



MIDTOWN PARKING BENEFIT DISTRICT
ADVISORY COMMITTEE
NOTICE OF MEETING
AGENDA

TO: MEMBERS OF THE MIDTOWN PARKING BENEFIT DISTRICT ADVISORY COMMITTEE OF MIDTOWN MANAGEMENT DISTRICT AND TO ALL OTHER INTERESTED PERSONS:

Notice is hereby given that the **Advisory Committee** of the **Midtown Parking Benefit District** will hold a regular meeting in-person, on **Thursday, November 9, 2023**, at **3:00 p.m.** in the **3rd Floor Conference Room located at 410 Pierce Street, Houston TX 77002**, inside the boundaries of the District, **open to the public**, to consider, discuss and adopt such orders, resolutions, or motions, and take other direct or indirect actions as may be necessary, convenient, or desirable with respect to the matters identified on the agenda below.

AGENDA

1. Call meeting to Order and verify that a quorum is present.
2. Receive Public Comments.
3. Consent Agenda:
 - a. Approve Minutes for the September 14, 2023, Advisory Committee Meeting.
4. Updates from ParkHouston
5. Current Parking Benefit District Projects
 - a. BCycle Maintenance Agreement Extension
 - b. Loud Noise Ordinance Enforcement Update
6. Potential Midtown Parking Benefit District Projects.
 - a. Sidewalks Update
 - b. Lighting Update
 - c. Speed Feedback Sign Study
 - d. Artistic Meter Wrapping

- e. Emergency Call Boxes
 - f. Clean & Safe Signage
 - c. Future projects
7. Announcements.
8. Next meeting date

Parking Benefit Advisory Committee Meeting
Thursday, January 11, 2024, at 3:00pm
Hybrid meeting link via Teams:
https://teams.microsoft.com/l/meetup-join/19%3ameeting_MTJmMmExZDctYzJjZi00NjZiLTkzOWEtMjM4NzUyNGRINmZi%40thread.v2/0?context=%7b%22Tid%22%3a%2264ae36a4-5920-4081-bbb2-c3260f4221e0%22%2c%22Oid%22%3a%22ca710cf1-09c1-4ee9-85c4-ccc1ced60182%22%7d

9. Adjourn.



SEAL

James Llamas/crd
James Llamas, Chair
Midtown Parking Benefit District

If you would like to make public comments at this meeting, please register prior to 3:00 p.m. Registration sign in sheets for those making public comments will be picked up promptly at 3:00 p.m.

**MIDTOWN MANAGEMENT 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.



MINUTES

MIDTOWN MANAGEMENT DISTRICT PARKING BENEFIT DISTRICT ADVISORY COMMITTEE MEETING

September 14, 2023

The Midtown Parking Benefit District Advisory Committee (the “Advisory Committee”) held a meeting, open to the public, on September 14, 2023, at 3:00 p.m. in the **1st 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 Committee, to-wit:

This meeting was available to the public via video conferencing.

Pos. 1	James Llamas
Pos. 2	Scott Irby
Pos. 3	Cynthia Aceves-Lewis
Pos. 4	Scarlett Yarborough
Pos. 5	Maggie Segrich

Committee Members James Llamas, Scott Irby, Scarlett Yarborough, and Maggie Segrich were present in person. Committee Member Cynthia Aceves-Lewis attended via video conference.

In addition, present at the meeting, were Midtown Staff members Cynthia Alvarado and Chrystal Robinson-Davis, Jaime Giraldo, Marlon Marshall; Peggy Foreman of Burney and Foreman; and Maria Irshad, Deputy Director of ParkHouston of the City of Houston Administration and Regulatory Affairs Department. Also present, via video conference were the following: Melonie Curry, Senior Staff Analyst of ParkHouston of the City of Houston Administration and Regulatory Affairs Department, Jim Webb, Bryan Brown and Yige Eagle Tang of The Goodman Corporation; Commander Coleta Johnson and Sgt. Brian Alms of the South-Central Houston Police Department; Alan Sweezey, Micheal Lewis and Miguel Martinez, of Super Neighborhood #62.

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

Committee Chair James Llamas called the meeting to order and welcomed everyone.

Mrs. Chrystal Robinson-Davis called the roll of the Advisory Committee and verified that a quorum was present.

2. RECEIVE PUBLIC COMMENTS

Mr. Michael Lewis expressed his concerns regarding the safety within the District. He also stated that he would like to see PBD funding go towards enhancing the “look and feel” of Midtown.

