



December 2013

MONTROSE DISTRICT

MontroseDistrict.org

>>> See the video at:
<http://montrosedistrict.org/holiday-lighting-ceremony-2013/>



Every parent knows the joy and trepidation of watching a toddler raise up to his feet the first time, find his balance, and take his first baby steps. That analogy is very close to what the Montrose Management District Board of Directors has experienced in leading progress in this unique community.

In the early months of this District's development, we secured our footing and began making plans to build on that foundation, and with each step came greater surety of our direction.

Directing and improving on an already vibrant community takes careful, strategic planning so that our infrastructure and programs — street improvements, utilities, the creation of a parking management district, the designation of the community as a recognized Cultural District — all have residual values.

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

One of the key reasons for the existence of the District is to be proactive about creating solutions instead of waiting around for outside entities to swoop in and solve all our problems for us. With a plan in hand, we have a greater chance of success in securing the necessary resources from the City of Houston, the State of Texas, and other sources.

This enables us to take a more visionary approach to making the Montrose District the very best community it can be — for residents, for businesses, for the faculty and students of our local educational institutions, and for the many visitors we attract with our fine dining, shopping and entertainment.

We hope you will watch with us and support our efforts as we continue to grow and improve this eclectic, culturally rich, sophisticated and charming neighborhood we call The Montrose — one baby step at a time.

Sincerely yours, Claude Wynn

A message from

Bill Calderon
Executive Director
Montrose Management District



At the end of the year and during the holidays, we are reminded of why we should be grateful for the many things we have experienced and accomplished. A retrospective view makes it possible to recall the challenges and the successes. We believe you will agree that the Montrose District has accomplished a great deal in 2013.

This year, the District took significant actions to help improve the District and its neighborhoods. Many initiatives that were started in earlier years have developed momentum which we are hopeful will continue as we move into 2014.

This past year, the District's partner, B Cycle, established its presence in the District with seven new locations connecting riders to a much larger network throughout downtown, the Heights, and West U. The program is enjoying unprecedented success in Houston and reducing traffic congestion. In early 2014, you can also expect to see District-branded bike racks popping up at businesses throughout the neighborhood. Montrose has many residents and visitors who travel primarily on personal bikes, and in the coming year we are answering their call for safer, more secure bike parking. Businesses which elect to partner with us on this project will have the bike racks installed at their locations. The District has contracted with a private vendor to establish a street sweeping program, covering all of the main commercial corridors, as well as the bike lanes and routes, to help beautify and make safe the corridors we all use daily.

The Montrose District also has initiated a dialogue with the City of Houston regarding parking and its impact on commerce and quality of life. We have also submitted an application to create a Parking Management District; a first for Houston. Through this special designation, we hope to address some of the parking challenges affecting Montrose businesses and neighborhoods with a holistic approach, both on and off the street. We hope this effort can improve congestion along the District's key business corridors. To learn more about this proposal, please visit www.MontroseDistrict.org

Earlier this year, we announced the District had received more than \$1.4 million in grant funding from TXDOT to finance the re-lighting of the six bridges over US Hwy 59. The District has approved an agreement with TXDOT, allocated funding to hire a lighting engineer/architectural firm, and we are preparing plans to implement that project. The timeline may be as long as 18 months, but we are working diligently to bring it to fruition as soon as possible. We anticipate using the latest LED technology with programmable features that will allow the iconic bridges to become mobility lifelines and beacons of light art. We also hope to begin installing District branding elements that will link to the bridges. I will share more on that in early 2014 as we develop the plans.

In a few weeks, the District will also submit a letter of intent to the State of Texas to secure its designation as a Cultural District. We all know that Montrose is a unique, eclectic neighborhood filled with artists, musicians, and performance and gallery spaces. This designation would not only be a declaration of that identity, but also give us the opportunity to apply for project and grant money from nonprofits and foundations to expand our cultural events and spaces.

In November, we hosted a very successful Realtor Luncheon with briefings from area Realtors responsible for leasing and sales activity in Montrose. More than 150 Realtors and real estate brokers attended and received the latest statistical profiles to assist them in their efforts to help Montrose maintain a higher-than-average caliber of commercial tenant and business owners.

