



Board of Directors Meeting
March 9, 2023

**Houston Downtown Management District
Board of Directors Meeting
February 9, 2023**

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**MINUTES OF REGULAR MEETING OF
HOUSTON DOWNTOWN MANAGEMENT DISTRICT**

February 9, 2023

THE STATE OF TEXAS §
 §
COUNTY OF HARRIS §

The Board of Directors of the Houston Downtown Management District (the “District”) met in regular session, open to the public, on February 9, 2023, at 12:00 p.m., in-person inside the Lyondell Basell Tower, Exchange Conference Center, Conference Rooms B & C, located at 1221 McKinney Street, Houston, TX 77010, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

Crystal Allen	Robbi Jones
Leslie G. Ashby	Roland Kennedy
Genora Boykins	Benjamin Llana
Clay Crawford	Nick Massad III
Jacques D’Rovencourt	Sherea A. McKenzie
Marcus Davis	Kenny Meyer
Terry Demchak	Cat Nguyen
Irma Galvan	Randy Pryor
Marian Harper	Edna Ramos
Gilbert A. Herrera	Grace Rodriguez
C.C. Huang	Richard Torres
Angus Hughes	Valerie M. Williams
Toni Jackson	Ted Zwiég

and all of the above were present, with the exception of Directors Crystal Allen, Marcus Davis, Terry Demchak, Angus Hughes, Nick Massad, Sherea McKenzie, Cat Nguyen, Randy Pryor and Valerie Williams.

Also present were Kris Larson, President/CEO; Allen Douglas, COO & General Counsel; Jana Gunter, Director of Finance; and staff members Christal Ayala, Jenna Beasley, Jordan Cutler, Brett DeBord, Scott Finke, Diana Garfias, Jacque Gonzalez, Keith Gould, David Gwin, Lonnie Hoogeboom, James Kennedy, Dusty McCartney, Jamie Perkins, and Ann Taylor; all with the District; Varun Cidambi, Robert Pieroni and Albert Sanchez with Central Houston, Inc.; and Algenita Davis, Consultant to the District.

WELCOME

Chair Ashby presided over the meeting and welcomed all directors, consultants, and other meeting attendees. Marian Harper served as Secretary.

Quorum was established and the meeting began at approximately 12:23 PM.

PUBLIC COMMENT

Chair Ashby asked if anyone from the public had comments. Audrey Decker, Co-founder of Street Art for Mankind, introduced herself and thanked the Board for their support on the Bigger Art, Bigger Change project. She spoke about the artists who created and the meanings behind each mural.

President Larson thanked Ms. Decker for joining the meeting. He also noted there will be a continuing partnership with Street Art for Mankind, resulting in a request for Board approval to fund another seven to eight murals at the March Board meeting. No further action was needed.

SERVICE AWARDS

President Larson continued and informed the Board that on behalf of all of the District's affiliated organizations, he would like to take a brief moment during Board meetings to start acknowledging staff anniversaries. Service Awards were presented to Diana Garfias and James Kennedy, in celebration of five and ten years of service respectively. Chair Ashby, on behalf of the District Board, thanked Ms. Garfias and Mr. Kennedy for their years of service.

APPROVAL OF MINUTES

The Board considered approving the minutes of the January 12, 2023 regular meeting of the Board of Directors. Hearing no comments or corrections, Chair Ashby called for a motion, moved by Director Ramos, and seconded by Director Crawford, and the Board approved the January 12, 2023 minutes as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Approval of Financial Statements and Ratification of Expenditures

Chair Ashby called on Robbi Jones, Treasurer of the District, to present the interim financial statements and check registers for the period of January 31, 2023. Treasurer Jones shared highlights from the January statements and check registers. No questions or discussion occurred.

Upon a motion called by Chair Ashby, moved by Director Ramos, and seconded by Director Crawford, the Board accepted the January financial statements and check registers as presented.

Fourth Quarter Investment Report

Treasurer Jones continued by sharing details from the Fourth Quarter Investment Report. The report was presented at the January 12th meeting, however a motion to accept the Fourth Quarter Investment Report was not raised. Chair Ashby called for comments or questions. Hearing none, she

entertained a motion, moved by Director Kennedy and Seconded by Director Ramos, and the Fourth Quarter Investment Report was accepted as presented.

Report from the Nominating Committee

President Larson reported on behalf of the Nominating Committee, stating that the Committee convened on January 9th and again on March 2nd to discuss the upcoming renewing slate of Directors and prospective candidates to fill current and soon-to-be vacant Board positions. He stated the 2023 slate will be brought to the Board for consideration in March instead of May or June as it has in the past. This will allow the time needed for the City of Houston Boards and Commissions to complete their vetting process and will better align with a Director's June 1st effective date of a term. No action further was required.

PROJECT SPOTLIGHT: NCAA FINAL FOUR

Chair Ashby asked President Larson to continue. He introduced Holly Kesterson, Vice President of Events with the Houston Sports Authority. Ms. Kesterson thanked the Board for their support of the numerous events surrounding the NCAA Final Four Event and shared a slide deck of the same. Questions were asked and answered. In an effort to enhance the overall experience for both the attendees and event sponsors, President Larson noted the District hosts a committee that prepares and encourages downtown business and property owners to come up with creative ways to decorate their storefronts. This committee will meet on February 14th to discuss guidelines and will begin outreach soon after. No further action was required.

FUND BALANCE AND RESERVE POLICY PRESENTATION & DISCUSSION

President Larson continued and shared an update on behalf of the Executive Committee about the ongoing effort to form a Fund Balance and Reserve Policy. He shared a presentation outlining highlights of what the committee has discussed and learned through prior conversations. He explained how the District operates on an accrual basis, defined key terms of what is considered Operating Funding and a Fund Balance, provided clarity on how and when the District property taxes are collected, illustrated the peaks and valleys of a typical fiscal year and how it all ties into the end goal of creating a sustainable fund balance. Questions were asked and answered, and discussion ensued. He closed by stating the Executive Committee will continue discussions over the appropriate dollar amount the fund balance should hold, with plans to bring a recommendation of that dollar amount for Board consideration in April.

PROGRAM AUTHORIZATIONS

Marketing & Communications

Chair Ashby called on Ann Taylor, Director of Engagement, to present a request for Board consideration. Ms. Taylor provided a brief synopsis of the cross-organizational effort to re-brand and consolidate branding for the District and its two affiliated organizations, Central Houston, Inc. and the Downtown Redevelopment Authority. This authorization encompasses the President/CEO to enter into an agreement with a branding consultant to be determined and related expenditures not to exceed an amount of \$75,000.

Chair Ashby called for questions and discussion. Hearing none, she called for a motion, which was moved by Director Crawford and seconded by Director Zwiig, and the request to obtain a branding consultant and expenditures related thereto was approved as presented.

Economic Development

Chair Ashby invited Robert Pieroni, Director of Economic Development, to present the next item up for consideration. Mr. Pieroni gave a brief background of his request for retaining a consultant for the 2023 quarterly reports design and content development in an amount not to exceed \$15,000. He explained by investing in this tool, this would continue to promote the District as the go-to organization for downtown market research and intelligence.

Hearing no questions and need for discussion, Director Ashby called for a motion, moved by Director Ramos and seconded by Director Harper, and the request to obtain a design and content consultant and related expenditures was approved as presented.

GOAL-BASED UPDATES

Goal 1: Champion Downtown

President Larson provided updates related to Goal 1 of the Strategic Alignment Plan, which included the latest on the North Houston Highway project (NHHIP) and efforts with homelessness in partnership with the Coalition for the Homeless.

Goal 2: Enhance Downtown

Next, he provided updates related to Goal 2 of the Strategic Alignment Plan, which included an update on the Cotswold fountains and the new TreeKeeper smart monitory system to monitor the health of downtown's trees.

Goal 3: Connect Downtown

Then Larson spoke of updates related to Goal 3 of the Strategic Alignment Plan. He talked about the partnership between Central Houston, Harris County, and the Houston Sports Authority and how the District Ambassador program will be used for the Final Four event. He also provided a brief recap of the successful grand opening of Trebly Park.

Goal 4: Thrive Downtown

Next, he moved into updates related to Goal 4 of the Strategic Alignment Plan, touching on the latest in-office occupancy rates and a brief recap of the January 17th MBDA event held at the LaunchPad. This CHI-sponsored event hosted local business and community leaders to discuss ways to help minority and other underserved entrepreneurs start and grow their businesses. CHI will continue its partnership with local leaders and support of MBDA and bring awareness of the LaunchPad as a resource to these types of businesses.

Goal 5: Stakeholder Engagement

Finally, President Larson provided a brief update related to Goal 5 of the Strategic Alignment Plan which included updates on the formation and assignment of volunteers to the newly formed

Collaborative Committees. He also highlighted an article from the January 27th edition of the Houston Chronicle about the future of the Pierce Elevated.

DIRECTORS' QUESTIONS ON OTHER INITIATIVES

There were no questions or other matters brought forth by the Board.

OTHER BUSINESS

Chair Ashby noted the next Board meeting is scheduled for March 9, 2023 and will be held in person. There being no further business to come before the Board, the meeting was adjourned at 1:30 PM.

