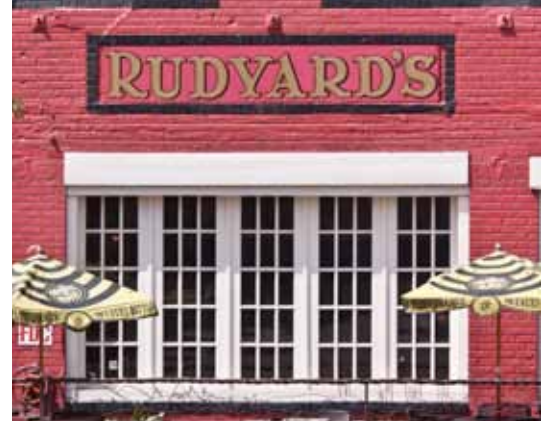




MONTROSE DISTRICT

1st Quarter, Volume 1



facebook.com/MontroseDistrict  
MontroseDistrict.org

# Security Detail Lowers Crime in Montrose Neighborhoods

“Taggers are just kids rebelling and not really part of an organized gang . I really can’t say it’s because of us, but most of the criminals out there know our trucks now. When they see us, they know we’re going to get out and talk to them. When they get nervous, they’re going to be less likely to commit crimes.”

— Officer Victor Beserra

One of the many benefits a management district provides to residents and businesses in its community is the peace of mind that comes with additional security officers on patrol. In the Montrose Management District, a paid security detail of 20 HPD officers working extra hours is coordinated by Officer Victor Beserra.

“I know the area and I know the issues, so I know where to put the officers,” says Beserra, who was a long-time Montrose resident. Having two children still living there is a strong motivation for him to want to keep the area safe, he adds.

After 20 years of living and working in the area, he’s forged relationships with business and property owners, and takes phone calls from them at all hours to help solve a variety of problems, small and large. Beserra’s team keeps a log of all offenses. Knowing the area well and familiarity with repeat offenders gives the security officers an advantage that regular HPD officers don’t always have because of the way shifts are rotated.

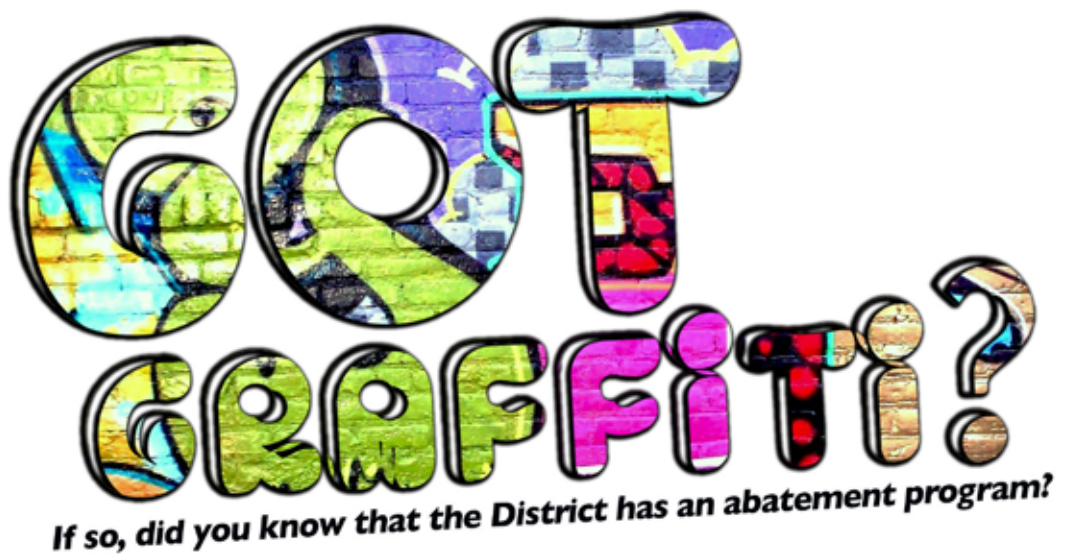
Vagrancy issues and drug transactions on commercial properties are two types of crimes that the officers handle on a regular basis. Panhandlers in parking lots can escalate their activities to include shoplifting if they aren’t able to get what they want from patrons outside the store, Beserra says. A city ordinance passed in 2011 prohibits panhandlers from soliciting for money within 50 feet of a gas pump or ATM machine, and within eight feet of a restaurant’s outdoor dining area, he says.

