

**Notice of MEDC Regular Meeting
Montgomery Economic Development Corporation (MEDC)
AGENDA**

September 18, 2023 at 6:00 PM

NOTICE TO THE PUBLIC IS HEREBY GIVEN the Board of Directors will conduct its MEDC Regular Meeting scheduled for **6:00 PM on Monday, September 18, 2023**, at the City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas.

Members of the public may view the meeting live on the City’s website under Agenda/Minutes and then select **Live Stream Page (located at the top of the page)**. The Meeting Agenda Pack will be posted online at .

CALL TO ORDER

OPEN PUBLIC COMMENT

CONSIDERATION AND POSSIBLE ACTION:

- [1.](#) Approval of the Special Meeting minutes of July 10, 2023.
- [2.](#) Approval of the Regular Meeting minutes of August 18, 2023.
- [3.](#) Consideration and possible action on approval of an \$8,000.00 sponsorship for the 2023 Montgomery Fall Festival.
- [4.](#) Consideration and possible action on a recommendation to City Council for the FY 2024 MEDC Budget.

BOARD INQUIRY

ADJOURNMENT

Nici Browe, TRMC, City Secretary for
Jeff Angelo, MEDC Vice-President

I certify that the attached notice of meeting was posted on the bulletin board at City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas, on September 15, 2023 at 5:00 p.m.

This facility is wheelchair accessible and accessible parking spaces are available. Please contact the City Secretary’s office at 936-597-6434 for further information or for special accommodations.

MINUTES OF SPECIAL MEETING

July 10, 2023

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

Vice President Jeff Angelo called the meeting to order at 6:00 p.m.

Present: Jeff Angelo – Vice President
Carol Langley - Treasurer
Ryan Londeen – Secretary
Wade Nelson – Board Member
Byron Sanford – Board Member
Dan Walker -Board Member

Absent:

Also Present: Gary Palmer, City Administrator
Dave McCorquodale, Assistant City Administrator
Diana Cooley, Deputy City Secretary

CALL TO ORDER

OPEN PUBLIC COMMENT

No public comments were made.

CONSIDERATION AND POSSIBLE ACTION:

- 1. Review of goals and discussion of strategic planning for MEDC.

Jeff Angelo said the only agenda item is open discussion on the amendment to the Bylaws and asked if any amendments will be proposed.

Mr. McCorquodale said that will be one of the things covered, but it is a little broader in terms of discussing what works, what has not worked, and look at the Bylaws and see if there is something in there that makes the system run better than it does today.

Mr. Palmer said the reason they want to have this workshop is because there are changes happening with the EDC with the loss of the president and this could be an opportunity for them to look at what they are doing, they way they do business, and how they are set up. Mr. Palmer said he would like to have an open discussion on what everyone thinks has worked and what has not worked for the EDC. Mr. Palmer said his

thought is they should consider retuning the Bylaws and looking at bringing on a full or part-time director instead of having a president executing the agenda for many reasons. Mr. Palmer said he wanted to have this discussion and talk about how to move forward.

Wade Nelson said he would agree in regard to getting someone qualified to be a director who has done this before. Wade Nelson said the whole reason for EDC is to attract businesses and industries that contribute to the area. Wade Nelson said they can be very selective with it, but without business there is not much to go on. Wade Nelson said they do have some good components in place.

Jeff Angelo asked if he is saying maybe they should consider getting someone who does this for a living and asked if there are there such people available. Wade Nelson said absolutely.

Carol Langley said an Economic Development Director in Navasota is one example. Carol Langley said around five years ago Navasota was a sleepy little town and now they have an Economic Development Director who knows how to get the grants, is full time, and is a go getter. Jeff Angelo said it would be nice to have someone who actually has their boots on the ground and moving the ball when they are in between meetings. Carol Langley said EDC can pay it and can afford it. Carol Langley said this person will do it all in regard to going to the City, attend City Council meetings, present their reports, and visit with the community. Carol Langley said this person will be with the Chamber, which the Chamber is good in our area. Carol Langley said even Conroe's Chamber is always inviting us to do things with them. Carol Langley said it may be time they think about doing something like that.