Marian Harper, Secretary
Houston Downtown Management District

YTD February 2023 Balance Sheet

Assets

Operating Cash Balance is \$2.0M

TexPool Investment Funds \$22.7M

2022 Assessments Due: 97% have been collected

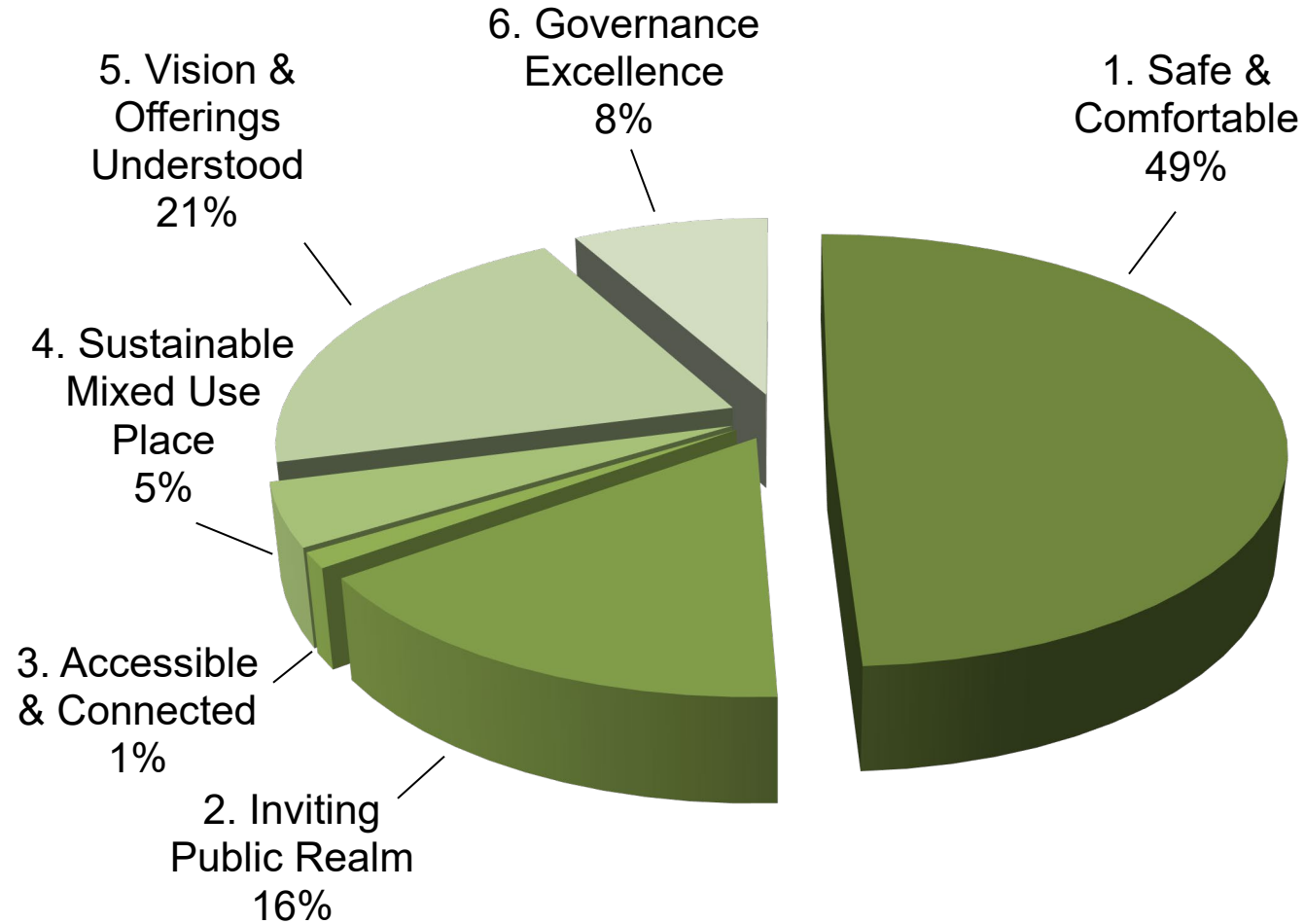
2022 Assessments Receivable \$449K

Accounts Receivable include \$405K due from
City of Houston for Downtown Living Initiative payments.

Liabilities

Reserves for Property Value Protests are \$1.5M reflecting a
projected loss rate of 11.7% for 2022 tax assessments.

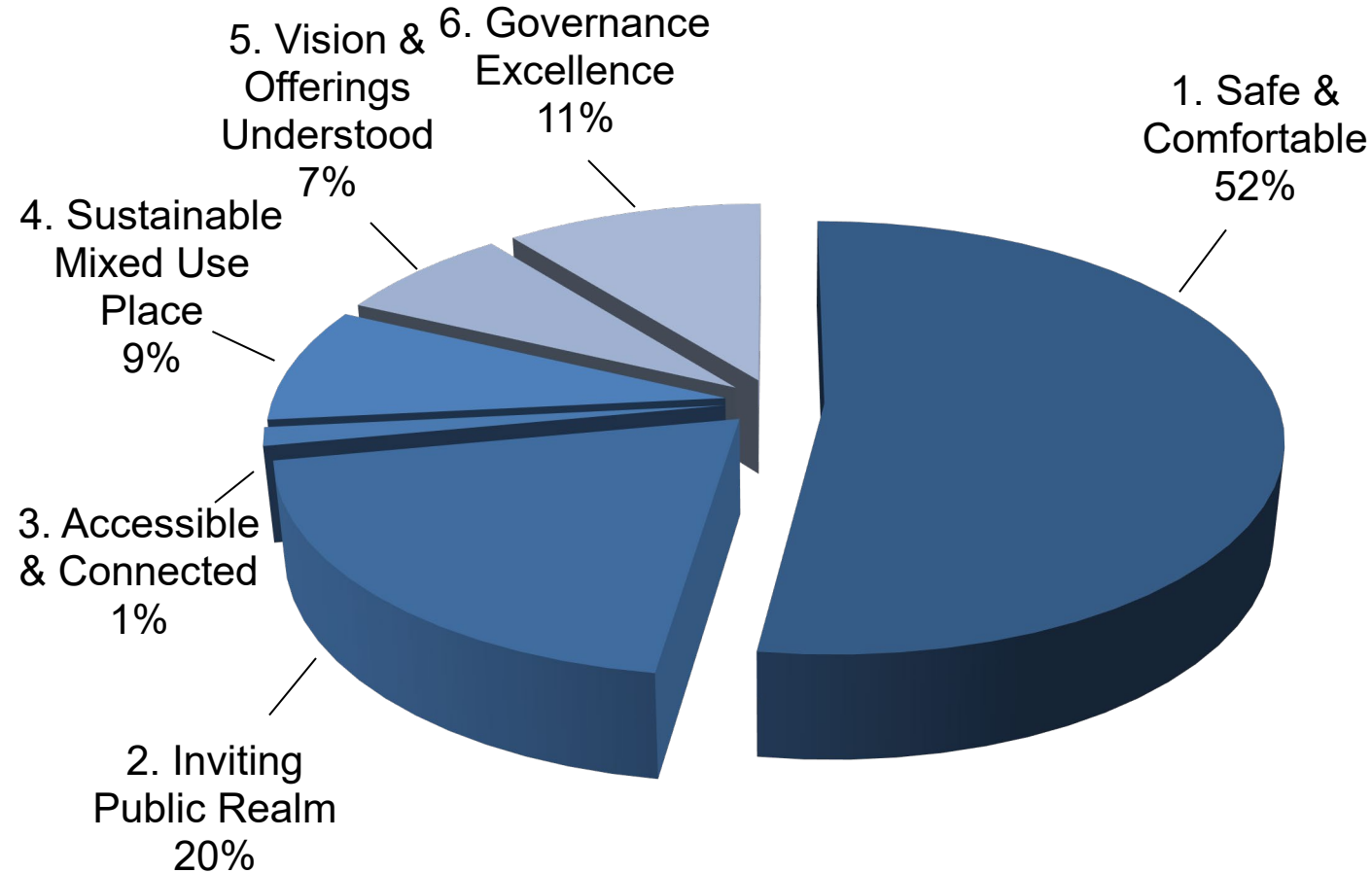
YTD February 2023 Budget



Total: \$3,320,450

Operating: \$2,505,874 Capital: \$814,576

YTD February 2023 Spending



Total: \$1,680,895 (\$1.6M below YTD 2023 Budget)

Operating: \$1,622,668 Capital: \$58,227

February 2023 Variance from Budget Highlights

- Safe & Comfortable – (\$386K) under budget
 - Under budget (\$75K) in Safety Guides and (\$75K) in Private Security.
 - Under budget (\$118K) in Homeless Outreach programs.
 - Under budget (\$14K) in Street Lighting Expense, amenities and maintenance.
 - Over budget \$15K in Street Teams cleaning sidewalks and bus stops and \$3K Trash Collection expense.
 - Under budget (\$32K) in Paver Repair and Maintenance, (\$72K) in Landscaping and tree maintenance, (\$19K) in Irrigation maintenance and repair and (\$4K) in the Operations Center for the warehouse lease.
- Vision & Offerings Understood – (\$406K) under budget
 - Under budget (\$117K) in marketing expenditures and (\$35K) in staffing.
 - Under budget (\$250K) in Planning Consultants & Expenses for NHHIP and (\$3K) in staffing.

