

MINUTES OF THE
MIDTOWN MANAGEMENT DISTRICT
BOARD OF DIRECTORS MEETING

July 10, 2013

The Board of Directors of the Midtown Management District held a meeting, open to the public, on July 10, 2013 at 11:00 a.m. in the Midtown 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:

Roger Neal	Eric Melchor
Katherine Cabaniss	Monte Large
Willie Coleman, Jr.	Gayle R. Fortson
Bryn Poland	Gary Noble
F. Charles LeBlanc	Michelle LeBlanc
Eileen J. Morris	John Castillo
Vernus Swisher	William R. Franks
Todd Triggs	

All of the above were present except Director Cabaniss, thus constituting a quorum.

In addition, present at the meeting were Matt Thibodeaux, Cynthia Alvarado, Marlon Marshall, Kandi Schramm. Also present were Midtown residents Alex Brener, Nathan Miller and Nancy Smith, Jim Stern of CORE Church, Gary Bernard the general manager for 2016 Main, Debra McGaughey of Houston Community College, and Julie Farr of Houston Center for Contemporary Craft.

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

Chair Franks called the meeting to order and welcomed guests.

RECEIVE PUBLIC COMMENTS

Chair Franks invited guests to introduce themselves and make comments to the Board.

CONSENT AGENDA

- a. **Approve Minutes for the June 5, 2013 regular Board meeting.**
- b. **Approve the May 2013 Financial Report.**
- c. **Approve the payment of invoices for July 2013.**
- d. **Approve the Equi-Tax Report for June 2013.**
- e. **Approve change in credit card processor to receive District assessments.**

Managing Director Cynthia Alvarado presented the Consent Agenda. Ms. Alvarado informed the Board that Equi-Tax was recommending entering into an agreement with a new credit card processor in order to provide a lower percentage rate to property owners who pay their assessment online. Ms. Alvarado stated that, subject to Board approval, the new rates will be 2.6% for credit card and debit card transactions and a flat fee of \$2.50 for amounts under \$5,000 and \$10.00 for amounts over \$5,000 for assessments paid online using an e-check.

She also stated that neither the District nor Equi-Tax, Inc. bears any cost for the convenience of using online payment options.

Director Swisher made a motion to approve the Consent Agenda. The motion was seconded by Director Triggs and carried by unanimous vote.

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

A. Executive Committee – William Franks, Chair

i. Update on Mardi Gras 2014.

Chair Franks reported to the Board that after the May 28, 2013 Executive Committee meeting, he and Cynthia Alvarado had a conference call with the One World Strategies team. He stated that at the request of the Executive Committee, One World Strategies was asked to provide certain financial information, an organizational chart, and a high level budget for the event. He also reported that in response to a request by One World Strategies, on July 1, 2013, he provided a letter stating that the Board had authorized negotiations with TexStars Foundation on behalf of Houston Mardi Gras Foundation, (the event producer) and that subject to reaching a final agreement, the District would be an event sponsor and would authorize use of the Midtown Logo in marketing, promotion and sponsorship procurement for Houston Mardi Gras 2014.

Ms. Alvarado reported that the Midtown Redevelopment Authority (MRA) would consider approving a Land Use License Agreement with the District relating to use of the Midtown Park and the 2800 Main Street site for the 2014 Mardi Gras event.

Ms. Alvarado also reported that she worked with the MRA Staff and certain District Board members to develop a pricing structure for use of the Midtown Park and the 2800 Main Street site. Additionally, she stated that she consulted with Director Michelle LeBlanc to price Midtown's social media assets and with Quantum/SUR to price Midtown's print media assets. Ms. Alvarado advised the Board that there would be negotiations with the event producers for event participation in an amount not to exceed \$50,000, which amount would be paid "in-kind" using Midtown assets, including, but not limited to, land use, media assets and staff time.

Ms. Alvarado distributed a hard copy of the list of assets and stated that District Staff members were keeping track of time spent on the 2014 Mardi Gras event.

B. Public Safety Committee – John Castillo, Chair

Director Castillo reported on the activities of the Public Safety Committee. Director Castillo reported that crime in Midtown is up, with a large part of the increase being a result of the increased number of burglaries of a motor vehicle (BMV). He stated that the District will continue to remind Midtown residents and visitors via its media outlets to not to leave anything of value in their vehicles. Director Castillo reported that according to HPD representatives, BVMs have increased throughout the City.

Director Castillo stated that he has received complaints of loud noise and disorderly conduct in the early morning hours as patrons are leaving certain Midtown nightclubs. He indicated that HPD had assigned a unit to monitor area nightclubs but that it would be almost impossible to get patrons to be quiet as they are leaving a nightclub.

Director Melchor advised the Board that residents and bar owners on Washington Ave. have joined together to share the cost of hiring off duty HPD Officers to patrol the area and suggested that Midtown consider doing the same. He stated that at least one Midtown nightclub owner has indicated a willingness to do so.

Director Castillo also stated that the Committee is reviewing the possibility of adjusting the schedules of some of the Precinct 7 Constables to provide more coverage in the evening hours on Fridays and Saturdays, especially since Midtown tends to have more visitors during the summer months.

