







A message from Claude Wynn Chairman of the Board of Directors Montrose Management District

"Planning is bringing the future into the present, so that you can do something about it NOW." Those are the wise words of time management guru and best-selling author Alan Lakein, and I couldn't agree more.

Now that spring has arrived and summer is on the horizon, there's no better time to get out and enjoy the beauty of the Montrose District and all of its diverse entertainment and dining options. With a lush green canopy shading our signature boulevard, this is the perfect time to enjoy a meal or a refreshing beverage at an outdoor cafe table, or just sit and people-watch.

Many of our restaurants in the District have been enjoying very favorable national press attention lately, in magazines like GQ, Texas Monthly and Southern Living. We hope you'll patronize these and other Montrose-area establishments—old favorites and new temptations alike.

There are some significant improvements going on within the Montrose Management District. As you may already know, one of the primary initiatives to keep Montrose clean and green is our recycling campaign. These bi-annual events are where residents can dispose of their electronics and small appliance recyclables and shred sensitive documents. The most recent event on April 27 kept over 8,000 pounds of recyclables out of our landfill. The next big event will be October 26 and details are available on the District web site.

Regular street-sweeps, clearing of illegal trash dumping, and an ongoing graffiti abatement campaign are also making a positive impact on the overall appearance of our community. To those of you who have reported such incidents, we extend our thanks and would like to encourage more to aid in our efforts to keep the District clean.

Another way we're working to shine a spotlight on the Montrose area is by improving the lighting on the six bridges that cross U.S. 59—an initiative that has garnered support from Houston Mayor Annise Parker's office, the Texas Medical Center, Rice University and the Museum District. Funding for that project is still under consideration by TXDOT, but we are hopeful for a positive answer in May or June.

With all of these beautification efforts underway, what could be more inviting than two new Houston Bike Share locations in our own neighborhood? The Hay Merchant and the Freed Library are just two of 21 bike share locations in the city center, and a third one near Katz Deli is in the works as the city works toward a goal of 30. More than 100 volunteers biked in from the stations to City Hall in early April for an official launch of the program.

Our two business ambassadors, Dennis Beedon and Marie Cortes-Matte have been knocking on doors and spreading the good news about the District's successes to area merchants and business owners since October and have reached their joint goal of visiting close to 200 businesses per month. Their job is to answer questions about the services the District provides and help businesses connect with the resources they need to succeed.

As always, the success of the Montrose Management District depends, in part, on you. Our goals are to improve public safety, business development, transportation and mobility planning, visual improvements and cultural promotion. To the degree that you can assist in any of those areas—or offer viable suggestions for improvements—we always have an open door to welcome volunteers and suggestions. To reach the staff or board members, visit the website at **MontroseDistrict.org**. Thanks for your support.



Introducing the New 3-1-1 App

Let the City of Houston know what is happening in your Montrose.

The City of Houston's new 3-1-1 Mobile app is a very user-friendly way to report any problems you might encounter as you move about the city. The new system simplifies communicating problems with the city without having to be on a long hold waiting for someone to take your information.

»» WHAT IT DOES:

Track the status of your reports

Photo-documentation of your
problem using a cell phone camera

See other issues in the vicinity of
your report

»» REPORT ISSUES LIKE:

Pot Holes Clogged Storm Drains Roadway Problems Broken Sidewalks

AND MORE

With your help, we can make a big difference in the quality of the Montrose neighborhood. By downloading the app and snapping a few photos, you can bring attention the areas that need a little more love and care.

Visit http://montrosedistrict.org/city-of-houston-3-1-1 to find out more.





Show Us Your Favorite Pothole & win a Houston B-Cycle Membership!

That's right!

MMD is working to get much needed attention brought to the roads and sidewalks in our Montrose. But, we need your help! We need you to send us images (#MMDpothole) of all your favorite potholes in the neighborhood. Make sure to include the location and cross streets, so we can properly archive your shots.