Mr. Miguel Martinez, member of the Super Neighborhood Action Planning Team, stated that there is an initiative led by the Super Neighborhood Sidewalks and Lighting team to inspect the lighting in the neighborhoods of the District. The team has planned to examine the lighted areas of the neighborhood from September 2023 through mid-October 2023. Mr. Martinez stated the organization has planned to create a map that will visualize the qualitative experience of the residents in Midtown when lighting is used in the evening. The map will be made available to the Advisory Committee in October 2023. He requested that the Committee provide assistance regarding the locations of lights within the District.

3. CONSENT AGENDA

a. Approve Minutes for the July 13, 2023, Advisory Committee Meeting.

Committee Member Segrich made a motion to approve the consent agenda as presented. The motion was seconded by Committee Member Irby and carried by unanimous vote.

4. MIDTOWN PARKING BENEFIT DISTRICT PROJECTS

The Advisory Committee reviewed information regarding the following public improvement projects:

- **Midtown Loud Noise Overtime 2023 Proposal**

Commander Coleta Johnson and Sgt. Brian Alms made a brief presentation about the Midtown Loud Noise Overtime Program proposal which was approved for recommendation to ParkHouston at the July 13, 2023, PBD Advisory Committee meeting. Commander Johnson and Sgt. Alms also responded to written questions from Committee Member Aceves-Lewis. Commander Johnson reported there were 13 citations for loud noise at various bars in Midtown in the last 6 months. She stated that the Midtown Loud Noise Overtime Program is currently in the approval process within the Houston Police Department and the City of Houston and will formally begin once payment is received, which she anticipates will be in the next 30-45 days after all required approvals. She also

reported the calls for noise complaints are answered by the Houston Police Department non-emergency number and that HPD officers assigned to the overtime program will respond to the calls. Commander Johnson also emphasized the importance of having the complaining party present during the court hearing on citations.

- **Sidewalk Conditions in Midtown**

Mrs. Robinson-Davis advised the Committee that a map showing existing sidewalks was provided as part of the Committee Information packet on Thursday, July 6, 2023, and labeled Midtown Sidewalk Assessment 2017. She reported that the cost to install new sidewalks varied and the final price is determined by a contractor bid obtained as a result of a formal procurement process. She also stated that the City of Houston uses \$12 per square foot to construct a sidewalk. Committee Member Irby stated that if the Committee would like to move forward with installing sidewalks within the District, it would make a small impact because the project cost is significant. He explained that the cost to install a sidewalk of 300 feet for a city block going east to west is equivalent to 1800 square feet. It would cost \$21,000.00 to install one sidewalk in the District. Chair Llamas stated that there were also additional steps involved in planning a design prior to installing sidewalks in the District. He further stated that the Midtown Redevelopment Authority has a study of sidewalks underway and it would be completed around December 2023 or January 2024.

- **Midtown Streetlight Gap Reports**

Mrs. Robinson-Davis stated that maps showing the location of current streetlights in Midtown were included in the 2018 Streetlight Gap Report which was distributed to the Advisory Committee via email on Thursday, July 6, 2023. She reported that additional lighting can be installed where needed with the approval of CenterPoint Energy and the City of Houston. She also reported that the price per unit to install lights varies depending on the scope of work required for the location and that the most recent price range of a lighting installation was \$1600 - \$4000.

- **Safe Streets and Roads for All Program**

Ms. Eagle Tang gave a PowerPoint presentation regarding the projects identified for the Safe Streets and Roads for All Program. She provided information about the following projects: McGowen Street Safety Improvements, Pierce Street Safety Improvements, Neighborhood Traffic Calming, Tuam Street Safety Improvements, the Webster Street Reconstruction, and the Fannin Street Program.

- **Artistic Meter Wrapping**

Mrs. Robinson-Davis gave a presentation of the Artistic Meter Wrapping project. She reported that there are 54 potential locations to install the meter wrapping. The meter locations are identified in the map provided in the Midtown Parking Benefit District

Advisory Committee packet (item #4d). She also reported that based on preliminary information, the cost to wrap each meter is approximately \$265.00. The total cost to wrap 54 meters would be \$14,310.00. Mrs. Robinson-Davis also reported that Elia Quiles of UP Art Studio has indicated that she would be available to serve as the Project Manager for the Artistic Meter Wrapping project. The selection of graphics to wrap the parking meters will be chosen by artist renderings. The estimated cost to manage a project with 54 meters wrapped and to retrieve the artistic renderings is \$45,000.00. The Committee has requested to see existing artists' renderings that can be duplicated for the Artistic Meter Wrapping Project.

