



## MINUTES

### MIDTOWN MANAGEMENT DISTRICT BOARD OF DIRECTORS' MEETING

**May 7, 2025**

The Board of Directors of the Midtown Management District held a regular meeting, open to the public, on Wednesday, May 7, 2025, at 6:00 p.m. in the **1<sup>st</sup> Floor conference room of the Midtown Management District's offices** located at **410 Pierce Street, Houston, Texas 77002**, inside the boundaries of the District and the roll was called of the duly appointed members of the Board, to-wit:

Pos. 1	Darcy John Lefsrud	Pos. 10	Ericka Butler
Pos. 2	Gloria Haney	Pos. 11	Debbie Tyler-Dillard
Pos. 3	Vacant	Pos. 12	Edmund Reybitz
Pos. 4	Vacant	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 physically present except Director LeVasseur, Butler, Reybitz, Chan, and Douglas, who were absent.

In addition, present at the meeting were Midtown Staff members Matt Thibodeaux, Vernon Williams, Kayler Williams, Chandler Snipe, Cynthia Alvarado, Marlon Marshall, David Thomas, Jaime Giraldo, Sharita Simpo, Chrystal Davis, and Jeremy Rocha. Sally Adame and Kandi Schramm joined via video conference. Additional attendees were, Clark Lord of Bracewell, LLP; Melissa Morton of The Morton Accounting Services, Madison Walkes and Ashley Segura of Medley, Inc., and President Jennifer Gribble, Secretary Giselle Martinez, and Lynda Guidry (who joined via

video conference) of the Midtown Super Neighborhood #62. Midtown residents Kay Walton, Oliver Griebel, Kemberlie Spivey, and Courtney Prince also joined via video conference.

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

Chair Criglar called the meeting to order and welcomed attendees.

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

**2. RECEIVE PUBLIC COMMENTS.**

Community members expressed concern over the unexpected removal of the protected bike lane along Austin Street by the City of Houston Public Works Department. Midtown Super Neighborhood #62 President Jennifer Giraldo and Communications Secretary Giselle Martinez addressed the Board, noting that the decision was neither initiated by Midtown Management District staff nor its contractors. The MSN #62 reported that the removal came as a surprise to both the community and the District.

In response, the MSN #62 conducted an online community survey between April 6 and the end of April 2025, which gathered 431 responses. Ms. Gribble stated that the results showed overwhelming community support for restoring the protected bike lane: 415 respondents (including 153 Midtown residents) favored keeping or reinstalling the bike lane, while only 12 supported its removal. She further stated that the majority of supportive comments highlighted pedestrian and cyclist safety, which aligns directly with the District's Service and Improvement Plan commitment to champion safe, walkable, and bike-friendly infrastructure. MSN #62 President Gribble strongly urged the Board to take an advocacy position with the City of Houston and Public Works to reinstall the protected lane. The Board acknowledged the community feedback and recognized Midtown's mission of enhancing mobility and safety for all users. The matter has since been referred to the Executive Committee for further consideration and planning of a formal response.

**3. CONSENT AGENDA.**

- A. APPROVE MINUTES FOR APRIL 5, 2025 BOARD MEETING**
- B. APPROVE FINANCIAL REPORTS FOR THE MONTH OF MARCH 2025**
- C. APPROVE PAYMENT OF INVOICES FOR APRIL 2025**
- D. APPROVE EQUI-TAX REPORT FOR APRIL 2025**
- E. RECEIVE THE INVESTMENT REPORT FOR THE MONTH OF MARCH 2025**

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

Director Young made a motion to approve the Consent Agenda. The motion was seconded by Director Bertrand-Pitts. The motion was approved and carried by unanimous vote.

**4. REPORT ON CAPITAL IMPROVEMENT PROJECTS OF THE MIDTOWN REDEVELOPMENT AUTHORITY.**

Mr. Marshall made the following reports regarding the status of current Midtown Redevelopment Authority (MRA) capital improvement projects:

**Street Overlay and Sidewalk Program** – The projects will include comprehensive mill and asphalt overlay to improve the road surface condition and sidewalk replacement constructed to generally 5 feet width on local streets and 6 feet width on major thoroughfares. The locations are prioritized based on the City’s Pavement Condition Index (PCI) ratings and the Midtown Sidewalk Conditions Assessment.

The next phase of projects currently in design phase will include pavement and sidewalk improvements at the following locations:

- Isabella Street (Main Street to Fannin Street and San Jacinto Street to Alameda Street)
- Truxillo Street (Main Street to IH-69)
- Chenevert Street (Pierce Street to Elgin Street)
- Jackson Street (Pierce Street to McGowen Street)
- Gray Street (Main Street to Chenevert Street)

Construction is projected to begin in the second quarter of 2026.

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

**A. Public Safety Committee – Jeanette Criglar, Chair**

Mr. Giraldo reported on behalf of Chair Criglar, noting no action items. He highlighted successful collaboration between S.E.A.L. Security and HPD South Central in reducing vehicle burglaries, including multiple arrests from recent surveillance efforts. S.E.A.L.’s 24-hour patrols continue with updated vehicle branding.