February 2023 Variance from Budget Highlights

- Capital Improvement – (\$756K) under budget
 - Under budget (\$375K) in Landscape Amenities-Irrigation.
 - Under budget (\$18K) in Banners, (\$9K) for Trebly Park furnishings and (\$40K) in Landscape Enhancements-Urban Canopy.
 - Under budget (\$95K) for Vehicular and Pedestrian Wayfinding and (\$189K) for Southeast Sidewalks TxDot project.
 - Over budget \$9K for DLI rebate budgeted for June 2023 paid out earlier in the year.
 - Under budget (\$42K) in Capital Replacement expenditures due to no repairs have been made in the first two months of the year.

Check register for February 2023

- Total checks issued in February 2023 were \$1.7 million.
 - Block by Block - \$820,776
 - Central Houston, Inc. - \$251,086
 - Seal Security Solutions, Inc. - \$77,603
 - LVA 4 Houston Greenstreet LP - \$63,911
 - Maintenance to Go - \$59,285
 - Huitt-Zollars, Inc. - \$50,795



To Management
Houston Downtown Management District

Management is responsible for the accompanying financial statements of the Houston Downtown Management District (the District), which comprise the governmental fund balance sheets and statements of net position as of February 28, 2023 and 2022, and the related statements of activities for the months then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements, nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all the disclosures required by accounting principles generally accepted in the United States of America and the required supplementary information that the Government Accounting Standards Board (GASB) requires to be presented to supplement the basic financial statements. If the omitted disclosures, and GASB required supplementary information were included in the financial statements, they might influence the user's conclusions about the District's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

The Variance Analysis on page 4 is presented to supplement the basic financial statements. Such information is presented for purposes of additional analysis and, although not a required part of the basic financial statements. The Variance Analysis is the responsibility of management and were derived from and relate directly to the underlying accounting and other records used to prepare the financial statements. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Sincerely,

A handwritten signature in blue ink that reads 'nctp cpas, pllc'.

Houston, Texas
March 6, 2023

**Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
February 28, 2023 and February 28, 2022**

	2023			2022		
	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)
Assets						
Cash	\$ 19,690,995	\$ 5,013,614	\$ 24,704,609	\$ 20,582,869	\$ 4,442,336	\$ 25,025,206
Assessments Due	413,367	35,635	449,001	577,206	29,673	606,879
Accounts Receivable	527,196	-	527,196	373,952	4,800	378,753
Prepaid Expense	26,235	-	26,235	26,235	-	26,235
Inventory	-	-	-	-	-	-
Property & Equipment, Net	573,181	933	574,114	708,863	12,062	720,925
Right of Use Lease Asset 1313 Main, Net	2,605,400	-	2,605,400	2,840,474	-	2,840,474
Intercompany Rec/Pay	(1,229,889)	1,229,889	-	(1,234,582)	1,234,582	-
Total Assets	\$ 22,606,484	\$ 6,280,071	\$ 28,886,556	\$ 23,875,018	\$ 5,723,454	\$ 29,598,471
Liabilities						
Accounts Payable & Accrued Expenses	\$ 856,253	\$ 800	\$ 857,053	\$ 967,633	\$ 43,000	\$ 1,010,633
Lease Liability 1313 Main	2,734,042	-	2,734,042	2,912,841	-	\$ 2,912,841
Deferred Revenue	-	-	-	-	-	-
Reserve for Refunds due to Property Protests	1,346,512	111,968	1,458,480	1,316,340	98,292	1,414,632
Total Liabilities & Deferred Revenue	4,936,807	112,768	5,049,575	5,196,813	141,292	5,338,105
Fund Balances						
Unreserved, Undesignated	16,869,678		16,869,678	17,878,205		17,878,205
Unreserved, Designated for Catastrophy	800,000		800,000	800,000		800,000
Reserved for Capital Projects		6,167,303	6,167,303		5,582,161	5,582,161
	17,669,678	6,167,303	23,836,981	18,678,205	5,582,161	24,260,366
Total Liabilities, Deferred Revenue & Fund Balances	\$ 22,606,484	\$ 6,280,071	\$ 28,886,556	\$ 23,875,018	\$ 5,723,454	\$ 29,598,471

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HOUSTON DOWNTOWN MANAGEMENT DISTRICT

AP Check Register (Current by Bank)

Check Dates: 2/1/2023 to 2/28/2023

Check No.	Date	Status*	Vendor ID	Payee Name	Amount
BANK ID: A - OPERATING ACCT-JPMORGAN					101.000
**35267	02/01/23	P	1200	CENTRAL HOUSTON, INC	\$251,085.67
35268	02/01/23	V 2/1/23	1200		
35269	02/01/23	V 2/1/23	1200		
35270	02/01/23	V 2/1/23	1200		
35271	02/01/23	V 2/1/23	1200		
35272	02/01/23	V 2/1/23	1200		
35273	02/01/23	V 2/1/23	1200		
35274	02/01/23	V 2/1/23	1200		
35275	02/01/23	V 2/1/23	1200		
35276	02/01/23	V 2/1/23	1200		
35277	02/01/23	V 2/1/23	1200		
35278	02/01/23	V 2/1/23	1200		
35279	02/01/23	V 2/1/23	1200		
35280	02/01/23	V 2/1/23	1200		
35281	02/01/23	V 2/1/23	1200		
35282	02/01/23	V 2/1/23	1200		
35283	02/01/23	V 2/1/23	1200		
35284	02/01/23	V 2/1/23	1200		
**1445110	02/06/23	M	8543	TENNANT SALES & SERVICE COMP.	\$510.24
1445111	02/01/23	P	99998	1004 PRAIRIE HOLDINGS LLC	\$75.97
1445112	02/01/23	P	999945	901 COMMERCE LLC	\$382.83
1445113	02/01/23	P	999946	907 COMMERCE LP	\$26.64
1445114	02/01/23	P	999947	COMMERCE HUTCHINS LP	\$8.80
1445115	02/01/23	P	999948	DAVID S & BARBARA C BRILL	\$204.00
1445116	02/01/23	P	999942	FIRST DATE, LLC	\$323.89
1445117	02/01/23	P	999949	GAWICK ANDREA & DON	\$204.00
1445118	02/01/23	P	5648	LINEBARGER GOGGAN BLAIR	\$15,152.80
1445119	02/01/23	P	9988	LVA4 HOUSTON GREENSTREET LP	\$23,918.23
1445120	02/01/23	P	999950	PATTEN TITLE COMPANY	\$5.56
1445121	02/01/23	P	999951	SAM A FERRARI	\$204.00
1445122	02/01/23	P	999952	SHORENSTEIN PROPERTIES 800 BEL	\$31,428.82
1445123	02/01/23	P	999953	SUSAN M CARRIER	\$204.00
1445124	02/01/23	P	8619	TREANOR PARTNERS	\$85.26
**144507	02/06/23	M	1801	DIRECTV	\$97.98
**144509	02/06/23	M	8355	STERLING EXPRESS SERVICES, INC	\$34.25
**144511	02/06/23	M	8043	RELIANT BUSINESS PRODUCTS,INC	\$510.24
144511	02/06/23	V 2/6/23	8043	RELIANT BUSINESS PRODUCTS,INC	(\$510.24)
**144515	02/06/23	M	1665	COLOR SPECIALISTS LANDSCAPING	\$8,028.35
**144518	02/06/23	M	8353	SPLICE OF LIFE PRODUCTIONS LLC	\$12,990.33
**144522	02/06/23	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$8,020.80
**144525	02/06/23	M	1691	CORPORATE COMPUTER SOURCE, LTD	\$675.00
**144527	02/06/23	M	3630	HOME DEPOT CREDIT SERVICES	\$298.37
**144529	02/06/23	M	3549	J & D ENTERTAINMENT, LLC	\$24,600.00
**144531	02/06/23	M	4560	JERDON ENTERPRISE, L.P.	\$9,457.49
**144533	02/06/23	M	8876	JESSICA HIPOLITO	\$750.00
**144535	02/06/23	M	5540	LINCOLN COLWELL	\$1,840.00
**144537	02/06/23	M	5987	MAINTENANCE TO GO	\$16,999.21
**144539	02/06/23	M	6249	MOONSTAR CINEMA SERVICES	\$745.45
**144545	02/06/23	M	9948	ORKIN PEST CONTROL	\$120.00
**144547	02/06/23	M	8403	SPECIAL EVENT HOUSTON	\$5,401.00
**144549	02/06/23	M	8609	TOUCH & AGREE PROPERTY	\$2,521.60
**144551	02/06/23	M	8614	TOUT SUITE CATERING	\$9,620.61
**144686	02/06/23	M	8151	SEARCH HOMELESS SERVICES	\$13,741.85
**144690	02/06/23	M	8655	TRIPLE R BROTHERS, LTD	\$72.53
**2059570	02/14/23	M	1692	COSTAR GROUP, INC.	\$1,115.07
**2059575	02/14/23	M	8543	TENNANT SALES & SERVICE COMP.	\$367.12

