

MINUTES OF THE
MIDTOWN MANAGEMENT DISTRICT
BOARD OF DIRECTORS MEETING

September 4, 2013

The Board of Directors of the Midtown Management District held a meeting, open to the public, on September 4, 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
Willie Coleman, Jr.	Monte Large
Bryn Poland	Gayle R. Fortson
F. Charles LeBlanc	Gary Noble
Eileen J. Morris	Michelle LeBlanc
Vernus Swisher	John Castillo
Todd Triggs	William R. Franks

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

In addition, present at the meeting were Matt Thibodeaux, Cynthia Alvarado, Marlon Marshall, Kandi Schramm, Elizabeth Powell, and Peggy Foreman of Burney & Foreman. Also present were Midtown residents: Scott Harbers and Justin Gardiner, Julie Farr of Houston Center for Contemporary Craft, Ramona Crayton of METRO and Jim Webb of The Goodman Corporation.

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 August 7, 2013 regular Board meeting.**
- b. **Approve the July 2013 Financial Report.**
- c. **Approve the payment of invoices for September 2013.**
- d. **Approve the Equi-Tax Report for August 2013.**

Managing Director Cynthia Alvarado presented the Consent Agenda.

Director Coleman made a motion to approve the Consent Agenda. The motion was seconded by Director Swisher 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

Chair Franks reported on the activities of the Executive Committee. He advised the Board that a letter had been drafted and is being sent to Midtown resident Robert Coyle.

He reminded the Board that Mr. Coyle addressed the Board at the August 7, 2013 evening Board meeting. Ms. Alvarado stated that she had provided, via email, approximately 24 pages of information regarding various communications to and from Mr. Coyle, to all Board members.

i. Update on Mardi Gras 2014.

Chair Franks gave an update on communications with One World Strategies regarding the proposed Mardi Gras event planned for March 2014. He reported that a Land Use License Agreement between the District and the Authority for use of the Superblock for Mardi Gras has been approved. Ms. Alvarado stated that on August 20, 2013, she was notified by representatives of One World Strategies that the event would most likely be scaled back and they are now looking at only using the Midtown Park for the 2014 Mardi Gras event.

ii. Review, discuss and take necessary action regarding a District Credit Card Policy.

Peggy Foreman advised the Board that a preliminary draft of the proposed District Credit Card Policy had been presented to the Executive Committee and that a copy was included in the Board Information Packet. Ms. Foreman stated that the Midtown Staff was in the process of reviewing and commenting on the proposed policy and invited Board members to provide her with any comments they might have. She asked that action on the policy be delayed until the October 2013 Board meeting to give all parties an opportunity to review and comment on the proposed policy.

B. Public Safety Committee – John G. Castillo, Chair

Director Castillo reported on the activities of the Public Safety Committee. He advised the Board that crime in Midtown continues to be up due to increases in the number of burglaries of a motor vehicle (BMVs). He reported that Sgt. Bernard Aguirre of the HPD South Central Substation retired at the end of August 2013, however, prior to his departure, Sgt. Aguirre made arrangements for Jack Hannigraf of Homeland Security to make a presentation at the Public Safety Committee meeting regarding the system of cameras Homeland Security has in place throughout the inner loop area. Director Castillo reported that Homeland Security is currently working on ways to expand the system to include more cameras in areas in and around Midtown. Director Castillo stated that the Public Safety Committee will explore whether the District could play a role in this effort and report back to the Board at a future meeting.

C. Marketing Committee – Eileen J. Morris, Chair

Director Morris reported on the activities of the Marketing Committee, stating that the District's revised mission statement has been incorporated into the District's agendas. Ms. Alvarado stated that the mission statement will appear in the next issue of the Midtown Paper and is currently being incorporated into the District's online media.

i. Update on Truckin' Thursday events for the last quarter of 2013.

Ms. Alvarado reported that two online ads had been purchased through the Houston Press. She stated that one of the online ads appeared in the Houston Press eNews on Monday, August 19, 2013, promoting the Cultural Arts & Entertainment District with a link to the Midtown website and that the second ad appeared on Monday, August 26, 2013, promoting the September 2013 Truckin' Thursday event and was linked to the

Midtown eNews sign up page encouraging readers to register to receive the weekly Midtown eNews. Ms. Alvarado reported that the second ad generated 110 new Midtown eNews subscribers.