- **Emergency Call Boxes**

Mr. Giraldo provided information about the Emergency Call Boxes project. He reported that he and Mrs. Chrystal Robinson-Davis will conduct further research of the Emergency Call Boxes, search for multiple vendors that offer similar software and equipment and gather information regarding the monitoring of the call boxes through SEAL Security Solutions. He reported that the proposal is currently in the preliminary data gathering stage and further information about the project would be provided in an upcoming PBD Advisory Committee meeting.

- **Future Projects**

Chair Llamas reported that the District's Service and Maintenance Committee has started discussions with CenterPoint Energy to possibly install pilot luminaires to cover dark areas within the District. The Committee would like to conduct a District wide assessment for decorative pedestal and cobra heads lighting to be installed in areas where there is a need for additional lighting. The Service and Maintenance Committee will provide further information and request additional funding for the project if needed from the Advisory Committee.

The Advisory Committee members offered additional project suggestions including installation of additional trash cans, signage, clean-ups, etc. The staff will provide more information regarding these and other project suggestions at future Advisory Committee meetings.

Marlon Marshall and Consultants provided an overview of certain other MRA projects and stated that the team will identify opportunities for participation by the PBD and advised the Committee of such opportunities as the projects move forward.

The Advisory Committee members requested additional that information regarding the various projects discussed be provided at the next Advisory Committee meeting. No decisions were made on the projects presented.

5. UPDATES FROM PARKHOUSTON

Maria Irshad, Deputy Director of ParkHouston gave a report on behalf of ParkHouston. She presented the Midtown Parking Benefit District income statement for the period from July 1, 2022 to August 30, 2023. She also reported the number of transactions, the average revenue per transaction and the number of citations issued [for expired meters]. She stated that additional funds will be remitted by July 30, 2023 for projects.

6. ANNOUNCEMENTS

There were no announcements.

7. NEXT MEETING DATE

Chair Llamas stated that the next Midtown Parking Benefit District Advisory Committee meeting will be on Thursday, October 12, 2023, at 3:00 p.m.

8. ADJOURN

There being no other business, the meeting was adjourned.

James Llamas
Chair

Date

DRAFT



2020 McKinney
Houston, Texas 77003
832-393-8690
Fax: 832-393-8646
www.houstonparking.org

Sylvester Turner
Mayor

Tina Paez
Director
Administration and Regulatory
Affairs

Maria Irshad, MPA, CAPP
Deputy Director
Parking Management Division

October 16, 2023

Chair James Llamas
Midtown Parking Benefit District Advisory Committee
Midtown Management District
410 Pierce St., Suite 355
Houston, TX 77002

RE: City of Houston Project Approval

Dear Chairman Llamas,

At the July 10, 2023, the Midtown Parking Benefit District Advisory Committee voted to fund two projects:

1. Midtown Loud Noise Overtime with HPD - \$29,840
2. Maintenance and operations of 4 Bike share stations in Midtown - \$7,500

The Parking Official has reviewed the proposals for the projects and funding for the projects are approved by the City of Houston.

Sincerely,

Maria Irshad, CAPP, MPA
Deputy Director
Administration and Regulatory Affairs

cc: Cynthia Alvarado, CPM
Director of Operations and Strategic Planning
Midtown Management District
410 Pierce Street, Suite 355
Houston, TX 77002

Midtown Income Statement

MIDTOWN PBD

JULY 2023 to JUNE 2024

REVENUE	July	August	September	Totals	Projection
Permit Sales	\$30	\$0	\$0	\$30	\$120
Meter Revenue	\$26,822	\$26,963	\$26,722	\$80,507	\$322,029
GROSS REVENUE	\$26,852	\$26,963	\$26,722	\$80,537	\$322,149
Less meter revenue sales tax	2,213	2,224	2,205	\$6,642	\$6,642
NET REVENUE	\$24,639	\$24,739	\$24,517	\$73,895	\$315,507
CAPITAL EXPENSES					
Signage	0	0	0		
	\$0	\$0	\$0		
Total Capital Expenses	\$0	\$0	\$0	\$0	\$0
OPERATING EXPENSES					
Salaries (\$34,992 per year)					
Maintenance (.50 FTE)	\$1,750	\$1,750	\$1,750	\$5,250	
Total Salary Expenses	\$1,750	\$1,750	\$1,750	\$5,250	\$5,250
General/Administrative					
Hardware/Software (\$20,004/year)	\$0	\$0	\$0		
Total General/Administrative Expenses	\$0	\$0	\$0	\$0	\$0
Credit Card Processing					
Fees (60% PBD Share)	\$644	\$647	\$641		
Total Credit Card Fees	\$644	\$647	\$641	\$1,933	\$7,732
Total Operating Expenses	\$2,394	\$2,397	\$2,391	\$7,182	\$7,182
NET INCOME	\$22,245	\$22,342	\$22,126	\$66,713	\$308,324
METRICS					
Meter Transactions	13,164	12,925	12,593	38,682	154,728
Avg. Per Meter Transaction	\$2.04	\$2.09	\$2.12		
Citations Issued	131	518	595	1244	4976
Projected Revenue Share *					
Total Shareable Revenue (100%)	\$308,324	(Gross less Ops/Capital Exp)			
COH (40%)	\$123,330				
PBD (60%)	\$184,995				