* Check Status Types: "P" - Printed ; "M" - Manual ; "V" - Void (Void Date); "A" - Application; "E" - EFT

** Denotes broken check sequence.

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HOUSTON DOWNTOWN MANAGEMENT DISTRICT

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AP Check Register (Current by Bank)

Check Dates: 2/1/2023 to 2/28/2023

Check No.	Date	Status*	Vendor ID	Payee Name	Amount
**2059577	02/14/23	M	9067	WASTE MANAGEMENT OF TEXAS, INC	\$194.53
**2059581	02/14/23	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$24,615.27
**2059597	02/14/23	M	8168	SEAL SECURITY SOLUTIONS, LLC	\$77,602.72
**2059607	02/14/23	M	9504	WAKEFIELD AV & CABLING, LLC	\$2,614.23
**2059625	02/14/23	M	9819	BRYAN K BENNETT	\$1,715.17
**2059631	02/14/23	M	1543	CITY OF HOUSTON	\$778.19
**2059636	02/14/23	M	2046	DUSTY McCARTNEY	\$79.20
**2059640	02/14/23	M	2121	EDH PLUMBIING CONTRACTORS, LLC	\$1,454.88
**2059646	02/14/23	M	3573	HARRIS COUNTY TREASURER	\$9,242.00
**2059649	02/14/23	M	4560	JERDON ENTERPRISE, L.P.	\$9,875.12
**2059655	02/14/23	M	6298	JORDAN CUTLER	\$63.97
**2059657	02/14/23	M	5211	KEITH GOULD	\$62.92
**2059663	02/14/23	M	5700	LONE STAR FLAGS AND FLAGPOLES	\$883.50
**2059666	02/14/23	M	5710	LVA 4 HOUSTON GREENSTREET LP	\$455.73
**2059678	02/14/23	M	5961	MELISSA TAYLOR	\$1,775.00
**2059688	02/14/23	M	5703	MICHAEL LOESSIN	\$500.00
**2059691	02/14/23	M	7400	PFEIFFER & SON, LTD	\$5,557.50
**2059699	02/14/23	M	8562	TEXAS WASTE COMPANY	\$638.00
**2059706	02/14/23	M	9045	WESTERN FIRST AID & SAFETY	\$213.60
**2059859	02/14/23	M	7060	NEON ELECTRIC CORPORATION	\$301.00
**270423	02/06/23	M	8912	VORTEX COLORADO, LLC	\$1,990.85
**270426	02/06/23	M	6044	MATHESON TRI-GAS INC	\$86.12
**270428	02/06/23	M	8247	SUNLINE PRODUCTS	\$5,548.54
**270430	02/06/23	M	3326	DAVID GWIN	\$25.44
**3892434	02/22/23	M	0511	BLOCK BY BLOCK	\$423,822.04
**3892450	02/22/23	M	7995	INCONTROL CONTRUCTION LLC	\$9,160.38
**3892476	02/22/23	M	7712	POWER PEST CORP	\$15,640.00
**3892483	02/22/23	M	9504	WAKEFIELD AV & CABLING, LLC	\$3,552.78
**3892494	02/22/23	M	3550	HARDY & HARDY	\$3,550.00
**3892500	02/22/23	M	5710	LVA 4 HOUSTON GREENSTREET LP	\$19,996.30
**3892507	02/22/23	M	9113	NCTP-CPAS PLLC	\$1,700.00
**3892514	02/22/23	M	7400	PFEIFFER & SON, LTD	\$7,605.00
**3892520	02/22/23	M	8151	SEARCH HOMELESS SERVICES	\$11,098.85
**3892529	02/22/23	M	8609	TOUCH & AGREE PROPERTY	\$2,521.60
**3892545	02/22/23	M	9089	WE 68 LLC	\$3,972.50
**3892555	02/22/23	M	9081	WESTPARK COMMUNICATIONS, L.P	\$60.38
**5367671	02/27/23	M	5987	MAINTENANCE TO GO	\$15,690.30
**5367676	02/27/23	M	1191	CENTERPOINT ENERGY	\$319.34
**5367680	02/27/23	M	1597	CLUTCH CONSULTING GROUP LLC	\$700.00
**5367684	02/27/23	M	8695	DOG WASTE DEPOT	\$679.96
**5367686	02/27/23	M	3298	GULF COAST PAVERS,INC.	\$26,000.00
**5367690	02/27/23	M	3548	HAMILTON PLUMBING SERVICE	\$861.78
**5367694	02/27/23	M	6298	JORDAN CUTLER	\$11.04
**5367696	02/27/23	M	5211	KEITH GOULD	\$62.18
**5367698	02/27/23	M	7400	PFEIFFER & SON, LTD	\$1,932.00
**5367700	02/27/23	M	3400	RAFFLE PARKING COMPANY,LLC	\$900.00
**5367706	02/27/23	M	8625	TRIK MOTORSPORTS LLC	\$1,400.00
**5367708	02/27/23	M	8900	VERIZON WIRELESS	\$676.45
**5367714	02/27/23	M	9083	WHOLESALE ELECTRIC SUPPLY	\$17,950.00
**53677020	02/27/23	M	0009	THOMAS PRINTWORKS	\$737.92
**9832662	02/06/23	M	6077	BARTLETT TREE EXPERTS	\$437.50
**9832664	02/06/23	M	0027	AT&T	\$5,497.79
**9832667	02/06/23	M	0511	BLOCK BY BLOCK	\$396,953.98
**9832672	02/06/23	M	0321	AIR POWER SERVICES, INC	\$342.14
**9832674	02/06/23	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$1,900.00
**9832676	02/06/23	M	1665	COLOR SPECIALISTS LANDSCAPING	\$8,694.00
**9832694	02/06/23	M	3548	HAMILTON PLUMBING SERVICE	\$1,456.00
**9832697	02/06/23	M	7995	INCONTROL CONTRUCTION LLC	\$13,217.91

* Check Status Types: "P" - Printed ; "M" - Manual ; "V" - Void (Void Date); "A" - Application; "E" - EFT

** Denotes broken check sequence.

HOUSTON DOWNTOWN MANAGEMENT DISTRICT

AP Check Register (Current by Bank)

Check Dates: 2/1/2023 to 2/28/2023

Check No.	Date	Status*	Vendor ID	Payee Name	Amount
**9832701	02/06/23	M	3573	HARRIS COUNTY TREASURER	\$9,242.00
**9832703	02/06/23	M	7995	INCONTROL CONTRUCTION LLC	\$1,040.30
**9832723	02/06/23	M	4560	JERDON ENTERPRISE, L.P.	\$9,784.59
**9832725	02/06/23	M	6298	JORDAN CUTLER	\$63.94
**9832727	02/06/23	M	5211	KEITH GOULD	\$60.23
**9832729	02/06/23	M	5700	LONE STAR FLAGS AND FLAGPOLES	\$10,614.00
**9832731	02/06/23	M	5710	LVA 4 HOUSTON GREENSTREET LP	\$19,996.30
**9832733	02/06/23	M	5987	MAINTENANCE TO GO	\$1,395.00
**9832735	02/06/23	M	7086	NORTHERN TOOL & EQUIPMENT	\$369.96
**9832737	02/06/23	M	3400	RAFFLE PARKING COMPANY,LLC	\$900.00
**9832739	02/06/23	M	8119	ROADRUNNER RECYCLING, INC	\$1,797.80
**9832741	02/06/23	M	0596	STRIKE MARKETING	\$8,184.70
**9832747	02/06/23	M	0009	THOMAS PRINTWORKS	\$695.63
**9832750	02/06/23	M	8562	TEXAS WASTE COMPANY	\$1,533.84
**9832752	02/06/23	M	8609	TOUCH & AGREE PROPERTY	\$3,857.40
**9832754	02/06/23	M	8900	VERIZON WIRELESS	\$676.43
**9832756	02/06/23	M	9089	WE 68 LLC	\$3,972.50
**9832758	02/06/23	M	9081	WESTPARK COMMUNICATIONS, L.P	\$60.38
BANK A REGISTER TOTAL:					\$1,660,936.32
BANK ID: B - CAPITAL ACCT-JPMORGAN					102.000
139480	02/06/23	M	4001	HUITT~ZOLLARS, INC	\$50,795.00
**9832660	02/06/23	M	5987	MAINTENANCE TO GO	\$25,200.00
BANK B REGISTER TOTAL:					\$75,995.00
GRAND TOTAL :					\$1,736,931.32

* Check Status Types: "P" - Printed ; "M" - Manual ; "V" - Void (Void Date); "A" - Application; "E" - EFT
 ** Denotes broken check sequence.

