bath Meditation | Baldwin Park | 50   | 67    | 21         | 204   | C    | 71   |
| Teach You Tuesday     | Bagby Park   | 50   | 65    | 42         | 96    | 28   | C    |
| Yoga                  | Bagby Park   | 50   | 68    | 30         | 82    | C    | 4    |
| Zumba                 | Midtown Park | 75   | 60    | 198        | 129   | 68   | 121  |

### **SPECIAL NOTES:**

*No Movie Night in April due to holiday. A result of the La Calle fire, Movie Night was not hosted in 2023.*

*Pop Up on the Plaza was first hosted Nov. 2023; held in April and June 2024 until reimagined and returned June 2025.*

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# Park Programming & Events

## Line-up

| Q2 2025   | Q2 2024   |
|---|---|
| <ol style="list-style-type: none"><li>1. Chalk on the Block</li><li>2. Children's Storytime</li><li>3. Family Capoeira</li><li>4. HIIT</li><li>5. Movie Night</li><li>6. Pop Up on the Plaza</li><li>7. Sound Bath Meditation</li><li>8. Teach You Tuesday</li><li>9. Yappy Hour</li><li>10. Yoga</li><li>11. Zumba</li></ol> | <ol style="list-style-type: none"><li>1. <i>Brunch &amp; Books</i></li><li>2. Chalk on the Block</li><li>3. Children's Storytime</li><li>4. Family Capoeira</li><li>5. <i>Heroes Bootcamp</i></li><li>6. HIIT</li><li>7. Movie Night</li><li>8. Pop Up on the Plaza</li><li>9. <i>Samba</i></li><li>10. Sound Bath Meditation</li><li>11. Teach You Tuesday</li><li>12. Throwback Thursday Workout</li><li>13. Yoga</li><li>14. Zumba</li></ol> |

*These programs have been retired.*



# Park Programming & Events Line-up

| July 2025   | July 2024  |
|---|--|
| <ol style="list-style-type: none"><li>1. Chalk on the Block</li><li>2. Children's Storytime</li><li>3. Family Capoeira</li><li>4. HIIT</li><li>5. Movie Night</li><li>6. Pop Up on the Plaza</li><li>7. Sound Bath Meditation</li><li>8. Teach You Tuesday</li><li>9. Yappy Hour</li><li>10. Yoga</li><li>11. Zumba</li></ol> | <ol style="list-style-type: none"><li>1. <i>*Heroes Bootcamp</i></li><li>2. Teach You Tuesday</li><li>3. Zumba</li></ol> |

*Due to the storms, most programs were canceled July 2024.*

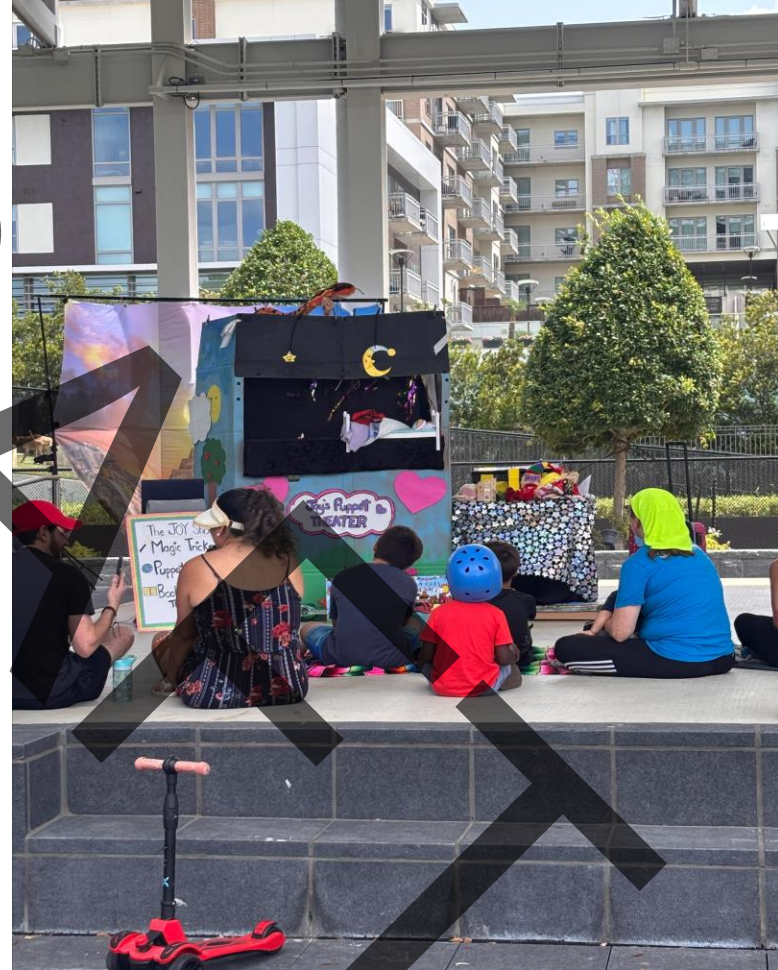
*\*This program has been retired.*

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# Programming Highlights

## Children's Storytime at Midtown Park



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# Programming Highlights

## HIIT & Yoga at Bagby Park



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# Programming Highlights

## Zumba at Midtown Park



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# Programming Highlights

## Sound Bath Meditation at Baldwin Park



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# Programming Highlights

## Teach You Tuesday at Bagby Park



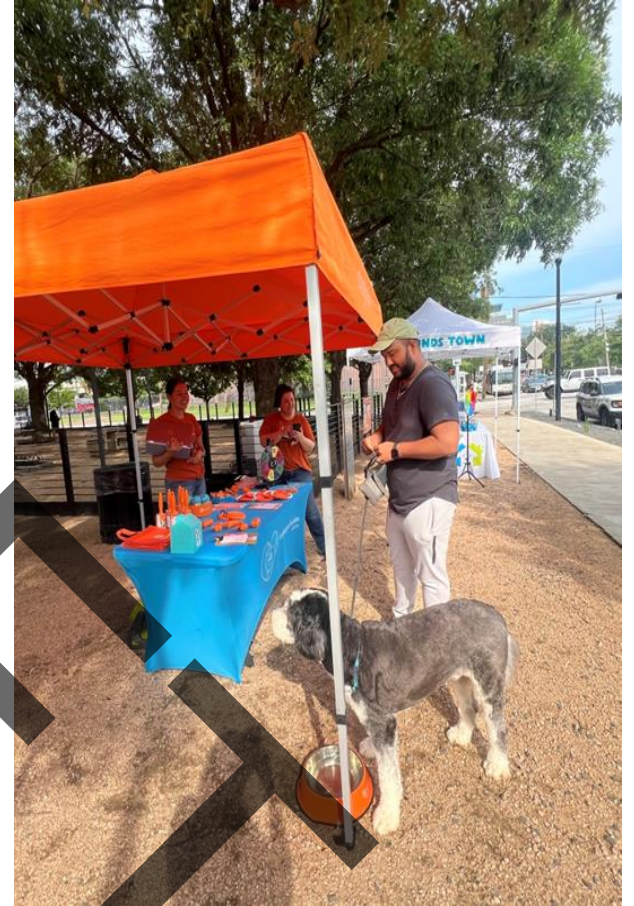
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# Programming Highlights

## Yappy Hour at Bagby Park



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# Programming Highlights

## Pop Up on the Plaza at Midtown Park Plaza



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# Programming Highlights

## Pop Up on the Plaza at Midtown Park Plaza



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# Programming Schedule

| EVENT                 | DATE  | TIME  | VENUE              |
|-----------------------|---|---|--------------------|
| HIIT                  | 2 <sup>nd</sup> & 4 <sup>th</sup> Saturday  | 9:30am - 10:30am                                  | Bagby Park         |
| Chalk on the Block    | November 15 <sup>th</sup>                   | 10:00am – 2:00pm                                  | Bagby Park         |
| Movie Night           | 3 <sup>rd</sup> Friday                      | 6:00pm pre-movie activities<br>7:00pm movie start | Bagby Park         |
| Teach You Tuesday     | 1 <sup>st</sup> Tuesday                     | 5:30pm - 7:30pm                                   | Bagby Park         |
| Yoga                  | 2 <sup>nd</sup> & 4 <sup>th</sup> Saturdays | 10:30am - 11:30am                                 | Bagby Park         |
| Sound Bath Meditation | 2 <sup>nd</sup> Wednesday                   | 6:30am - 7:30pm                                   | Baldwin Park       |
| Yappy Hour            | 4 <sup>th</sup> Friday, October (Fall)      | 4:30pm - 6:30pm                                   | Glover Park        |
| Pop Up on the Plaza   | 1 <sup>st</sup> Sunday                      | 4:00pm – 8:00pm                                   | Midtown Park Plaza |
| Family Capoeira       | 3 <sup>rd</sup> Saturday                    | 10:00am - 11:00am                                 | Midtown Park       |
| Yappy Hour            | 4 <sup>th</sup> Friday, August (Summer)     | 4:30pm - 6:30pm                                   | Midtown Park       |
| Zumba                 | Tuesday                                     | 6:30pm - 7:30 pm                                  | Midtown Park       |

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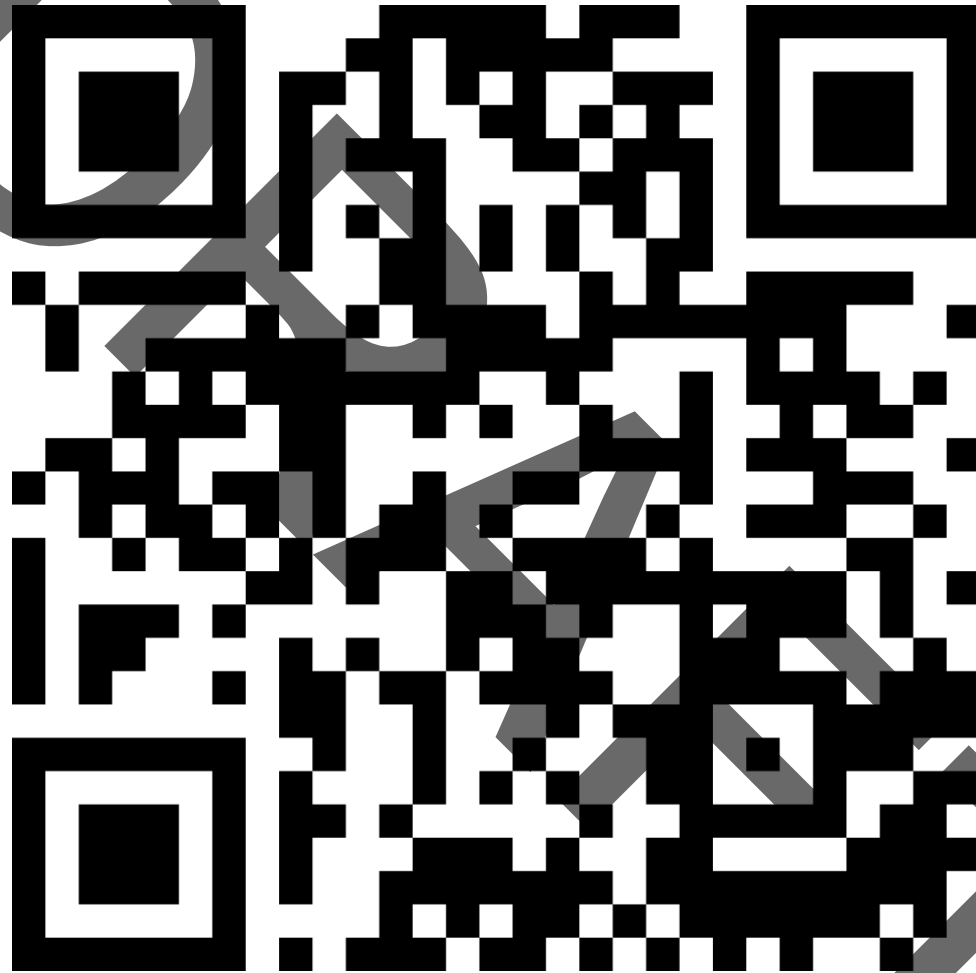
# Rental & 3<sup>rd</sup> Party Event Schedule

| EVENT                          | DATE                         | VENUE        |
|--------------------------------|------------------------------|--------------|
| Exposure                       | Saturday, September 21, 2025 | Bagby Park   |
| Houston Brunch Fest            | Saturday, November 8, 2025   | Midtown Park |
| Houston Food Fest              | Saturday, October 4, 2025    | Midtown Park |
| International Women's Festival | Saturday, September 6, 2025  | Midtown Park |
| El Festival de la Salsa        | Sunday, September 21, 2025   | Midtown Park |
| Reliant Annual Fall Festival   | Saturday, October 25, 2025   | Midtown Park |
| Puerto Rican Cuban Festival    | Saturday, October 21, 2025   | Midtown Park |
| SoleTies Field Day             | Sunday, August 10, 2025      | Midtown Park |
| SoleTies Run & Sip             | 1 <sup>st</sup> Saturdays    | Midtown Park |

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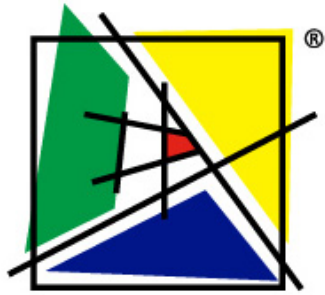


# Midtown Events



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**COMMUNICATIONS**



# MPC MARKETING REPORT



# APRIL 2025 REPORT

## Overview:

In April, Midtown gained **166 new followers**, reflecting continued audience growth despite decreases in overall engagement and impressions. The drop in metrics, including an **84.9% decrease in engagements** and a **96.6% decrease in post link clicks**, can be attributed to a reduced advertising budget compared to March, when higher investment helped boost reach and interaction.