These efforts represent only a few of our successes over the past year. In 2014, we plan to continue providing intelligent and creative leadership to help maintain Montrose as a unique place to live and work by providing hands-on problem solving; pursuing and influencing forward-thinking, responsible development; and continuing our advocacy with all governmental entities and decision makers for Montrose businesses. The Board of Directors is working diligently to provide great leadership for these initiatives, and we thank you for your support. Please contact us at MontroseDistrict.org with any ideas you might have on how we can better serve you and the District. And please accept our best wishes for a Happy Holiday season.



Follow us at:
[facebook.com/MontroseDistrict](https://www.facebook.com/MontroseDistrict) | [@MontroseHTX](https://twitter.com/MontroseHTX)

The Montrose District OFFERS TOP-NOTCH *Holiday Shopping & Dining*

*That's
right!*

You know you're tired of fighting traffic at the mega malls during the holidays, aren't you? Then why not enjoy the best of what the Montrose District has to offer in shopping and dining. With everything so conveniently located, you may not need to spend 12 days shopping for turtle doves and partridges, but you might want to linger that long.

Start your shopping day with some of the best coffee or tea in the area at **Blacksmith**, 1018 Westheimer. Owner and barista David Buehrer placed fifth out of 36 contenders in the Big Central Regional Barista competition recently, which qualifies him to advance to the U.S. Barista Championship in April. Still, he's not too busy to pour you a cup of Joe before you continue on your shopping adventures.

Surely everyone on your holiday list loves chocolate and other sugarplums, so be sure to visit the **Chocolate Bar** at 1835 W. Alabama. Here you'll find chocolate-dipped fruit delicacies, dipped cookies, Texana-shaped chocolate items, ice cream, popcorn, desserts, and even doggie treats. Don't forget to ask about hosting your holiday party here. Call ahead at 713-520-8599.

By the time you're done at the Chocolate Bar, you'll be starving, so find great authentic Mexican cuisine at **Cuchara** at 214 Fairview. They're not open on Mondays, but from Tuesday through Friday, you can stop in at 11 a.m. for "comida corrida" which translates to a delicious mid-day meal served "on the run" or in courses. Saturdays, they open at 5, and Sundays from 11 a.m. to 10 p.m.

Want to wow everyone with a new piercing or tattoo? The Montrose District is known for its cluster of some of the best ink salons in the city, but you can't go wrong at **713 Tattoo Parlour**, 1533 Westheimer. A tattoo of your honey's name on your arm is a gift that keeps on giving. View their work at 713tattoo.com.

If you still need more gifts, more shopping is in store for you at the **Starving Artist Gallery** at 2037 W. Alabama where local artists supply unique jewelry and fine art. This is your opportunity to find that one-of-a-kind item for someone special. View their work at theStarvingArtistGallery.com

Everyone crossed off your shopping list now? Good, because it's time to think about pampering yourself. At **LifeSmiles**, 1722 W. Alabama, Dr. Randy Mitchmore can give you a bright new smile that's sure to dazzle everyone at those holiday social events. Call for an appointment at 713-529-5881.

Then, it's all about you at the **Alira Boutique Spa & Salon**, 1619 W. Alabama. Owner Escarle Silva will see to it that the staff provides exceptional service for hair styling and coloring, manicures and pedicures, waxing, facials and vitamin C infusions. Choose from deep tissue, Swedish, aromatherapy, pre-natal, sports and couples massages. But, please do call ahead to reserve your special time at 713-523-6000.

Now that you're totally relaxed, it's time to catch up with friends in a casual atmosphere and share a sip of holiday cheer. The Montrose District is a destination spot for great little bars like **Hay Merchant** at 1100 Westheimer for craft beer and food, the **Rosemont Social Club** at 910 Westheimer, the **Boheme Wine Bar** at 307 Fairview, or a slightly more upscale environment at **Anvil** at 1424 Westheimer.

The best way to end the day is with an exceptional dinner, and here in the heart of the city, there are many restaurant choices. **NJoy Thai Restaurant & Bar** at 212 Westheimer offers authentic, aromatic Thai cuisine that includes curry, seafood, noodles and rice dishes.