* Projected revenues are based on current levels and are subject to change/fluctuate as the year progresses

Midtown Benefit District Budget			
	FY2022	FY2023	FY2024
Current Budget	\$ 105,627	\$ 105,627	\$ 262,108
Projected Revenue*	\$ -	\$ 156,481	\$ 184,995
Total Budget Available	\$ 105,627	\$ 262,108	\$ 447,103
Actual Expenditures	\$ -	\$ -	\$ 37,340
<i>Midtown loud noise OT</i>	\$ -	\$ -	\$ 29,840
<i>Houston Bike Share</i>	\$ -	\$ -	\$ 7,500
Remaining Budget	\$ 105,627	\$ 262,108	\$ 409,763
* Projected revenue is based on current year performance and may fluctuate			

DRAFT



Midtown Parking Benefit District

DRAFT

September 14, 2023

Maria Irshad, CAPP, MPA

Deputy Director, Administration and Regulatory Affairs

Agenda

- ▶ Midtown PBD Meter and Compliance Overview
- ▶ Midtown Parking Benefit District Fund and Budget
- ▶ Questions

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midtown
HOUSTON

Meter Revenue and Compliance

	Apr	May	Jun	Jul	Aug	Sep
Meter and Permit Revenue	\$25,199	\$28,170	\$28,792	\$26,852	\$26,963	\$26,722
Meter Transactions	12,065	13,446	13,830	13,164	12,925	12,593
Avg Transactions	\$2.09	\$2.10	\$2.08	\$2.04	\$2.09	\$2.12
Expired Meter Citations	394	377	373	131	518	595

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DRAFT			
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Remaining Budget	\$ 105,627	\$ 262,108	\$ 409,763
* <i>Projected revenue is based on current year performance and may fluctuate</i>			