Despite the decreases our organic content remained strong and the top-performing posts included the unveiling of the **"Echoes of the Renaissance"** installation at Bagby Park, a **wellness event featuring community workouts**, and a **spotlight on Midtown's public safety investments**. These posts aligned with Midtown's core priorities of economic development and public safety, helping maintain visibility and community connection during a month of lighter promotion.





# Top Press Mentions

**13**

Total Number of  
Placements + Mentions

**22,662**

Total Media Value

**1,650,891**

Total Media Reach





# Eventbrite Data

965

Page Visits

364

Tickets Sold

992

Number of Event Attendees



# Digital Outcomes

| @MidtownHou      | All Channels |
|------------------|--------------|
| Engagements      | 2,358        |
| New Followers    | 166          |
| Impressions      | 275,805      |
| Post Link Clicks | 231          |



# April Newsletter

E-NEWS 4/10

Echoes of the Renaissance Brings the Spirit of the 1920s to Midtown



E- News 4/10

The **April 10** edition, which featured the Roaring 20s event, microgrant artists, and local business highlights, reached 7,782 subscribers with a 54% open rate and 1% click rate.

**7,782**

Emails Sent

**54%**

Open Rate

**1%**

Click-Through Rate

# April Newsletter

E-NEWS 4/25

Celebrating Creativity: 2025 Arts Micro Grant Recipients



Meet the artists shaping Midtown's cultural landscape through the 2025 MidtownHOU Arts Micro Grants! These projects, from public murals to music and immersive performances, embody this year's theme: Cultural Kaleidoscope. The funding for this project was provided by Houston Endowment.

**Visual & Public Art:**

- Alexandre Serty – *Urban Harmony* mural at Stesti Food Hall
- Artista Elisabet – *Blooming Roots* artistic recycling bins

E- News 4/25

The **April 25** edition, spotlighting Midtown Park's Fitness Day and an Earth Month feature on local green spaces, reached 10,657 subscribers, achieving a 55% open rate and 2% click rate. We also expanded our audience by importing subscribers from the Hueman: Shelter email list and the Eventbrite attendee list, bringing our total subscriber count to its highest yet and increasing reach for future campaigns.

10,657

Emails Sent

55%

Open Rate

2%

Click-Through Rate



# Digital Ads

| Ad Type                               | Views  | Reach  | Link Clicks | Total Spent |
|---------------------------------------|--------|--------|-------------|-------------|
| Website Visitors<br><i>COB</i>        | 19,896 | 23,236 | 1,101       | \$200.91    |
| Website Visitors<br><i>Sound Bath</i> | 62,173 | 40,882 | 1,258       | \$202.93    |
| Website Visitors<br><i>Zumba</i>      | 39,263 | 26,478 | 2,187       | \$202.52    |
| Website Visitors<br><i>Yoga</i>       | 33,070 | 28,635 | 799         | \$200.20    |
| Website Visitors<br><i>HIIT</i>       | 47,211 | 31,325 | 811         | \$204.23    |
| Website Visitors<br><i>Fam Cap</i>    | 32,048 | 30,880 | 980         | \$204.11    |

# JUNE 2025 REPORT

## Overview:

In June, Midtown's social media presence continued to grow steadily, gaining **566 new followers** across Instagram, Facebook, and Twitter. The majority of this growth came from Instagram, which remains the most engaged platform for Midtown audiences.

The standout content for the month was the **"Meet the Artist" video** celebrating the Pride sign wrap, which drove strong engagement on Instagram. Over on Facebook, the most engaging post featured highlights from the **Pop-Up on the Plaza** event, capturing the community spirit and drawing a wave of shares and likes.

In total, Midtown's channels generated more than **102,000 impressions**, with over **1,000 likes**, **182 shares**, and **44 comments** across 65 posts. This strong performance reflects not only consistent content output but also the community's growing interest in public art, local events, and neighborhood storytelling.

Instagram alone accounted for the majority of interactions—leading in likes, new followers, and shares—reinforcing its role as a vital platform for driving awareness and engagement.



# Digital Outcomes

| @MidtownHou   | All Channels |
|---------------|--------------|
| Likes         | 1,059        |
| Comments      | 44           |
| Shares        | 182          |
| New Followers | 566          |
| Impressions   | 102,338      |
| Total Post    | 65           |





# Newsletter

A Convergence of Eras: Pride Installation at Bagby Park



June eNews Intro Story

## June eNews

Our June Midtown eNews saw strong engagement, with over **52% of recipients opening the email** — well above industry norms. Utilizing our resend strategy, we reached **5,581 total opens** and drew **150 clicks** from interested readers. The high open rate shows our content and subject line are resonating, and we now have a solid base to build even more engagement moving forward.

**10,702**

Emails Sent

**52%**

Open Rate

**1%**

Click-Through Rate



# Digital Outcomes

| @MidtownHou   | Total  |
|---------------|--------|
| Likes         | 824    |
| Comments      | 69     |
| Shares        | 250    |
| New Followers | 346    |
| Impressions   | 52,969 |
| Total Post    | 26     |



# Newsletter



## July eNews

In July, we transitioned from Constant Contact to Mailchimp, which slightly impacted our open rate. While our **30.5% open rate** remains above industry standards, it's lower than usual due to list migration and platform adjustments. We're now developing a segmented email list to deliver more targeted content and improve our clickthrough rate, a key measure of audience engagement. Starting last month, the Midtown eNews shifted to a once-a-month format, sent on the last Thursday, to streamline content and drive stronger results.

**12,858**

Emails Sent

**30.5%**

Open Rate

**2.1%**

Click-Through Rate

# Key Communications & Marketing Highlights (April–August 2025)

## Strategic Planning & Brand Development

- Developed Midtown Houston's **Q3 & Q4 Tactical Communications Plan** to align messaging, social media, PR, and ad strategies across teams.
- Created **new Midtown Houston Brand Guidelines** to ensure consistent visual identity and voice across all platforms.
- Launched **new email marketing system** (transitioned from Constant Contact to Mailchimp) with redesigned eNews format and streamlined monthly schedule.

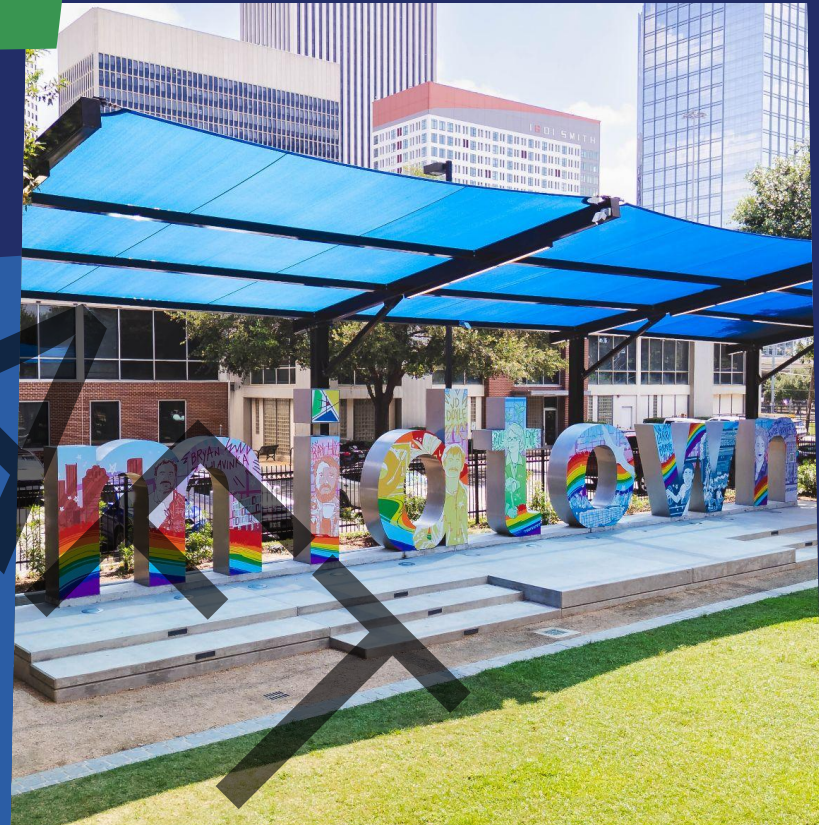




# Key Communications & Marketing Highlights (April–August 2025)

## Public Relations & Advertising

- Created and executed **HueMan:Shelter Media Plan**, including a comprehensive press/media list.
- Coordinated and drafted the **HueMan:Shelter Ribbon Cutting Press Release**.
- Pitched and secured **Channel 2 segment** featuring HueMan:Shelter artist and concept.
- Drafted **YouTube copy** for "Pride: Meet the Artist" video and gathered B-roll content for video features.
- Coordinated **OutSmart Magazine Pride Ad Wrap** and ensured visibility during Pride Month.
- Coordinated **City Cast Houston advertising** for both National Night Out and HueMan:Shelter.
- Secured **Amazing 102.5 FM Emcee** for National Night Out.



# Key Communications & Marketing Highlights (April–August 2025)

## Content Creation & Campaigns

- Created digital and print collateral for community events:
  - **Coffee with a Cop** – Eventbrite + graphics
  - **Coffee with a Vet** – Graphics + event banner
  - **Juneteenth Line Dance Class** – Eventbrite + social graphics
- Authored Midtown blog series to drive engagement and celebrate community:
  - *Free and Fun in July*
  - *Your Guide to a Safer Summer in Midtown*
  - *A Guide on How to Spend Your Summer Day in Midtown*
  - *Celebrate Black Business Month in Midtown*



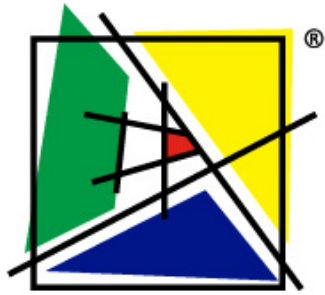


# Key Communications & Marketing Highlights (April–August 2025)

## Community-Facing Platforms & Messaging

- Created and launched **Homeless Outreach Messaging** for new website landing page.
- Created **Midtown Weather Protocol** to guide event decisions and public communication during inclement weather.
- **Creative Asset Coordination**
  - Coordinated **photography and videography** for key events and activations, including HueMan:Shelter, MPC programs, and general Midtown visuals.
  - Organized asset collection to support media coverage and long-term content use.





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**MAINTENANCE**



## MAINTENANCE TEAM UPDATE – August 2025

### Summary

The maintenance team continue their on-going proactive efforts to keep Midtown owned assets functioning, operational and available for residents. From HVAC systems to irrigation systems and from lawn maintenance to lift station systems, the maintenance team's footprint is wide and varied throughout the District. Daily, the team systematically works through the District repairing, retrofitting and replacing assets while remaining flexible enough to meet the unexpected maintenance emergencies.

### Highlights

- Increased staff support by hiring team member
- Major repairs completed
  - Park fountains
  - Pierce Building roofing epoxy
  - Pierce Building HVAC system
  - Pierce Building elevators
  - Midtown Park Garage ventilation system
- Securing maintenance agreements for mechanical systems including:
  - Pierce Building HVAC system, roof system, elevators
  - Midtown Park, Midtown Bayou, Midtown Plaza and Bagby Park fountains
  - Midtown Park Garage ventilation system
  - Midtown Park Garage sanitary and storm sewer lift stations
  - Landscape Maintenance (District, Parks, Legacy Streets and Portals)

### Midtown park infrastructure including MP plaza and garage

- Midtown Park weekly service scheduled weekly on Thursdays and Fridays for mowing and trash pickup.
- Bayou and fountain maintenance scheduled every Thursday cleaning and trash pickup.
- Fountain work to update and repair equipment ongoing with expected completion Q3 2025.
- Midtown Park Garage exhaust system repairs completed Q3 2025.
- Drinking fountain near dog park repairs completed Q2 2025.
- Midtown Park Garage elevator core glass repairs on-going. Replacement panel ordered and installation is expected in Q3 2025.
- Project to install wi-fi connection at Midtown Park on-going. Expected completion Q4 2025.

### Bagby Park infrastructure including dog park & kiosk

- Bagby Park weekly service scheduled weekly on Tuesdays for mowing and trash pickup.
- Bagby Park fountain maintenance scheduled every Thursday cleaning and trash pickup.
- Project to repair fountain equipment completed Q3 2025.
- Replacement of drinking fountain completed Q3 2025.





#### District overall

- Continue to coordinate with our service maintenance team including lawn service, trash service and irrigation repairs when needed along the Midtown maintained right-of-way throughout the District.

#### District legacy and new improvements

- Continued and on-going process of irrigation system repairs and improvements.
- Irrigation system updates and replanting of Pierce/Brazos portal on-going with expected completion Q3 2025
- Main Street irrigation system repairs on-going. Section from McGowen to Holman completed Q3 2025. Remaining areas expected completion Q4 2025.
- Elgin Street replanting refresh project completed Q3 2025.

#### COH owned parks

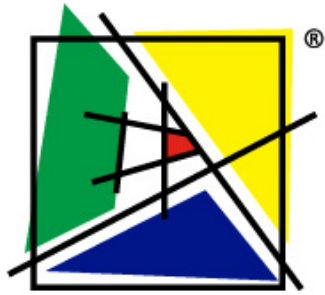
- Baldwin Park and Glover Park maintenance scheduled on Wednesdays and Thursdays including mowing and trash removal.
- Baldwin Park replacement drinking fountain, BBQ pits and trash cans completed Q3 2025.
- Baldwin Park surfaces power washed Q2 2025.
- Glover Park lighting update/refurbishment project on-going. Expected completion Q1 2026 as vendor identifies replacements for discontinued fixtures.
- City of Houston will remove one dead pecan tree at the park. This project is expected to be completed by end of Q3.