At **Eleven XI**, at 607 W. Gray, Chef Kevin Bryant will make sure you don't go home hungry. Choose from a diverse menu that includes Texas quail, pecan-smoked baby-back ribs, lamb chops, Gulf shrimp and oysters, redfish and flounder. Call for reservations: 713-529-5881.

And then there's excellent casual dining at **Paulie's**, 1834 Westheimer, where owner Paul Petronella's staff serves up the finest pasta dishes, along with salmon, veal, steak, pork tenderloin, shrimp and chicken. Call ahead at 713-807-7271.

And while you may think you've made the rounds, be prepared to begin again another day because this is just the tip of the iceberg for all the fun and fine food to be enjoyed in the Montrose District.



Cuchara



*Ho! Ho! Ho...
to the Montrose
We Go!
...Oh, yeah!*



BIG ARRESTS in 2013

“One of my biggest pet peeves is car break-ins. I see them every day and I’m tired of seeing them. More education of the public, such as handing out flyers, vehicle report cards, and the District’s posting of **“Take, Hide, Lock”** signs in parking lots will help put a dent in the number of vehicle burglaries.”

— Victor Beserra
Montrose Officer

HPD officers working in Montrose made nearly 1,000 arrests in 2013, said Officer Victor Beserra. Of the 973 arrests that had been recorded before Christmas, 126 represented felony charges, he said

A murder near the Burger King in July produced an arrest of the suspect within the same week, thanks to Officers Joseph Mabasa and John Obenhaus, he added. Some of the felonies have included dealing of crack cocaine and meth in the Montrose/Westheimer area, he said, and many of the lesser charges included public intoxication and trespassing.

The number of property crimes have stayed about the same, year-to-date, while the number car burglaries tends to trend upward from time to time. “One of my biggest pet peeves is car break-ins,” He said. “I see them every day and I’m tired of seeing them.”

More education of the public, such as handing out flyers, vehicle report cards, and the District’s posting of **“Take, Hide, Lock”** signs in parking lots will help put a dent in the number of vehicle burglaries, he said. It usually takes three viewings of a sign for it to have a significant impact on a person’s consciousness and habits, Beserra said.

“When you look at robberies and assaults, they’re down and that’s a good thing,” he said. “I’d rather see violent crimes go down, and that’s one impact I believe we’ve had in the past few years.”

In addition to the regular police patrol, the District has a two-staff unit on Friday and Saturday nights that puts additional focus on crime hot spots. “I believe that’s where we’ve made our greatest impact,” he said.

“Communication is so important. We can’t do it without people calling us and that really helps us out.”

— Victor Beserra
Montrose Officer

In 2013, officers were able to make 12,600 checks on Montrose-area businesses, largely successful because of the number of trespass affidavits business owners have signed to give officers access to their properties. Officers drive by, often getting out of their vehicle to physically check back doors and alleys.

“When we check these businesses, that’s often when we find some of our suspects,” Beserra said. In October and November, there were more than 100 arrests per month, which was a record, he added.

Beserra acknowledged that the Montrose District board and staff have provided significant support and added that communication with the public is also a big help. He said his own barber at Henry’s on Richmond Avenue, helped by reporting that he had seen a transient—well known in the neighborhood—with a bicycle that he had never had before. Officers approached the man and discovered the bike had been reported stolen in a burglary the previous night, but also were able to charge him with drug possession.

“TIS’ THE SEASON TO... Hide Your Things. Lock Your Car and Take Your Keys.” fa la la la la...



>> 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.



Clean & Green

Graffiti Abatement

In 2013 a total of 2300 occurrences of graffiti were removed and over 48,000 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 the in 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

A BI-ANNUAL RECYCLING EVENT WAS HELD ON OCTOBER 26 AT H-E-B ON WEST ALABAMA AND WAS ONCE AGAIN A HUGE SUCCESS WITH OVER 10,000 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 42,000 pounds of recyclables have been kept out of our landfills. If you’d like to get involved, the recycling committee meets the 1st Tuesday in April and October at Tradition Bank at 5020 Montrose in their 2nd floor lobby conference room. For more information contact Gretchen Larson, *Director of Marketing* - GLarson@MontroseDistrict.org.

MONTROSE RECYCLING PARTNERS:



>>> Get ready for our next recycling event @ H-E-B! Look for details at MontroseDistrict.org and facebook.com/MontroseDistrict

SHOW OFF !!!

