

**MINUTES OF THE MEETING OF THE  
MONTROSE MANAGEMENT DISTRICT  
BOARD OF DIRECTORS**

**April 14, 2014**

**DETERMINE QUORUM; CALL TO ORDER.**

The Board of Directors of Montrose Management District held a regular meeting, open to the public on Monday, April 14, 2014, at 12:00 p.m. at 401 Branard Street, 2nd Floor, Room 106, Houston, Texas 77006, inside the boundaries of the District, and the roll was called of the duly appointed members of the Board, to-wit:

Position 1 - Claude Wynn, <i>Chairman</i>	Position 9 - Kathy Hubbard, <i>Treasurer</i>
Position 2 - Dana Thorpe	Position 10 - Michael Grover
Position 3 - Randy Mitchmore, <i>Vice Chairman</i>	Position 11 - <i>vacant</i>
Position 4 - Cassie Stinson, <i>Secretary</i>	Position 12 - Brad Nagar, <i>Ass't Secretary</i>
Position 5 - Lane Llewellyn	Position 13 - <i>vacant</i>
Position 6 - <i>vacant</i>	Position 14 - <i>vacant</i>
Position 7 - <i>vacant</i>	Position 15 - <i>vacant</i>
Position 8 - Robert Jara	

and all were present with the exception of Directors Thorpe and Hubbard, thus constituting a quorum. Also present were Bill Calderon, Susan Hill, Josh Hawes, Linda Clayton and Gretchen Larson, all with Hawes Hill Calderon, LLP; Clark Lord, Bracewell & Giuliani; Pat Hall, Equi-Tax; Ray Lawrence, Lawrence & Associates; Felicia Alexander, Municipal Accounts. Others attending the meeting were Dennis Beedon, Montrose Business Ambassador; Victor Beserra, HPD; Daphne Scarbrough, Richmond Avenue Coalition; Jack Valinski, City of Houston; Barbara Quintanilla, Montrose Proper; and Zach Castillo and Annalee Chene, both with ASE Security. Chairman Wynn called the meeting to order at 12:00 p.m.

**APPROVE MINUTES OF MEETING HELD MARCH 10, 2014.**

Upon a motion duly made by Director Mitchmore, and being seconded by Director Grover, the Board voted unanimously to approve the Minutes of the March 10, 2014, meeting as presented.

**RECEIVE PUBLIC COMMENTS.**

There were no public comments.

**RECEIVE AND AFFIRM UPDATED BOARD NOMINEE LIST FOR SUBMISSION TO MAYOR, CITY OF HOUSTON.**

This item was tabled and will be rescheduled for next month's Board meeting.

**RECEIVE DISTRICT'S MONTHLY ASSESSMENT COLLECTION REPORTS AND BILLING AND ASSESSMENT SUMMARIES, LAWSUIT AND ARBITRATION STATUS DETAILS, AND DELINQUENT ASSESSMENT REPORTS.**

Ms. Hall presented the Monthly Assessment Collection Reports included in the Board agenda materials. She reported 91% collected for the east side with no uncertified properties. She reviewed the top 10 payers and top 10 delinquent report and stated there was 81 unsettled accounts. She reported 94% collected for the west side and no uncertified properties. She reviewed the top 10 payers and top 10 delinquent report and stated there were 107 unsettled accounts. Upon a motion duly made by Director Nagar, and being seconded by Director Llewellyn, the Board voted unanimously to accept the Report as presented.

**RECEIVE AND CONSIDER DISTRICT'S MONTHLY FINANCIAL REPORT, INCLUDING PAY INVOICES.**

Ms. Alexander presented the Monthly Financial Report and went over invoices, included in the Board agenda materials. Upon a motion duly made by Director Llewellyn, and being seconded by Director Mitchmore, the Board voted unanimously to accept the Financial Report and approved payment of invoices as presented.

**RECEIVE AND CONSIDER DISTRICT'S 2013 ANNUAL FINANCIAL REPORT FROM McCALL GIBSON SWEDLUND BARFOOT PLLC.**

The audit was tabled until next month's Board meeting. No action required.