The average citizen can also contribute to crime prevention by ensuring that no valuables are left in their parked cars to tempt thieves. Laptops, purses, wallets, GPS systems, and cell phones, as well as cash left in plain sight, are just an invitation for a break-in, he said. Occasionally, teams of officers will check on parked cars and leave “report cards” to tell people if they’ve “failed” a security inspection.

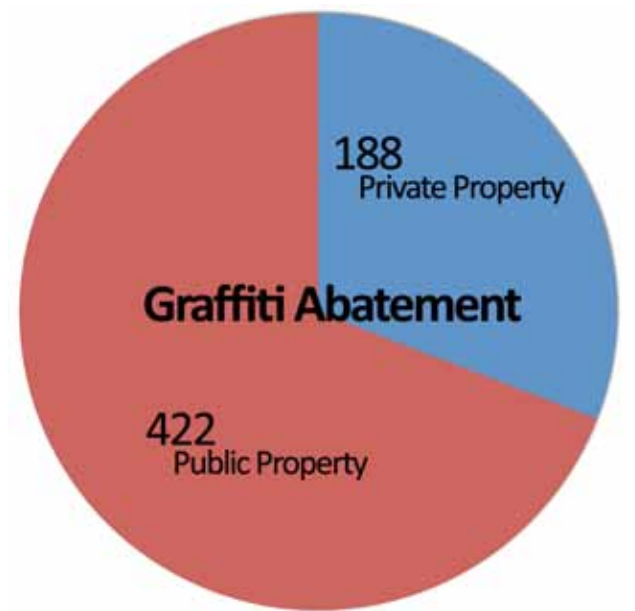
Signs that remind people to Lock, Hide and Take valuables out of their cars are great, he adds, but many businesses are reluctant to post them for fear of creating the perception of a problem.

“They’re worried they’ll lose customers,” he says. A little education goes a long way to helping businesses become aware of how they can help decrease crime, and Beserra suggests property owners file signed and notarized trespass agreements with the police department. “If there’s a vagrant sleeping on the property, we can’t arrest him without a complainant,” he says. “Having that affidavit gives us permission.”

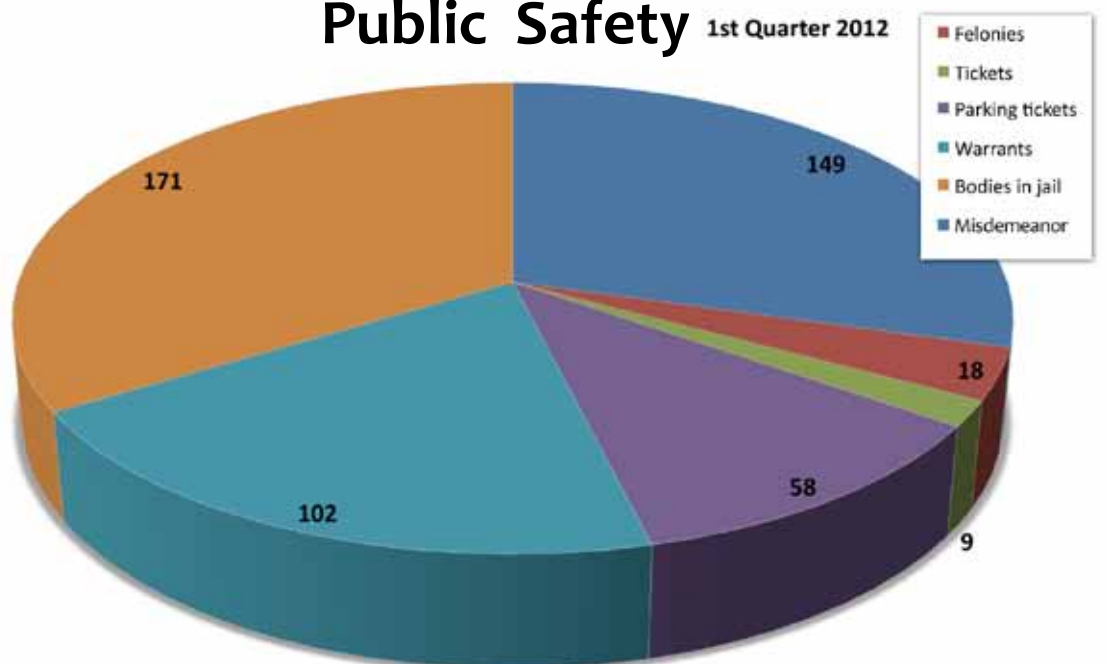
Overall crime stats for the District are trending downward, including a 20 percent decrease in robberies since last year. Gang activity has all but disappeared except for a small handful of “posers” and the occasional tag artist.