MONTROSE SHOWS OFF ITS HOLIDAY CHEER WITH JUST A FEW ;) *Lights & Decorations*

Dentist Angie Dihn's clinic at 3425 South Shepherd took home the first place prize in the Montrose District's holiday decorating competition for 2013. Winners were announced at a holiday mixer at Danton's Gulf Coast Seafood Kitchen on Thursday, December 12, 2013.

"Dr. Dihn is really big on Christmas," said Nancy Dao, an insurance specialist who accepted a \$500 prize on behalf of the clinic. Dao said walls along the clinic's hallway were wrapped like Christmas presents and lights were strung from the ceiling to create a waterfall effect.

Second place prize of \$250 went to **Bobbitt Glass**, 807 Fairview, and third place, \$150, went to **Rivas Italian Restaurant** at 1117 Missouri.

Judges Tricia Moore of Traditions Bank, artists Betirri Bengtson and Elizabeth Artista, and Jay Rivera, manager of The Flat Bar and Lounge, must have liked what they saw. Criteria for judging included expression of the holiday theme, lighting, creativity, originality, design and best use of space.

Among the other nominees were:

Niko Niko's American & Greek Cafe, 2520 Montrose | **Pacifica Radio KPFT**, 419 Lovett
Bacchus Wine & Coffee Cafe, 2502 B Missouri | **Roost**, 1972 Fairview
Gratifi Kitchen & Bar, 302 Fairview | **A Peaceful Pet**, 701 Richmond, Suite 145
Montrose Proper Art Gallery & Event Venue, 1505 Westheimer | **Cuchara**, 214 Fairview
Light Bulbs Unlimited, 1203 Westheimer | **Shape of Things**, 1216 Westheimer
MV DIY Cafe Handmade Soap & Candles, 3225 Yoakum | **LifeSmiles**, 1722 W. Alabama



1ST PRIZE: \$500 **2ND: \$250**
MOST CREATIVE: \$150

Judging criteria include:
BEST EXPRESSION OF THEME
CREATIVITY & ORIGINALITY
BEST LIGHTING
BEST USE OF SPACE
BEST DESIGN

WINNERS ANNOUNCED DEC 12TH MIXER (SEE BACK)
DEC 1ST REGISTRATION DEADLINE



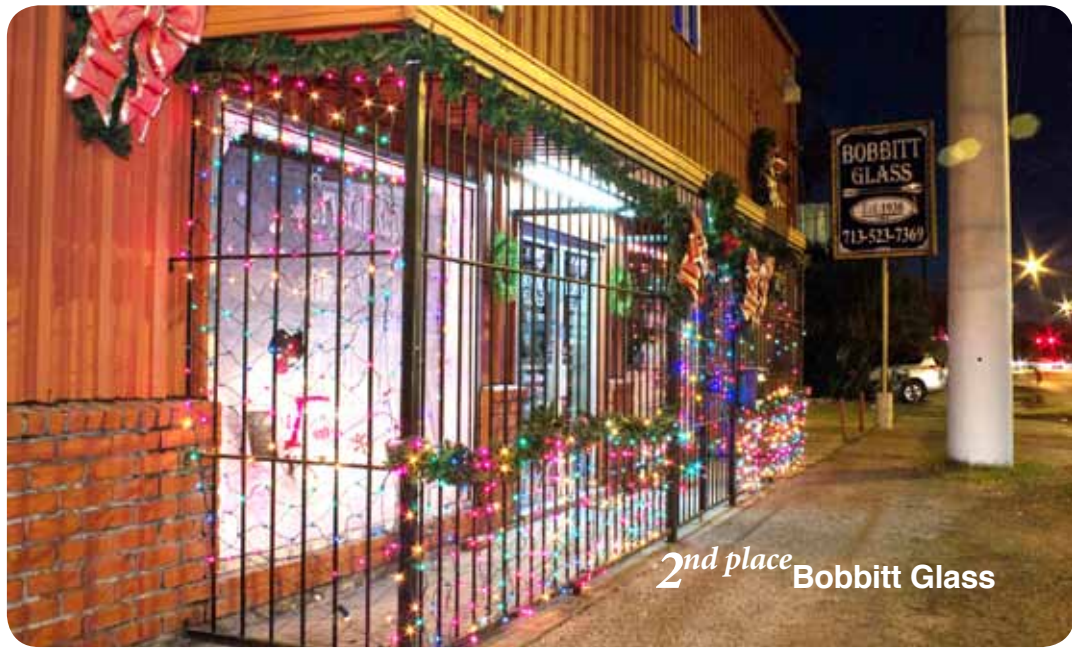
All Businesses within District boundaries are eligible for participation. To submit Registration Form, see Contest Rules, and Boundary maps please scan the code or visit:
www.MontroseDistrict.org/HolContest