Once we finish collecting images, we have some creative, fun ways to share them with the community planned. So help us, help you end your bumpy daily commute!

Oh, yeah!

To get you properly motivated, we have partnered up with the game-changing genius of Houston B-Cycle — because potholes and bicycles do not mix — to offer a FREE Annual Membership* to one lucky person each week. Just send us your pictures (you can enter as often as you wish — we know there are a lot of potholes out there!) to be entered.

You can only win once!

Winner picked via random drawing on the following dates:

June 14 | June 21 | June 28

- *Annual Memberships- \$65 Value
- *Winner agrees to have photo taken of them on B-Cycle for use by MMD.

Annual Members receive access to B-stations 365 days a year and will receive a B-card that lets them check out bikes right from the bike's dock. Simply walk up to the dock, swipe your card and check out your bike! The first 60 minutes of every ride are always included in your membership fee! Each additional 1/2 hour is \$2 until the bike is docked again. Tip: Check your B-cycle in at any station before 60 minutes to avoid usage fees- you can check it right back out!

Remember:

Each image must include the **#MMDpothole** hashtag, as well as the location of the photo (address, cross streets, date). While you can enter as often as you like, you can only win one Annual Membership.

Rally the Troops

- Promote the #MMDpothole campaign via your social media outlets
- Sponsor a neighborhood walk/ride & document the potholes
- Snap pictures and send them via instagram/twitter at #MMDpothole.

Here are some examples:

https://twitter.com/search?q=%23MMDpothole&src=hash http://instagram.com/montrosehtx/#

Tweet Ideas:

WIN a @HoustonBCycle Annual Membership • Find out how at http://tinyurl.com/aqxbmtt #mmdpothole

Many potholes = many entries! Get details here: http://tinyurl.com/aqxbmtt #MMDpothole #MMD311

FREE @HoustonBCycle membership • 5/20 until 6/28 • One winner per week via random drawing • Just send us pix of **#MMDpothole** in Montrose

HATE POTHOLES? WANNA BIKE FOR FREE?
Learn more here: http://tinyurl.com/aqxbmtt #MMDpothole

#MMDpothole • Make sure to tell us where the pic was taken! While you can enter many, many times there is only one prize, per person!

Send us pix of the potholes causing grief in your daily commute! You just might win a year's membership from @ HoustonBCycle! #MMDpothole

Pothole? Problem solved in just a few clicks via new 311 app http://tinyurl.com/ap56ggp #MMD311 #MMDpothole

Just send us pix of **#MMDpothole** in Montrose • Remember to include the location of the photo! PLS & THX!

HOUSTON B cycle



Houston B-cycle bike-sharing of the sharing of the

MMD Chairman of the Board of Directors, Claude Wynn and Visual Improvement & Mobility Chair, David W. Robinson helped to celebrate the city of Houston's official roll out of its Houston B-cycle bike-sharing program April 3, 2013



Montrose Business AMBASSADORS spread good news

For most businesses, when a person walks in the door, it's usually because they're there to buy something and that's a welcome visit. Occasionally, business owners find themselves a captive audience for people who walk in to try to sell them something—advertising, security systems, etc.—and that momentary disruption of business is not always so welcome.

So, when the Montrose Management District initiated a new business ambassador program in the fall of 2012, some merchants were taken aback by the visits of Marie Cortes-Matte and Dennis Beedon, which fall into an entirely different category. Certainly, the idea of someone stopping to deliver information was one without precedent and made some of the business owners and managers a little leery at first.

"In the very beginning, it was a little bit of a cultural change for them. They hadn't been visited like that before with such a personal one-on-one type of relationship. The project was really put in place to put a face to the name, and with the district itself," said Beedon. "But once we got past that barrier, we've been totally accepted."

"For me, personally, the first two months were the hardest. I did encounter a few people who didn't want me to walk in the door. But once the word got around and they knew that we were actually there to provide a service and connect them to the Montrose District team, then now the doors are actually opening faster and easier. There are people who are out there on the street who see me now they're nicer and friendlier."

