



## MINUTES

### MIDTOWN MANAGEMENT DISTRICT BOARD OF DIRECTORS' MEETING

**June 4, 2025**

The Board of Directors of the Midtown Management District held a regular meeting, open to the public, on Wednesday, June 4, 2025, at 11:00 a.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	Vacant
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 Directors LeVasseur, Chan, and Douglas, who were absent.

In addition, present at the meeting were Midtown Staff members Vernon Williams, Kayler Williams, Chandler Snipe, Madison Walkes, Cynthia Alvarado, Marlon Marshall, David Thomas, Jaime Giraldo, Sharita Simpo, Amaris Salinas, Chrystal Davis, and Jeremy Rocha. Sally Adame and Kandi Schramm joined via video conference. Additional attendees were, Clark Lord of Bracewell, LLP; Kimberlie Spivey of Houston Community College, Ricky Cardenes of East End District, Tenel Tayar of Fifth Corner (who joined via video conference), Executive Director Joe Cutrufo of

BikeHouston, President Jennifer Gribble and Lynda Guidry (who joined via video conference) of the Midtown Super Neighborhood #62. Midtown residents Trevor Smith (who attended in-person), Lynda Guidry, Kay Walton, and Bricen Whitaker (who all joined 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.**

Trevor Smith voiced concerns about the clarity regarding the Midtown Service and Improvement Plan (2025-2034). He stated that he and other community members were struggling to understand what specific benefits the plan provides to them. Mr. Smith also urged the District to clearly define what stakeholders will receive in return for their contributions and warned potential community opposition if the concerns were not addressed.

Jennifer Gribble appreciated the public safety and service and maintenance updates that are posted on the Midtown website. She emphasized the need to adapt these visuals into public-friendly formats for newsletters and social media. She also requested that the Board and Midtown staff include the recommendations that were made by the Super Neighborhood #62 to be addressed in the SIP for full support. Mrs. Gribble also offered to collaborate further with the Midtown staff and the Board to finalize the plan.

**3. CONSENT AGENDA.**

- A. APPROVE MINUTES FOR MAY 7, 2025 BOARD MEETING**
- B. APPROVE FINANCIAL REPORTS FOR THE MONTH OF APRIL 2025**
- C. APPROVE PAYMENT OF INVOICES FOR MAY 2025**
- D. APPROVE EQUI-TAX REPORT FOR MAY 2025**
- E. RECEIVE THE INVESTMENT REPORT FOR THE MONTH OF JUNE 2025**

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

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

**4. 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 reported that Midtown continues to advance its public safety strategy through integrated mental health outreach, targeted enforcement, and proactive sanitation efforts. He further stated that a partnership is being developed to introduce a full-time mental health professional to the district as part of the homeless outreach team. He further reported on and shared images of the seven targeted cleanups that took place in May 2025. These targeted cleanups address illegal dumping in the area, guided by security reports, and address trash and graffiti across the area.

Mr. Giraldo also reported that a pilot community camera program is in development, with a proposal submitted to the Economic Development and Public Safety Committees. He further stated that the initiative aims to enhance surveillance with defined placement criteria and vendor selection. Mr. Giraldo also stated that the collaboration with HPD remains strong, particularly with the South Central Division and the use of Flock camera technology has led to arrests tied to burglary and auto theft, with ongoing investigations underway.

He further stated that patrols around bars and clubs continue to identify repeat offenders, with film footage provided to HPD by citizens to aid law enforcement. Mr. Giraldo also stated that the funding for the HPD Central Division Midtown Bike Patrol Initiative is scheduled to end by July 2025. He also stated that crime suppression around hotspots like Gray Street has resulted in significant enforcement outcomes, including arrests and the seizure of weapons and narcotics. The Midtown S.E.A.R.C.H. Homeless Outreach team will remain engaged in providing support services to unhoused individuals alongside enforcement operations.

The next Public Safety Committee meeting will be held on Tuesday, June 17, 2025 at 11:30 a.m.

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

Director Johnston reported no action items. He reported that the Service and Maintenance Committee continues to make steady progress across core operations. In May 2025, the Midtown Field Services Team removed over 21,000 pounds of trash and 850 bags of leaves. He further stated that the pedestrian lighting is now complete at Baldwin Park and efforts are underway to procure new trash cans and power wash the park. He also stated that Midtown staff provided some in-house repairs at Glover Park resulting in saving some money. Lighting upgrades at Glover Park are delayed due to fixture supply issues. He also reported 45 areas have been abated for graffiti. Updates to the See-Click-Fix tracking system are in development to improve efficiency, clarity and responsiveness. Lastly, Director Johnston reported that the sidewalk repair project is moving forward with \$65,000 allocated as well as an additional reallocation of funds to cover planning and oversight.

Director Johnston announced that the combined Service and Maintenance Committee

and Urban Planning Committee meeting will be held on Monday, June 16, 2025, at 4:00 p.m.