MontroseDistrict.org | facebook.com/MontroseDistrict | [@MontroseHTX](https://twitter.com/MontroseHTX)

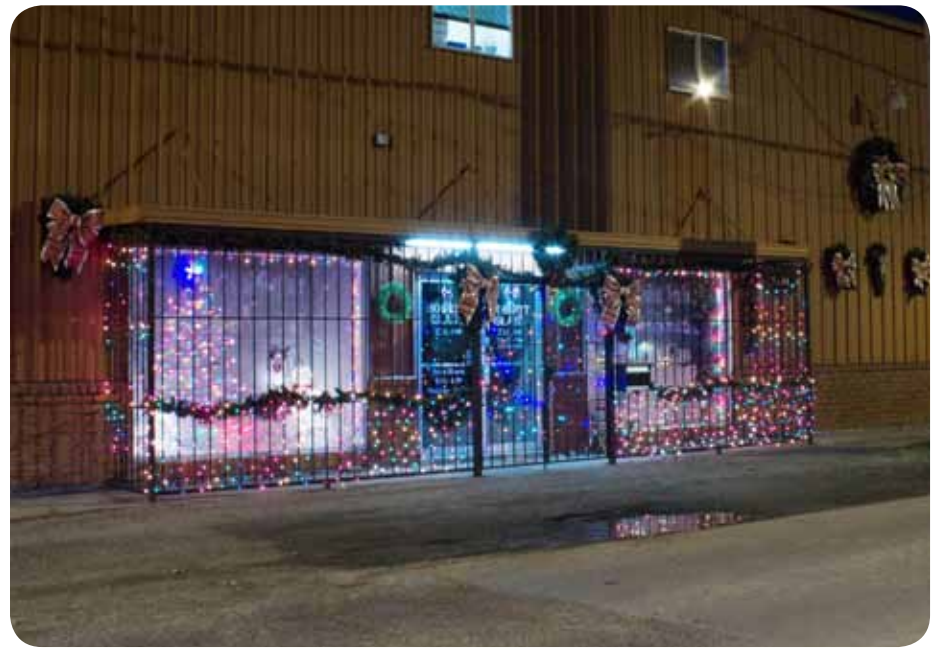


1st place Angie Dihn DDS

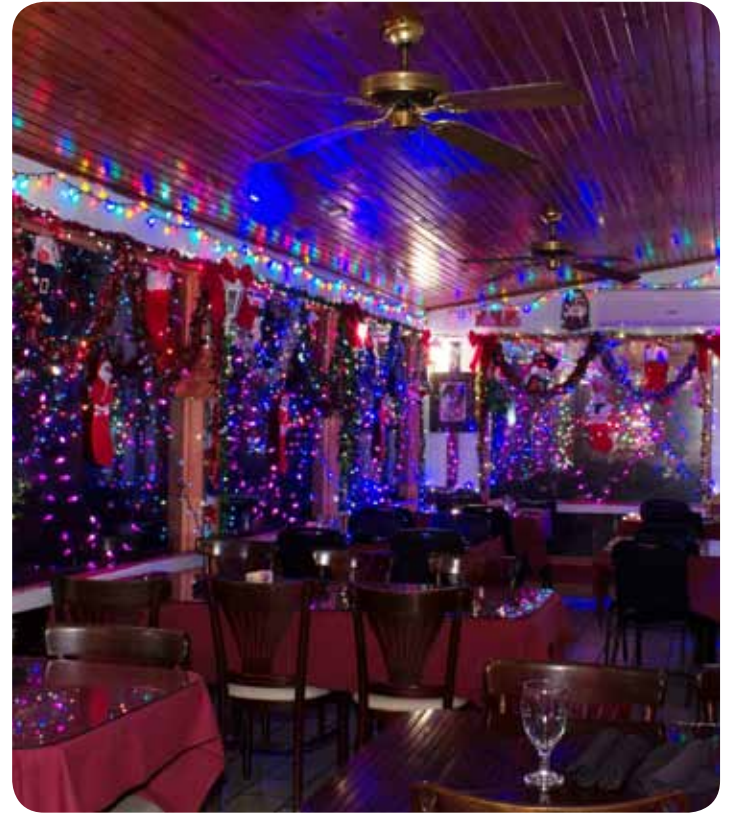




2nd place Bobbitt Glass



3rd place Riva's Italian Restaurant



Montrose Proper



Niko Niko's

*"You could see their personalities
come out in how they decorated."*

— Tricia Moore

*"It was so incredible to see all the creativity.
It was really hard to decide the winners."*

— Elizabeth Artista

Left to Right are:

Gratifi | Handmade Soap & Candles | LifeSmiles | Roost



Bacchus



MONTROSE *Year End Celebration Mixer!*

We had a blast at our big year end celebration mixer held at Danton's Gulf Coast Seafood Kitchen!



MONTROSE *Real Estate Forum & Luncheon!*

Held at Grand Salon - La Colombe d'Or!



Board of Directors Monthly Meeting

2ND MONDAY AT 12:00 (NOON)
Montrose Counseling Center
401 Branard, Ste. 106 Second Floor

Recycling Sub-Committee

1ST TUESDAY IN APRIL AND OCTOBER
for 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.

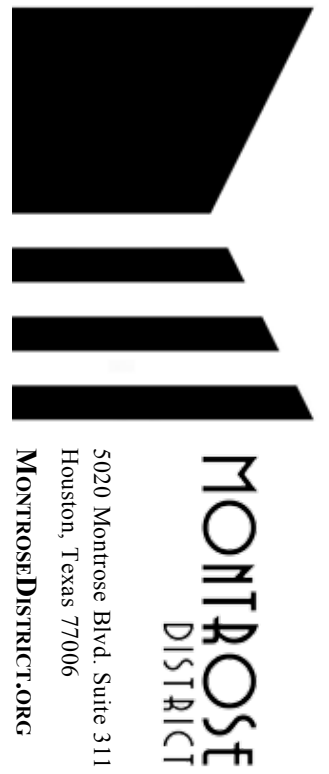
Business & Economic Development

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



MONTROSE PROUDLY
CONGRATULATES...

Claude Wynn

Montrose District Chairman, Claude Wynn received the **Lifetime Achievement Award** at the 2013 Museum District Business Alliance Annual Holiday Luncheon & Community Improvement Awards on December 5, 2013 at Hotel Za Za with presentation by KPRC's very own, Frank Billingsley. Congratulations to Claude and all of the honorees!