— Marie Cortes-Matte

Cortes-Matte said she found it easiest to walk in with the District's newsletter in hand so that the merchant could see she was bringing them information. The newsletters frequently feature articles about people they know or other businesses in the neighborhood, so they were more willing to engage in a discussion about that, she said.

"Maybe there's a particular topic that they're interested in, like visual improvements or public safety," Marie said. "And boom! That connects us to a good conversation."

When the business ambassador program began, Marie was already deeply involved with the District's Recycling Committee and its regular recycling mixers. Originally from Los Angeles, she was a teacher in HISD for five years and in Alief ISD for 10 years. The mother of two teenagers holds a bachelor's degree from Houston Baptist University. She is also actively involved with MOCAH, the Houston Institute for Culture, and with non-profit agencies that support children's causes.

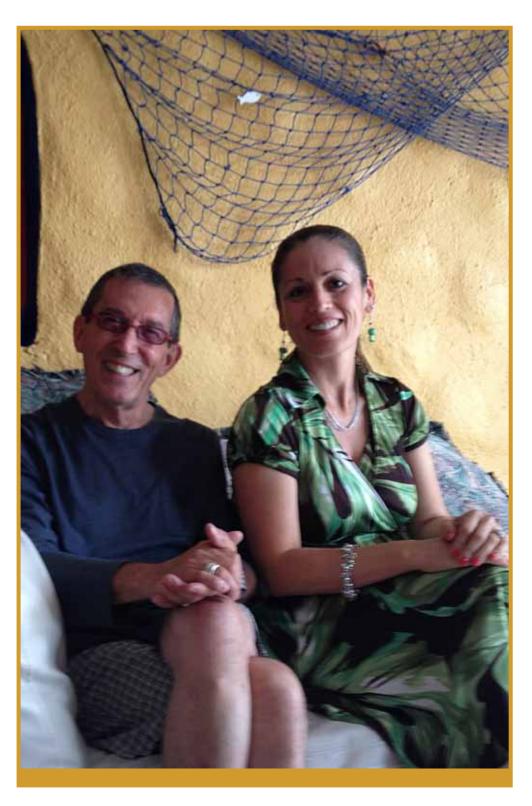
A 35-year Montrose resident, Beedon was originally from Chicago. When he moved to Houston, he put his associate's degree in business to good use working for Enron and other energy companies until 1992. A second career as an insurance adjuster led him to work for the City of Houston's legal department until he retired in 2007. Not one to remain idle, Beedon then began volunteering as an event planner for a variety of charitable fundraisers, with a special affinity for HIV and AIDS awareness. He also served as marketing and development coordinator for the Houston Area Women's Center.

After living in the neighborhood for so many years and being active in local events, Beedon was already well-recognized by many restauranteurs and business owners, and that served as his calling card in the business ambassador program, he said.

With a lot of ground to cover, Beedon and Cortes-Matte set a goal to reach out to 20 to 25 businesses a week, 80 to 100 a month, bringing them news about the improvements the District is making and asking for feedback. A survey conducted in The Montrose revealed that advertising and marketing are the key topics of interest for most of the business community, followed closely by public safety concerns.

"They are seriously interested in marketing—about how to produce more revenue for themselves," Beedon said. "They also are adamant about the streets and public sidewalks — how we need to get progressively active in getting them repaired."

"They're also very interested and concerned about security," he added. "Montrose has exploded in population growth, and of course, that attracts a different element. There have not been any serious issues of personal safety, but car break-ins seem to be a big problem and that comes up all the time."



The District is addressing this concern with new signage that reminds people who park their cars in the area to eliminate temptation by locking their cars and removing any valuables from view. After two or three visits, merchants often open up about how the economy is affecting their business, Cortes-Matte said.