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

Director Segrich reported no action items. She further stated that the Economic Development Committee has reviewed and recommended the pilot launch of a Community Camera Program. This initiative was developed in coordination with the Public Safety Committee and will support enhanced security monitoring at five initial locations throughout Midtown, with six months of service funded through the pilot program. Director Segrich further stated that Midtown staff are currently finalizing recommendations for the camera systems and vendor logistics. She further stated that the Committee is also working closely with other teams to ensure integration of camera data into broader public safety strategies and marketing efforts.

Director Segrich announced that the next Economic Development Committee meeting will be held in-person at Weights + Measures located at 2808 Caroline Street, Houston, Texas 77004 on Wednesday, June 18, 2025, at 10:00 a.m.

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

Ms. Alvarado presented the Marketing Committee report on behalf of Director Debbie Tyler-Dillard. There were no action items. She reported that 5,000 printed copies of the 2025 Midtown Cultural Arts Guide were distributed in April 2025 and the remaining 5,000 copies will be distributed for future events and outreach in June 2025. She also stated that a digital version of the Guide is accessible via the Midtown website. She further stated that planning is underway for the next edition of the Midtown Buzz newsletter and it is expected to be ready for distribution by the end of June 2025. Lastly, Ms. Alvarado stated that the Committee continues to coordinate with the Midtown staff to amplify Midtown initiatives across multiple platforms.

Ms. Walkes presented the April 2025 Communications report, noting two district-wide newsletters were distributed and 20 Midtown-related media mentions were secured. She further reported highlights included the feature of the Roaring 20s signage campaign, announcement of the 2025 Ars Micro Grant recipients, and the Midtown Park's Fitness Day event. Ms. Walkes also stated that the performance metrics showed a slight decline due to reduced ad spending, but engagement remained steady across core digital channels. She further stated that in April, Midtown gained 166 new social media followers, and thirteen media placements, including CW 39 and KPRC 2. The top press mentions reached 1,650,891 viewers and 275,805 impressions with an earned media value of \$22,662. Lastly, Ms. Walkes stated that the Midtown staff are currently reviewing strategy adjustments for upcoming campaigns to maximize visibility and reach.

Ms. Alvarado announced that the next Marketing Committee meeting will be held on Tuesday, June 17, 2025, at 3:00 p.m.

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

Director Goldstein reported no action items. He further stated that the Committee is preparing to launch bikeway enhancements along Gray, Austin, and LaBranch, with installation scheduled to begin in June 2025. He further reported that discussions continue around the Austin Street bike lane, with feedback expected from BikeHouston before moving forward. Director Goldstein also stated that the Committee will support a district-wide pedestrian lighting assessment proposed by ARUP and is recommending a \$30,000 reallocation to fund Phase 1 of the study. Lastly, Director Goldstein stated that although no funds have been spent from the Urban Planning budget to date, the Committee is actively evaluating critical reallocation opportunities for sidewalk and infrastructure improvements aligned with long-term planning goals.

Director Goldstein announced that the next combined Service and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, June 16, 2025, at 4:00 p.m.

##### **i. Parking Benefit District Advisory Committee – Maggie Segrich, Chair**

Director Segrich presented the Parking Benefit District report. There were no action items for consideration. She reported that the Committee reviewed both financial and operational updates. She further stated that the Committee voted to cancel further funding of the Speed Sign Study project and reallocated \$14,000.00 to fund the purchase of 6 laser traffic control devices. She also reported that HPD Central Division updates were presented for the following three ongoing initiatives: the Midtown Traffic and Parking Management Strategy, the Vagrant and Property Crime Reduction Initiative, and the Bar and Club Inspection Initiative. She further stated that the Committee also received updates of the HPD Loud Noise Initiative. Lastly, Director Segrich stated that the Committee will continue to evaluate the impact of the existing projects and explore new strategies to address quality of life enhancements throughout the District.

Director Segrich announced that the newt Parking Benefit District Advisory Committee meeting will be held on Thursday, June 18, 2025 at 3:00 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 Cultural Arts and Entertainment Committee continues to make significant progress across its public art, grant, and strategic planning initiatives. The Committee recently celebrated the successful public launch of the HueMan: Shelter project, a multi-site public art initiative supported by the Bloomberg Public Art Challenge. The campaign now has an active website, social media presence, and has already received media coverage from ABC13, bringing positive attention to Midtown's commitment to civic and cultural dialogue through art.

b. 2025 MidtownHOU Micro Grant:

Ms. Snipes reported that the Committee is also leading the development of a new five-year Cultural Arts Master Plan, supported by a grant from the Houston Endowment. She further stated that work is underway to finalize a draft Request for Qualifications (RFQ), which will be released in the next 60 to 90 days, followed by a full Request for Proposals (RFP) process to select a planning consultant. She also stated that this strategic plan will help guide Midtown's investment in public art, placemaking, cultural programming, and artist support through 2030.