Houston Downtown Management District
Statement of Activities
For the Two Months Ended February 28, 2023

	<u>Operating YTD Actual</u>	<u>Capital YTD Actual</u>	<u>Total YTD Actual</u>	<u>YTD Budget</u>	<u>Fav (Unfav) Variance</u>
Revenues					
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Operations Revenue	36,531	-	36,531	152,250	(115,719)
Project Revenue	7,466	-	7,466	22,083	(14,617)
Other Income	230	-	230	-	230
Interest Income	56,305	36,690	92,995	60,000	32,995
Total Revenues	\$ 100,531	\$ 36,690	\$ 137,221	\$ 234,333	\$ (97,112)
Expenses					
Downtown Feels Safe & Comfortable at All Times					
Collaboration to Maintain Low Crime Rate	\$ 248,030	\$ -	\$ 248,030	\$ 397,341	\$ 149,311
Reduced Presence of Homeless & Street Persons	50,412	-	50,412	169,188	118,776
Downtown Sidewalks are Comfortably Lighted	12,924	-	12,924	26,588	13,663
Downtown Clean & Well-Kept Appearance	502,104	-	502,104	605,251	103,147
Remove Signs of Disorder in Downtown	15,877	-	15,877	14,554	(1,323)
Prepare for Emergencies	18,995	-	18,995	21,461	2,466
	848,342	-	848,342	1,234,383	386,041
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City					
Key Pedestrian Streets are Inviting	15,798	-	15,798	19,054	3,256
Public Spaces Managed, Programmed, & Delightful	209,724	-	209,724	250,984	41,260
Place of Civic Celebration	94,591	-	94,591	126,038	31,447
	320,113	-	320,113	396,076	75,963
Accessible to Region & Easy to Get Around					
Effective Transit Access More Places, More Hours	3,650	-	3,650	3,705	55
Convenient Circulation Without Personal Vehicle	-	-	-	-	-
Easy To Find Way Around	4,884	-	4,884	8,719	3,836
Connect Neighbors & Districts Inside/Outside Downtown	12,989	-	12,989	15,852	2,863
Convenient, Understandable & Managed Parking	751	-	751	1,231	480
	22,273	-	22,273	29,507	7,233
Vibrant, Sustainable Mixed-Use Place					
Best Place to Work in Region	38,111	-	38,111	103,554	65,443
Exciting Neighborhoods to Live In	96,139	-	96,139	8,372	(87,767)
Competitive Shopping Place	3,335	-	3,335	3,385	50
Remarkable Destination for Visitors	2,706	-	2,706	2,747	41
	140,292	-	140,292	118,059	(22,233)
Downtown's Vision & Offering Understood By All					
Market to Region	68,882	-	68,882	220,898	152,016
Promote Downtown's Ease of Use	15,396	-	15,396	15,779	383
Vision/Development Framework Understood By All	26,131	-	26,131	279,214	253,082
Tools to Assist Continued Redevelopment	4,382	-	4,382	4,448	66
Develop & Maintain Information to Support Downtown	3,546	-	3,546	3,599	53
	118,337	-	118,337	523,937	405,600
District Governance & Service Known for Excellence					
Engage Stakeholders in Decision Making	121,021	-	121,021	143,604	22,584
Communications to Owners, Tenants & Others	7,728	-	7,728	8,758	1,030
Preservation of Districts' Capital Assets	44,561	-	44,561	51,550	6,989
	173,310	-	173,310	203,913	30,603
Capital Improvement & Expenditures					
Downtown Feels Safe & Comfortable	-	-	-	375,000	375,000
Public Realm is Charming, Inviting, & Beautiful	-	4,404	4,404	70,500	66,096
Accessible to Region & Easy to Get Around	-	35,795	35,795	317,976	282,181
Vibrant, Sustainable Mixed-Use Place	-	8,607	8,607	-	(8,607)
Downtown's Vision & Offering Understood By All	-	-	-	-	-
Capital Replacement Expenditure	-	9,422	9,422	51,100	41,678
	-	58,227	58,227	814,576	756,349
Total Expenses	\$ 1,622,667	\$ 58,227	\$ 1,680,895	\$ 3,320,450	\$ 1,639,555
Depreciation Expense	14,688	187	14,874	17,300	2,426
Excess of Revenue Over Expenses GAAP Basis	\$ (1,536,824)	\$ (21,724)	\$ (1,558,548)	\$ (3,103,416)	\$ 1,544,868

Houston Downtown Management District
Statement of Activities
For the Two Months Ended February 28, 2023 and February 28, 2022

	Operating YTD Actual	Capital YTD Actual	2023 Total YTD Actual	2022 Total YTD Actual	Fav (Unfav) Variance
Revenues					
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Operations Revenue	36,531	-	36,531	101,333	(64,802)
Project Revenue	7,466	-	7,466	4,672	2,794
Other Income	230	-	230	(18,795)	19,024
Interest Income	56,305	36,690	92,995	1,852	91,142
Total Revenues	\$ 100,531	\$ 36,690	\$ 137,221	\$ 89,062	\$ 48,159
Expenses					
Downtown Feels Safe & Comfortable at All Times					
Collaboration to Maintain Low Crime Rate	\$ 248,030	\$ -	\$ 248,030	\$ 254,484	\$ 6,454
Reduced Presence of Homeless & Street Persons	50,412	-	50,412	52,639	2,227
Downtown Sidewalks are Comfortably Lighted	12,924	-	12,924	8,253	(4,671)
Downtown Clean & Well-Kept Appearance	502,104	-	502,104	428,346	(73,758)
Remove Signs of Disorder in Downtown	15,877	-	15,877	5,347	(10,529)
Prepare for Emergencies	18,995	-	18,995	16,111	(2,884)
	848,342	-	848,342	765,180	(83,163)
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City					
Key Pedestrian Streets are Inviting	15,798	-	15,798	10,122	(5,676)
Public Spaces Managed, Programmed, & Delightful	209,724	-	209,724	81,393	(128,331)
Place of Civic Celebration	94,591	-	94,591	58,457	(36,134)
	320,113	-	320,113	149,973	(170,140)
Accessible to Region & Easy to Get Around					
Effective Transit Access More Places, More Hours	3,650	-	3,650	1,828	(1,822)
Convenient Circulation Without Personal Vehicle	-	-	-	-	-
Easy To Find Way Around	4,884	-	4,884	8,589	3,705
Connect Neighbors & Districts Inside/Outside Downtown	12,989	-	12,989	1,722	(11,267)
Convenient, Understandable & Managed Parking	751	-	751	1,733	982
	22,273	-	22,273	13,872	(8,402)
Vibrant, Sustainable Mixed-Use Place					
Best Place to Work in Region	38,111	-	38,111	67,453	29,341
Exciting Neighborhoods to Live In	96,139	-	96,139	138,701	42,562
Competitive Shopping Place	3,335	-	3,335	2,908	(427)
Remarkable Destination for Visitors	2,706	-	2,706	10,306	7,600
	140,292	-	140,292	219,368	79,076
Downtown's Vision & Offering Understood By All					
Market to Region	68,882	-	68,882	93,784	24,902
Promote Downtown's Ease of Use	15,396	-	15,396	4,623	(10,773)
Vision/Development Framework Understood By All	26,131	-	26,131	49,638	23,507
Tools to Assist Continued Redevelopment	4,382	-	4,382	14,069	9,687
Develop & Maintain Information to Support Downtown	3,546	-	3,546	4,908	1,362
	118,337	-	118,337	167,022	48,685
District Governance & Service Known for Excellence					
Engage Stakeholders in Decision Making	121,021	-	121,021	111,704	(9,317)
Communications to Owners, Tenants & Others	7,728	-	7,728	5,755	(1,974)
Preservation of Districts' Capital Assets	44,561	-	44,561	43,944	(616)
	173,310	-	173,310	161,403	(11,907)
Capital Improvement & Expenditures					
Downtown Feels Safe & Comfortable	-	-	-	-	-
Public Realm is Charming, Inviting, & Beautiful	-	4,404	4,404	-	(4,404)
Accessible to Region & Easy to Get Around	-	35,795	35,795	21,423	(14,372)
Vibrant, Sustainable Mixed-Use Place	-	8,607	8,607	10,961	2,354
Downtown's Vision & Offering Understood By All	-	-	-	-	-
Capital Replacement Expenditure	-	9,422	9,422	29,541	20,119
	-	58,227	58,227	61,925	3,697
Total Expenses	\$ 1,622,667	\$ 58,227	\$ 1,680,895	\$ 1,538,742	\$ (142,152)
Depreciation Expense	14,688	187	14,874	16,540	1,666
Excess of Revenue Over Expenses GAAP Basis	\$ (1,536,824)	\$ (21,724)	\$ (1,558,548)	\$ (1,466,220)	\$ (92,328)

Houston Downtown Management District Variance Analysis For the Two Months Ended February 28, 2023

Revenue

1) Operations revenue is under budget (\$69K) in Metro bus stop cleaning, (\$15K) in Main Street Fountain Reimbursements, (\$29K) in Cotswold Fountain Reimbursements and (\$9K) in Trebly Park Tout Suite Utility Reimbursements. Project revenue is under budget (\$15K) for the Theater District Staff Reimbursement. The budget shortfalls are due to timing of invoicing or services have not been rendered yet. The Trash Program is over budget \$6K. Interest income is over budget \$33K due to more favorable rates than projected.