Mr. Giraldo introduced the proposed Midtown Camera Grant Pilot Program to reduce property crime in business parking areas. The program will run as a three-month, 50/50 cost-sharing trial with business owners, covering five camera units and an estimated annual cost of \$50,000. Businesses must meet cleanliness, lighting, and maintenance standards to qualify. Businesses may continue the service at their own expense post-trial. The initiative supports

the District's focus on technology-driven public safety and collaboration. Additionally, Midtown staff are working to establish mental health response partnerships for alternative crisis interventions.

The next Public Safety Committee meeting will be held on Tuesday, May 20, 2025 at 11:30 a.m.

**B. Service and Maintenance Committee – Christopher Johnston, Chair**

Director Johnston reported no action items. He highlighted a significant increase in debris removal, with over 849 bags of leaves and 20,900 pounds of waste cleared—almost double the prior month's total—demonstrating the Midtown Field Services Team's strong commitment to cleanliness and public safety.

He also provided updates on infrastructure projects. Lighting repairs and upgrades have begun at Baldwin Park to address safety concerns. At Glover Park, work is nearly complete, with only one traffic lane awaiting shape correction. Sidewalk repair and reconstruction remain a key priority, guided by the City of Houston's Pavement Condition Index and Midtown's own sidewalk assessment.

Director Johnston announced that the combined Service and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, May 19, 2025, at 4:00 p.m.

**C. Economic Development Committee – Maggie Segrich, Chair**

Director Segrich reported no action items. She announced that the Economic Development Committee is now a stand-alone entity focused on enhancing community engagement and economic activity in Midtown. Initial efforts include identifying initiatives such as business outreach, supporting local entrepreneurs, and activating vacant or underused commercial spaces. The committee also stressed building stronger relationships with small businesses and property owners along developing corridors.

Additional discussions involved piloting a business engagement series at local venues, promoting minority-owned businesses, exploring incentives for pop-up retail and creative spaces, and collaborating with the Marketing Committee on digital storytelling of Midtown's economic assets. Director Segrich stated that the committee's long-term goal is to establish measurable outcomes related to commercial occupancy, business satisfaction, and foot traffic.

Director Segrich announced that the next Economic Development Committee meeting will be held in-person at Kefita Coffee located at 2506 La Branch Street, Houston, Texas 77004 on Tuesday, May 21, 2025, at 10:00 a.m.

**D. Marketing Committee – Debbie Tyler-Dillard, Chair**

Director Tyler-Dillard reported no action items. She announced the distribution of the 2025 Midtown Houston Cultural Arts and Entertainment Guide in April, funded entirely by the Houston Endowment, with no impact on District assessment funds. She also noted that the MMD Board Portal is under development and accessible via the Midtown Houston website.

Ms. Walkes of Medley Inc. presented the March 2025 Communications report, noting two email newsletters, three blog posts, and 20 social media shares. Highlights included promotion of the Roaring 20s signage campaign, Q2 creative assets launch, and nine media placements, including CW 39. The video campaign reached over 330,000 impressions with an earned media value of \$77,195. Social media gained 380 new followers (0.6% increase) and saw a 190% rise in engagement, with over 15,600 interactions. Top-performing content included coffee features, infrastructure updates, and the April Community Roundup. Newsletter open rates averaged 50%, outperforming the 41% industry benchmark, with steady click-through rates.

Director Tyler-Dillard announced that the next Marketing Committee meeting will be held on Tuesday, May 20, 2025, at 3:00 p.m.

#### **E. Urban Planning Committee – Lewis Goldstein, Chair**

Director Goldstein reported no action items. He provided an update on the Gray Street Bikeway Enhancements, aimed at improving cyclist safety and connectivity. Planned improvements include new signage, protective buffers, and road markings to support Midtown’s multimodal transportation objectives. The project is being coordinated with the City of Houston and consultants to finalize designs and set a construction timeline, with plans to align improvements with surrounding infrastructure.

Director Goldstein also reported on the pedestrian lighting initiative. CenterPoint has completed inspections of proposed sites, and the City of Houston has approved a hybrid street and pedestrian lighting model to enhance safety and walkability throughout Midtown.

Director Goldstein announced that the next combined Service and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, May 19, 2025, at 4:00 p.m.

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

Ms. Snipes presented the Cultural Arts & Entertainment Committee report on behalf of Director Bertrand-Pitts. There were no action items for consideration.

##### **i. Assessment Funded Projects**

There are no assessment funded projects at this time.

ii. Grant – Non-Assessment Funded Projects\*\*

a. HueMan: Shelter Contracts for the Commissioned Public Art:

Ms. Snipes reported that the *HueMan: Shelter* project continues as a signature initiative under Midtown's Bloomberg Philanthropies public art grant, valued at \$1 million in partnership with the City of Houston. She reminded the Board that the project pairs six selected artists with participants from Career Recovery Resources to co-create meaningful art installations. She also stated that these participants include formerly unhoused individuals, offering a unique community-building opportunity.