#### Office buildings

- Pierce Building roof seal coating project completed Q2 2025.
- Pierce Building HVAC update and refurbishment 85% complete. Completion expected Q4 2025.
- Pierce Building water meter reconfiguration project completed Q2 2025.
- Pierce Building elevator repairs/refurbishment on-going. Initial repairs complete Q3 2025. Remaining repairs expected completion Q4 2025.
- Continuing with building system assessments to aid the maintenance team categorize and prioritize future building maintenance needs as many systems are at the end of service life and require updating.

#### Upcoming Projects

- Elevator maintenance agreement for Pierce Building elevators. Engage vendor to maintain the building elevators to ensure operational functionality.
- Main Street, Bagby Street, Bagby Park and Midtown Park Refresh project. Project to refresh hardscape and softscape landscaping elements along Bagby Street, Main Street and at Midtown and Bagby Park. The project goal bring landscaping elements back to baseline conditions and make necessary material adjustments when necessary.



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**SECURITY**



TX PSB# C15942

## Midtown Parks Conservancy



## INCIDENT REPORT

July 2025

## Prepared for Midtown Parks Conservancy

### About Incident Reports

The report is a month-long summary of notable incidents, as reported in the officers' daily reports. During an officer's patrol, he or she will do many things that aren't recorded, including but not limited to showing a presence to proactively ward off unwanted activity, speaking with residents about problems and concerns, and checking out suspicious vehicles, people, and activities.

Additionally, the S.E.A.L. Security Dispatch Center may receive calls concerning dangerous or potentially threatening situations, activity, and observations of incidents that occurred in the area. All calls have been recorded to provide the Midtown Parks Conservancy information that could impact operations and reputation.

### About S.E.A.L. Security Solutions LLC

S.E.A.L. Security is a privately owned security company with offices in Houston and San Antonio. S.E.A.L. Security has been contracted to safeguard your community and to be on call during high-risk situations. All S.E.A.L. Security officers are armed and utilize marked vehicles to conduct patrols and maintain a proactive position to secure your community.

S.E.A.L. Security's expanded canine (K9) division may include foot patrol in your community. In addition to patrol services, some K9s are trained in drug and explosive detection. S.E.A.L. Security's specially trained experts and their K9 partners can be one of the most effective security tools to deter and prevent crime. In the interest of safety, it is asked that clients and residents do not approach the K9s or attempt to pet them. Everyone's assistance is greatly appreciated.

### Disclaimer

The information contained in this report is based on the information at the time of reporting, from sources believed to be reliable, and is true to the best of S.E.A.L.'s knowledge. S.E.A.L. provides the Board information in the report for the Board's sole use and purpose in its management and execution of its authorized duties. S.E.A.L. does not intend that the information contained in this report be disclosed to, relied on, or otherwise used by, anyone other than those authorized to receive such information. The information and the reports may contain personal, private, or otherwise identifying information and may compromise the safety and security of others. As such, the publication, dissemination, or disclosure of the report or information therein of any kind to anyone not authorized to receive such information shall be at the sole risk and liability of the Board, its members, and those authorized to receive such information, and each shall hold S.E.A.L. harmless and indemnify S.E.A.L. for any and all liability arising from any publication or disclosure.



## 2025 SUMMARY PAGE

| INCIDENT            | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD  |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Alarm               | 1   | 2   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 3    |
| Animal              | 1   | 0   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 1    |
| Arrest              | 0   | 0   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 0    |
| Assault             | 0   | 0   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 0    |
| Assistance          | 4   | 5   | 9   | 5   | 10  | 3   | 5   |     |     |     |     |     | 41   |
| BMV                 | 1   | 0   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 1    |
| CTW                 | 0   | 1   | 1   | 0   | 2   | 0   | 3   |     |     |     |     |     | 7    |
| Damage/Deface       | 3   | 2   | 1   | 1   | 2   | 2   | 2   |     |     |     |     |     | 13   |
| Dispute             | 0   | 0   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 0    |
| Disturbance/Noise   | 0   | 2   | 0   | 0   | 0   | 0   | 3   |     |     |     |     |     | 5    |
| EMS/FD/PD           | 2   | 3   | 5   | 2   | 5   | 3   | 7   |     |     |     |     |     | 27   |
| Information         | 18  | 20  | 22  | 13  | 8   | 12  | 14  |     |     |     |     |     | 107  |
| Robbery             | 0   | 0   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 0    |
| Rule Violations     | 72  | 91  | 152 | 146 | 247 | 190 | 179 |     |     |     |     |     | 1077 |
| Suspicious Activity | 0   | 1   | 0   | 0   | 0   | 0   | 0   |     |     |     |     |     | 1    |
| Suspicious Person   | 0   | 0   | 0   | 0   | 2   | 0   | 0   |     |     |     |     |     | 2    |
| Suspicious Vehicle  | 1   | 1   | 2   | 1   | 2   | 0   | 0   |     |     |     |     |     | 7    |
| Theft               | 0   | 0   | 0   | 0   | 1   | 0   | 0   |     |     |     |     |     | 1    |
| Vehicle Collision   | 1   | 0   | 0   | 0   | 1   | 1   | 0   |     |     |     |     |     | 3    |

**Midtown District and Parks Hotline – 832.900.7700**

Please call the Midtown District Hotline to report suspicious activity or anything that seems out of place.

Houston – HQ  
1525 Blalock Rd.  
Houston, TX 77080  
713.979.2388



S.E.A.L. Security Solutions, LLC  
SealSecurity.com  
TX PSB C15942|C15942A|C20262  
1.866.949.0895



San Antonio  
1846 N. Loop 1604 W.  
San Antonio, TX 78248  
281.896.3835

**TUESDAY, JULY 1**

12:00 a.m. A district officer removed three males sleeping on park benches.



8:55 a.m. The officer explained the park rules to someone charging a device.



2:32 p.m. The officer explained the park rules to a smoker at the Front 90.



3:31 p.m. A district officer removed a sleeping male from Bagby Park.



### WEDNESDAY, JULY 2

8:25 a.m. The officer explained the park rules to a female bathing in the fountain.



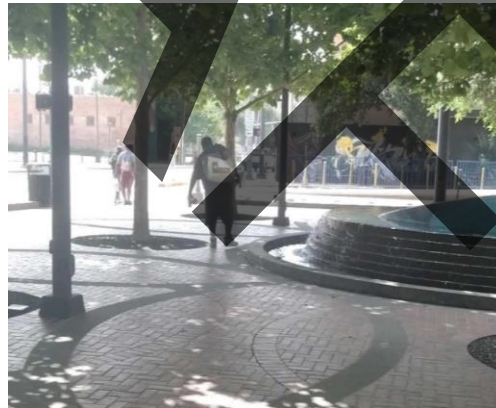
9:23 a.m. The officer woke a sleeping male and explained the park rules.



9:29 a.m. A district officer woke a male sleeping on a bench.



9:38 a.m. The officer explained the park rules to a sleeping male.



11:59 a.m. The officer explained the park rules to two males flying drones. The subjects said they were recording an HCC building. They were permitted to continue and exited the park after fifteen minutes.

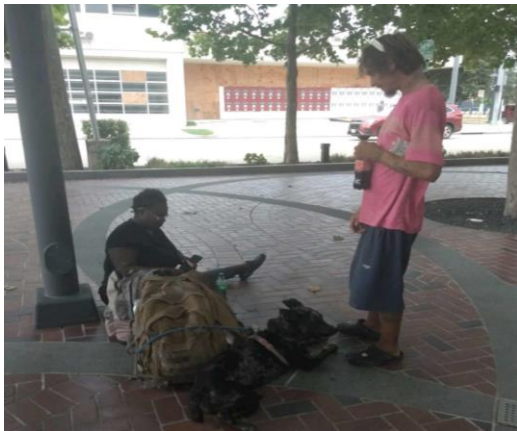




12:04 p.m. The officer opened the bayou equipment door for maintenance.



4:20 p.m. The officer asked loitering visitors to exit the park.



4:52 p.m. The officer opened the fountain room door for maintenance.

9:34 p.m. A district officer was contacted by the dispatcher regarding a homeless person panhandling customers at La Calle. The subject left at the officer's request.

**THURSDAY, JULY 3**

12:00 a.m. A district officer removed five La Calle customers loitering in the park.

2:00 a.m. A district officer removed a loitering male and female from Baldwin Park.

5:00 a.m. A district officer removed homeless people loitering in Baldwin Park.

8:00 a.m. The officer explained the park rules to a sleeping male and two smokers.

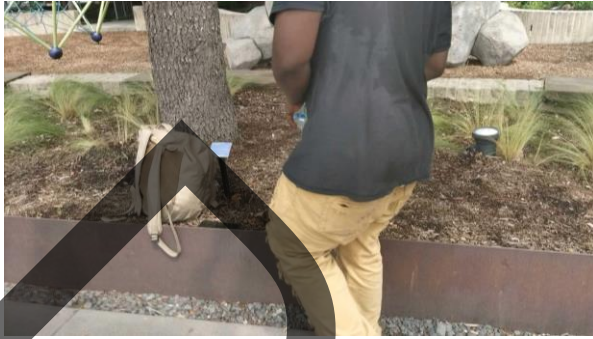


1:21 p.m., 4:06 p.m. The officer explained the park rules to visitors who were charging their mobile devices.

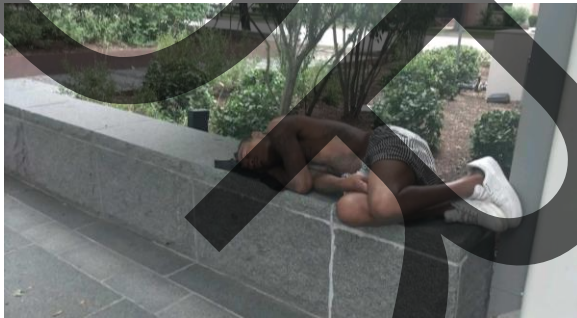


**FRIDAY, JULY 4**

11:00 a.m., 12:00 p.m. The officer explained the park rules to people charging devices.



2:00 p.m. The officer woke a sleeping male and explained the park rules.



3:00 p.m. The officer woke a sleeping male at the Front 90 and explained the park rules.



5:00 p.m. During a property check at Bagby Park, a district officer woke three people who were sleeping on benches.





### SATURDAY, JULY 5

10:05 a.m. A district officer was contacted by dispatch regarding a commotion in Baldwin Park. The officer made contact with a police officer speaking to a couple who said, "Everything was under control."



### SUNDAY, JULY 6

3:55 a.m. A district officer was contacted by dispatch regarding two intoxicated males bothering La Calle customers. The officer removed the subjects.

2:06 p.m., 4:54 p.m. The officer explained the park rules to visitors who were charging devices.



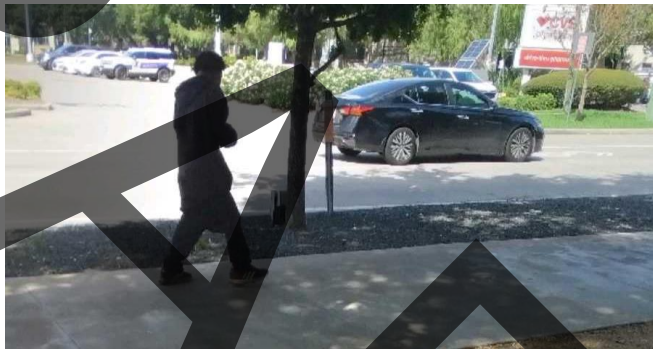


**MONDAY, JULY 7**

9:08 a.m., 4:05 p.m. The officer explained the park rules to visitors charging devices.



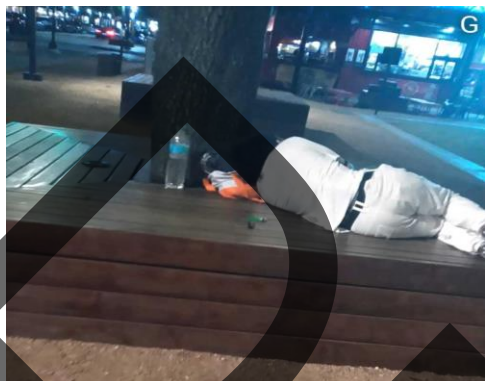
10:09 a.m. A district officer woke a male sleeping on a park bench. The subject left without incident.



12:25 p.m. The officer reported that a worker was repairing the garage entrance equipment.

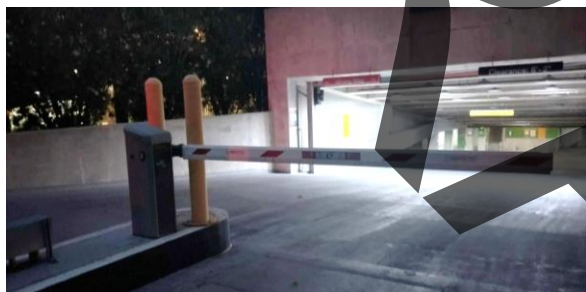


10:00 p.m. During a property check, the district officer removed a sleeping male.



## TUESDAY, JULY 8

6:00 a.m. The officer reported that the garage entrance gate was not working correctly.