Help us keep our community clean and safe. Please report incidences of graffiti immediately. You can make a report at [www.MontroseDistrict.org](http://www.MontroseDistrict.org). Click on the “How Can We Help” or call staff any time at 713.595.1208. We will send a team out to remove it promptly.



## Public Safety 1st Quarter 2012





## New Web Site Engages Residents

There's something fresh and different about the Montrose Management District's web site, thanks to Cliff Raymond and his partner, Chris Valdez, of the Primer Gray agency. Primer Grey started working on a new web site design in early 2012, and had some eye-catching results to show to the board of directors in early April.

Phase I of the new web design was rolled out April 9 as a soft launch with much of the information the District is legally required to provide to the public. Two big additions are the complete contents of the directors' meeting packets and meeting minutes, both of which are now easier to access and better organized, Raymond said.

**"We also needed to figure out how to provide better value for the residents of the District and drive more consumer traffic to the site."** — Cliff Raymond

Phase II is expected to debut in early August with more content, such as a business directory searchable by category, an interactive map, a calendar listing meeting dates and other events, and a more robust image gallery.

A blog about the Management District's goals and accomplishments is also on the drawing board. Profiles of local businesses and other localized content will be updated frequently. A Twitter feed from area merchants will also be featured so residents can be the first to hear about specials, sales and upcoming events.

Raymond and Valdez launched Primer Grey three years ago to serve small- to medium-sized clients with branding and designing print collateral. Now, 70 percent of the agency's focus is on digital communications, providing a more strategic approach to designing and developing custom solutions to meet the goals of their clients. Working with the Montrose Management District has been a pleasure, Raymond said.

*"It's been a really smooth process working with this committee. They're very engaged and helpful in delving deeper into who their audience is."*

**Check out our new site at:  
[Montrose District.org](http://MontroseDistrict.org)**



## Resolving Parking Issues; High Priority for Community

The City of Houston is looking at multiple ways to improve parking in areas such as Montrose. Under consideration are Valet and Off-Site Parking code changes as well as parking meter expansions.

Businesses are committed to keeping the integrity of our neighborhood in place. They do not want to bulldoze buildings that may be rehabilitated to house modern concepts. Yet, older buildings were not built with large parking lots attached. As well, City leadership hopes to build a more walkable and environment.

When new businesses open and become successful, however, it creates parking problems for the neighbors.

The City is meeting with civic groups, business owners, and other stakeholders to find a workable solution to maintain the quality of life for neighbors and the economic impact of businesses.

To learn more contact the City of Houston Planning Department and/or the Administrative and Regulatory Affairs Department at [www.houstontx.gov](http://www.houstontx.gov)

We urge everyone in our community to report issues that need to be addressed to 311. You can do so by visiting [311@Houstontx.gov](http://311@Houstontx.gov) or for live assistance dial 311 from any land or mobile phone based in Houston 6am - 8pm, Mon.-Fri. You can report pot-holes, traffic signal maintenance, trash container damage, water/waste issues, graffiti, trash violations and more.

**Utilizing the 311 system frequently can get results!**

*In the case of a police, fire or medical emergency always remember to dial 911.*

If you'd prefer that District staff assist you, please visit our website [www.MontroseDistrict.org](http://www.MontroseDistrict.org) and click on the **"How Can We Help"** button on the home page and let us know!

# Recycling Day Collects 16,000 lbs. of Houstonians' Waste

The Montrose Management District collected 16,000 pounds of waste at the District's free public recycling day on Saturday, April 21, 2012 held at HEB's West Alabama location.