Additionally, Ms. Snipes shared that 50% of the 2025 Midtown HOU Arts Microgrants have already been completed by local artists and community groups, with the remaining grantees scheduled to finalize their projects in the third and fourth quarters of the year. She also stated that the microgrants continue to generate meaningful cultural engagement and visibility for artists within the district.

Ms. Snipes announced that the Midtown Sign Wrap honoring Pride Month was installed on May 30 and will remain on view through mid-July 2025. She also stated that the mural work of the Big Walls, Big Dreams Mural Project has been completed. She further stated that the mural, visible from IH-45 South, celebrates themes of freedom, diversity, and creativity and contributes to the growing presences of destination public art in Midtown.

Ms. Alvarado announced that the next combined meeting of the Cultural Arts & Entertainment Committee and the Marketing Committee is scheduled for Tuesday, June 17, 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 did not meet in May 2025, however, the District's financial performance for April 2025 reflects that Midtown continues to operate within the approved budget, with expenses aligned to strategic priorities and operational needs. She further stated that the committee is closely monitoring expenditures tied to capital and infrastructure projects, including those related to the Midtown Service and Improvement Plan (2025-2034), and anticipates providing additional budget reallocation recommendations as project scopes evolve. Lastly, Director Young announced that the District remains in a strong financial position and no major variances or concerns were reported.

Director Young announced that the next Finance and Budget Committee meeting will be on Tuesday, June 24, 2025, at 1:00 p.m.

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

Director Haney reported that there were no updates at this time regarding the status of the recommended appointments and reappointments of board members from the City of Houston Office of Boards and Commissioners Office. She further stated that the Committee is continuing to monitor communications from the City and will provide further updates as they become available. There were no action items to report for this meeting.

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

##### **i. Super Neighborhood #62**

Director Johnston reported that the Super Neighborhood #62 meeting was held at South Main Baptist Church on Wednesday, May 14, 2025 at 5:45 p.m. He stated that the Super Neighborhood #62 remains highly engaged in facilitating dialogue between residents, businesses, and Midtown Management District. He noted that recent community feedback has centered on the need for increased transparency and clearer communication regarding the Midtown Service and Improvement Plan (2025-2034). He reiterated that the Super Neighborhood is not opposed to the SIP, but rather seeks to ensure it is implemented in a way that is transparent, measurable, and inclusive of community feedback. To that end, the Super Neighborhood looks forward to working closely with District staff and board members in the coming weeks to address outstanding questions and align around a shared path forward.

Director Johnston announced that the next MSN #62 meeting will be held on Wednesday, June 18, 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 reported that the Midtown Management District's Service and Improvement Plan (2025-2034) (SIP) has been prepared for board consideration. The plan outlines strategic priorities and funding allocations for the next ten years and was developed in partnership with extensive input from the community. The document has been reviewed by legal counsel to ensure compliance with state statutes and alignment with Midtown's evolving needs.

She noted that the SIP includes detailed projections across all services, including the community requested Core Service Areas: public safety, services and maintenance, economic development, and urban planning. Ms. Alvarado emphasized that the updated plan reflects community and committee feedback gathered throughout the year and integrates proposed enhancements to core service delivery while maintaining financial responsibility.

Additionally, Ms. Alvarado confirmed that the Administrative Public Hearing is scheduled for Wednesday, June 11, 2025, at 6:00 p.m. and will allow the public to provide formal comment on the SIP and the proposed levy of assessment. She stated that all required legal notices have been distributed and that staff will be available to assist the public with questions during and after the hearing. She concluded by stating that the SIP, once approved, will serve as the guiding document for District programs and services over the next decade, reinforcing Midtown's commitment to equitable growth, public space enhancement, and stakeholder collaboration.

**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.

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

- a. Consultation with attorney (Section 551.071, Texas Government Code).



- b. Personnel matters (Section 551.074, Texas Government Code).

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

There was no Executive Session.

**6. BIKEHOUSTON SAFETY PRESENTATION**

Executive Director Joe Cutrufo of BikeHouston gave a presentation outlining proposed improvements to bicycle infrastructure along Austin Street, aimed at increasing connectivity and safety for Midtown cyclists. The presentation focused on the current conditions, potential design enhancements, and how this corridor could better integrate with the City's broader cycling network.

The presentation emphasized the need for Midtown's formal support of the Austin Street bike lane project, particularly as it relates to compatibility with Midtown's existing infrastructure and planned projects. The Committee plans to revisit the proposal following public feedback and coordination with BikeHouston and the City of Houston's planning department. A follow-up is expected at a future board meeting once additional evaluations, bike safety data, and recommendations have been reviewed.

**7. ANNOUNCEMENTS**

**NEXT MEETING DATE**

The next Midtown Management District Board of Directors meeting will be held on **Wednesday, July 2, 2025, at 11:00 a.m.**

**8. ADJOURN**

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

  
Desmond Bertrand-Pitts, Secretary  
Date: 7-2-25