C. Marketing Committee – Eileen J. Morris, Chair

Director Morris reported on the activities of the Marketing Committee.

i. Update on June’s Truckin’ Thursday at The Wall

Director Morris reported that the Committee hosted Truckin’ Thursday at the Wall” on Thursday, June 20, 2013 and had even larger crowds than at the May event with approximately 200 participants. She also reported that in addition to the regular food truck vendors, St. Arnold Brewery offered free tastings and Shoe Bar, the latest in mobile retail, offered their current line of shoes for sale. Director Morris complimented the Staff for their efforts to increase attendance by reaching out to surrounding businesses and distributing flyers to promote the event.

ii. Review, discuss and take necessary action regarding the Midtown Mission Statement for the 2014 Service and Assessment Plan.

Director Morris presented the proposed new Mission Statement for the District.

MISSION STATEMENT: Midtown strives to provide an economically vibrant urban destination where arts and culture thrive alongside businesses and residents in a safe, active, diverse neighborhood.

Director Noble made a motion to accept the Mission Statement as presented. The motion was seconded by Director Fortson, after all discussion, the motion carried by unanimous vote.

Director Neal asked that the Mission Statement be incorporated into all Midtown media.

D. Service & Maintenance Committee – Roger Neal, Acting Chair

i. Review, discuss and take necessary action regarding interlocal agreement with the Metropolitan Transit Authority regarding considerations for METRORail median.

Marlon Marshall reported that the District is working to negotiate an interlocal agreement with METRO for landscape maintenance along portions of Main Street in the

METRORail median. He stated that between now and December 31, 2013, the District will provide certain landscape maintenance services and will be reimbursed by METRO under a purchase order arrangement, while negotiations are finalized for a longer term interlocal agreement encompassing three (3) service components, namely, bus shelter/stop maintenance, maintenance of the METRORail median and landscaping upgrades to the METRORail median. There were discussions among Board members about including an administrative fee for managing the project.

Director F. Charles LeBlanc made a motion to approve providing maintenance of the METRORail median along portions of Main Street under a purchase order arrangement with METRO, subject to review by legal counsel. The motion was seconded by Director Coleman, after all discussion, the motion carried by unanimous vote.

E. Urban Planning Committee – William Coleman, Chair

Director Coleman reported on the activities of the Urban Planning Committee and announced that Director Large has been named Vice-Chair of the Committee. Director Coleman stated that the Committee would begin working on budget requests for FY 2014.

F. Finance Committee – Gary Noble, Chair

Director Noble reported on the activities of the Finance Committee. He stated that Midtown is operating in accordance with its approved FY 2013 Budget and that District Administration and the Service & Maintenance Committee are currently running under budget and the Marketing Committee was currently \$6,000 over budget. The Managing Director, Cynthia Alvarado, stated that she would double check to ensure that all budget line items had been updated to reflect the additional funding approved by the Board for additional Marketing Committee projects.

G. Nominating Committee – Gayle Fortson, Chair

i. Update on status of Board appointments.

Director Fortson reported that there were no updates on the status of appointments.

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

Marlon Marshall gave the following report on the status of the current MRA capital improvement projects:

Bagby Street Reconstruction – The lights on Bagby are on. The project is at substantial completion with the exception of a few overhead utility poles that need to be relocated by CenterPoint Energy. The MRA is planning a Ribbon Cutting Ceremony with the Mayor, the Greenroads™ Office and local elected officials in the early fall. The recent rain has provided the opportunity to see that the rain gardens are working properly.

Gray Street Project, Phase II – Contractors are currently demolishing existing sidewalks and pouring concrete for new sidewalks in the last 2 blocks between San Jacinto and Main Street. The Project is expected to be substantially complete by July 2013.

Baldwin and Glover Parks Project – A new concrete border has been placed around the walking path at Baldwin Park and the electrical conduit work has been completed. Site grading for the Dog Park and setting the wooden planks for the stage are under way at Glover Park. Work at both parks should be completed within the next 60-90 days.

Midtown Park – Construction has been underway for approximately 60 days. The food kiosk was relocated in order to save some of the trees. Everything appears to be on schedule with construction expected to be completed by October 2013.

Mr. Marshall also announced that CenterPoint Energy is conducting a field test of the LED lights. The Midtown Design Consultants, MRA Staff and CenterPoint representatives met in Midtown after dark to check and discuss the LED lights and the options they provide. He stated that according to CenterPoint Energy, the LED lights are supposed to be more energy efficient while also giving off more light than the current Midtown decorative lighting.

WITH RESPECT TO THE FOREGOING AGENDA ITEMS, CONDUCT AN EXECUTIVE SESSION WITH REGARDS TO THE FOLLOWING, AS APPROPROATE AND NECESSARY.

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

There was no executive session.

RECONVENE THE PUBLIC SESSION AND, IF NECESSARY, TAKE ACTION ON MATTERS DISCUSSED DURING THE EXECUTIVE SESSION.

There was no executive session.

OTHER BUSINESS / ANNOUNCEMENTS

None.

NEXT MEETING DATE

Chair Franks announced that the next Board meeting is the Midtown Annual meeting. It will be held on Wednesday, August 7, 2013, at 6:00 p.m. in the first floor conference center of the Houston Technology Center, 410 Pierce Street, Houston, Texas 77002.

ADJOURN

There being no other business, the meeting was adjourned.



Eileen Morris, Board Secretary

Date: 8/7/13