Maria Irshad, CAPP, MPA



832-393-8643



maria.irshad@houstontx.gov



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midtown
H O U S T O N

www.houstontx.gov/parking

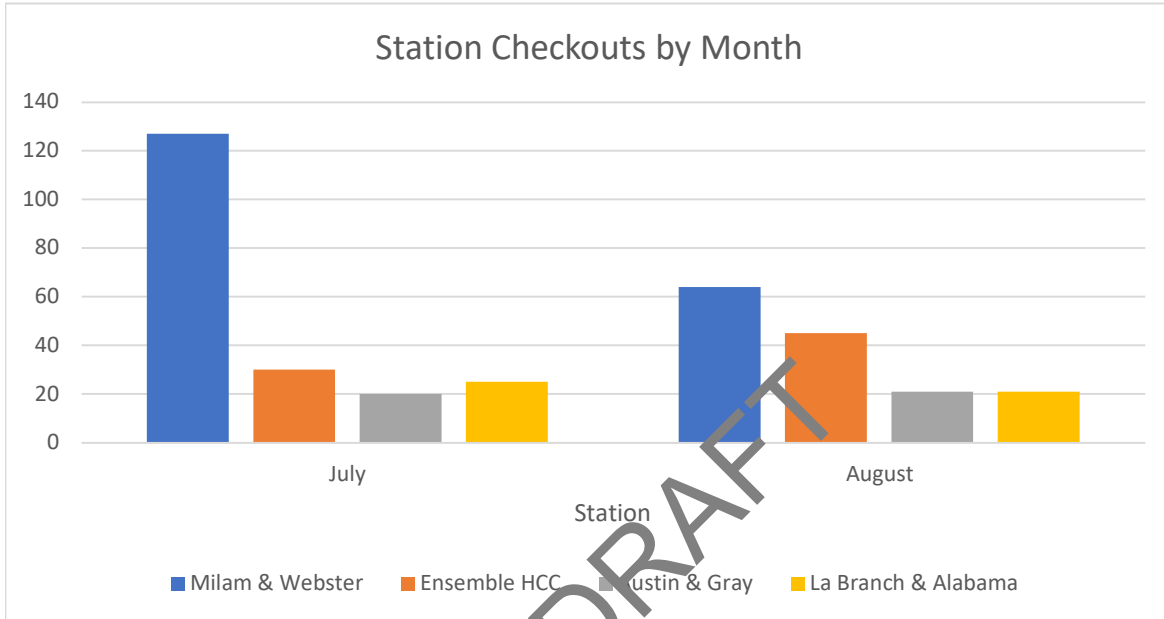
Station Checkouts Quarter 3, 2023

Station	July	August
Milam & Webster	127	64
Ensemble HCC	30	45
Austin & Gray	20	21
La Branch & Alabama	25	21

Total

202

151



Houston Bike Share
 5603 Navigation Boulevard
 Houston, TX 77011
 7138653662

INVOICE



Invoice #: 2174
Invoice Date: 09/18/23
Amount Due: \$5,000.00

Bill To:

Midtown Management District
 410 Pierce St.
 Ste. 355
 Houston, TX 77002
 United States

Ship To:

Midtown Management District
 United States

Due Date	Terms
10/03/23	Net 15

Item	Description	Quantity	Price	Amount
Activation	Service and Maintenance Fee for Milam & Webster (2 months: Sept -Oct)	2	\$625.00	\$1,250.00
Activation	Service and Maintenance Fee for Ensemble HCC (2 months: Sept -Oct)	2	\$625.00	\$1,250.00
Activation	Service and Maintenance Fee for Austin & Gray (2 months: Sept -Oct)	2	\$625.00	\$1,250.00
Activation	Service and Maintenance Fee for LaBranch & Alabama (2 months: Sept -Oct)	2	\$625.00	\$1,250.00

Hi Midtown! Thank you for all your support. We are going to continue to operate the network till we official close service- end of Oct. We have put together the above bill to maintain the network in your MD. This is for Sept & Oct.

Subtotal:	\$5,000.00
Sales Tax:	\$0.00
Total:	\$5,000.00
Payments:	\$0.00
Amount Due:	\$5,000.00

To pay online, go to <https://app02.us.bill.com/p/00802JRQFFOSQFERlast>

Midtown Management District
BCycle services & maintenance

La Branch &
Alabama

Station names:

dock count :

15

Fees :

BCycle software fee	Average station cost	\$	113.00
Internet fee	25.00 per kiosk	\$	25.00
Tech Maintenance	3 visits X 1hr X wk	\$	168.00
Cc readers fee	9.00 per unit	\$	9.00
Fuel/ Vehicle wear & tear	4.00 per trip	\$	52.00
Repair Maintenance	1 visit per month	\$	60.00
Solar cost	10.00 for battery wear & tear	\$	10.00
Bike Service fee	Average bike repairs per station	\$	70.00
Houston Bike Share fee	Fee to operate in network	\$	18.00
Station Parts repaired/ replaced	Average station parts repaired	\$	100.00
TOTAL FEES		\$	625.00

MONTHS

March	PAID	\$	625.00
April	PAID	\$	625.00
May	PAID	\$	625.00
June	PAID	\$	625.00
July	PAID	\$	625.00
August	PAID	\$	625.00
September		\$	625.00
October		\$	625.00
TOTALS		\$	5,000.00