The District collected 9,500 pounds of paper and documents, as well as 6,500 lbs of electronic and computer parts for safe, environmentally-friendly disposal. The event attracted approximately 125 Houstonians and was hosted in conjunction with Earth Day.

HEB, Tradition Bank, the City of Houston Solid Waste division, CompuCycle and Recycle Bank all partnered with the District to make this event a huge success. Students from Saint Thomas University and other volunteers supported event logistics and were tasked with unloading vehicles and traffic control.



"The Montrose Management District team is excited by the success of this event. We are continually striving to serve the community within our district, and Houston as a whole, by maintaining and improving quality of life."

— Bill Calderon  
Montrose Management District Executive Director

Montrose Management District will host a second recycling event later this year, scheduled to take place on October 27, 2012 at the same location. Event details will be posted on the District's website [www.MontroseDistrict.org](http://www.MontroseDistrict.org) and Facebook page [www.facebook.com/MontroseDistrict](http://www.facebook.com/MontroseDistrict)

HELP US KEEP MONTROSE CLEAN & GREEN  
**CELEBRATE EARTH DAY  
BY RECYCLING!**



**On-site shredding «**  
**Acceptable Items Include:**

Laptops « Monitors « Servers & Peripherals « Keyboards « Cameras  
TV's up to 27" « Speakers « Cables « Switches, Routers & Hubs « Phones  
Print/Fax/Scan & Copy machines « Toner Cartridges « Hard Drives  
Small Kitchen & Hair Care Appliances « UPS/Battery Backups  
Circuit Boards « Lithium-Ion & Nickel-Cadmium Batteries

**NO REFRIGERATORS OR AC/HEATER UNITS**

Questions? Contact Lilly Robison at 713.866.8025 or [LRobison@CompuCycle.net](mailto:LRobison@CompuCycle.net).



# District Creates Recycling Committee to Help Green Our Community

In March of this year the Montrose District Recycling Committee kicked-off its first meeting and has been going full steam ahead on projects. The first project to be planned as a recycling event in April. The committee met every two weeks from March 6 to April 17 in preparation of their first event with committee chair Diane Baker and co-chair, Lane Llewellyn leading the way.

The first event, held at HEB on West Alabama was a huge success with over 16,000 pounds of materials recycled! In addition to HEB other partners included, Tradition Bank, Recycle Bank, the city of Houston and CompuCycle.

A special thanks to the students of St. Thomas who volunteered their time to assist the committee the day of the event.

The committee meets the 1st Tuesday of every month 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](mailto:GLarson@MontroseDistrict.org).

## Recyclebank Partners with District

*The team at Recyclebank is working with the District to help local businesses increase sales while strengthening community connections and assist businesses to:*

- Acquire new customers and increase sales per visit,
- Increase consumer loyalty and word of mouth referrals,
- Support meaningful community initiatives, and
- Drive local PR and marketing exposure.

Businesses who want to know more can visit [www.Recyclebank.com](http://www.Recyclebank.com) and get involved. A member of the Recyclebank Rewards Team will contact businesses within 7-10 business days.



## The City of Houston and their SWD team is a member of the Montrose Recycling Committee, this partnership aims to make our Community the Cleanest and Greenest District in the city!

*Your business makes our community stronger. As you strive to grow your business we realize you do so in a conscientious and responsible manner. Many of the businesses in the Montrose area are taking that responsibility one step further by participating in the Houston Business Recycling Program. We want to publicly thank the following businesses for committing to keep recyclables out of Houston's landfills.*

- 1920 MANOR LLC
- 802 W. ALABAMA
- BERING MEMORIAL UNITED METHODIST CHURCH
- CARRIE MADE THE CAKE
- DA CAMERA OF HOUSTON
- ELMORE PUBLIC RELATIONS INC
- GERMAN LANGUAGE CENTER
- HUBBARD FINANCIAL SERVICES, INC
- INTERFAITH MINISTRIES FOR GREATER HOUSTON
- KEVIN DAVIS WALL ARTISANS, LLC
- MASONS FLOWERS
- MONTROSE COUNSELING CTR PERMANENT ENDOWMENT
- SICARDI GALLERY
- SUGARBABY'S CUPCAKE BOUTIQUE
- TETRA LAND SERVICES
- THE STONE KITCHEN
- VIEBIG, MCCOMMON & ASSOC., P.C.
- THE NEON GALLERY

Because more than half of all trash is recyclable, this commitment really pays off. If you are already recycling, we want to say thank you. If you're not, we encourage you to call the City of Houston Solid Waste Management Department and speak with an Account Manager.