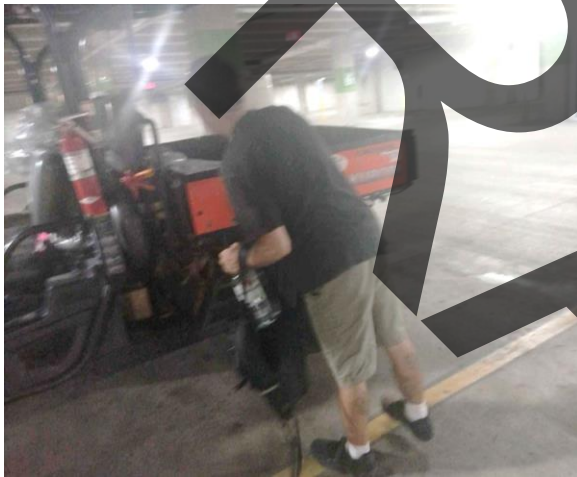
11:32 a.m. A district officer was contacted by the dispatcher regarding two people sleeping on benches in Bagby Park. The officer instructed the subjects to leave, and they complied without incident.



11:50 a.m. The officer explained the park rules to a visitor charging a device.

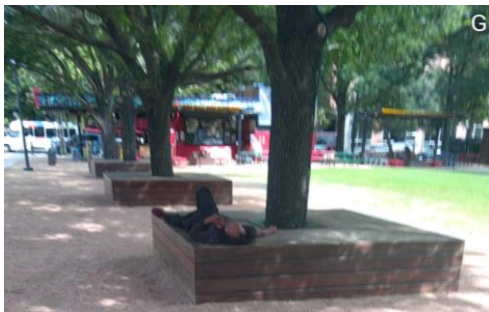


5:30 p.m. The officer explained the park rules to someone smoking and drinking in the garage.



### WEDNESDAY, JULY 9

10:16 a.m. A district officer was contacted by the dispatcher regarding a previously trespassed male who was sleeping on a bench. The subject left at the officer's request.



Houston – HQ  
1525 Blalock Rd.  
Houston, TX 77080  
713.979.2388



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SealSecurity.com  
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San Antonio  
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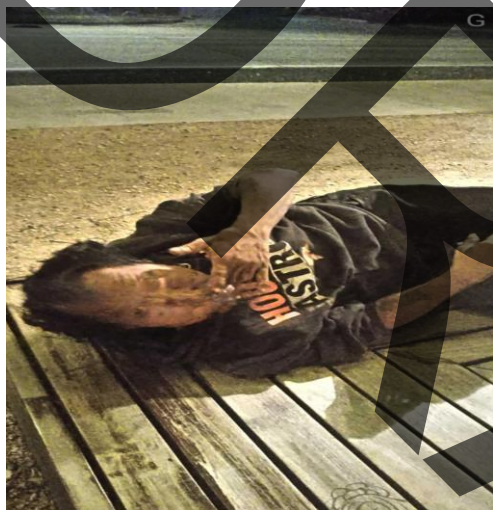


#### THURSDAY, JULY 10

2:55 p.m. A district officer was contacted by the dispatcher regarding a male sleeping on a Bagby Park bench. The subject left at the officer's request.

4:11 p.m. A district officer was contacted by the dispatcher regarding a female causing issues at La Calle. The subject was gone before the officer arrived.

10:00 p.m. During a property check, a district officer removed a sleeping male.

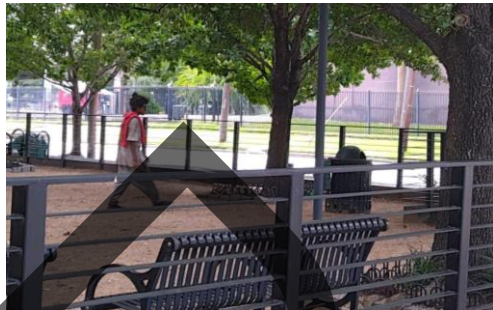


#### FRIDAY, JULY 11

2:00 a.m. During a property check, the officer removed two loiterers: one from Elizabeth and the other from Baldwin Park.

10:58 a.m. A district officer was contacted by the dispatcher to remove a male sitting on the stage. The officer located a loiterer in the dog area and asked him to leave. He conducted a property check and removed a male who was lying on a bench.





2:11 p.m. The officer explained the park rules to people smoking and others who were charging.



8:00 p.m. A district officer was contacted by the dispatcher to remove a panhandler in front of La Calle. The subject left at the officer's request.

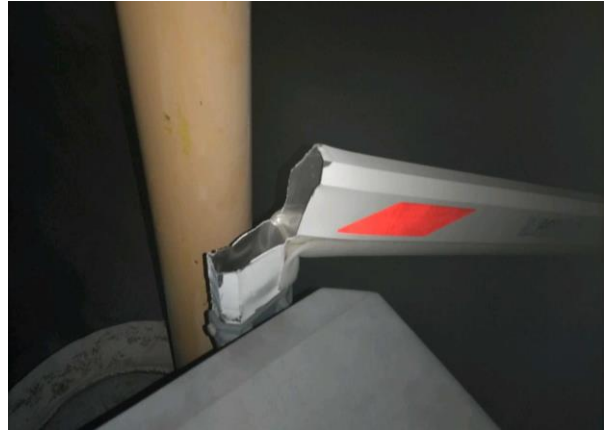
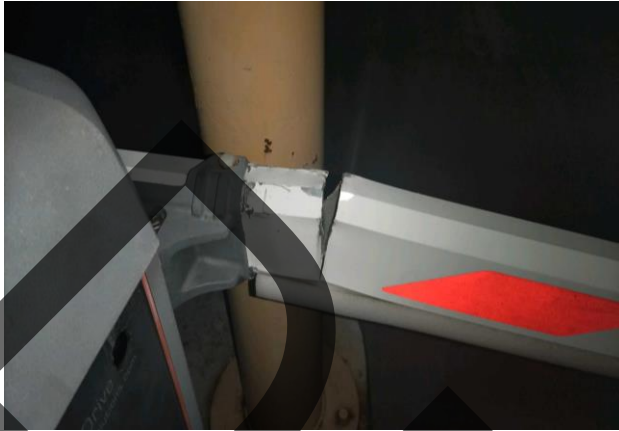
10:00 p.m. A district officer removed a loitering male who was smoking in the park.



## SATURDAY, JULY 12

12:00 a.m. A district officer removed La Calle customers loitering in the park.

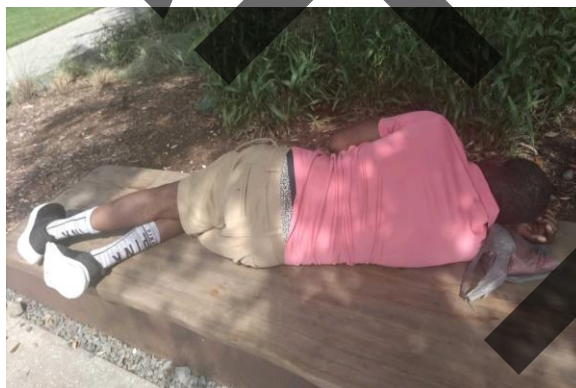
1:00 a.m. The officer reported the gate arm to the main gate was broken.



6:45 a.m. The officer reported the entrance gate arm was broken.



8:06 a.m., 10:25 a.m., 11:55 a.m. The officer woke people who were sleeping and explained the park rules.







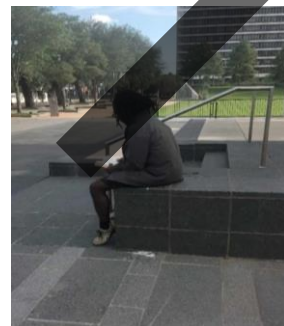
11:00 a.m. The officer explained the park rules to a visitor with a dog on the grass.



3:47 p.m. The officer explained the park rules to visitors who were charging their phones.



6:35 p.m. The officer explained the park rules to visitors who were lying down and others charging devices.



7:15 p.m. The officer reported that he found a phone in the grass area by the stage and brought it to the garage office.



### SUNDAY, JULY 13

12:00 a.m. A district officer removed four loiterers from the park.

8:30 a.m., 5:15 p.m. The officer explained the park rules to visitors who were charging their phones.

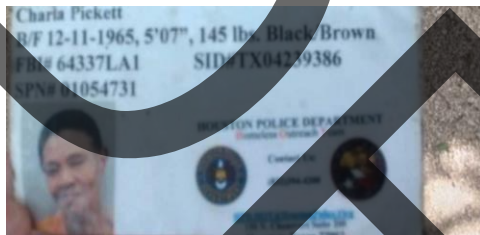


10:33 a.m. The officer woke a female sleeping by the chalkboard and explained the park rules.



12:15 p.m. During patrol, the officer observed a homeless female sitting in front of Bagby Park. The subject told the officer that she needed EMS. The officer notified the dispatcher, who requested EMS. EMS arrived at 12:33 p.m. and transported the subject to the hospital.





11:00 p.m. A district officer removed a loiterer from the park.



## MONDAY, JULY 14

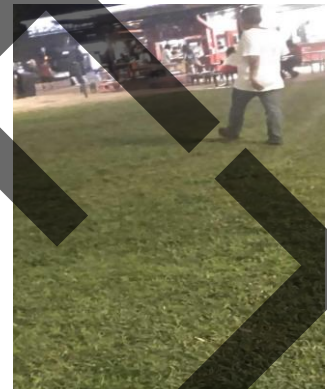
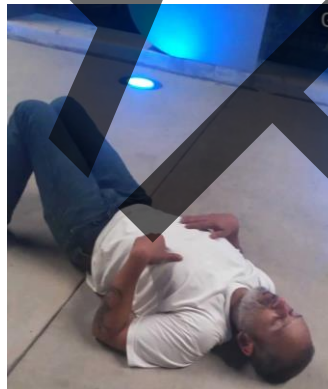
12:40 a.m. A district officer removed a homeless male who was sleeping in the park.



9:45 a.m. The officer explained the park rules to a smoker.



11:00 p.m. A district officer woke two sleeping males and instructed them to leave.





## TUESDAY, JULY 15

5:00 a.m. The officer removed two males from the park, one of whom was showering in the waterfall. The officer commented that one threw his dirty clothes at him before exiting the property.

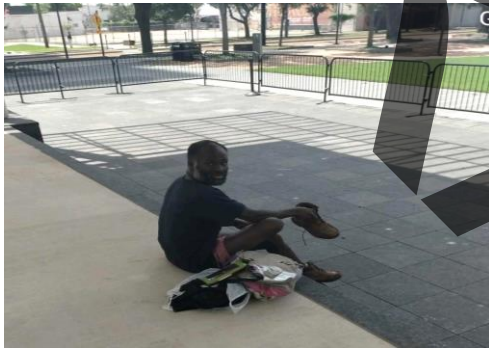




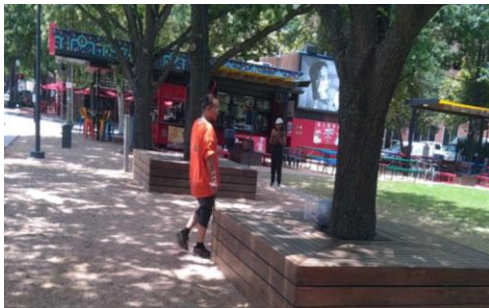
10:30 a.m. Officer was contacted by dispatch regarding a male harassing La Calle customers. The officer located the subject sitting on a sidewalk bench. He made contact, explained that he was on private property, and instructed him to leave. The officer reported the police arrived, spoke with the subject, and provided incident #092019725-E.



11:45 a.m. The officer woke a male sleeping by the stage and explained the park rules. He noted that someone had used the playground as a restroom.

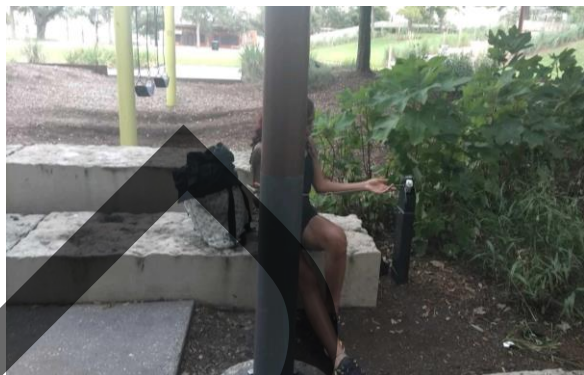


1:43 p.m. A district officer removed a male who was lying on a bench.

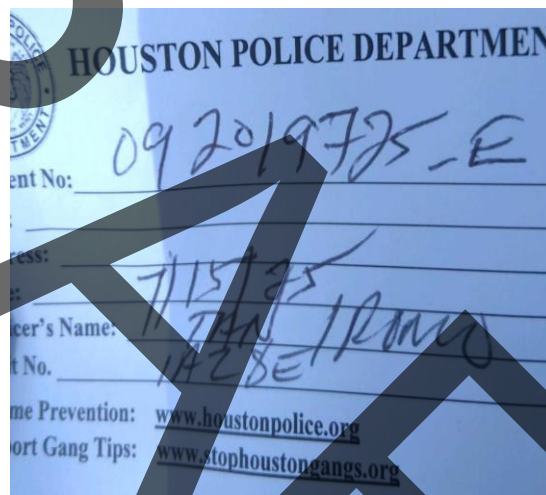
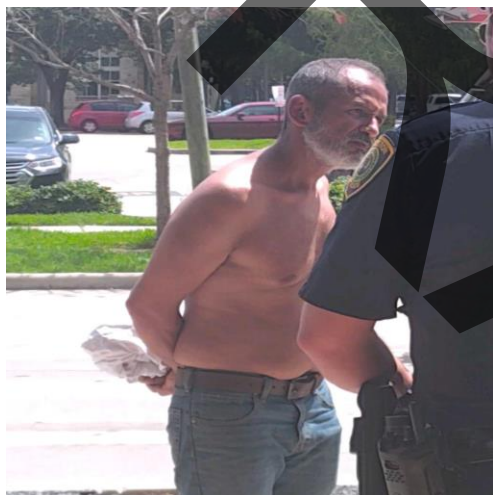


3:06 p.m. The officer explained the park rules to someone charging a device.