Ms. Alvarado reported that on Wednesday, September 11, 2013, the Restaurant page on the Houston Press website will be re-branded with a side skin and top bar to promote the Midtown Truckin' Thursday event scheduled for September 12, 2013. She also stated that a full page ad consisting of a map showing the location of Midtown's 32 current art venues was also placed in the Houston Press 2014 Arts Guide. Ms. Alvarado stated that the Houston Press will be distributing the 2014 Arts Guides throughout the City and that a digital version of the 2014 Arts Guide will be available online for one year beginning August 23, 2014.

Update on June 2013 Truckin' Thursday at The Wall

Managing Director Cynthia Alvarado reported that Truckin' Thursday at the Wall was growing with increased numbers of attendees and trucks participating. She provided the Board with a copy of the flyer for the September 12, 2013 event and a report showing the attendance from the May 2013 and June 2013 Truckin' Thursday events.

Ms. Alvarado stated that the Staff has already prepared the flyer and are currently booking vendors for the October 2013 Truckin' Thursday event.

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

Marlon Marshall reported that the District is still working with METRO regarding landscape maintenance on Main Street. He stated that he anticipated the District will take over the landscape maintenance duties within the next 30 days and will be paid a monthly fee by METRO to provide these services.

Director Neal reported that the Committee is working hard on the budget requests for the next fiscal year and advised the Board that the budget request will most likely be higher due to the District having to assume responsibility for maintenance of additional assets installed by the Midtown Redevelopment Authority.

E. Urban Planning Committee – William Coleman, Chair

Director Coleman reported on the activities of the Urban Planning Committee. He advised the Board that the playground equipment paid for by the District has been installed in Baldwin Park and is being used by children visiting the park. Director Coleman also reported that the Committee's efforts to become a designated Banner District-is moving forward and that more information is anticipated in the next 30 to 60 days.

Director Coleman briefly reported on the apartment complex being developed by Midtown Property owner, Matthew Knowles and others,

F. Finance Committee – Gary Noble, Chair

Director Noble reported on the activities of the Finance Committee. He stated that overall Midtown is generally operating in accordance with its approved FY 2013 Budget. He further stated that revenues are expected to increase in the next fiscal year.

Ms. Alvarado gave a brief presentation regarding expense and revenue projections for the remaining 3 months of the current fiscal year.

G. Nominating Committee – Gayle Fortson, Chair

i. Update on status of Board appointments.

Director Fortson reported that the District Staff has been communicating with the Mayor's office regarding the status of the Board appointments and reappointments and that the Board's recommendations are currently being reviewed by the Mayor's office and are expected to be voted on by City Council in the next few weeks.

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 project is substantially complete and punch list items are currently being completed. Planning is underway for a Ribbon Cutting Ceremony and the Authority is awaiting a response from the Mayor's office before confirming the date.

Gray Street Project, Phase II – The project is substantially complete and punch list items are currently being addressed.

Baldwin Park Project – The project is at substantial completion. The playground equipment has been installed. The contractor is finalizing punch list items including some lighting issues. Final completion and project close out is expected in the next few weeks.

Glover Park Project – Currently the contractors are working hard on the park and construction should be substantially complete within the next 60 days.

Midtown Park – Construction is moving forward, however there was a scheduling delay due to the need to obtain a variance request for the site lines of the kiosk. At this point, the project is still expected to be completed by the end of October or early November 2013.

Caroine Street Project – 95% plans have been submitted to TxDOT for review and comment. TxDOT will supervise the construction of this project and the Authority anticipates that the construction contracts will be awarded in January 2013.

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.

PRESENTATION: MIDTOWN ART AND THEATER CENTER – MATCH

Tabled

OTHER BUSINESS / ANNOUNCEMENTS

None.

NEXT MEETING DATE

Chair Franks announced that the next Board meeting will be held on Wednesday, October 2, 2013, at 11:00 a.m. in the 3rd floor conference room of the Midtown offices at 410 Pierce Street, Houston, Texas 77002.

ADJOURN

There being no other business, the meeting was adjourned.



Eileen Morris, Board Secretary

Date: 11-6-2013