"That's one of the things that's come up. We'd like to be able to provide some support with classes and education," she added. "As we move forward, we are learning what the needs are, and I think that's a good thing. Sometimes they have questions we can't answer, but we can connect them to some of the experts and help them get things done." Beedon said he's had several conversations with merchants about mobility issues and about when the bridges will be lit up.

"They're very excited because they know those improvements are going to increase traffic to the area. We have more than 2,500 dwellings being built, so that's going to bring about 5,000 or 6,000 new residents to the District, so that's a flow of new people who may not have been in Montrose before."

— Dennis Beedon

To be sure, the improvements the District has made have helped raise the profile of the community, but the buzz about the area's top-notch restaurants and bars also have captured national attention. In the last few months, several establishments have been highlighted in publications like Southern Living magazine, Texas Monthly, and GQ. Regardless of who is featured, the spillover from this limelight is very good for all businesses in The Montrose district.

"We're enjoying this momentum and want to keep it going," Cortes-Matte said. "We feel lucky that the District is being recognized."

"On behalf of the business ambassador program, I'd like to thank the businesses who have been so nice and so helpful," Cortes-Matte said—a sentiment echoed by her colleague. A key component of the success of the business ambassador program is input from the business community, Beedon said.

Both ambassadors would like to invite business owners to visit the Montrose Management District website, MontroseDistrict.org, answer the survey questions and provide more feedback about some of the things they'd like to see in the future, so the District can refine and improve its services.



Montrose Recycle Mixers = :) Fun!

Photos from our mixer at BLUEOrange Gallery! A big "Thank you" to our hosts; Jason and Megan Spacek, Cracked Fox photography & design, e-Vision 1 Productions, Delicious cupcakes from Carrie Made the Cake, & everyone who made it out! We had a great time! Come to the next mixer and see what the excitement is all about!

Visit the District's website for more details at: www.MontroseDistrict.org follow us at: www.facebook.com/MontroseDistrict



4thThursdays 5:30^{pm} – 7:30^{pm}

MIX & MINGLE & LEARN AND GO GREEN IN 2013

SEE WHAT MONTROSE BUSINESSES ARE DOING TO GO GREEN EVERY FOURTH THURSDAY AT EXCITING LOCAL PLACES WITH EXCITING PEOPLE. IT'S SMART, FUN, TRENDY AND SUSTAINABLE! WANT MORE INFORMATION? EMAIL MARIE AT MCORTES@MONTROSEDISTRICT.ORG



April 25 @ **BLUE ORANGE GALLERY** 1208 West Gray

May 23@ **LIGHTBULBS UNLIMITED** 1203 Westheimer

June 27 @ **UCHI** 904 Westheimer





uchi

MontroseDistrict.org

Interested in recycling or hosting our mixer? Then come to our recycle meetings. First Tuesday of each month at Tradition Bank - 5020 Montrose, Ste. 200







>>>Watch Us & Our MIXERS in action at: www.youtube.com/MontroseHTX











Public safety officers roll out crime prevention initiatives

"Hide Your Things. Lock"

"A lot of these break-ins are happening because the opportunity is there. They walk by, see something, smash the window, grab it and take off. Breaking into a car is now a misdemeanor instead of a felony offense... they're in jail for four or five days at most; and then they're back out on the streets."

> — Josh Hawes Director of Services

The Montrose Management District's Public Safety Committee continues to work on several initiatives to ensure that the community maintains its reputation for being one of the safest in Houston. Graffiti abatement and reducing the number of car break-ins are two of the main areas of focus for the District and its public safety officers.

"If somebody has graffiti on their property or they can see it, they can call me or e-mail me or report it through the District's web site - MontroseDistrict.org," said Josh Hawes, Director of Services. "We have a fast response time because they're out there about twice a week. They paint match it and clean it up and you can't even tell it's happened."

The graffiti abatement staff members always carry releases with them so property owners can give permission for access, Hawes said. Because juveniles are out of school in the summer months, that can be time when graffiti begins to blossom again, he added.