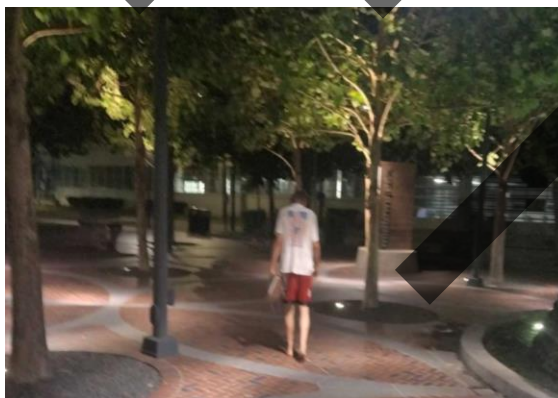




3:36 p.m. A district officer was contacted by the dispatcher regarding a loiterer harassing visitors. The officer made contact with the subject, but the subject refused to leave. The police were contacted, and when they arrived they issued a criminal trespass warning to the subject and instructed him not to return.



9:00 p.m. The officer woke a sleeping male and instructed him to leave.



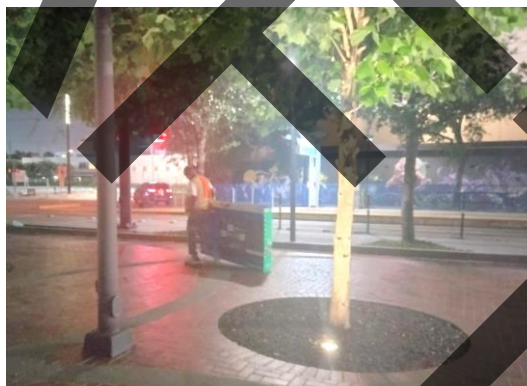
**WEDNESDAY, JULY 16**

12:04 a.m. The district officer reported the power was out at Elizabeth Glover Park.

1:47 a.m. The officer was approached by a male who asked for help and said someone was chasing him. The officer requested the police, who arrived and transported the subject off the property.



4:00 a.m. The officer woke a sleeping male and instructed him to leave.



6:00 p.m. The officer reported that someone had used exit 3 as a restroom.

6:01 p.m. A district officer was contacted by the dispatcher to remove a trespasser at La Calle. The subject was gone before the officer arrived.

**THURSDAY, JULY 17**

10:04 a.m. The officer woke someone sleeping and explained the park rules.



12:24 p.m. The officer explained the park rules to visitors charging their phones.

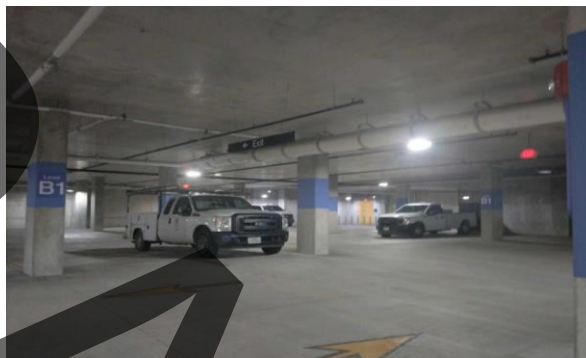
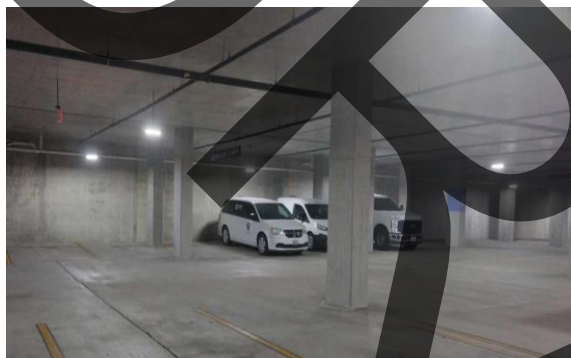


2:31 p.m. A district officer noticed several loiterers and instructed them to leave.



6:00 p.m. The officer reported approximately 13 “Park Houston” vehicles in the garage.





6:19 p.m. A district officer was contacted by the dispatcher regarding someone disturbing the peace at La Calle. The subject was gone before the officer arrived.

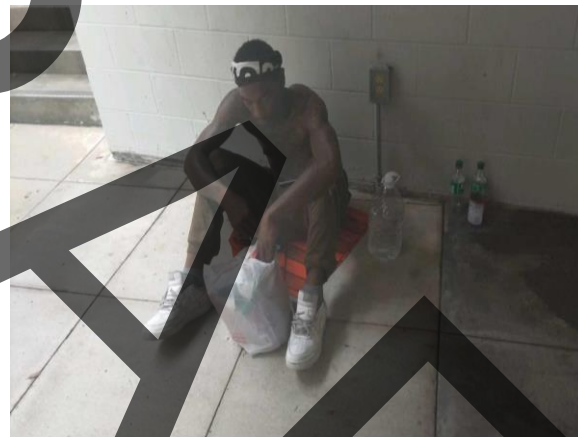
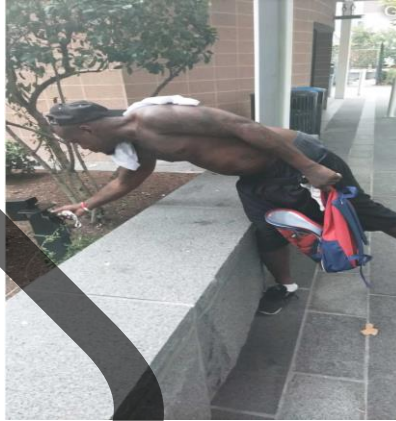
8:00 p.m. Officer was contacted by dispatch regarding two homeless people sleeping in the park. The officer reported that upon his arrival, he found one individual sitting upright.





**FRIDAY, JULY 18**

8:14 a.m., 11:17 a.m., 2:47 p.m., 5:30 p.m. The officer explained the park rules to visitors who were charging their phones.



7:00 p.m. A district officer removed a sleeping male.



8:00 p.m. A district officer noted that a scheduled movie at Bagby Park was canceled due to rain.

11:00 p.m. A district officer removed a sleeping male.



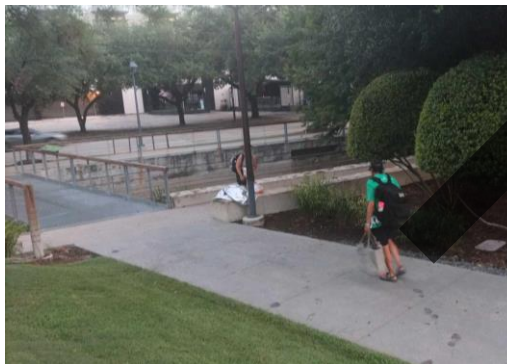
#### SATURDAY, JULY 19

1:00 a.m. A district officer removed a male who was sleeping on a bench at Baldwin Park.

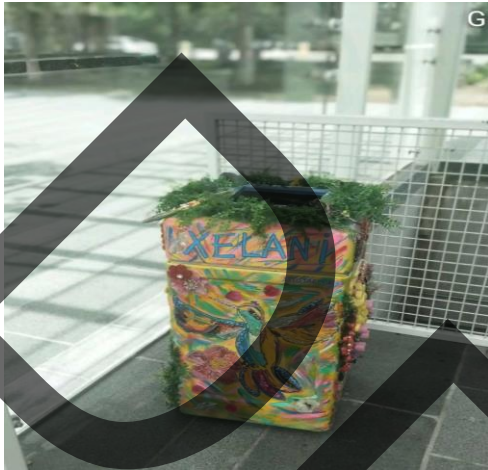
4:00 a.m. A district officer removed a sleeping male.



7:00 a.m. The officer explained the park rules to a couple sleeping on the property.



2:04 p.m. The officer reported that event participants had left trash by the elevator.



5:35 p.m. The officer explained the park rules to two people drinking alcohol.



11:00 p.m. A district officer removed seven La Calle customers who were loitering in the park.

## SUNDAY, JULY 20

11:35 a.m. The officer explained the park rules to someone charging their phone.



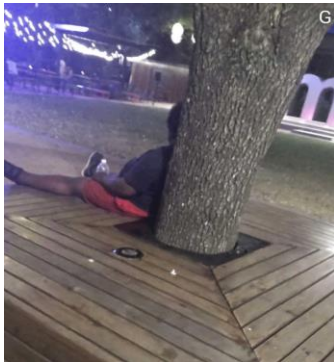


2:35 p.m. The officer reported that the glass near the elevator was broken. He asked some visitors playing football nearby if they had broken it, but they said they had not. The relief officer reported the shattered glass at 6:00 p.m.



5:43 p.m. The officer reported that someone had used exit 4 as a restroom.

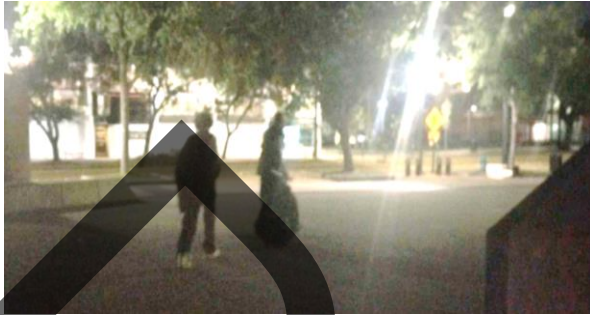
10:00 p.m. A district officer removed two homeless individuals who were loitering in Bagby Park.



## MONDAY, JULY 21

12:00 a.m. A district officer reported he removed a loiterer from the park.

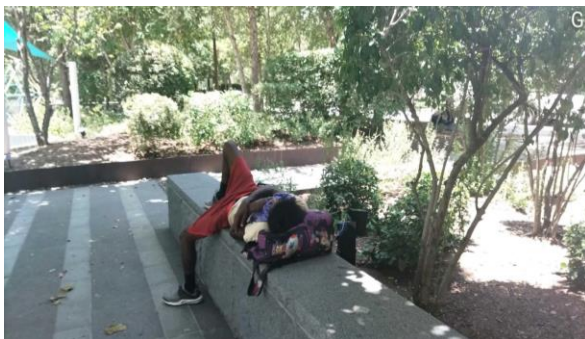
3:00 a.m. The officer removed a male and a female sleeping on the grass.



10:31 a.m. A district officer was contacted by the dispatcher regarding loiterers in the park. The officer searched the area and observed one subject leaving when he arrived.



1:07 p.m. The officer explained the park rules to someone charging their phone.



2:49 p.m. A district officer issued a CTW to a male lying on a bench and smoking whom he had previously asked not to lie down and not to smoke.

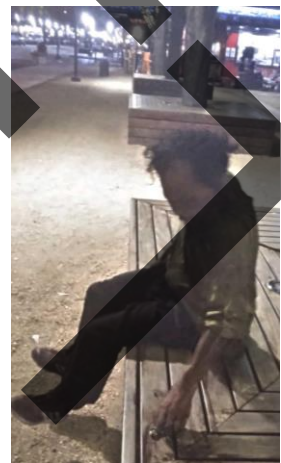
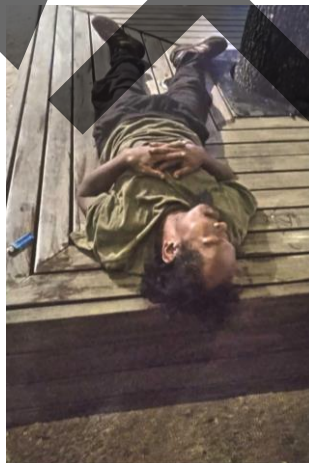




5:01 p.m. The officer explained the park rules to someone walking a dog on the grass.



11:00 p.m. A district officer removed three sleeping people.



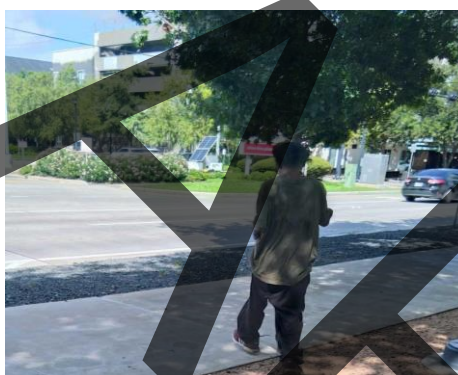


**TUESDAY, JULY 22**

10:18 a.m. The officer explained the park rules to someone charging a device. The subject refused to comply and asked to speak to a supervisor. A backup officer arrived, explained the park rules, and the subject complied without further incident.



10:25 a.m. A district officer woke a sleeping male and instructed him to leave.



11:54 a.m. The officer woke a sleeping male at the Front 90 and explained the park rules.



2:36 p.m. A district officer was contacted by the dispatcher regarding a sleeping male. The officer made contact with the subject who had trespassed the previous day and was instructed not to return.



4:18 p.m. The officer explained the park rules to a visitor charging a device.

8:00 p.m. A district officer removed a sleeping male.

