



## MINUTES

### MIDTOWN MANAGEMENT DISTRICT BOARD OF DIRECTORS' MEETING

**August 6, 2025**

The Board of Directors of the Midtown Management District held a regular meeting, open to the public, on Wednesday, August 6, 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	Vacant
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	Vacant		

All of the above were physically present except Directors Lefsrud, Haney, and Bertrand-Pitts who were absent.

In addition, present at the meeting were Midtown Staff members Matt Thibodeaux, Vernon Williams, Kayler Williams, Chandler Snipe, Madison Walkes, Cynthia Alvarado, Marlon Marshall, David Thomas, Jaime Giraldo, Sharita Simpo, Chrystal Davis, and Mechelle Phillips. Sally Adame and Kandi Schramm joined via video conference. Additional attendees were, Melissa Morton of the Morton Accounting Services, Clark Lord of Bracewell, Jennifer Gribble of Midtown Super Neighborhood #62; Giselle Martinez, Lynda Guidry, and Julianne Agno (who all joined via video

conference) of the Midtown Super Neighborhood #62; and Amanda Hansen, Jay Hickman, and Leo Kozadinos (who all 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.**

There were no public comments.

**3. CONSENT AGENDA.**

- A. APPROVE MINUTES FOR JULY 2, 2025 BOARD MEETING**
- B. APPROVE FINANCIAL REPORTS FOR THE MONTH OF JUNE 2025**
- C. APPROVE PAYMENT OF INVOICES FOR JULY 2025**
- D. APPROVE EQUI-TAX REPORT FOR JULY 2025**
- E. RATIFY THE DISTRICT'S ANNUAL INSURANCE POLICY FOR THE PERIOD OF AUGUST 1, 2025 TO JULY 31, 2026**

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

Director Johnston 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. REVIEW, DISCUSS, AND TAKE NECESSARY ACTION REGARDING THE RESOLUTION ADOPTING A TITLE VI COMPLIANCE PLAN FOR THE MIDTOWN MANAGEMENT DISTRICT.**

Mr. Marshall informed the Board that the Midtown Management District is requesting approval of the resolution adopting its Title VI Compliance Plan to ensure adherence to the Civil Rights Act of 1964, which prohibits discrimination based on race, color, or national origin in programs receiving federal funding. He explained that the plan outlines procedures for public notification, complaint handling, language assistance for individuals with limited English proficiency (LEP), and strategies for inclusive public participation. Mr. Marshall further stated that the plan confirms there have been no Title VI complaints or investigations over the past three years. Additionally, the plan includes demographic data, promotes diverse representation on advisory bodies, and outlines efforts to ensure language accessibility through bilingual support and translated materials. Finally, Mr. Marshall informed the Board that the Title VI Plan is a required component for the Midtown Redevelopment Authority (MRA) to maintain eligibility for federal grant applications.

Director Chan requested that the population demographic and Board of Directors breakdown referenced on page 16 under *Minority Representation on Planning and Advisory Bodies* of the Title VI Plan be completed. Mr. Marshall agreed to incorporate the necessary revisions following the Board's approval of the plan. A motion to approve the Resolution Adopting the Title VI Compliance Plan for the Midtown Management District was made by Director Butler. The motion was seconded by Director Young and was carried by unanimous vote.

**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 and Ms. Simpo provided the Public Safety Committee report on behalf of Chair Criglar, noting no action items. Mr. Giraldo reported on recent public safety initiatives, including Phase 1 of the Mayor's Homeless Initiative, which housed 26 individuals. He further stated that Phase 2 of the initiative will begin the following week. He also announced that additional S.E.A.L. patrols have been deployed in the area from Fannin to Baldwin and Pierce to Alabama, beginning July 28, 2025, through August 28, 2025, with coverage from 10:00 a.m. to 10:00 p.m.

Ms. Simpo provided an update on the new mental health and substance use interventions through the Chronic Consumer Assistance Program (CCAP), aimed at addressing the needs of individuals with recurring behavioral health concerns. Mr. Giraldo reminded the Board that the Midtown Redevelopment Authority (MRA) has approved funding to implement a mental health outreach program specifically targeting unhoused individuals and those experiencing severe mental illness.

Mr. Giraldo also provided updates on upcoming public safety initiatives funded by the Midtown Parking Benefit District, which will soon be implemented by Houston Police Department South Central Division. Ms. Simpo reported on the ongoing Midtown Targeted Cleanup Initiative, which includes biweekly cleanups and focused efforts at high-need areas, including the Wheeler Transit Center.

The next Public Safety Committee meeting will be held on Tuesday, August 19, 2025 at 11:30 a.m.

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

Director Johnston provided the Services and Maintenance Committee report, noting no action items. He reported that biweekly cleanups by the Midtown Field Services Team continue, with damaged trash bins replaced using available inventory. The committee is exploring cost-effective options for future replacements of the trash bins. He also stated

that graffiti abatement efforts remain consistent, with nearly 40 locations addressed in July 2025. He also stated that updates were provided on the Glover Park Lighting Project, which has been delayed due to challenges sourcing compatible fixtures. Director Johnston stated that the retrofitting options are under review and a lighting proposal has been approved.