BOARD of DIRECTORS

Claude F. Wynn, *Chairman*
Randy Mitchmore, *Vice Chairman*
Cassie Stinson, *Secretary*
Brad Nagar, *Ass't Secretary*
Kathy Hubbard, *Treasurer*
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Randall Ellis
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Upcoming Events Around Montrose:

New Years Eve 2013 @ Anderson Fair with Shake Russell and Michael Hearne featuring John Inman and Mick Roberts

Plus Ken Gaines and Wayne Wilkerson and Bill Cade

\$50 Advance » 8 p.m...til.

Anderson Fair Retail Restaurant

2007 Grant Street » Houston, TX 77006 » 832-767-2785 » andersonfair.net

The Menil — 'Lee Bontecou: Drawn Worlds'

January 31 – May 11, 2014 » 11 a.m. — 7 p.m.

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

Retrospective exhibition of American artist Lee Bontecou. The works selected span more than five decades of her career, showcasing her innovative works on paper with welding torch and soot as a drawing tool.

if you like what you see... contact the "C" team for all your marketing needs:

Creative Team :

Writer/Editor: **Deborah Hensel**

Videography: **EV1 Productions** | EV1Pro.com

Web Design: **Primer Grey** | PrimerGrey.com

Graphic Design & Photography: **CrackedFox photography & design** | CrackedFox.com