ANNUAL TOTALS

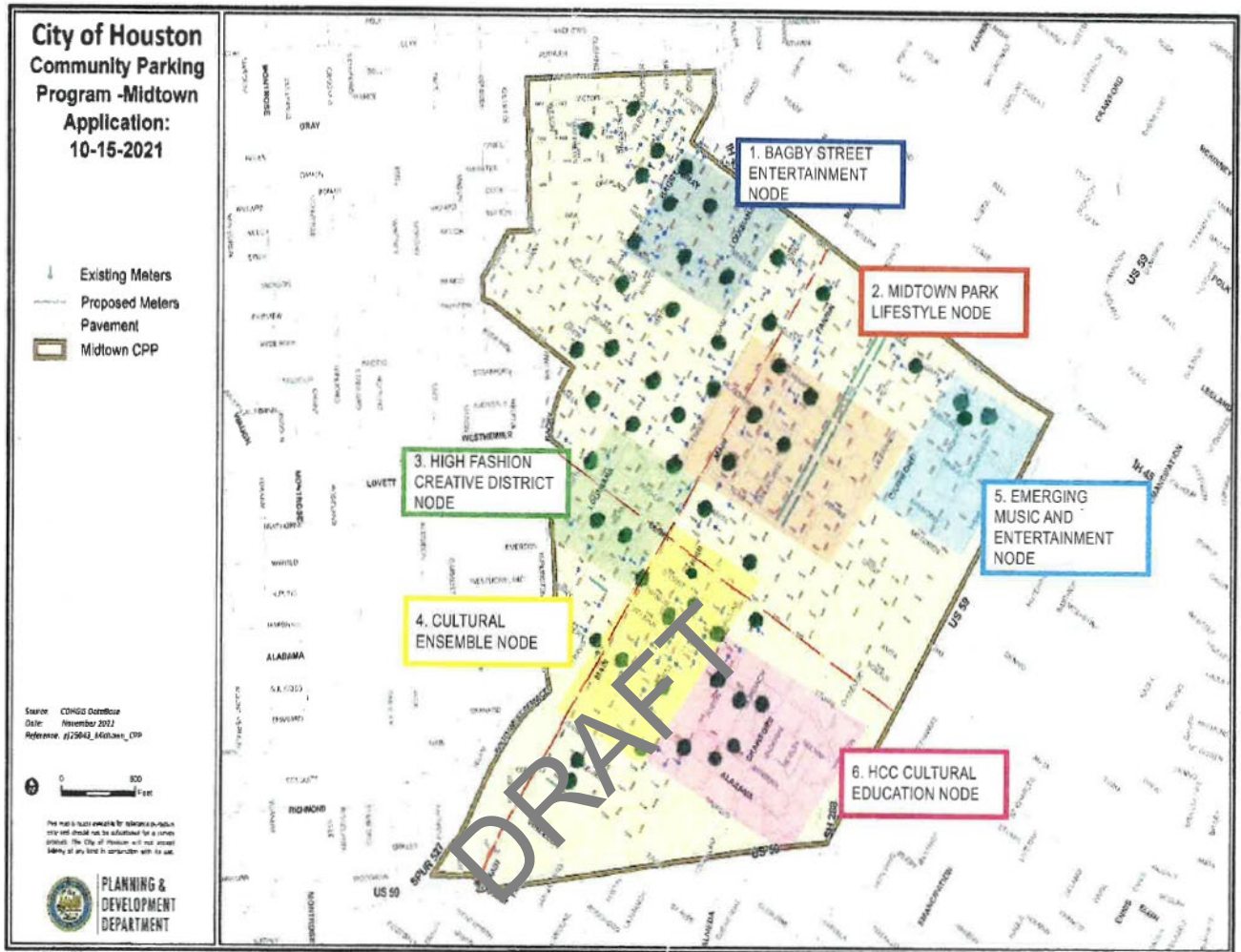
\$

20,000.00

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Ensemble HCC	Milam & Webster	Austin & Gray	
14	11	13	
\$ 113.00	\$ 113.00	\$ 113.00	
\$ 25.00	\$ 25.00	\$ 25.00	
\$ 168.00	\$ 168.00	\$ 168.00	
\$ 9.00	\$ 9.00	\$ 9.00	
\$ 52.00	\$ 52.00	\$ 52.00	
\$ 60.00	\$ 60.00	\$ 60.00	
\$ 10.00	\$ 10.00	\$ 10.00	
\$ 70.00	\$ 70.00	\$ 70.00	
\$ 18.00	\$ 18.00	\$ 18.00	
\$ 100.00	\$ 100.00	\$ 100.00	
\$ 625.00	\$ 625.00	\$ 625.00	
TOTALS			
\$ 625.00	\$ 625.00	\$ 625.00	
\$ 625.00	\$ 625.00	\$ 625.00	\$ 7,500.00
\$ 625.00	\$ 625.00	\$ 625.00	
\$ 625.00	\$ 625.00	\$ 625.00	\$ 7,500.00
\$ 625.00	\$ 625.00	\$ 625.00	
\$ 625.00	\$ 625.00	\$ 625.00	\$ 5,000.00
\$ 625.00	\$ 625.00	\$ 625.00	
\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	

Artistic Meter Designs & Locations



Artistic Meter Designs & Locations

BAGBY STREET
ENTERTAINMENT
NODE

DESIGN



PARKING METER LOCATIONS

1. 400 Gray Street
2. 400 Webster Street
3. 400 Mcilhenny Street
4. 2300 Smith Street
5. 2200 Louisiana Street
6. 2100 Smith Street
7. 2100 Travis Street