Director Johnston noted that sidewalk repairs are ongoing for segments under 20 feet, with updated cost estimates pending. The Dark Block Street Lighting Initiative is advancing, with CenterPoint's revised 52-light plan approved by the City of Houston and installation scheduled upon material delivery. He also shared that the amendment to the City of Houston Maintenance Agreement remains under review and that all parties have approved termination of the Tri-Party Agreement, which will be finalized upon completion of Midtown's maintenance procurement process—expected by the end of 2025.

Lastly, Director Johnston reported that construction began in June 2025 for the Midtown Streetscape Refresh project. He further stated that landscaping and paver installation is underway on Elgin and McGowen Streets and that the Gray Street segment has been removed due to a planned METRO project.

Director Johnston announced that the combined Services and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, August 18, 2025, at 4:00 p.m.

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

Director Segrich presented the Economic Development Committee report, noting no action items. She reported that the Committee is developing the Midtown Camera Grant Program, which would provide funding to install security cameras on private properties for an initial six-month period. She reminded the Board that property owners would have the option to continue service independently after the initial phase. Director Segrich stated that contract negotiations are currently in progress, and updates will be presented at the next committee meeting.

Director Segrich also provided an update on the Midtown Business Database Project. She stated that the Committee and Staff are working to implement a centralized Customer Relationship Management (CRM) or business directory platform to support ongoing outreach and ensure the Midtown Business Directory remains current. She also stated that the next steps include determining the data collection strategy and establishing a long-term plan for database maintenance.

Additionally, Director Segrich stated that the Committee discussed potential future projects, including activation of vacant storefronts through temporary art or pop-up

events, and planning for Midtown's involvement in the 2026 FIFA World Cup. She further stated that these initiatives will involve collaboration with METRO, South Main Alliance, the Museum District, and the 3rd Ward to position Midtown as a hospitality and viewing hub and provide support for local businesses during the event.

Director Segrich announced that the next Economic Development Committee meeting will be held in-person at Axelrad Beer Garden at 1517 Alabama Street, Houston, Texas 77004 on Wednesday, August 20, 2025, at 10:00 a.m.

#### **D. Marketing Committee – Desmond Bertrand-Pitts, Chair**

Ms. Snipe presented the Marketing Committee report on behalf of Director Bertrand-Pitts, noting no action items. She reported that the Midtown Buzz and Cultural Arts Guides began distribution in July 2025, with full distribution expected by the end of August 2025. She also provided an update on the Midtown Banner Installation Project, which aims to promote local culture and enhance Midtown's visual identity through branded streetlight pole banners. She stated that the project has received required approvals and is now moving into site assessments and design finalization.

Ms. Walkes presented the Communications Reports for June 2025. She stated that In digital marketing, Midtown gained 566 new followers and 102,000+ impressions across platforms in June. She also highlighted that the June 2025 eNewsletter achieved a 52% open rate, and the district has transitioned to mail chimp for improved audience segmentation. Ms. Walkes also stated that the HueMan: Shelter digital campaign continues to perform well, with strong engagement in newsletter click-throughs and artist content.

Ms. Snipe announced that the next Marketing Committee meeting will be held on Tuesday, August 19, 2025, at 3:00 p.m.

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

Director Goldstein presented the Urban Planning Committee report, noting no action items. He reminded the Board that the Gray Street Bikeway Enhancement project is on hold by the City of Houston until further notice. He also stated that Phase I of the Midtown Pedestrian Lighting Assessment is scheduled to begin in August 2025. He further stated that the assessment will include a nighttime walking tour to identify areas with poor lighting and evaluate lighting placement and fixture compatibility. He also stated that the assessment results will be used to prioritize locations for potential lighting improvements.

Director Goldstein reminded the Board that the project initial stage consists of 3 phases:

- Phase 1: Existing conditions assessment, community night walk, nighttime vulnerability assessment and estimated cost of the project.
- Phase 2: Stakeholder engagement and development of a master plan.
- Phase 3: Final implementation and construction documentation.

Director Goldstein announced that the next combined Service and Maintenance Committee and Urban Planning Committee meeting will be held on Monday, August 18, 2025, at 4:00 p.m.

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

Director Segrich presented the Parking Benefit District Advisory Committee report. There were no action items for consideration. She stated that several Midtown public safety initiatives have been approved for PBD funding and will soon be implemented by the Houston Police Department South Central Division. These initiatives include:

- HPD Central Division Loud Noise Reduction Initiative: Targeted enforcement of excessive noise.
- HPD Central Division Midtown Traffic and Parking Initiative: Enhanced enforcement of traffic violations, including double parking, illegal U-turns, and speeding.
- HPD Central Division Vagrant & Property Crime Reduction Initiative: Additional patrol presence to deter and respond to property related crimes.

Director Segrich also stated that the laser radar speed detection equipment funded by the PBD Advisory Committee is already assisting HPD in reducing the drag racing and reckless driving in key corridors of the district.

Director Segrich announced that the next Parking Benefit District Advisory Committee meeting will be held in-person on Thursday, September 11, 2025 at 3:00 p.m.