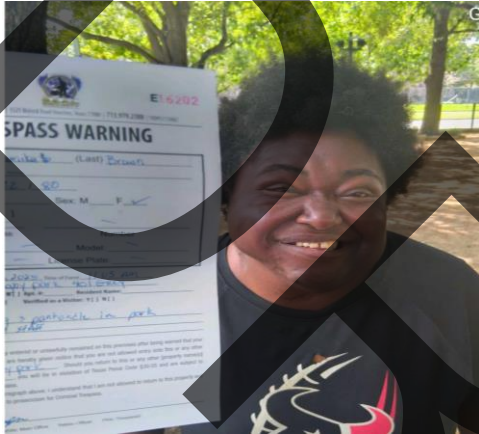


9:00 p.m. A district officer removed a sleeping male.



**WEDNESDAY, JULY 23**

10:53 a.m. A district officer was contacted by the dispatcher regarding a female going through the trash at La Calle. The officer issued the subject a CTW, and she left at his request.



5:00 p.m. The officer removed loiterers from the park.



8:00 p.m. A district officer removed a sleeping male.





**THURSDAY, JULY 24**

5:00 a.m. A district officer removed two loiterers from Baldwin Park. One told the officer he had been sexually assaulted. The officer asked him if he wanted to speak to the police, but the subject declined the offer.



7:45 a.m. A district officer was contacted by the dispatcher to remove a shirtless male who was drinking beer in Bagby Park. The subject was gone before the officer arrived.

7:50 a.m. The officer explained the park rules to a smoker.



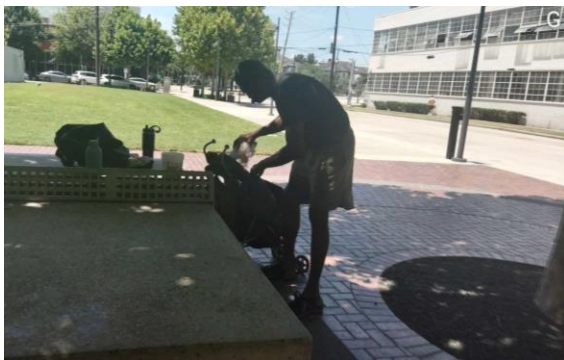
11:08 a.m. The officer explained the park rules to a visitor charging a phone.



12:07 p.m. The officer explained the park rules to a visitor who was smoking and charging.



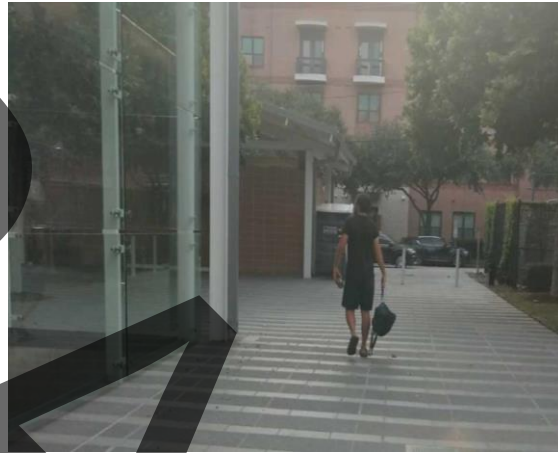
2:02 p.m. The officer explained the park rules to someone charging a mobile device.



3:00 p.m. The officer explained the park rules to a smoker.



7:00 p.m. The officer woke a sleeping male and explained the park rules.



11:00 p.m. The officer removed a sleeping male.





**FRIDAY, JULY 25**

12:14 a.m. While patrolling Baldwin Park, the officer was approached by a resident from the 2900 block of Jackson who asked the officer to remove a homeless male sleeping behind his home. The officer made contact with the subject and instructed him to go.



10:04 a.m. The officer explained the park rules to a smoker.



4:16 p.m., 5:39 p.m. The officer explained the park rules to visitors who were smoking and charging devices.



11:00 p.m. A district officer removed a sleeping male from behind the stage.



#### SATURDAY, JULY 26

4:00 a.m. The officer turned in a found license.



8:16 a.m. The officer was approached by an individual who stated that a male was lying down next to a car and not moving. The male was off the property in front of the Malai restaurant, 2900 Travis. The individual informed the officer that he had already called EMS. The officer notified the dispatcher who also requested EMS. The officer reported that when EMS arrived, they transported the subject to the hospital.



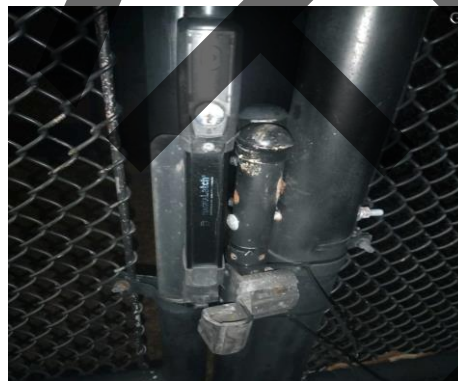
10:21 a.m.,12:20 p.m. The officer woke a sleeping male and explained the park rules.



3:06 p.m. The officer explained the park rules to a visitor charging his phone.



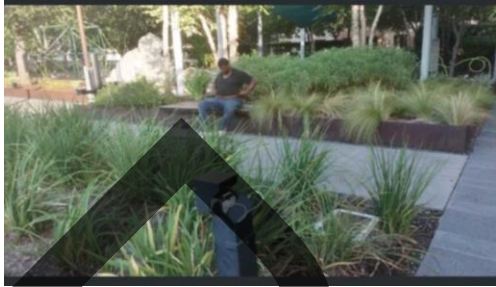
9:50 p.m. The officer reported the dog park was wired closed because the lock had been broken.



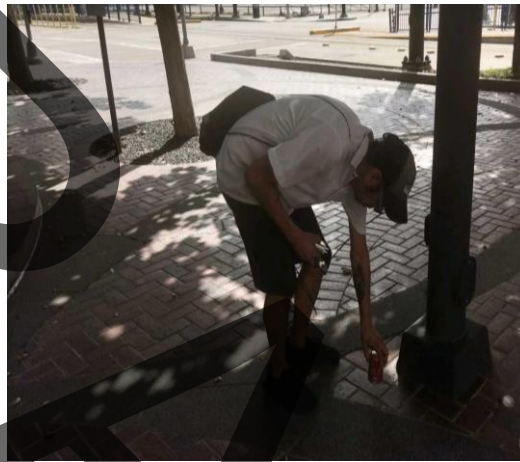
## SUNDAY, JULY 27

8:09 a.m. The officer explained the park rules to an individual charging a mobile device.





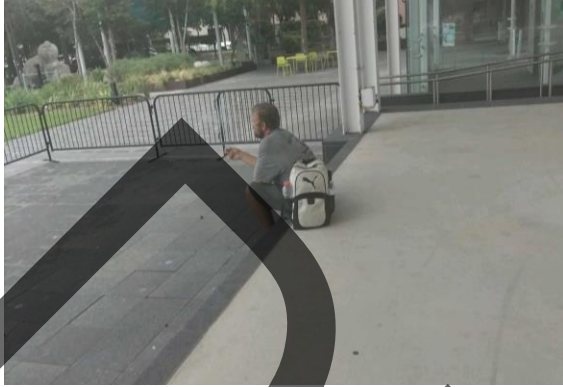
10:02 a.m. The officer explained the park rules to two people; one was charging, and the other was washing clothes.



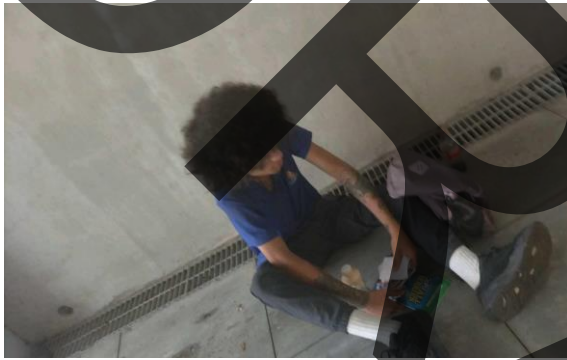
11:48 a.m. The officer explained the park rules to someone charging and another person walking a dog on the grass.



12:54 p.m., 3:30 p.m. The officer explained the park rules to smokers.



2:35 p.m. The officer woke a sleeping male at exit 4 and explained the park rules.



11:02 p.m. The officer explained the park was closed to a male walking a dog. The male became aggressive and threatened the officer and two district officers. The subject stated he was taking his dog home but would return. The officer noted the subject's address in his report. The police were notified and arrived, but the subject had not returned.



**MONDAY, JULY 28**

12:00 a.m. A district officer removed a loiterer from Bagby Park.



2:00 a.m. A district officer removed four people loitering near the kids' playground in Baldwin Park.

8:00 a.m. The officer explained the park rules to someone charging at the Front 90.



10:35 a.m. The officer explained the park rules to a smoker at the Front 90.





1:41 p.m. The officer explained the park rules to people charging and smoking at the Front 90.



5:47 p.m. The officer woke someone sleeping and explained the park rules.



## TUESDAY, JULY 29

8:00 a.m. The officer was informed by a Winpark employee that workers would be in the garage repairing the cameras.

Houston – HQ  
1525 Blalock Rd.  
Houston, TX 77080  
713.979.2388

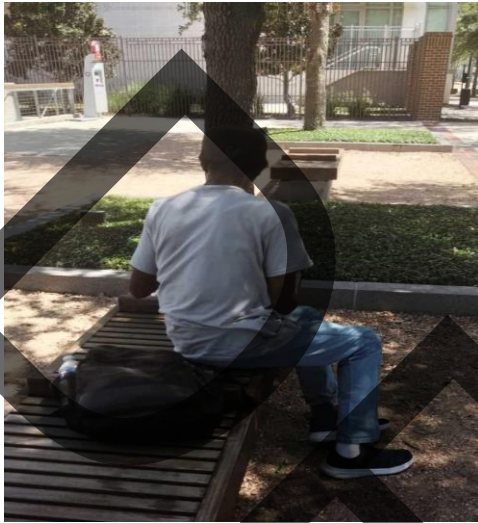


S.E.A.L. Security Solutions, LLC  
SealSecurity.com  
TX PSB C15942|C15942A|C20262  
1.866.949.0895



San Antonio  
1846 N. Loop 1604 W.  
San Antonio, TX 78248  
281.896.3835

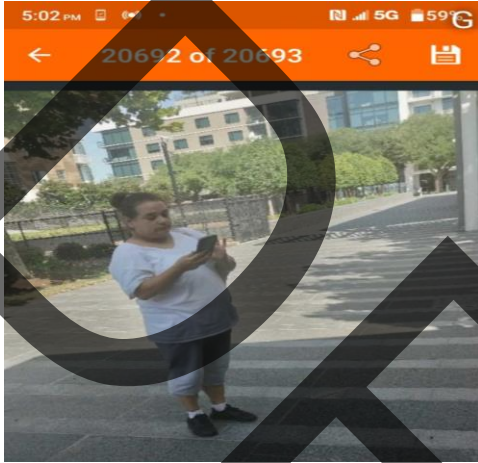
11:48 a.m. The officer explained the park rules to two visitors who were charging devices.



12:41 p.m. The officer explained the park rules to chargers and smokers at the Front 90.



4:46 p.m. The officer was approached by someone who insisted that the officer open the restroom. The officer explained that the portable lavatories were for public use. The visitor gave the officer a hard time, arguing the park was public property, before eventually leaving.



6:00 p.m. The officer explained the park rules to a male lying on a bench.



### WEDNESDAY, JULY 30

12:00 a.m. A district officer removed La Calle customers from park benches.

12:45 p.m. A district officer removed a sleeping male.

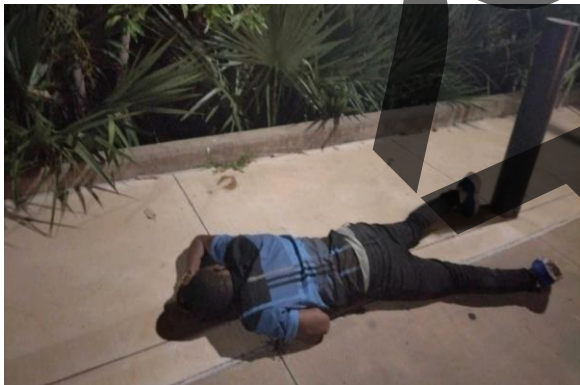




2:00 a.m. A district officer removed two loiterers from Baldwin Park.

#### THURSDAY, JULY 31

1:00 a.m. The officer removed a male lying on the McGowen sidewalk.



6:00 a.m. A district officer removed a loiterer from the water feature.



11:21 a.m. Officer was contacted by the dispatcher regarding a homeless male harassing SMC workers. The subject was gone before the officer arrived.

12:06 p.m. The officer explained the park rules to a smoker and a male sleeping in the park.



1:27 p.m. The officer explained the park rules to someone charging a mobile device.



3:13 p.m. The officer explained the park rules to someone playing with children in the water feature.



**END REPORT**

Houston – HQ  
1525 Blalock Rd.  
Houston, TX 77080  
713.979.2388



S.E.A.L. Security Solutions, LLC  
SealSecurity.com  
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San Antonio, TX 78248  
281.896.3835

DRAFT





TX PSB #C15942

**Midtown Parks  
Conservancy**

**2025**

**YTD Review  
January - July**



# Midtown Parks Conservancy



## About Incident Reports

The report is a month-long summary of notable incidents, as reported in the officers' daily reports. During an officer's patrol, he or she will do many things that aren't recorded, including but not limited to showing a presence to proactively ward off unwanted activity, speaking with residents about problems and concerns, and checking out suspicious vehicles, people, and activities.

Additionally, the S.E.A.L. Security Dispatch Center may receive calls concerning dangerous or potentially threatening situations, activity, and observations of incidents that occurred in the area. All calls have been recorded to provide the Midtown Parks Conservancy information that could impact operations and reputation.