The Montrose Management District has a contract with about two dozen off-duty HPD officers to maintain the security of the community. These officers use geographical information system (GIS) coordinates to keep track of crime statistics by property address and enable them to identify "hot spot" locations for crime. Mobile cameras deployed to these locations play "a great role in reducing crime in our neighborhoods and businesses," according to HPD Chief Charles McClelland.

One of the more proactive crime prevention initiatives being employed is the reduction and prevention of car break-ins, and this takes some public education, Hawes said.

>> The Public Safety Committee meets the second Friday of every month at 9 a.m. at 4310 Dunlavy St. Houston, TX 77006 and is open for public comment.

"Hide Your Things. Lock Your Car. Take the Keys."

are the words of advice that will be posted on signs that will soon appear around the District's busiest business areas, where crimes of opportunity make it tempting for car burglars to strike.

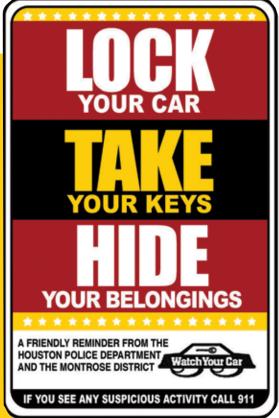
"We're looking to order about 200 of them and put them up in the hot spots," Hawes said.

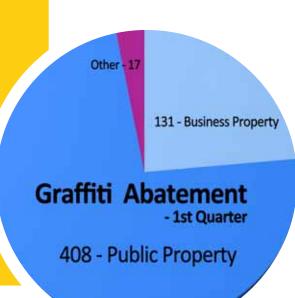
Merchants and residents can do their part to help by keeping their cars free of any items that might be a temptation for thieves electronic devices, shopping bags, briefcases, or even a tempting amount of loose change visible in the console.

"A lot of these break-ins are happening because the opportunity is there," he said. "They'll walk by there, they'll see something, they'll smash the window, grab it and take off."

Breaking into a car is now a misdemeanor instead of a felony offense—a law that changed in the 1990s, Hawes said.

"That's what's caused an uptick in these crimes. They do it; they're in jail for four or five days at most; and then they're back out on the streets," he said. "They hit one area and then they move on to another and just cycle through the city."





Clean & Green

Graffiti Abatement

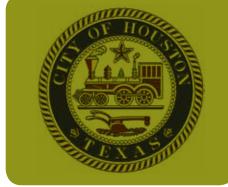
In 2012 a total of 2360 occurrences of graffiti were removed. Since the beginning of the year another 556 sites were abated and over 48,126 sites since program inception in 2008. Thanks to all of our community partners who actively assist us in reporting incidents. We encourage all residents and businesses to join in on the effort to help us eradicate graffiti from the District by reporting to 3-1-1 or going on-line to www.MontroseDistrict.org and reporting incidences via the "How Can We Help" button on the home page. We are also working closely with our graffiti abatement contractor, our Constable Unit and HPD to identify and prosecute the individuals responsible for graffiti in our District.

Recycling

The bi-annual recycling event was held on April 27 at H.E.B on West Alabama and was once again a huge success with over 8,000 pounds of materials recycled! In addition to H.E.B other partners included, Tradition Bank, Cintas, the city of Houston and CompuCycle. Since the District began the initiative in 2011, over 32,000 pounds of recyclables have been kept out of our landfills. The next event will be on October 26. If you'd like to get involved with the recycling committee meetings please contact Gretchen Larson, *Director of Marketing* - GLarson@MontroseDistrict.org.

MONTROSE RECYCLING PARTNERS:









THE MUSE MUSEUM DISTRICT

JOINING THE WAVE OF NEW HIGH QUALITY APARTMENT DEVELOPMENT

IN THE MONTROSE DISTRICT

Trammell Crow Residential (TCR), one of the nation's leading developers of multi-family communities, is developing a new multifamily community on the south side of the Montrose District at Richmond and Graustark. Kenneth Vallach, TCR's president and CEO, states that the complex will be "A+" quality.