Artistic Meter Designs & Locations

**MIDTOWN
PARK LIFESTYLE
NODE**

DESIGN



DRAFT

PARKING METER LOCATIONS

1. 1000 Mcilhenny Street
2. 1100 Mcilhenny Street
3. 1000 McGowen Street
4. 2600 Main Street
5. 2600 Travis Street
6. 1000 Tuam Street

Artistic Meter Designs & Locations

HIGH FASHION
CREATIVE
DISTRICT NODE

DESIGN



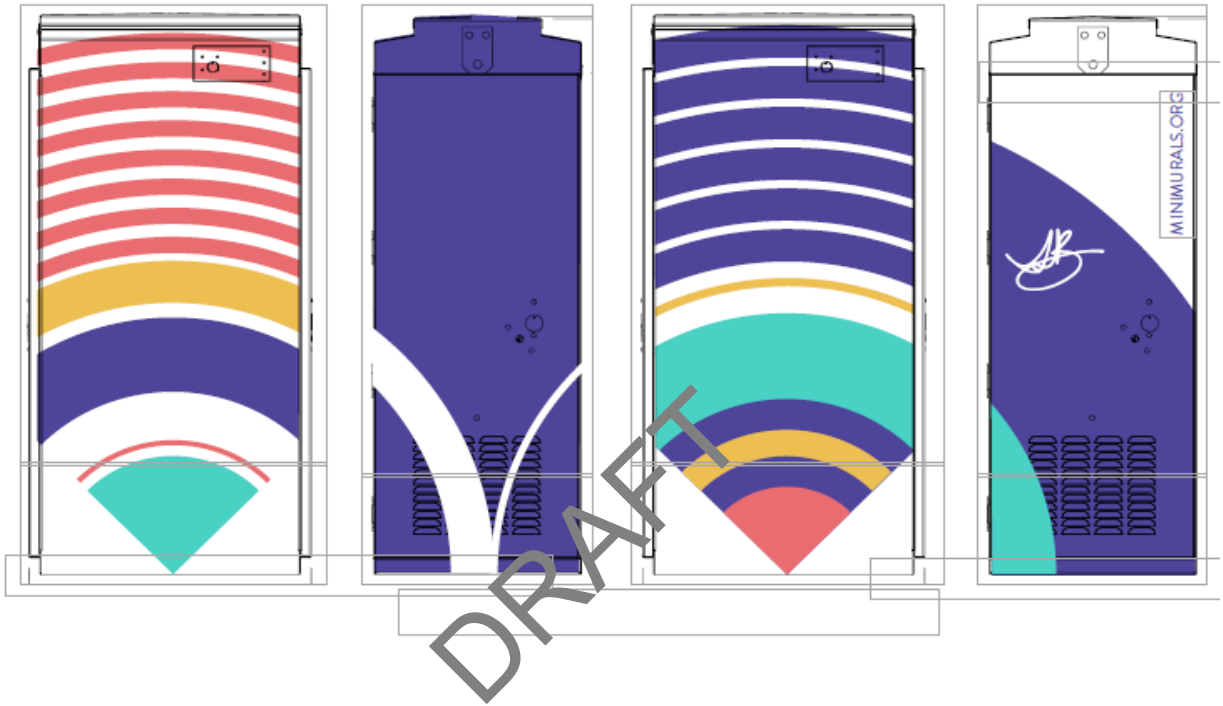
PARKING METER LOCATIONS

1. 3100 Smith Street
2. 2800 Milan Street
3. 700 Stuart Street
4. 800 Stuart Street
5. 3300 Travis Street

