



**MIDTOWN MANAGEMENT DISTRICT
PARKING BENEFIT DISTRICT ADVISORY COMMITTEE MEETING
MINUTES**

September 11, 2025, 3:00 p.m.

Midtown Management District Offices, 3rd Floor Conference Room
410 Pierce Street, Houston, Texas 77002

The Parking Officials were present, and the meeting was open to the public.

1. Roll Call	<p>Maggie Segrich Scarlett Yarborough Giselle Martinez Ericka Butler</p> <p>All Committee Members above were present.</p> <p>Also, in attendance were:</p> <p>Midtown Staff: Chrystal Davis, Sharita Bohanna, Madison Walkes, Cynthia Alvarado, Other Attendees: Rami Arafat, Senior Division Manager of Administration and Operations, of ParkHouston, City of Houston Administration and Regulatory Affairs Department; Steven Chiara and Burke Yates of Sentriforce LotWitness; and Sahar Lopez of Bracewell, LLP.</p>
2. Public comments	There were no public comments made.
3. Consent Agenda	<p>Mrs. Chrystal Davis presented the Consent Agenda.</p> <p>Committee Member Martinez moved to approve the Consent Agenda, including the minutes from the June 18, 2025, Midtown Parking Benefit District Advisory Committee meeting. The motion was seconded by Committee Member Yarborough and carried unanimously.</p>
4. Updates from ParkHouston	Mr. Arafat presented the income statements for the Midtown Parking Benefit District, noting no action items. He stated that as the fiscal year is still earlier with only two months of data available,

	<p>projections may shift, but the revenue share currently stands at \$237,870. He further stated that historically, revenue starts high before tapering, and last year the final transfer was approximately \$187,000. Mr. Arafat further stated that despite this trend, the committee remains confident that the projected fund transfer will remain healthy.</p> <p>Mr. Arafat also reported the FY2025 ending balance of \$405,519 carried forward into FY2026, with \$351,000 of that total already encumbered for approved projects, leaving approximately \$52,000 unallocated. He also stated that with projected revenue included, the year-end balance is estimated to be about \$310,000 if all encumbrances are fully spent. Lastly, Mr. Arafat and the committee confirmed that the project list was accurate and appreciated the inclusion of the \$20,000 credit from the Speed Feedback Sign Study project.</p>
5. Midtown Camera Grant Program Presentation	<p>Representatives Steven Chiara and Burke Yates from Sentriforce LotWitness presented on the Camera Grant Pilot Program. They explained that the system uses AI-driven 360-degree surveillance cameras, strobe lights, and customizable audio reminders to deter vehicle break-ins in parking lots. Mr. Yates further stated that the camera system includes signage that can display Midtown branding. Mr. Yates reported that a recent deployment at Axelrad Beer Garden demonstrated strong results, with a significant reduction in break-ins. He further stated that the cameras also help deter illegal dumping.</p> <p>Mr. Yates emphasized behavioral modification, targeting both criminals and customers, and described the process for collecting footage for businesses and law enforcement. The Committee members discussed the importance of branding, appropriate audio volume, and key performance indicators to measure program success.</p> <p>Sahar Lopez of Bracewell, LLP reported that the attorneys are reviewing the terms and documents of the camera services provided by Sentriforce. She further stated that a resolution will be presented at the Midtown Management District Board meeting on October 1, 2025 to formally delegate authority to the PBD Advisory Committee for selecting camera placement locations. The committee also acknowledged the need to finalize application forms and program policies, with adoption targeted for October 2025.</p>

	The total cost of the Camera Grant Pilot Program was also reviewed by the Committee. Each camera is projected to cost \$750 per month, including installation and maintenance. With five cameras proposed for the pilot, the total program cost is \$3,750 per month, or \$22,500 for the full six-month term. Committee members agreed that the program represents a strong value, particularly since Midtown branding can be incorporated at no additional charge.
6. Proposed Projects	There were no additional announcements regarding proposed projects at this time.
7. Announcements	Next meeting: Thursday, October 9, 2025, at 3:00 p.m.
8. Adjourn	There being no other business, the meeting was adjourned.

Committee meetings are open to the public. For special needs or information about this Committee, please contact Chrystal Davis at 713-526-7577 or cdavis@midtownhouston.com.


Maggie Segrich
Committee Chair

10/09/25
Date