For less than one dollar a day (based on single cart service price), your waste bill will be reduced and your business can earn recycling rewards. The city of Houston SWD recycling team stands ready to assist, so give them a call or visit their website to learn more!

Marie Cortés    Roland Turner    Daniel Hinojosa  
 Business Recycling Team    City of Houston Solid Waste Management  
[www.HoustonSolidwaste.org](http://www.HoustonSolidwaste.org)    Office: (713) 837-9179 or (713) 837-9221



## Settlement Goods & Design Opens in Montrose

3939 Montrose Blvd., Suite M. [www.settlementgoods.com](http://www.settlementgoods.com).

Settlement Goods & Design is an American-made lifestyle store, celebrating a range of well-made, sustainable clothing, jewelry, and gifts that are manufactured in the USA.

Specializing in women and men's clothing, jewelry, and home accessories, they believe that "what's made close to home is better for you." Their products are made by some of the best designers and craftspeople America has to offer. These are brands and people that know and care about great design, the environment, and creating good jobs for Americans.

*Settlement is a store with integrity in mind. According to co-owner, Gene Morgan, "we love Montrose, and know it's a forward-thinking community with a similar desire to promote the health and well-being of the people and things that surround us." "We'd love to hear from all of our neighbors so stop by and say hello".*



# NearTown Little League

[www.NearTownLL.org](http://www.NearTownLL.org)

In March of this year the Montrose District Recycling Committee kicked-off its first meeting and has been going full steam ahead on projects. The first NearTown Little League supports our children and businesses in the community

Did you know...NearTown Little League, is the Little League organization "zoned" in the Montrose Management District? For more than 15 years, NearTown Little League has brought youth baseball to our inner city community. NearTown, a 100% volunteer, 501(c)(3) non-profit organization, is a member of Council of Houston's Inner-City Little Leagues (C.H.I.L.L.)

NLL players primarily play baseball at two fields: Hilton Field, behind Wharton Elementary; and Will Weber Field; at Ervin Chew Park.

NearTown Little League players and their families shop, live, attend school and play ball in their neighborhoods, which include Fourth Ward, NearTown, Midtown, Montrose, River Oaks, Southampton and Boulevard Oaks. Schools NLL players attend include: AOS, Poe, River Oaks, River Oaks Baptist, St. Anne, St. John, St. Stephens, Wharton, and Wilson, among others.

NearTown Little League encourages the NLL families to support the member businesses and is working with MMD partners to help keep the area safe. They have a wide range of sponsorship levels and for more information about these opportunities, please contact: [Sponsors@NearTownLL.org](mailto:Sponsors@NearTownLL.org).

Stop by the fields and catch a NearTown Little League game this season and get in on the fun!

## Exclusive Preview New Work in Black & White Film Jackson Potts ii

Dates

**May 19th** 5-9pm

(minium donation \$25 )

50% off prints night

Hor d' oeuvres / wine

Jackson & guest speakers

Door Prizes

Music

**May 20th** 2-5pm

Door Prizes

Also Showing

**ROCK & ROLL**  
Portraits

benefit for  
(Non Profit 501 (c) 3)

**EXPERT  
NUTRITION**

*Body Smart. Moneywise*



Thanks to



[http://www.jacksonpottsii.com/expert\\_nutrition.html](http://www.jacksonpottsii.com/expert_nutrition.html)



**Upcoming Benefit!**



# POST PROPERTIES

## *Developing* New High Quality Housing

Post Properties, a real estate investment trust based in Atlanta has an established reputation for high quality mid-rise multi-family communities based on the latest in urban design concepts. Its four story apartment buildings at West Gray and Bagby, completed in phases from the late 90s to the present day, are the nucleus of what has become one of the most appealing residential districts of Midtown. Now the company is bringing its expertise in urban living to the Montrose Management District.