Operating Budget

Expenses

- 2) Goal 1a-Collaboration to Maintain Low Crime Rate-Under budget (\$75K) in Safety Guides and (\$75K) in Private Security.
- 3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget (\$118K) in homeless outreach programs.
- 4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Under budget (\$14K) in Street Lighting Expense, amenities and maintenance.
- 5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance- Over budget \$15K in Street Teams cleaning sidewalks and bus stops and \$3K in Trash Collection expense, under budget (\$32K) in Paver repair and maintenance, (\$72K) in Landscaping and tree maintenance, (\$19K) in Irrigation maintenance and repair and (\$4K) in the Operations center for the warehouse lease.
- 6) Goal 2b-Key Public Spaces Programmed and Delightful-Under budget (\$8K) in Trebly Park maintenance, (\$1K) in Main Street Square maintenance, (\$7K) in Market Square Park maintenance, and (\$28K) in Cotswold maintenance and repairs. Over budget \$4K in programming for all three locations.
- 7) Goal 2c-Place of Civic Celebration-Under budget (\$4K) in Seasonal Banner program, (\$5K) in Banner/Pot maintenance, (\$1K) on Allen Parkway Maintenance reimbursed by DRA, (\$47K) in Art Blocks programming and (\$3K) in staffing. Over budget \$9K in Holiday Logistics and Installation and \$19K in for Retail Support.
- 8) Goal 4a-Best Place to Work in the Region-Under budget (\$65K) in Economic Development.
- 9) Goal 4b-Attracting more Residential Development is under budget (\$5K). Exciting Neighborhoods To Live In-over budget \$93K due to DLI payouts forecasted to be paid out in June, 2023 were submitted earlier in the year.
- 10) Goal 5a-Market to Region-Under budget (\$117K) in marketing expenditures and (\$35K) in staffing.
- 11) Goal 5c-Planning Consultants & Expenses for NHHIP under budget (\$250K) and (\$3K) in staffing.
- 12) Goal 6a-Complete engagement by all stakeholders in District - Under budget (\$8K) in Operations, (\$3K) in Marketing and Communications, (\$6K) in Economic Development, (\$4K) in Planning Design & Construction and (\$3K) in staffing. Over budget \$2K in Administration Assessment Collection and Insurance.
- 13) Goal 6c-Preservation of District's Capital Assets - Under budget (\$7K) in insurance expense due to renewals coming in lower than forecasted.

Capital Budget

- 14) Under budget (\$375K) in Landscape Amenities-Irrigation.
- 15) Under budget (\$18K) in Banners, (\$9K) for Trebly Park furnishings and (\$40K) in Landscape Enhancements-Urban Canopy.
- 16) Under budget (\$95K) for Vehicular and Pedestrian Wayfinding and under budget (\$189K) for Southeast Sidewalks TxDOT project.
- 17) Over budget \$9K for DLI rebate budgeted for June 2023 payout earlier in the year.
- 18) Under budget (\$42K) in Capital Replacement Expenditure due to no repairs have been made in the first two months of the year.



MEMORANDUM

March 9, 2023

TO: Board of Directors

FROM: Nominating Committee

ACTION: Recommendation of Nominees for District Directors

We respectfully request the Board of Directors approve the following new and renewing appointments for submission to the City of Houston's Director of Boards & Commissions:

Positions 2 and 6: Unexpired term ending 6/1/2024:

<u>Pos. #</u>	<u>Appointment</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
2	New	Frem Reggie	Hines	John Mooz
6	New	John Schafer	Hyatt Regency	Valerie Williams

Position 14: Unexpired term ending 6/1/2025:

<u>Pos. #</u>	<u>Appointment</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
14	New	Sean Liu	POST Houston	Ted Zwieg

Position 21: Unexpired term ending 6/1/2026:

<u>Pos. #</u>	<u>Appointment</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
21	New	Kelly Foreman	Amegy Bank	Wendy Cloonan

Positions 24 thru 30: 4-year terms expiring 6/1/2027:

<u>Pos. #</u>	<u>Type</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
24	Renewing	Richard Torres	CHRISTUS Foundation for Health Care	
25	Renewing	Irma Galvan	Irma's Restaurant	
26	New	Kinder Baumgardner	SWA Design	Scott Repass
27	Renewing	Robbi Jones	Kipling & Jones & Co.	
28	Renewing	Chung-Chin (C.C.) Huang	The Abercrombie Company	
29	Renewing	Roland Kennedy	Chevron	
30	New	Lacey Jacobs	Midway	Frank Staats

With your approval of the proposed slate, Positions 2, 6, 14, 21, and 24-30, will be submitted to the City for confirmation by City Council.

MEMORANDUM

March 9, 2023

Page 2 of 2

Additionally, due to Ted Zwieg's retirement, the Vice Chair position is now vacant. The Nominating Committee seeks Board approval of the below recommendation to serve as an interim Officer of the Board of Directors of the District to serve until a successor is duly elected and qualified:

Vice Chair and Treasurer:

Robbi Jones; Position No. 27

Interested directors are encouraged to reach out to a member of the Nominating Committee if they have an interest in nominating themselves or another director for the position.

Recommended Motion: Approve the Nominating Committee's recommended slate for new and returning directors, as well as the interim Officer position, and submit to the City of Houston Director of Boards and Commissions for vetting and approval.

ACTION ITEM	Authorize President/ CEO to execute the agreement and related expenditures for urban planning and design consultant, Design Workshop, for More Space: Main Street 2.0.
SERVICE PLAN	2021-2025
Account Code	583.800
Budget Year	2023
Budget Amount	\$870,000
REQUEST	Based on collaborations with City of Houston and the District's consultant procurement, this authorization funds the professional services associated with More Space: Main Street 2.0 for planning, design and engagement consultants. The request is for \$185,000 which covers the consultant's proposal for basic services and reimbursables of \$154,300 plus a 20% contingency should additional services or agency-stakeholder engagement be required.
DESCRIPTION	To support the urban planning and design process, including stakeholder and agency engagement, to achieve a 2023 deliverable with recommendations for permanent closure of Main Street, from Commerce to Rusk Streets, including public and private improvements to support small businesses with a more significantly activated and safe public realm.
DISCUSSION	Expanding upon the temporary More Space program implemented in response to the COVID-19 pandemic, this project seeks to make permanent alterations to Main Street that support a more activated streetscape with outdoor dining facilities and other urban programmatic uses. The consultant recommendation is based on the competitive response to HDMD/ RFP-230202 with ten firms responding, followed by interviews of three top-ranked firms. Design Workshop was vetted by a seven-member evaluation panel as the most responsive planning and design consultant for this project.
DBE PARTICIPATION	Design Workshop is not a City-certified M/WDBE firm, but its public engagement sub-consultant Outside Voices is a City-certified WBE and accounts for approximately 29.3% of the total fee proposal.

ACTION ITEM	Authorize expenditure for the procurement of pedestrian counting technology from a vendor selected through an RFP process, for an amount not to exceed \$45,000.
SERVICE PLAN	2021-2025
Account Code	621.506
Budget & Year	\$45,000 2023
REQUEST	Not to exceed \$45,000
DESCRIPTION	This authorization will cover the cost for procurement of pedestrian counting technology and its installation throughout downtown.
DISCUSSION	Strategic Alignment Plan Goals 3.4, 3.10, 4.16: In addition to providing market intelligence for the real estate community, pedestrian counts provide insight into our key pedestrian corridors and the use of our public realm. Thus, pedestrian counting capabilities will help us understand where improvements in the public realm will have the most impact and how much impact they create over time.
DBE Participation	Vendors TBD, good faith efforts will be made to support DBEs.

ACTION ITEM	Authorize President/CEO to execute agreements and related expenditures for additional Street Art for Mankind Building Murals
SERVICE PLAN	2021-2025
Account Code	633.390
Budget Amount	\$270,000 2023
REQUEST	\$270,000
DESCRIPTION	<p>With the successful completion of the “Big Art. Bigger Change.” murals in Phase 1, SAM and CHI/HDMD desire to continue their partnership to co-produce Phase 2 of an art walk project. Phase 2 will feature eight “fine art” murals that will complete the feature of the United Nation’s 17 Sustainable Development Goals. The desired implementation timeline for Phase 2 includes planned production from May 19 through May 27, 2023, with a press conference and celebration to be held on May 27, 2023.</p> <p>In this partnership, HDMD would contribute \$270,000 to the project. Outside of CHI/HDMD, Harris County Commissioner Rodney Ellis will also be contributing to Phase 2 of the project which includes additional murals beyond these 8. The direct cost for the murals through SAM is \$240,000 (\$30,000 per mural). Additional funding within this authorization is for photography, videography, web development and collateral materials.</p>
DISCUSSION	SAM is a non-profit that believes in the power of art to trigger social change. They have partnered with the United Nations, World Wildlife Foundation and cities around the world on massive mural projects and have a unique ability to access renowned and highly skilled artists and execute projects for a cost that is far less than market rate.
DBE PROGRAM	Vendor is not DBE certified, though many of the muralists contracted to perform the work are expected to be women and minorities.