Situated on approximately 2.9 acres, The Muse Museum District, will have four floors of living units above a two-story garage, with one garage floor at ground level and one below. According to Sean Rae, a TCR managing director, the complex will have a total of 270 units. Unit mix will be approximately 80% one-bedroom, one-bath and 20% two-bedroom, two-bath configurations with some units offering separate studies as well.

The Muse Museum District will feature a large clubhouse facing Richmond Avenue, which will contain a fully equipped health club and business center among other amenities. The parking garage and visitor parking will be accessed via Graustark Street, with additional pedestrian access on Richmond Avenue. The first units are expected to be available for lease in the second quarter of 2014, with completion expected in the fourth quarter of 2014



NEW OFFICE BUILDING COMING!



The Montrose Management District will soon welcome an important new addition to the district. A new commercial office building, tailored to the needs of small tenants, is under construction on a 1.0 acre property in the block stretching from Yoakum to Mt. Vernon on the south side of Richmond. The building, to be called Campanile South, represents an expansion of the five building, 220,000 square foot Campanile office complex situated between Colquitt and Richmond on both sides of Montrose. According to Ryan Haley, partner at Hansen Partners, the developer of the project, the new structure will have six floors and 80,000 square feet of office space. A 3½ floor garage with 250 parking spaces, and 4,000 square feet of retail space on ground level will also be incorporated into the facility. Redstone is partnering with Hansen Partners on the project designed by Philip Ewald Architecture. The general contractor is Manhattan Construction, a nationwide construction company whose Houston office is located in the Montrose District at 2120 Montrose. The estimated completion date is the first quarter of 2014.

Mr. Haley believes the new office facility will have strong appeal to small firms that require 1,000-10,000 square feet of space, but the building can accommodate

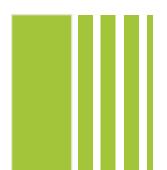
both smaller and larger tenants. Hansen Partners will handle all leasing and building management. The firm will provide standard finish out to most tenants and reasonable tenant improvement allowances will be made available to other users with special requirements. The company is also willing to be somewhat flexible on lease rates and terms, depending on the particular spaces selected and tenant needs. Although rates won't be finalized for a few months, they are expected to be around the mid \$30s per square foot gross rents. Interested organizations are invited to call (713) 529-4100.

Secure after hours access will be provided, and the building will offer a conference room to tenants at no additional cost on a reservation only basis. A bicycle rack will also be provided for the convenience of tenants that reside within biking distance and want to avoid traffic while maintaining their fitness.

The Montrose District looks forward to the completion of this important new facility in the district and to welcoming its future tenants.

>>>> THE MONTROSE DISTRICT WELCOMES THE MUSE MUSEUM DISTRICT AND ITS FUTURE TENANTS.





MONTROSE MANAGEMENT DISTRICT PROUDLY ANNOUNCES

Montrose/Neartown named America's Top ArtPlaces-2013

ArtPlaceAmerica.org | www.facebook.com/ArtPlaceAmerica | @ArtPlaceAmerica

"The Montrose District and Neartown are thrilled to receive this recognition and pleased to be among such a prestigious group of cities receiving this honor."

-Bill Calderon

Montrose District Executive Director

The 2013 complete list of America's Top Art Places is available for download at: http://tinyurl.com/me8coyf

In a recent announcement by ArtPlace, the Montrose/Neartown community is among America's Top ArtPlaces in 2013. Montrose/Neartown was identified as having an abundance of social offerings, venues, and opportunities that enliven the community and make it a place where people and small businesses want to be.

ArtPlace is a collaboration of leading national and regional foundations, banks, and federal agencies committed to accelerating "creative place making"—putting art at

the heart of a portfolio of strategies designed to revitalize communities. America's Top ArtPlaces were identified as being exceptionally successful in combining the arts, artists, and venues for creativity and expression with independent businesses, restaurants, and a walkable lifestyle to make vibrant neighborhoods.