Post, and its third party general contractor, Rampart Construction, have broken ground on a five-story mid-rise apartment building at 510 Richmond Avenue at Spur 157 that will also have frontage on Colquitt and Jack. According to Bart French, Post Properties VP of Investments, a total of 242 units are planned. The unit mix is expected to be 70% one-bedroom and 30% two-bedroom units averaging 850 square feet and ranging from 600 to 1,200 square feet. The community will have a six and a half story central garage with approximately 350 parking spaces. Post is aiming to have the first units available and ready for occupancy by the middle to end of next year. However, the project is not expected to be fully completed until early in 2014.

The building will be of A+ quality and the architectural design will be compatible with the neighborhood. The first floor units facing Colquitt and Jack will have stoops at their front doors which assist in creating a walkable neighborhood environment. Amenities will include a large courtyard and pool, a fitness center facing Richmond, a club/game room and a business center and library.

The community, tentatively named Post Richmond Avenue, is on a 2.0 acre property that was acquired by Post at the end of 2007. The company believes that the site is ideally situated for multi-family development. It is in close proximity to the major employment centers of Downtown, the Texas Medical Center and Greenway Plaza. The availability of mass transit is also an important factor. The community is walking distance from the Main Street light rail line and is on the proposed future University line that will connect the University of Houston and the Uptown/Galleria area.



L-R:  
Bobby Heugel,  
Dana Thorpe,  
Lane Llewellyn  
being sworn in by  
State Representative  
Garnet Coleman.  
Looking on from the  
far right is Montrose  
Management  
District Chairman  
Claude Wynn.

## 3 New Directors Join MMD Board

This spring, the Montrose Management District welcomed three new directors with considerable business expertise to its board. Bobby Heugel, a local bar and restaurant owner, and real estate experts Lane Llewellyn and Dana Thorpe were sworn in by Rep. Garnet Coleman of the Texas State Legislature and Chairman of the Board Claude Wynn at the April 9th meeting.

Commercial real estate agent Lane Llewellyn said she's committed to helping build an infrastructure wherein Montrose business and property owners can network and support each other. Llewellyn, who formerly built a business as a customs broker and shipping agent in Belize, said she brings a broad base of experience and marketing expertise to the board table. "I know how to bring together people who might not normally work together," she said.

Dana Thorpe is the president and founder of Brightside Properties, the largest single owner of vintage apartments in Montrose and the Heights. Since 2006, he has acquired with more than 450 apartment properties.

"I want to work with the Montrose Management District to assist the growth and success of the businesses and residents of the area I love the most in the world: Montrose," Thorpe said. "Whether it is for business or family, I can be found here, pretty much all day, every day."

"My professional background requires that I engage people of all demographics. I think that's something the management district needs to do—develop projects which address the diversity of the population that calls Montrose home"

— Bobby Heugel  
Restaurateur/Bar Owner

Restaurateur and bar owner Bobby Heugel has had the honor of being named a Star Chefs Rising Star and is listed in the January 2012 Forbes magazine list of "30 Under 30" food and wine movers and shakers.

Together with his partners, Heugel has launched the popular Montrose cocktail bar, Anvil Bar and Refuge, which has received accolades from Food & Wine magazine, GQ and Bon Appetit. His other ventures in the area include the restaurant Underbelly, a beer bar called Hay Merchant, and coffee shop called Blacksmith. Heugel also lends his expertise to national beverage programs and spirit brands as a consultant.



Architecture  
Rendering  
and  
Site Plan

# *Hay Merchant opens in the Montrose*



## Board of Directors Monthly Meeting

2ND MONDAY AT 12:00 (NOON)  
Montrose Counseling Center  
401 Branard, Ste. 106  
Second Floor  
Houston, Tx 77006

## Visual Improvements/Transportation

3RD WEDNESDAY AT 10:00 A.M.

## Security & Public Safety

2ND FRIDAY AT 8:00 A.M.