Ms. Snipes also shared a notable impact story involving Terry, a Career and Recovery Resources Cohort, regaining access to higher education and reengaging with his passion for music, supported by both the program and community members. She further reported on quality improvement meetings that remain ongoing to ensure strong artist and participant collaboration. Mrs. Snipes also announced the dissolution of the City of Houston's Mayor's Office of Cultural Affairs, and a new point of contact has been established with Stephen David of the Mayor's Office. A formal project press release is scheduled for the week of May 12, 2025.

b. 2025 MidtownHOU Micro Grant:

Ms. Snipes reported that selected artists and organizations are expected to complete their projects by the end of 2025. She further stated that the program has also expanded to include artist training and advocacy efforts in response to recent disruptions in national arts funding. The Midtown cultural arts team is working with the Houston Endowment's Hugh Arts Task Force to equip local artists and communities with tools to navigate current uncertainties in federal and private arts support. As part of this effort, Midtown will participate in the citywide *Art Advocacy Day* on May 13, 2025.

Ms. Alvarado reported that the current installed Midtown sign wrap, designed by artist Kanika Blair, has been extended through May 15, 2025. She stated that next design of the Midtown sign wrap will feature Pride Month and is anticipated to be installed on May 30 and on view through mid-July 2025. She also stated that the mural work of the Big Walls, Big Dreams Mural Project, is also in progress at Milam and Pierce Streets, with prominent visibility from IH-45 South.

Ms. Alvarado announced that the next combined meeting of the Cultural Arts & Entertainment Committee and the Marketing Committee is scheduled for Tuesday, May 20, 2025, at 3:00 p.m.

**G. Finance and Budget Committee – Kelly Young, Chair**

Director Young presented the Finance and Budget Committee report. There were no action items for consideration. Director Young reported that the committee convened on April 29, 2025, to focus on aligning project spending with the Board-approved 2025 Service and Improvement Plan (SIP) and to refine internal financial tracking. She further stated that the committee recommended the development of a detailed project tracking system to better monitor contracts, expenditures, and project timelines. She also stated that the primary objective remains enhancing transparency and accountability across all financial activities.

Director Young announced that the next Finance and Budget Committee meeting will be on Tuesday, May 27, 2025, at 1:00 p.m.

**H. Nominating Committee – Gloria Haney, Chair**

Director Haney reported on the status of filling vacant and expired Board positions. All required documentation has been submitted to the City of Houston Office of Boards and Commissions, and the committee is awaiting a response. Ms. Alvarado explained that the Office of Boards and Commissions is responsible for forwarding the documentation to the Mayor's Office, which will then schedule the appointments and reappointments for a City Council agenda. She further stated that Council Members Abbie Kamin and Carolyn Shabazz have been formally notified of the submission and the committee will provide an update on the status of progress at the next board meeting.

**I. Community Activity Report – Christopher Johnston, Liaison**

**i. Super Neighborhood #62**

Director Johnston reported that the Super Neighborhood #62 meeting was held at 13 Celsius on Wednesday, April 9, 2025 at 5:45 p.m. He stated that The Midtown Super Neighborhood #62 provided a thorough update on recent community outreach and advocacy efforts. Director Johnston also announced that the MSN #62 is also seeking volunteers to fill leadership roles and invited Midtown residents and business owners to apply. Their goal remains to foster active, inclusive civic engagement and to ensure that resident voices continue to guide policy and infrastructure decisions within Midtown.

Director Johnston announced that the next MMSN #62 meeting will be held on Wednesday, May 14, 2025, at 5:45 p.m. at South Main Baptist Church.

**J. Service and Improvement Plan - Jeanette Criglar, Co-Chair  
Kelly, Young, Co-Chair**

**i. Staff Update**

Ms. Alvarado presented the Service and Improvement Plan report on behalf of Co-Chairs Criglar and Young. She confirmed that the Administrative Public Hearing will take place on Wednesday, June 11, 2025, at 6:00 p.m. She further stated that notices of the hearing have been mailed and published in the Houston Business Journal. She further stated that the Midtown Service and Improvement Plan (2025-2034) continues to guide the District's focus on public safety, service and maintenance, and economic development initiatives. She also stated that the SIP was shaped through significant stakeholders input gathered from the community and the Super Neighborhood #62 and has been reaffirmed by the Board to reflect current priorities while maintaining strong fiscal oversight.

**K. Executive Committee – Jeanette Criglar, Chair**

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

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

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

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

There was no Executive Session.

**7. ANNOUNCEMENTS**

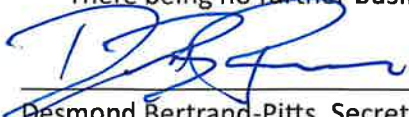
**NEXT MEETING DATE**

The next Midtown Management District Board of Directors meeting will be held on **Wednesday, June 4, 2025, at 11:00 a.m.**



**8. ADJOURN**

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

A handwritten signature in blue ink, appearing to read 'DBP', is written over a horizontal line.

Desmond Bertrand-Pitts, Secretary

Date: 6-4-25