## About S.E.A.L. Security Solutions LLC

S.E.A.L. Security is a privately owned security company with offices in Houston and San Antonio. S.E.A.L. Security has been contracted to safeguard your community and to be on call during high-risk situations. All S.E.A.L. Security officers are armed and utilize marked vehicles to conduct patrols and maintain a proactive position to secure your community.

S.E.A.L. Security's expanded canine (K9) division may include foot patrol in your community. In addition to patrol services, some K9s are trained in drug and explosive detection. S.E.A.L. Security's specially trained experts and their K9 partners can be one of the most effective security tools to deter and prevent crime. In the interest of safety, it is asked that clients and residents do not approach the K9s or attempt to pet them. Everyone's assistance is greatly appreciated.

## Disclaimer

The information contained in this report is based on the information at the time of reporting, from sources believed to be reliable, and is true to the best of S.E.A.L.'s knowledge. S.E.A.L. provides the Board information in the report for the Board's sole use and purpose in its management and execution of its authorized duties. S.E.A.L. does not intend that the information contained in this report be disclosed to, relied on, or otherwise used by, anyone other than those authorized to receive such information. The information and the reports may contain personal, private, or otherwise identifying information and may compromise the safety and security of others. As such, the publication, dissemination, or disclosure of the report or information therein of any kind to anyone not authorized to receive such information shall be at the sole risk and liability of the Board, its members, and those authorized to receive such information, and each shall hold S.E.A.L. harmless and indemnify S.E.A.L. for any and all liability arising from any publication or disclosure.

# S.E.A.L. Security Services

Dedicated  
Hotline

Alarm  
Response

K9 Accompanied  
Officer Foot and  
Vehicle Patrols

GPS  
Tracking

24/7 Emergency  
Dispatch

Health and  
Welfare Checks

Clearing  
Residential Homes  
Upon Request

Criminal Trespass  
Warning Issuance

Trespasser  
Removal

Emergency  
Response Teams

Suspicious Activity  
Response

Electronic  
Reporting System

Daily and Monthly  
Incident Reporting

Vacation  
Watch

Off-Duty  
Emergency  
Response \*



\*Off-duty response times vary based on nearest available officer. When appropriate, law enforcement is notified.

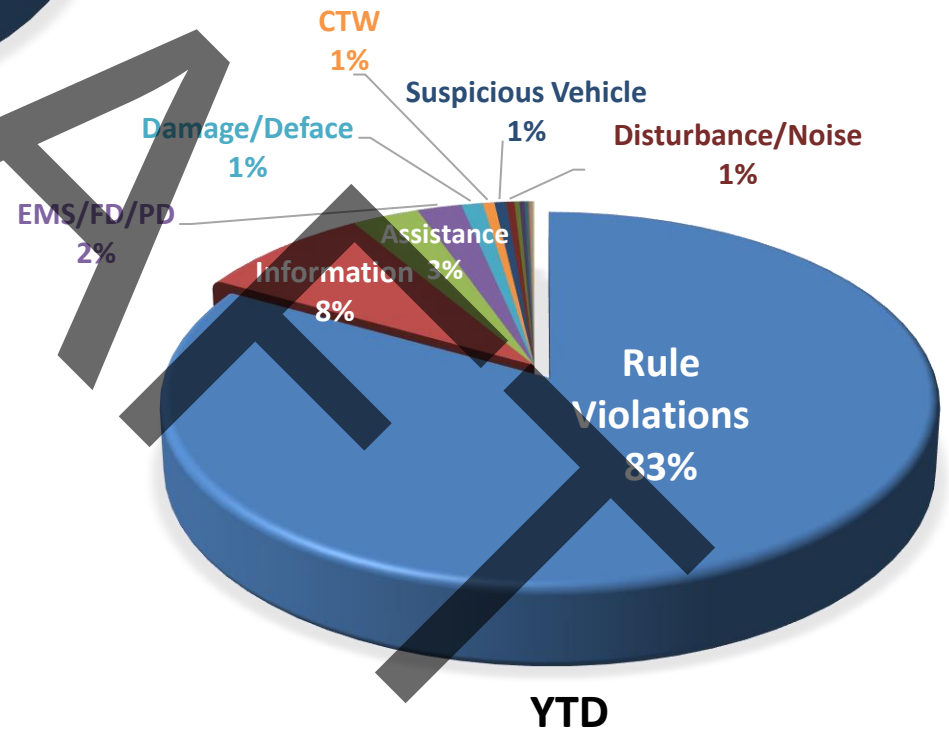
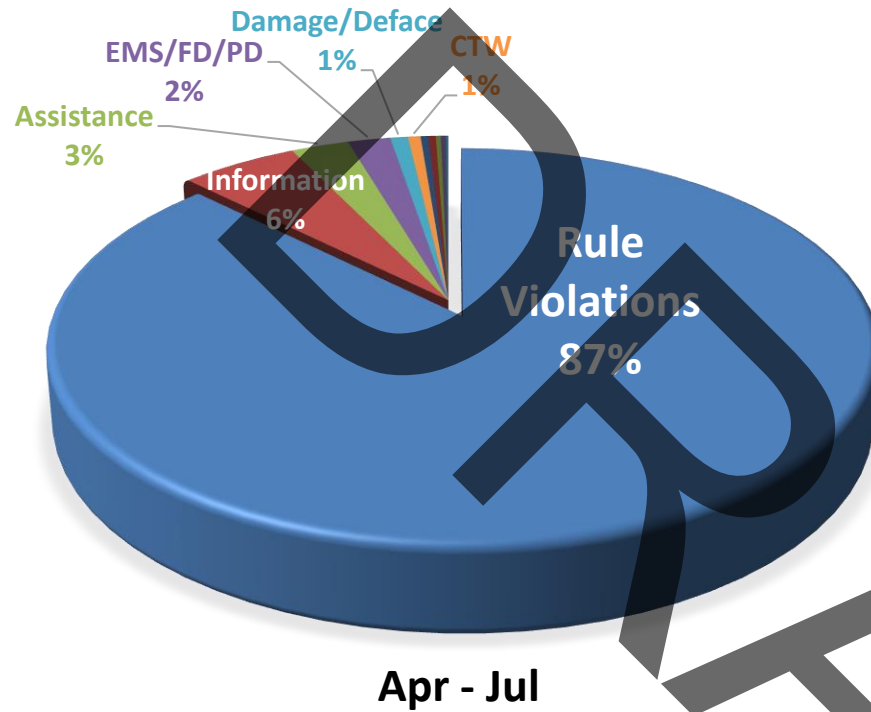


# YTD Summary

Midtown Parks

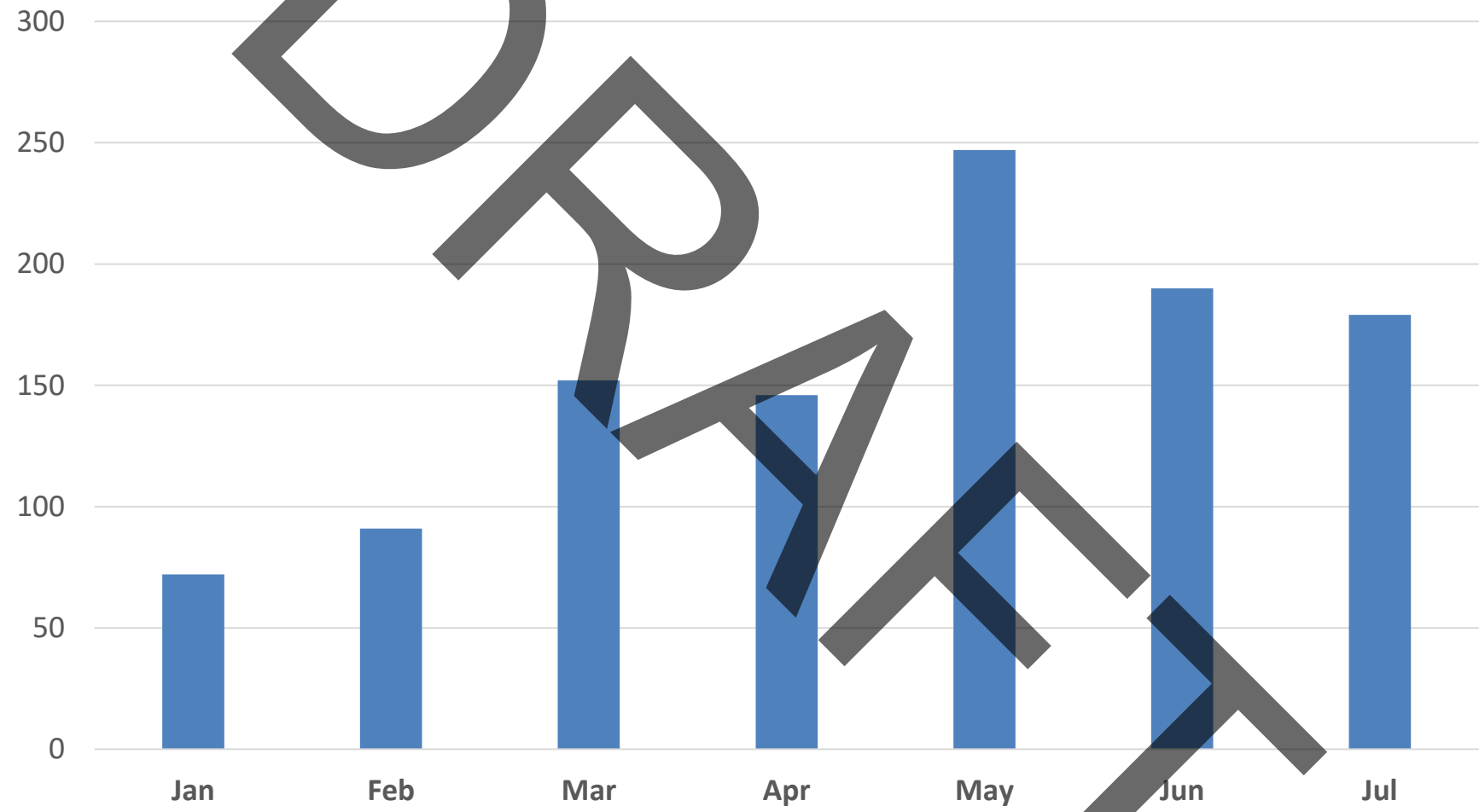
| INCIDENT            | 2025 |     |     |     |     |     |     |     |     |     |     |     | YTD   |
|---------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                     | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |       |
| Rule Violations     | 72   | 91  | 152 | 146 | 247 | 190 | 179 |     |     |     |     |     | 1,077 |
| Information         | 18   | 20  | 22  | 13  | 8   | 12  | 14  |     |     |     |     |     | 107   |
| Assistance          | 4    | 5   | 9   | 5   | 10  | 3   | 5   |     |     |     |     |     | 41    |
| EMS/FD/PD           | 2    | 3   | 5   | 2   | 5   | 3   | 7   |     |     |     |     |     | 27    |
| Damage/Deface       | 3    | 2   | 1   | 1   | 2   | 2   | 2   |     |     |     |     |     | 13    |
| CTW                 | -    | 1   | 1   | -   | 2   | -   | 3   |     |     |     |     |     | 7     |
| Suspicious Vehicle  | 1    | 1   | 2   | 1   | 2   | -   | -   |     |     |     |     |     | 7     |
| Disturbance/Noise   | -    | 2   | -   | -   | -   | -   | 3   |     |     |     |     |     | 5     |
| Alarm               | 1    | 2   | -   | -   | -   | -   | -   |     |     |     |     |     | 3     |
| Vehicle Collision   | 1    | -   | -   | -   | 1   | 1   | -   |     |     |     |     |     | 3     |
| Suspicious Person   | -    | -   | -   | -   | 2   | -   | -   |     |     |     |     |     | 2     |
| Animal              | 1    | -   | -   | -   | -   | -   | -   |     |     |     |     |     | 1     |
| BMV                 | 1    | -   | -   | -   | -   | -   | -   |     |     |     |     |     | 1     |
| Suspicious Activity | -    | 1   | -   | -   | -   | -   | -   |     |     |     |     |     | 1     |
| Theft               | -    | -   | -   | -   | 1   | -   | -   |     |     |     |     |     | 1     |
| Arrest              | -    | -   | -   | -   | -   | -   | -   |     |     |     |     |     | 0     |
| Assault             | -    | -   | -   | -   | -   | -   | -   |     |     |     |     |     | 0     |
| Dispute             | -    | -   | -   | -   | -   | -   | -   |     |     |     |     |     | 0     |
| Robbery             | -    | -   | -   | -   | -   | -   | -   |     |     |     |     |     | 0     |