## Economic Development

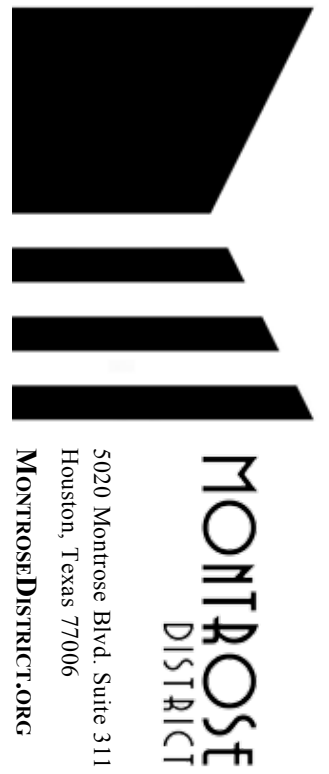
2ND WEDNESDAY AT 5:00 P.M.

All meetings except the Board of Directors Monthly Meeting take place at:

## Tradition Bank

5020 Montrose Blvd.  
Houston, TX 77006.

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



5020 Montrose Blvd, Suite 311  
Houston, Texas 77006  
MONTROSEDISTRICT.ORG

## 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.*

As chairman of the Montrose Management District, I see an opportunity for us to plan for the future of our community, which is unique in its character and its history as one of the core neighborhoods of this city. In light of the city’s Rebuild Houston initiative, it’s important we take on a visionary role in planning for growth, for an increase in density, and for building an infrastructure with a focus on the long-term needs of our existing and future local businesses, property owners, and residents.

Many of you have been in the area long enough to remember the mistakes made in widening Richmond Avenue—a thoroughfare that has been rebuilt at least three times in the last 20 years. You may recall that, at one point, new construction had to be demolished and dug up to install a water line that had been omitted—a prime example of the kind of costly mistake that can be prevented with proper planning.

Given that we’re looking at the possibility of light rail in our area, we need to plan for it so that it is completed in a thoughtful way and does not disrupt business?

And even while we’re excited about planning for the future, we’re also very committed to addressing the needs of the community in the here and now. I am often asked to explain about what a management district is and what it does. Let me start by saying we are not in the business of replacing or substituting any service the city is already obligated to provide. We are in the business of trying to supplement those services and leverage resources of the District and ensure that we receive our fair share in the Montrose.

Leverage is the operative word here, and by definition, it means the act of influencing people, events and decisions to achieve a

desired effect. We are here to act as your advocates to influence city, county and state leaders to provide the kinds of services and resources that benefit the Montrose community. At the same time, the District has the ability to supplement certain services where needed—like additional security officers who augment the services already provided by HPD.

To understand more about how the District works on your behalf, I encourage you to visit the newly designed District web site at [www.MontroseDistrict.org](http://www.MontroseDistrict.org). There you will find meeting minutes from previous board meetings, reports of new developments, and a calendar of events. There’s also a contact form where you can submit your questions or comments, which District directors welcome and consider carefully.

## BOARD of DIRECTORS

Claude F. Wynn, *Chairman*  
Randy Mitchmore, *Vice Chairman*  
Cassie Stinson, *Secretary*  
Brad Nagar, *Ass’t Secretary*  
Kathy Hubbard, *Treasurer*  
Dennis Murland  
Robert Jara  
Michael Grover  
Tammy Manning  
David W. Robinson  
Randall Ellis  
Bobby Heugel  
Dana Thorpe  
Lane Llewellyn  
\*Nebo Bandovic - *appointment pending*

## Montrose District Staff

Bill Calderon  
*Executive Director* – 713.595.1216  
Josh Hawes  
*Director of Services*  
713.595.1208  
JHawes@MontroseDistrict.org  
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:

#### Kids Studio Summer Art Camps presented by the Art League Houston

June - July 2012 SUMMER SESSIONS for children 5-8 or 9-12  
Monday -Friday, 10a.m — 3:00 p.m. daily.  
1953 Montrose Blvd. Next to Texas Art Supply  
Early care and late care are available. Art League Houston  
provides all art supplies, a camp t-shirt, and snacks.  
Visit [www.ArtLeagueHouston.org](http://www.ArtLeagueHouston.org) or call 713.523.9530 to REGISTER!

#### H-GAC BROWN BAG LUNCH SERIES Presents EcoDriving by Mr. Mike Speck

Monday, May 21, 2012, Noon to 1:00 PM - **Bring your lunch.**  
H-GAC offices, 3555 Timmons Lane, 2nd Floor, Houston, Room A

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: **Start With Grey** | StartWithGrey.com

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