ACTION ITEM Authorize the execution of agreements by the President/CEO and related expenditures for the Downtown Resident Program.

SERVICE PLAN 2021-2025
 Account Code 661.400
 Budget Amount \$30,000 2023

REQUEST \$30,000

DESCRIPTION This expenditure will support programs and initiatives for Downtown Residents. Programs and initiatives include the continuation of the Downtown Resident Bike Club in partnership with Bike Houston. New swag and printed marketing material for the Downtown Resident Welcome Bags, and the implementation of a Downtown Welcome Tour.

DISCUSSION This year, as we work to encourage and promote the use of Downtown to both residents and Downtown employees, the bike club will expand to include Downtown employees.

DBE PROGRAM TBD

ACTION ITEM Authorize the execution of agreements by the President/CEO and related expenditures for social media presence and maintenance.

SERVICE PLAN 2021-2025
 Account Code 643.358
 Budget Amount \$25,500 2023

REQUEST \$25,000

DESCRIPTION Social media is a critical tool to market Downtown as a vibrant and attractive area to live, work and enjoy. This expenditure is for the renewal of our User Generated Content (UGC) platform, Crowdriff, that allows our organization to locate and curate unique imagery and content that will help us transform Downtown's image. It also includes costs associated with social media giveaways and unique content creation that supports our SAP.

DISCUSSION Across all of our social media platforms, we have a following of over 475K.

DBE PROGRAM Vendor is not DBE certified

ACTION ITEM	Authorize the execution of agreements by the President/CEO and related expenditures for Trebly Park Marketing
SERVICE PLAN	2021-2025
Account Code	643.379
Budget Amount	\$20,000 2023
REQUEST	\$20,000
DESCRIPTION	With the opening of Trebly Park in the southern part of Downtown, marketing and creative services to promote the park and the park programs are critical as we look to activate and bring vibrancy into a new area of Downtown.
DISCUSSION	The marketing services include the Trebly Park grand opening marketing and advertising, as well as, design creatives, printed collateral and advertising costs for 2023 programs at Trebly Park.
DBE PROGRAM	TBD

ACTION ITEM	Authorize President/CEO to execute agreements and related expenditures for Marketing/Promotions.
SERVICE PLAN	2021-2025
Account Code	643.369
Budget Amount	\$20,000 2023
REQUEST	\$20,000
DESCRIPTION	This expenditure is to order swag and marketing materials for specialized events in Downtown.
DISCUSSION	This will cover the costs for swag for major parades, sporting events and holiday activations and events.
DBE PROGRAM	Vendor is not DBE certified

ACTION ITEM	Authorize the execution of agreements by the President/CEO and related expenditures for company-wide website consolidation
SERVICE PLAN	2021-2025
Account Code	642.330
Budget Amount	\$75,000 2023
REQUEST	\$75,000
DESCRIPTION	Retain a qualified firm to develop a consolidated website to unify and streamline online experience for Central Houston Inc (CHI), and its affiliate organizations, Central Houston Civic Improvement (CHCI), the Houston Downtown Management District (HDMD) and the Downtown Redevelopment Authority (DRA).
DISCUSSION	<p>To implement Strategic Action Plan Objective 5.5: “Consolidate websites to be more user-friendly, Downtown Focused, and valued as the most critical information clearinghouse about Downtown,” Central Houston Inc (CHI), and its affiliate organizations, Central Houston Civic Improvement (CHCI), the Houston Downtown Management District (HDMD) and the Downtown Redevelopment Authority (DRA) are seeking a qualified firm with a proven track record and experience assisting districts and urban places to develop a consolidated and user-friendly website.</p> <p>The selected firm will work with the Stakeholder Engagement Committee, the group tasked with overseeing implementation of Goal 5 of the strategic alignment plan, to develop a cohesive information architecture and design direction that unites the organizations within an on-brand, intuitive, and comprehensive website.</p> <p>The selected agency will be expected to fulfill the following deliverables, in close collaboration with CHI’s Director of Engagement and select Executives and staff members.</p> <ol style="list-style-type: none"> 1) Develop a consolidated platform that: <ol style="list-style-type: none"> a) Delivers up-to-date news and information about businesses and events in the District, including parking, maps, event calendar, and directory of businesses. b) Includes information about the organizations, including

documents and reports, in an easily navigable environment.

- c) Alerts users to street-closure impacts with option for subscribers to receive alerts via text message and/or e-mail.
 - d) Includes project pages that enable users to find detailed information about organizational initiatives such as public safety, public realm maintenance and beautification, economic development, public art projects streetscape improvements, and more.
 - e) Correlates the respective funding organization's brand identity with the services it provides.
- 2) Provide recommendations on rollout and launch strategy.
 - 3) Work with CHI staff to comb through six existing websites and extract all necessary content and input into new web portal.
 - 4) Setup a user-friendly CMS for internal members to consistently monitor and update website once relaunched.
 - 5) If available, provide ongoing website management, updates and support.

DBE PROGRAM

Vendor TBD.



CENTRAL HOUSTON, INC.

STRATEGIC ALIGNMENT PLAN UPDATES

MARCH 2023

GOAL 1

Champion major projects, initiatives and investments that improve Downtown.

1.1: Build and maintain cross-sector relationships with area leaders so that CHI can support, facilitate or lead on catalytic opportunities.

Highlight: As part of the fulfilling the requirements to receive funding from the Department Minority Business Development Agency of the U. S. Department of Commerce the MBDA, CHI coordinated a group of organizations dedicated to addressing the needs of Minority and Women Small Businesses. The purpose of the collaboration was to identify specific programs of these organizations that could build the operational capacity, address capital enhancement and provide funding opportunities for socially and economically disadvantaged individual (SEDI) entrepreneurs in Houston – the goal of the application process. CHI designated the important undertaking as the “Houston Entrepreneur Development Consortium” (HEDC) to establish a pipeline of resources that could continuously grow and assist SEDI entrepreneurs through networking, scaling and capital access.

Participating Agencies:



1.7: Partner with METRO, the City of Houston, and others to plan and support a variety of safe and efficient mobility options for people to get to, from, and around Downtown, including a robust transit network and non-motorized transportation.

Highlight: On February 2nd, HDMD received ten valid proposals for the Main Street: More Space 2.0 RFP. A seven-member evaluation panel, comprised of four Downtown District and three City of Houston staff, carried out evaluation of the proposals to identify three short-listed vendors for interview. Interviews and final deliberation to identify the highest ranked vendor were conducted on February 23rd. The highest ranked vendor was selected by the panel and will be brought forth for District Board consideration at the March 9th HDMD Board meeting.

Participating Agency:



GOAL 2

Enhance and maintain a comfortable, welcoming, and well-managed public realm.

2.7: Expand collaboration and explore novel approaches to maintain a low crime rate and make Downtown feel safe.

Highlight: In February, the HDMD made the decision to expand its SEAL Security team coverage will be available to respond to stakeholder calls 24/7 effective March 1st. With the Downtown residential community continuing to grow and Downtown getting back-to-business more each month, the decision enables coverage through the night to ensure that stakeholders always have someone to call in non-emergency situations.

Participating Agency:



2.10: Broadly address the needs of people experiencing homelessness and the associated impacts.

Highlight: The Complex Case Coordination Committee (4C) launched a pilot program to develop and implement tailored interventions for unhoused individuals experiencing unsheltered homelessness and suffering from complex behavioral health issues which require intensive customized services to escape homelessness. This effort is intended to reach the most challenging cases and persons that current services are not equipped to serve. CHI & HDMD's ecosystem coordination efforts were the catalyst for the development of the 4C pilot initiative.

Participating Agencies:



GOAL 3

Drive vibrancy through improved street-level connectivity, a commitment to walkability, and inclusive programming strategies.

3.4: Conduct site surveys and other analyses of ground floor conditions to determine key pedestrian corridors and connections between Downtown’s activity nodes; prioritize interventions and investments on key corridors.

Highlight: CHI management reached a key milestone in completing its blockface evaluation survey, as now each blockface that could connect Discovery Green to Market Square have been evaluated. The project evaluates each blockface according to a list of 21 site characteristics which inform pedestrian comfort and enjoyment. The evaluations feed into a proprietary algorithm which produces a tiered scoring output and recommendations for improvements to improve conditions.

Participating Agencies:



3.5: Partner with public and private property owners to beautify targeted corridors or block faces.

Highlight: As a component of its contributions to the POST HTX project, the DRA requested and received participation in the recognition of the historic aspect of the former Barbara Jordan Post Office by supporting the creation of the Barbara Jordan Plaza as site for a nine-foot sculpture of the late Congresswoman. It will also provide information on her contributions to our city and nation. The major portion of the sculpture arrived in Houston this month for additional modification. DRA convened a committee of local historians and art advocates to assist in the design of the Plaza. As the centerpiece of the project, the Plaza is in the area immediately south of the former multi-story building that contained administrative offices of the postal service for decades.

Participating Agency:



GOAL 4

Foster a vital and thriving economy through business growth, residential expansion, and enhanced reasons to be in Downtown.