**CONSIDER AND TAKE ACTION ON THE FOLLOWING ADMINISTRATIVE MATTERS:**

- a. **Resolution Establishing Office and Regular Meeting Places and Posting Place for Notice of Board of Directors Meetings of Montrose Management District;**
- b. **Resolution Adopting Policies for Capitalization and Depreciation of District Assets;**
- c. **Resolution Establishing a Public Information Coordinator;**
- d. **Resolution Establishing a Record Management Program and Designating a Records Management Officer;**
- e. **Resolution Establishing District Reimbursement Policy for Directors Expenses;**
- f. **Resolution Approving District Seal;**
- g. **Board Member Nomination Process and Appointment Procedures; and**
- h. **Administrative Policies and Procedures Manual.**

Mr. Lord explained agenda items 8.a. through d., included in the Board agenda materials, and answered questions. Upon a motion duly made by Director Mitchmore, and being seconded by Director Nagar, the Board voted unanimously to approve agenda items 8.a. through d. as presented.

**RECEIVE EXECUTIVE DIRECTOR'S MONTHLY REPORT ON DISTRICT INITIATIVES.**

Mr. Calderon reported there was a meeting after the Board meeting today on the Cultural Designation Project and everyone was welcome to attend. He reported the Recycling event was scheduled for April 26th from 10 a.m. to 2 p.m. at the H-E-B on W. Alabama. He reported one of

the branded bike racks had been damaged during shipping and had been sent back for replacement. He reported on the status of the permits from the City for placement of the District's banner sign and indicated it was probably going to be near the end of July. He stated the banner signs would not be ordered until permits were received. He reported on the status of the proposed lighting and scheme for the bridge. He stated the esplanade adoption application for Richmond/Lubbock Road was being processed and should be approved approximately May 1st. He stated he had received a proposal from a landscape company for the mulching and would bring to Board for approval. He stated he would have an update next month for a new vendor on the security cameras. He stated the Economic Development Committee was scheduling a breakfast on May 6th. Mr. Lawrence explained experts representing developers and brokers were invited to the breakfast. The breakfast would be helpful in receiving guidance for retail development in the District. Ms. Stinson stated they wanted to hear from the experts on how to preserve the unique character of the District. Mr. Lawrence stated hearing from the experts on their advice would be a helpful guidance for the next business development luncheon geared towards retail. There was discussion on the parking applications.

**CONSIDER MARKETING COMMITTEE RECOMMENDATIONS ON ADOPTION OF THE MARKETING PLAN FOR THE DISTRICT.**

Mr. Calderon presented the proposed Marketing Plan for the District, included in the Board agenda materials. He stated the biggest increase was on staffing, including increasing hours of the Business Ambassador, as well as an increase in social media. Ms. Llewellyn explained the increase for the social media would focus on providing locale mapping and historical information on the website and media links. Mr. Calderon pointed out on page 7 of the Marketing Plan new programs were being added including, Brand Development, Concierge Program and Marketing Tool Kit. Upon a motion duly made by Director Llewellyn, and being seconded by Director Stinson, the Board voted unanimously to approve the Marketing Plan as presented.

**CONSIDER APPROVAL OF CONTRACT WITH AMBER AMBROSE.**

**CONSIDER APPROVAL OF CONTRACT WITH NIKKI METZGAR.**

Mr. Calderon explained both writer's contracts, included in the Board agenda materials, and answered questions. Ms. Stinson moved to amend the Contracts so that the Contract had a term and cancellation clause. Dr. Mitchmore asked that these items be tabled. He stated the District was spending too much on social media and the material was being directed toward the wrong areas of the District. Mr. Nagar stated the website needs to change daily.

The Contracts were tabled and sent back to Committee for recommendations for solutions to provide more diversity in representation of the businesses in the District.

**CONVENE IN EXECUTIVE SESSION PURSUANT TO SECTION 551.071, TEXAS GOVERNMENT CODE, TO CONDUCT A PRIVATE CONSULTATION WITH ATTORNEY TO DISCUSS LITIGATION, AND MATTERS RELATED TO THE SAME.**

**RECONVENE IN OPEN SESSION AND AUTHORIZE APPROPRIATE ACTION BY LEGAL COUNSEL RELATED TO ITEM 10 ON THE AGENDA.**

An executive session was not called.

**ANNOUNCEMENTS.**

Dr. Mitchmore announced he had published his first book "The Gift of a Life Smile". He stated he was having a fundraiser for Give Back a Smile Foundation and to celebrate the launch of the book on May 1, 2014, 6 pm – 9 pm at Tradition Bank and everyone was invited. Josh Hawes announced he was stepping down as Director of Services.

**ADJOURN.**

There being no further business to come before the Board, Chairman Wynn adjourned the meeting at 1:10 p.m.

*Cassie B. Stinson*

Secretary