Artistic Meter Designs & Locations

CULTURAL
ENSEMBLE
NODE

DESIGN



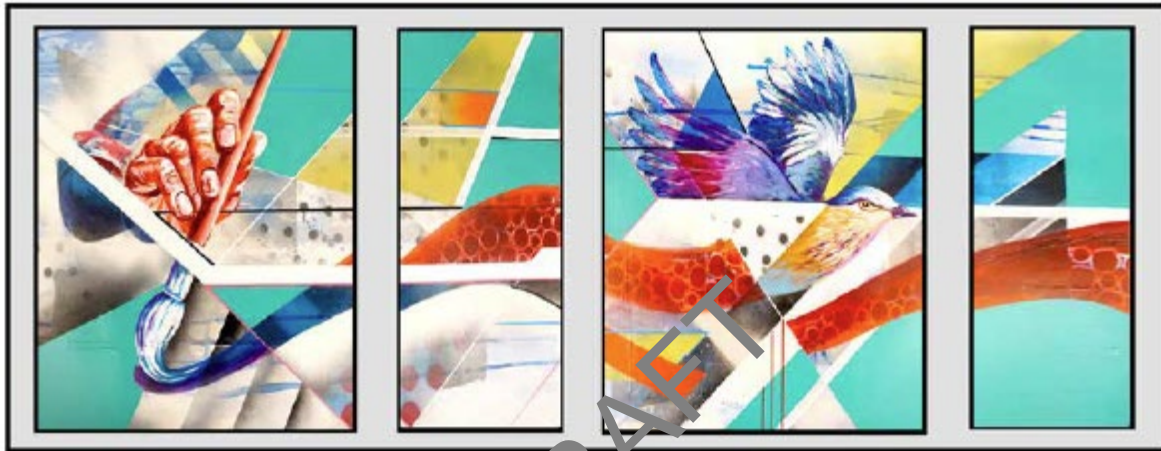
PARKING METER LOCATIONS

1. 3700 Main Street
2. 3700 Fannin Street
3. 3700 San Jacinto Street
4. 1200 Truxillo Street
5. 900 Francis Street
6. 900 Winbern Street
7. 1000 Winbern Street
8. 1100 Berry Street

Artistic Meter Designs & Locations

HCC CULTURAL
EDUCATION
NODE

DESIGN



"CREATE IT YOUR WAY"

PARKING METER LOCATIONS

1. 3400 Austin Street
2. 3800 Austin Street
3. 1400 Holman Street
4. 1500 Holman Street
5. 1500 Crawford Street
6. 3700 La Branch Street

Artistic Meter Designs & Locations

EMERGING MUSIC
&
ENTERTAINMENT
NODE

DESIGN



PARKING METER LOCATIONS

1. 1600 Gray Street
2. 1700 Gray Street
3. 2100 Crawford Street

PROPOSAL FOR ARTWORK ON MIDTOWN PARKING METERS



October 10, 2023

Prepared for: **Midtown Management District**
Purpose: **Integration of Artwork into Parking Meters**

In the heart of Midtown, parking meters play a vital role in managing vehicular traffic. With the objective of blending functionality with aesthetic appeal, UP Art Studio presents this proposal to transform these meters into canvases that reflect the vibrant culture and spirit of Midtown.

Scope of Services

UP Art Studio is proud to offer a comprehensive, turn-key solution for this project:

Creative Development & Project Management:

- Establishment of theme, design direction, and finalizing artwork selection.
- Overseeing the artist(s) from initiation through the completion phase.
- Coordinating the creation and readiness of the print files with third-party vinyl wrapping vendor.
- Facilitation of contracts and disbursement of payments to Artists.
- Ensuring the quality and conducting site inspections as necessary.
- Promotion of the project through UP Art Studio's social media platforms: Instagram, Facebook, LinkedIn and "X"/Twitter.
- Active participation in media relations and community engagement events upon the client's request.

Design & Rendering:

- Provide a mix of existing designs and new renderings based on the specified theme or vision.
- All designs will be shared with the client for feedback and approval.

Sample Budget

Please be advised that the final budget figures presented in this proposal are estimates. The definitive budget will be contingent upon the final selection of artwork, whether from our existing renderings or new creations. Variability in the artistic complexity, intricacy, and resources required may result in adjustments to the budget.

DRAFT BUDGET | rev 10-10-23

	Qty	Fee	Total
Artist (existing rendering per use)	35	\$350	\$12,250
UP Art Studio	35	\$250	\$8,750
TOTAL			\$21,000

We aim to work closely with Midtown Management District to ensure that choices align with both aesthetic goals and budgetary considerations.

UP Art Studio Team

Elia Quiles stands as our project lead for public art projects, with a rich history of overseeing art-based initiatives in Houston, Texas. Both **Elia** and **Noah Quiles**, firm principals, will be intricately involved in every step of this project. Their combined expertise and dedication have culminated in the successful delivery of hundreds of projects.

For more detailed information about our past ventures and the depth of our experience, we invite you to visit UPArtStudio.org.

We appreciate the opportunity to present our proposal and look forward to potentially adding a touch of art to the streets of Midtown. We believe that these artistic meters will not only serve a functional purpose but also enhance the cultural essence of the district.

Warm Regards,

Elia Quiles

Elia Quiles
Co-Founder, Managing Principal
UP Art Studio

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