



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

Thursday, October 9, 2025, at 3:00 p.m.

Midtown Management District Offices, 3<sup>rd</sup> 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 of the above-named were present.</p> <p>Also, in attendance were:</p> <p>Midtown Staff members Chrystal Davis, Cynthia Alvarado, and Clark Lord of Bracewell, LLP.</p>
2. Public comments	<p>Committee members discussed community concerns regarding noise disturbances and nightlife enforcement within the Midtown area. Members noted the City of Houston’s ongoing review of the Loud Noise Ordinance and explored possible coordination with the Harris County Attorney’s Office to address recurring nuisance properties through civil enforcement measures.</p> <p>Clark Lord shared information regarding other management districts that maintain agreements with the County Attorney’s Office to handle nuisance properties through civil litigation. Members emphasized the importance of balancing enforcement with economic development, noting the need to maintain a safe and vibrant neighborhood while supporting responsible business operations.</p>

	The Committee agreed that improved data collection on noise complaints, 311 call records, and HPD enforcement actions are critical for long-term effectiveness and accountability.
3. Consent Agenda	<p>Mrs. Chrystal Davis presented the Consent Agenda.</p> <p>A motion to approve the Consent Agenda (Minutes for the September 11, 2025 Midtown Parking Benefit District (“MPBD”) Advisory Committee meeting) as presented was made by Committee Member Butler. The motion was seconded by Committee Member Martinez and was carried by unanimous vote.</p>
4. Midtown Camera Grant Program	<p>Midtown staff provided an update on the <b>Midtown Camera Grant Pilot Program</b>, developed in partnership with LotWitness and Sentriforce to enhance public safety. The program allocates \$45,000 for the installation of ten (10) cameras (five units per vendor) over a 12-month period.</p> <p>Program requirements include:</p> <ul style="list-style-type: none"> <li>• Proper exterior lighting and visibility</li> <li>• Maintained landscaping for unobstructed views</li> <li>• A valid trespass affidavit on file with HPD.</li> </ul> <p>Clark Lord confirmed that legal counsel is finalizing the grant application and eligibility standards to ensure compliance and equitable access for participating businesses.</p> <p>A motion to approve the Midtown Camera Grant Program and authorize the allocation of \$45,000 from the Midtown Parking Benefit District Fund was made by Committee Member Martinez, seconded by Committee Member Yarborough, and carried by unanimous vote.</p> <p>Per Lord’s clarification, the Committee’s action constitutes approval of the program and the authorization of funds, with individual grant awards to be reviewed and approved by the Economic Development Committee.</p> <p>The Committee also recommended that Midtown staff and HPD report back on camera performance outcomes and program impact once the installations are completed.</p>
5. Proposed Projects	There were no projects proposed at this time.

<p>6. Announcements</p>	<p><b>Key Performance Indicators (KPIs)</b></p> <p>Committee Member Martinez presented a draft KPI tracking template for committee review. The template includes fields for project category, description, approval date, total funds allocated, funds spent or earmarked, and current project status.</p> <p>Metrics discussed included:</p> <ul style="list-style-type: none"> <li>Quantitative KPIs: Number of devices purchased and actively in use, number of citations issued, and program participation metrics.</li> <li>Qualitative KPIs: Reduction in speeding incidents, improvements in safety perception, and general community impact.</li> </ul> <p>Committee members recommended identifying data sources such as HPD reports and Midtown field services to support KPI tracking. It was agreed that the FY2026 KPI framework will be finalized during the first quarter of 2026.</p> <p><b>Parking Benefit District Use of Funds and FY2026 Budget Discussion</b></p> <p>Mrs. Davis presented the use of funds report for the Midtown Parking Benefit District, providing an overview of FY2025 expenditures and encumbered funds for active projects. The presentation outlined the Committee’s current financial position, including funding allocated for the Midtown Camera Grant Program, traffic control lasers, and ongoing public safety initiatives.</p> <p>Committee Members discussed potential FY2026 budget priorities, emphasizing the importance of aligning new project proposals with measurable KPIs and ensuring coordination with ParkHouston and HPD to maximize the impact of available resources. The Committee also noted that the respective Committee Chair has reviewed the proposed FY2026 budget and is aware of all planned projects and programs scheduled for implementation in the upcoming fiscal year.</p> <p>The Committee expressed interest in exploring shared funding opportunities for pedestrian lighting and other safety-related enhancements once the City’s Pedestrian Lighting Assessment is completed in early 2026.</p>
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	<p><b>Committee Membership Update</b></p> <p>Members reviewed the current composition of the Advisory Committee and determined that one additional resident representative is needed to comply with the City of Houston’s PBD membership structure. Midtown staff will confirm the committee’s composition with ParkHouston and the City Legal Department before proceeding with a formal recommendation to the Midtown Board for appointment.</p>
7. Next meeting date	<p>Parking Benefit Advisory Committee Meeting  <b>Thursday, January 8, 2026, at 3:00 p.m.</b>  Midtown Management District Offices, 3<sup>rd</sup> Floor Conference Room  410 Pierce Street, Houston, Texas 77002</p>
8. Adjourn	<p>There being no other business, the meeting was adjourned.</p>

*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](mailto:cdavis@midtownhouston.com).*



Maggie Segrich  
Committee Chair