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

Ms. Snipe 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. Snipe reported on the continued performance of the HueMan: Shelter digital campaign. She stated that in June 2025, the project generated nearly 6,000 views and added 51 new social media followers. She also stated that the July 2025 edition of the *HueMan: Shelter* eNewsletter, titled *A New Window to Home*, achieved a 35.6% open rate and an 11.9% click-through rate—well above the nonprofit industry average. She also stated that engagement was strongest with artist features and promotions for upcoming cultural events.

Ms. Snipe also stated that the committee discussed opportunities to broaden community participation in future public art initiatives and to use projects like the banner installation and HueMan: Shelter to further highlight Midtown’s creative identity.

b. 2025 MidtownHOU Micro Grant:

Ms. Snipe reported that the micro grant application closed in June 2025, and the review panel selected ten (10) grantees to receive funding for creative placemaking and community engagement projects. She also stated that the selected projects reflect a diverse range of artistic disciplines and community impact goals, aligned with the Cultural Arts & Entertainment Committee’s mission.

Ms. Snipe also stated that all grantees have been notified, and staff are currently in the contracting phase of the project. She reminded the board that the program aims to support small-scale initiatives that celebrate local identity, promote public interaction, and enhance Midtown’s visibility as a Cultural Arts and Entertainment District. Lastly, Ms. Snipe stated that the grantee announcements and promotional content will be released once all contracts are finalized.

Ms. Snipe reported that planning is underway for the Hispanic Heritage Month Sign Wrap Project, which will celebrate Hispanic artists and community members in Midtown. She also stated that the featured artwork design will be on view at Bagby Park during Hispanic Heritage Month (September 15, 2025 – October 15, 2025). She further stated that the sign wrap will highlight cultural themes, artwork, and stories that reflect the contributions of Hispanic heritage and creatives. Lastly, Ms. Snipe stated that the project is designed to uplift cultural pride and further Midtown’s identity as a diverse and inclusive Cultural Arts and Entertainment District.

Ms. Snipe announced that the next combined meeting of the Cultural Arts & Entertainment Committee and the Marketing Committee is scheduled for Tuesday, August 19, 2025, at 3:00 p.m.

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

Director Young presented the Finance and Budget Committee report, noting no action items. Director Young reported that the committee reviewed the District's financials for June 2025, including income and expenses across the Midtown Service Improvement Plan categories. She stated that spending continues to remain within the approved budget allocations for Fiscal Year 2025. She also informed the Board that she has reached out to all committees to request their active participation in the FY 2026 budget process. She further requested that the committee members begin to think about both new and ongoing projects that should be considered for funding in the upcoming fiscal year. She stated that this collaborative approach will help ensure the budget reflects District priorities and evolving community needs. Director Young concluded by stating that the District remains in a strong financial position and will continue monitoring assessment revenue, reserves, and spending through the end of the fiscal year.

Director Young announced that the next Finance and Budget Committee meeting will be on Tuesday, August 26, 2025, at 1:00 p.m.

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

Ms. Alvarado presented the Nominating Committee report on behalf of Director Haney. She reported that the committee continues to actively identify and evaluate potential candidates for appointment to the Midtown Management District Board of Directors. She further stated that outreach is ongoing to Midtown property owners, business representatives, and residents who may be interested in serving and meet the qualifications outlined in the Texas Local Government Code. Ms. Alvarado also stated that the committee is committed to recommending individuals who reflect the diversity of Midtown and bring a range of expertise and stakeholder representation to the Board.

She informed the Board that in support of this effort, the committee has:

- Reviewed current board composition to identify gaps in representation, particularly in geographic distribution, business type, and community role.
- Solicited recommendations from current board members, committee chairs, and community partners to identify potential candidates.

- Initiated outreach to individuals who meet the qualifications established under the Texas Local Government Code, which include ownership of property or operation of business within the district boundaries.

Ms. Alvarado emphasized the importance of expanding the board's capacity with individuals who bring a variety of perspectives, expertise, and commitment to the District's mission. She stated that the Committee is also prioritizing candidates who demonstrate a strong interest in contributing to Midtown's economic development, public safety, infrastructure improvements, and cultural identity. She further stated that the next steps include:

- Scheduling informal interviews or meetings with prospective candidates.
- Verifying qualifications and stakeholder eligibility.
- Bringing formal recommendations to the Board once the vetting process is complete.

Lastly, Ms. Alvarado stated that the Committee will provide updates at future meetings as candidate outreach progresses.

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

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

Director Johnston reported that the Midtown Super Neighborhood #62 members held a social gathering at 13 Celsius on Wednesday, July 9, 2025 at 5:45 p.m. He further stated that agenda of the next MSN #62 meeting is available online. Lastly, Director Johnston announced that the MSN #62 meeting will be held on Wednesday, August 13, 2025 at 5:45 p.m. at South Main Baptist Church.

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

There were no updates to report at this time.

#### **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, September 3, 2025, at 5:00 p.m.**

**8. ADJOURN**

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



Desmond Bertrand-Pitts, Secretary

Date: 9/3/2025