# Midtown Parks Apr-Jul vs. YTD



# Rule Violations

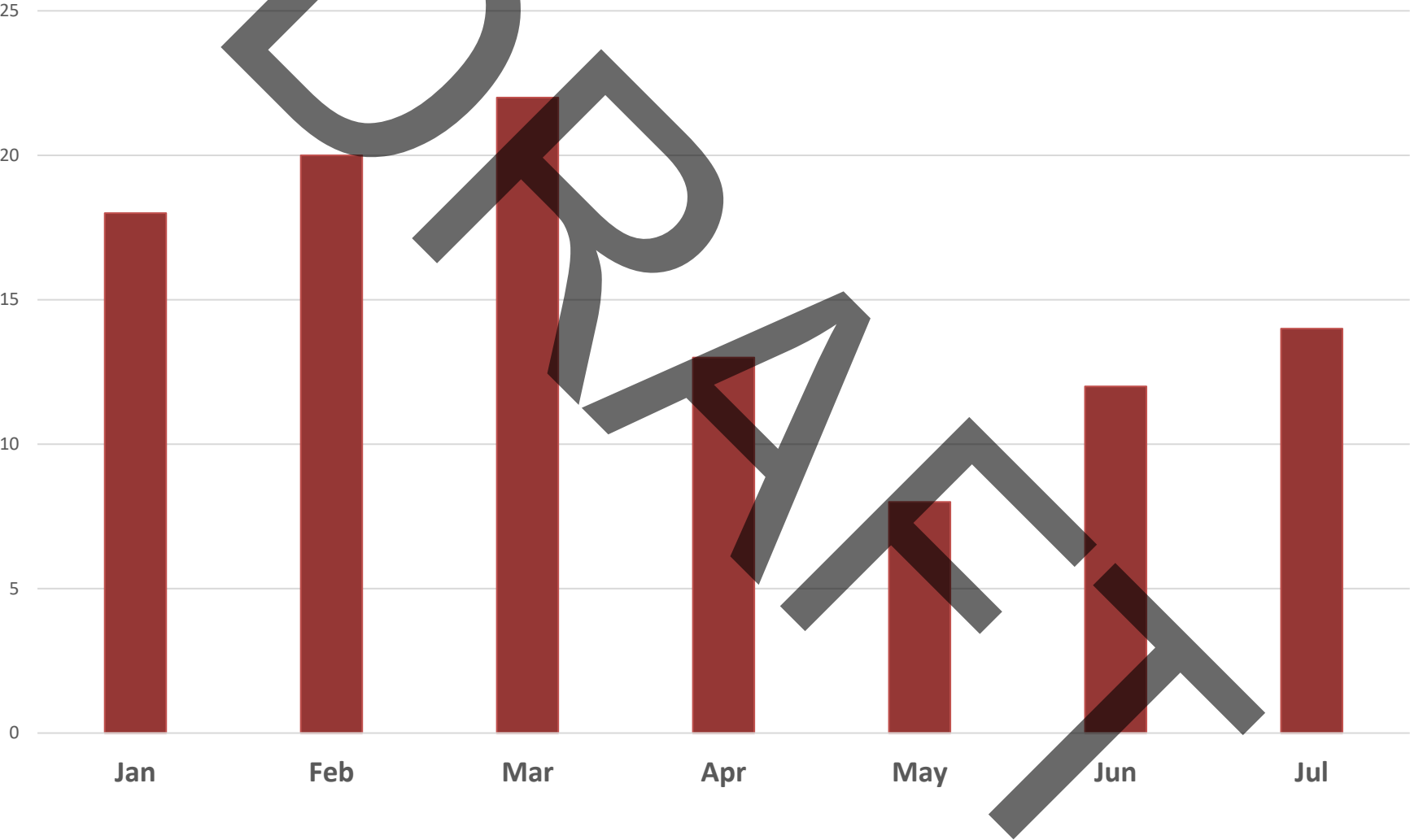
2025 Midtown Parks  
YTD





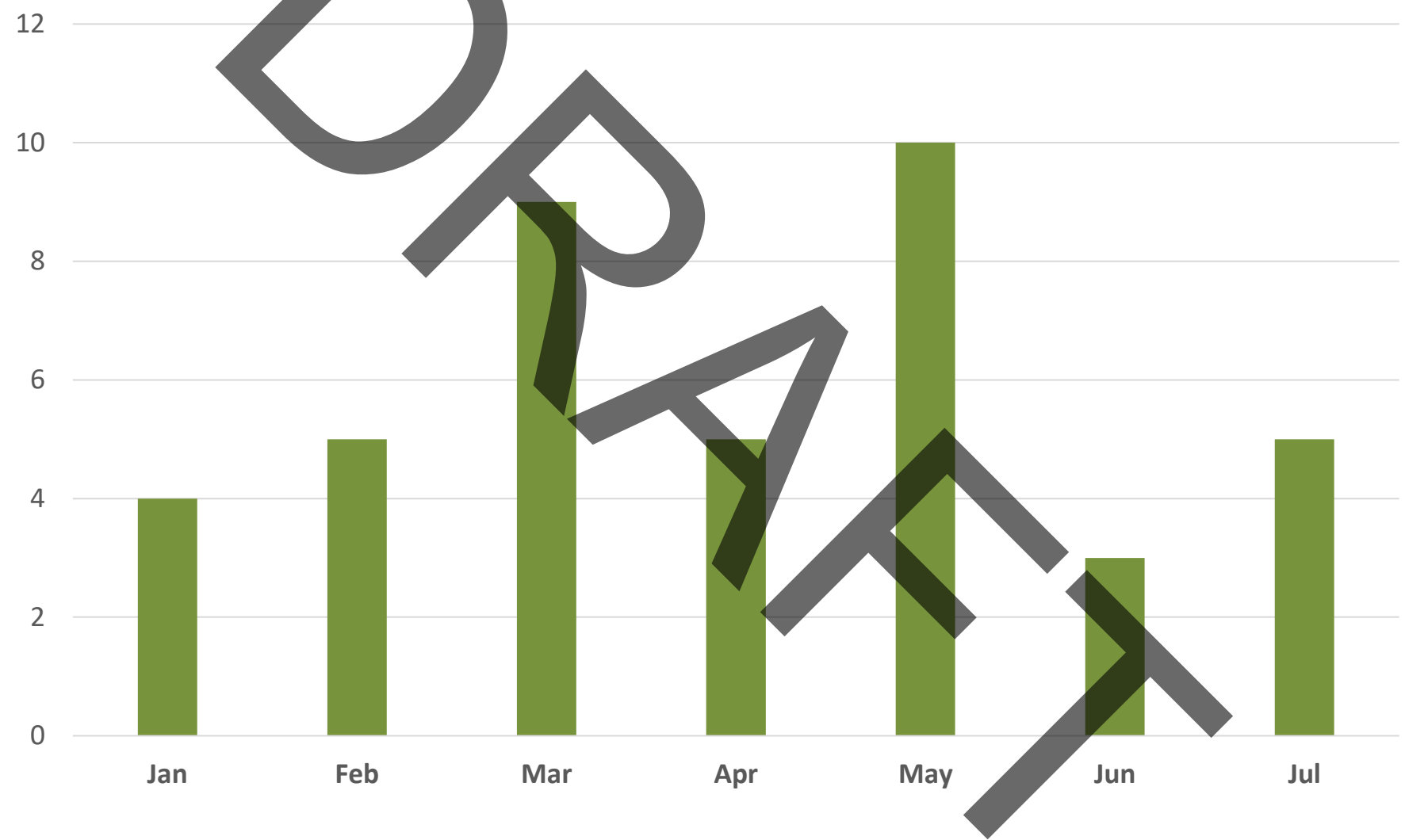
# Information

2025 Midtown Parks  
YTD



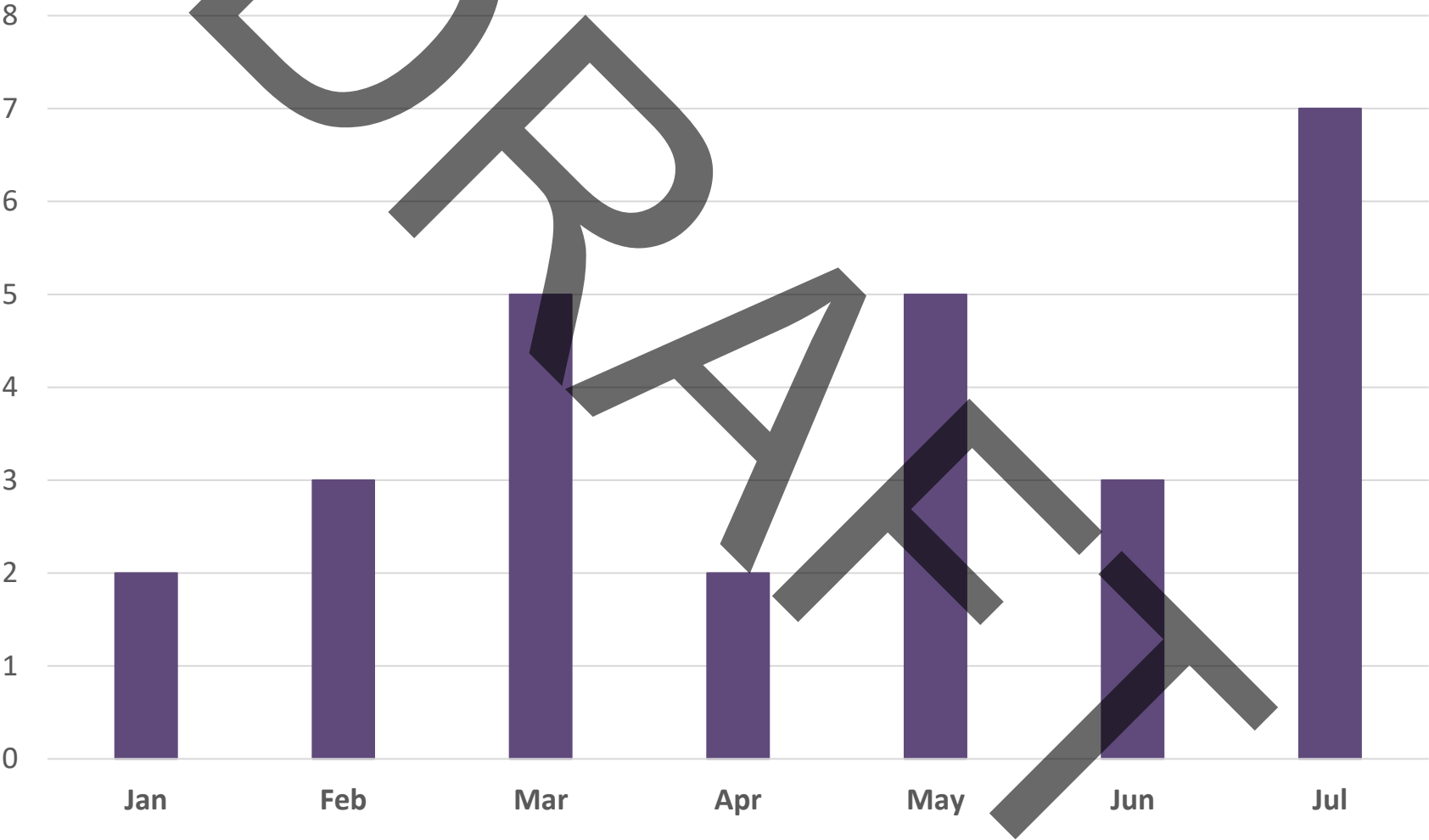
# Officer Assistance

2025 Midtown Parks  
YTD



# EMS/FD/PD

2025 Midtown Parks  
YTD





# 2025 Categories Stacked by Month

2025 Midtown Parks

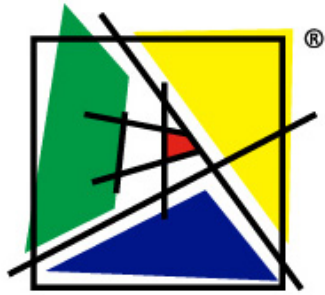


THANK  
YOU!



**S.E.A.L.  
SECURITY**

TX PSB #C15942



**midtown**  
HOUSTON

**PARKING**

## MIDTOWN PARK PARKING FACILITY OPERATIONS Overview

### 2025 Focuses:

Winpark will continue marketing efforts via Facebook and Google. We will continue tracking all local events and staffing appropriately.

Below is a list of continued efforts in 2025:

- Winpark will continue to offer to work with the clubs and restaurants in the area for any of their potential parking needs.
- Winpark will continue to contact surrounding establishments to foster relationships and bring awareness to the garage. This will include local dealerships ahead of hurricane season in efforts to obtain additional revenue by housing any vehicles needed. We will continue to nurture our relationships with dealerships such as Knapp Chevrolet, Texas Direct Auto and Auto Alliance. We anticipate positive feedback as we have seen a recent uptick in weather-related damage in Houston.

- We will continue to market the garage for use on weekends as well as offering contracts to those employees of local businesses that may be in need. This is always a focus and will continue 2025.

### 2025 Monthly Contracts:

- Tarantino Properties: 50 parkers at \$100 per month/spaces are on a month-to-month basis
- ParkHouston: 50 dedicated parking spaces at \$100 per month/space for a duration of 12 months

### Property/Building Operations

- Monthly pressure washing of all stairwells to improve appearance of the garage
- More events on the books! We are looking forward to working with the MPC team and to organize any upcoming events this fall.
- Winpark ordered replacement equipment covers in efforts to improve the parker's experience and garage ambiance.
- Winpark power washed the entry ramps at the beginning of the quarter in efforts to maintain garage cleanliness.
- Winpark hired a new garage porter to maintain cleanliness and integrity of the garage. This porter will also flag Monday through Saturday in hopes of reaching additional customers and increasing visibility.
- Winpark ordered a new sign for the garage entrance listing our price in hopes of increasing visibility.





**Garage entry ramp power washing pictured above\*\*\***

#### **Garage Improvements:**

- Winpark implemented the Lightning Pay technology for payment in late quarter 3 of 2024. This has been a wonderful fit with the gates still being free to pass, however allowing parkers to scan and pay via the QR codes throughout the garage. Customers are continuing to utilize this feature when visiting the garage. We look forward to further discussions regarding the enforcement process to potentially capture additional revenue.
- We replaced the porter in efforts to maintain the integrity of the garage.
- Winpark is installing enforcement cameras in the garage in efforts to capture more revenue and to ensure that each vehicle that enters the garage is captured. This project will go live this month (August).