"The impact the arts have had on the vibrancy and economy of these communities is unmistakable. This study shows how the arts can provide a foundation for diverse neighborhoods to thrive."

— Carol Coletta ArtPlace director

America's Top ArtPlaces is a new annual ArtPlace initiative recognizing neighborhoods in the largest 44 metropolitan areas in the country where the arts are central to creating the kinds of places where people want to be.

MONTROSE PROUDLY CONGRATULATES ITS VERY OWN

Shepherd Food wine Properties and its emphasis on local and regional ingredients, Underbelly has made a strong national impression in its first year. In addition to the Food & Wine recognition, Underbelly was named one of Bon Appetit's Top 50 Best New

Houston's ethnic cuisines and its emphasis on local and regional ingredients, Underbelly has made a strong national impression in its first year. In addition to the Food & Wine recognition, Underbelly was named one of Bon Appetit's Top 50 Best New

Underbelly was named one of **Bon Appetit's** Top 50 Best New Restaurants in America and **Esquire** magazine also listed it as one of the best new restaurants for 2012.

AWARD NOMINEES:

James Beard Foundation

Hugo Ortega, of Hugo's, and Chris Shepherd, of Underbelly, competed for the 2013 title against Jennifer Jasinski of Denver's Rioja - the winner announced at the Beard Foundation's annual awards gala, held at New York City's Avery Fisher Hall on May 6, with actor/director, cookbook author, and gala emcee - *Stanley Tucci*. Ortega was among the five finalists for last year's Southwest regional award, and he comes into this year's balloting with a well-received new cookbook, "*Hugo Ortega's Street Food of Mexico*," to his credit.

Board of Directors Monthly Meeting

2ND MONDAY AT 12:00 (NOON)

Montrose Counseling Center 401 Branard, Ste. 106 Second Floor

Recycling Sub-Committee

MEETS AS NEEDED - FOR DATES/TIMES CONTACT
GLarson@MontroseDistrict.org

Visual Improvements/Mobility 3RD WEDNESDAY AT 9:00 A.M.

Security & Public Safety

2ND FRIDAY AT 9:00 A.M. 4310 Dunlavy St, Houston, TX 77006

Marketing & Business Relations

4TH WEDNESDAY AT 4:00 P.M. Business & Economic Development

4TH WEDNESDAY AT 12:00 (NOON)

All meetings except the Board of Directors & Security / Public Safety take place at:

Tradition Bank

5020 Montrose Blvd. Houston, TX 77006.

The Montrose Management District is a combination of HCID#6 and HCID#11







BOARD of DIRECTORS

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Cassie Stinson, Secretary

Brad Nagar, Ass't Secretary

Kathy Hubbard. Treasurer

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Bill Calderon

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Gretchen Larson Director of Marketing 713.595.1215 GLarson@MontroseDistrict.org

Ray Lawrence Director of Economic Development 713.595.1235
RLawrence@MontroseDistrict.org

Upcoming Events Around Montrose:

Musical Innovations: presented by the University of St. Thomas

Fusion of classical Indian music and jazz. Milind Date & guests

Tuesday, June 25, 2013 »5:30 p.m. — 6:30 p.m.

University of St. Thomas, Jones Hall 3910 Yoakum

 $For \ directions \ visit: http://www.stthom.edu/Visitors_Community/Maps_Directions.aqf$

<u>The Menil</u> —'Late Surrealism'

May 24 – August 25, 2013 » 11 a.m. — 7 p.m.

1533 Sul Ross Street » Houston, TX 77006 »713-525-9400

Surrealism was an artistic and literary movement that began in the early twentieth century. Centered in Paris and interested in imaginary images, juxtaposition, chance, and the expression of the subconscious, it can be characterized as a retreat from the rational and an inquiry into the mysterious depths of the psyche.

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