4.6: Facilitate the delivery of more residential development, building toward a residential population of 15,000 by 2027.

Highlight: After reviewing several responses to a DRA-authorized RFP for initiating an Office Conversion Feasibility Study of select, underutilized office towers within the boundaries of the TIRZ, staff selected AECOM to carry out the work on three buildings of varying typology, size and structure over the next six months.

AECOM's deep study, along with accumulated financial data from office conversions currently underway, will enable CHI management to structure an "Office Conversion Incentive Program" for consideration by building owners within the TIRZ and eventually for all of Houston. The resulting program may involve several public entities and will focus on enhancing Downtown through the increased inclusion of residents from a diverse population as well as an enlivened street-level public realm.

Participating Agency:



4.10: Continue investing in innovation and technology start-ups to support the diversification of the Downtown employment base.

Highlight: Throughout the month of February, CHI supported a lineup of seven (7) programs entitled "This Is Us" which was a passion project powered by the Downtown Launchpad dedicated to inspiring, connecting, and empowering Black entrepreneurs to be better seen, heard, and celebrated. "This Is Us" was more than just a tribute to Black History, it was about paving a path forward for Black entrepreneurs to cultivate culture through their products and services. "This is Us" amplified Black voices and made the Downtown Launchpad a destination for hundreds of attendees seeking inspiration on innovation, impact, and intentionality.

Participating Agencies:



GOAL 5

Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders.

5.1: Develop a representative engagement structure that provides stakeholders the opportunity to inform decision making and advise on the direction of Downtown.

Highlight: The new collaborative committees kicked off in February 2023. The committees were envisioned as a key implementation component to the Strategic Alignment Plan. The meetings were filled with optimism and passionate dialogue, which will play a vital role in shaping the development and implementation of key strategies in 2023. The committees will work together to ensure alignment between our various boards, key partners, and residents to realize our vision.

Participating Agencies:



5.4: Explore the potential for simplifying stakeholders’ awareness of CHI and its affiliates by unifying their brand identities.

Highlight: After interviewing three firms that responded to the branding RFP, CHI management has selected a vendor that possesses national experience leading branding efforts, specific expertise on urban real estate, and previous work in Downtown. This effort will produce a refreshed, unified, and cohesive brand umbrella for the existing entities, and simplify stakeholders’ understanding of the organization(s), improve communications efficacy, and provide clarified investment attribution.

Participating Agencies:



5.8 Advance efforts to spotlight the initiatives, moments, and entities advancing Downtown as an inclusive community.

Highlight: February’s social media focus on Black-owned businesses drew a wide audience, with 26,718 new visitors to @downtownhouston Instagram. Features included Black-owned winery, Pur Noir, Day Six Coffee, The Smoke barbecue in Finn Hall, a Black-owned business guide, “This Is Us” programming at Launch Pad, and more. Content honoring Black History Month was shared more than 3,500 times!

Participating Agencies:



Civility Complied

9,187

Total

Homeless Count

317

Average

Sidewalk Cleaning

4.05

Average

Garbage Disposed (Tons)

276

Total

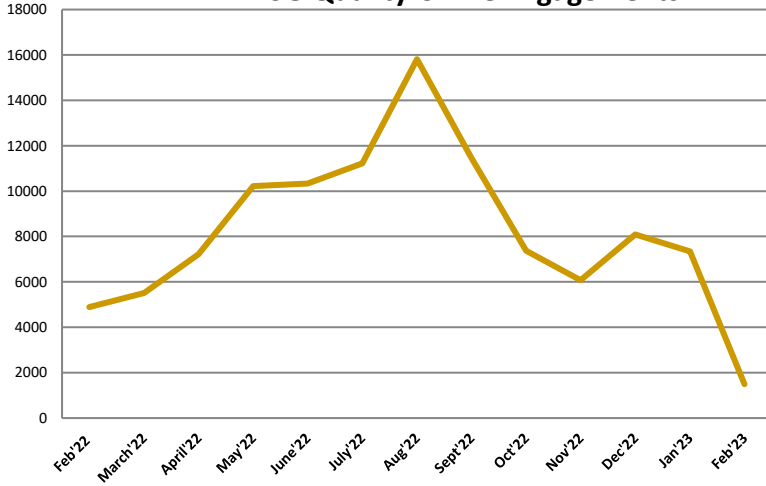
Reliability Report

65%

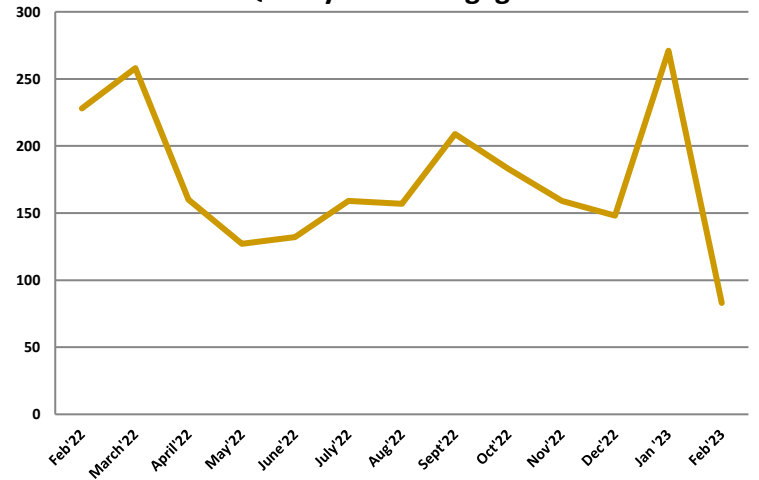
Average

Safety & Quality Control

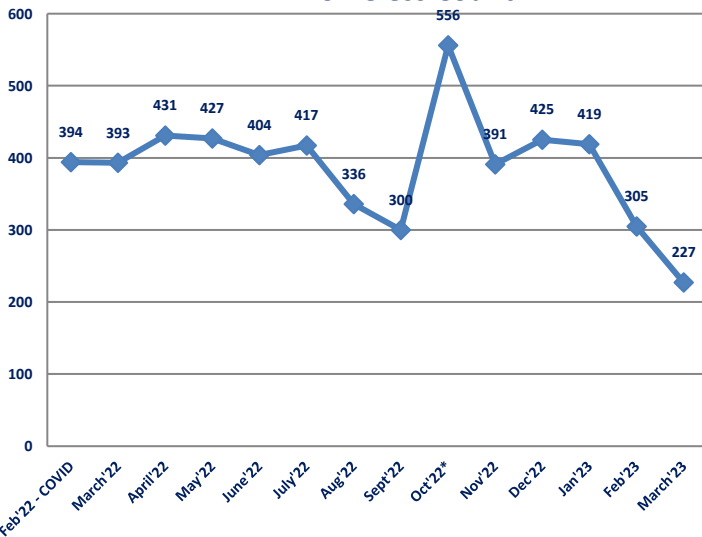
DPSG Quality-of-life Engagements



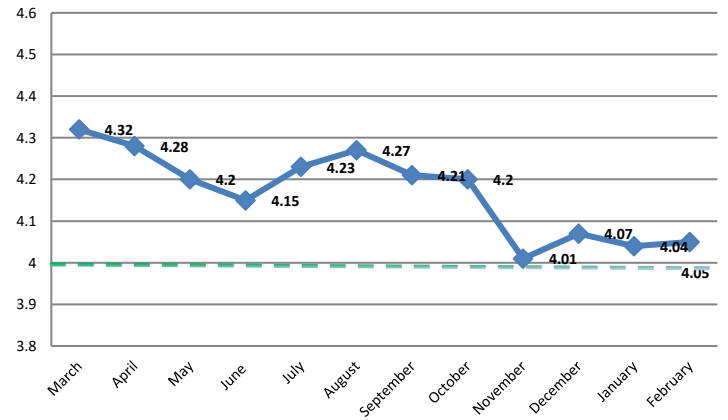
HPD Quality-of-life Engagements



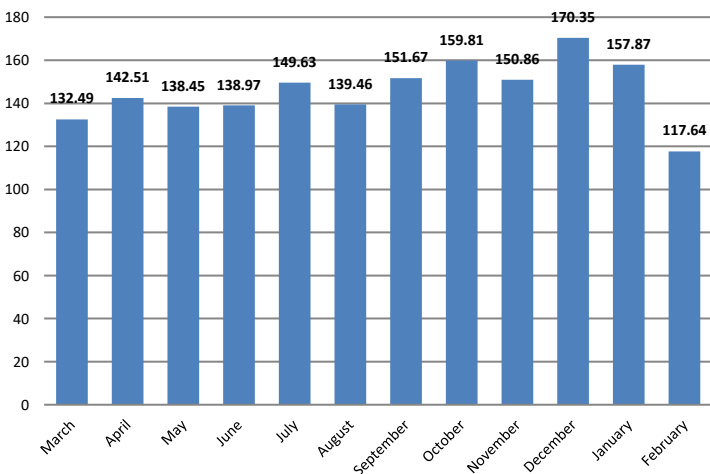
Homeless Count



Sidewalk Cleaning



Garbage Disposed (Tons)



Reliability