Wade Nelson said yes, it is a missing piece and they should be communicating with The Woodlands and with Conroe on a continual basis.

Carol Langley said they have tried to hire someone, but they just did not have the right title or the right duties because they have had three or four different people they thought were helping MEDC and then they find out that is not even their job anymore. Carol Langley said she is thinking it is time the City may need to do this.

Ryan Londeen said they were entertaining the idea of having someone who was solely focused on planning events and they were willing and open to hiring someone. Ryan Londeen said he thinks it is better money spent on someone who can help direct MEDC while they are doing their day-to-day duties. Ryan Londeen said from what he can tell from his research, the bigger the city, like a city like Conroe you have staff and they can help manage things like the website or coordinate with the Chamber which he thinks would be a good asset. Ryan Londeen said it is a matter of what qualifications they are looking for, what are the duties and responsibilities they are going to set for this person, is it full or part-time, do they have a budget for it, and where are they taking the money from.

Byron Sanford said he is glad everyone is feeling positive. Byron Sanford said Texas Municipal League currently has three positions in Dayton, Red Oak, and is not sure of the other city but he read those job descriptions. Byron Sanford said he has been here two years and knows all the frustrations and how do they tap into HGAC other than a casual show up. Byron Sanford said they need a huge economic shot in the arm and the only way to accomplish that is when you look on TML there is a range from 80 thousand to 130.

Byron Sanford said the 80 is going to be for the assistant. Byron Sanford said Red Oak and Dayton are similar to us in size so somewhere in the low 100 range, but they need to be looking for someone who has been there and done that. Byron Sanford said this is not a place to try out as this is hard, yet necessary because they have so many obstacles and such a need to make connections to these places that can help them with funding. Byron Sanford said he can say city hall wise and with Gary onboard and meetings they still have pending and have already had, he is really pushing hard for what they can do to get funding. Byron Sanford said the McCown Street was projected at one million dollars but in today's dollars it is probably double that. Byron Sanford said he has heard there were other efforts to redo McCown because the soil was not right. Byron Sanford said when he hears that he thinks they need someone who can take the three million dollar job and say they can do it for that amount and obtain half of that amount as a grant and bid it that way. Byron Sanford said we bid our projects on the basis of people who can find funding. Byron Sanford said if they had someone working full time working those types of connections they could filter it out for them. Byron Sanford said in the school business a part-time grant writer is not a grant writer at all. Byron Sanford said the school districts that were able to bring these monies in had someone full time looking for it. Byron Sanford said when he reads those job descriptions they want the person not just going to Chamber but being well connected with everyone in the Chamber. Byron Sanford said they want someone in the HGAC and not just showing up occasionally or even over the internet is not good. Byron Sanford said they are establishing relationships. Byron Sanford said case in point, Jeff Angelo had sent him an email regarding a battery making company and he followed up on. Byron Sanford said by the time he did follow up, the company told him they had already decided. Byron Sanford said they do not have the staff power right now and so by the time he follows up he loses it. Byron Sanford said he did send them correspondence to consider them in the future.

Byron Sanford said they are running out of green space and options and they need to be very strategic in how and what they do. Byron Sanford said this person needs to be someone who has strategies, TIF and term agreement experience that can help with planning and development. Byron Sanford said he thinks it all ties together with some of the problems they have had. Byron Sanford said there is a piece missing on their staff.

Jeff Angelo asked how do they find these people and for that kind of money this person needs to know what they are doing. Jeff Angelo asked if these people are from outside the community or does it even matter. Wade Nelson said it definitely matters and they need to be from outside the community.

Ryan Londeen asked if there are consulting firms that can help. Ryan Londeen said instead of hiring an individual person like when they hire a city attorney, they are not necessarily on staff, they are just hiring that firm and asked if there is something similar for an MEDC director.

Mr. Palmer said there could be. Mr. Palmer said depending on what the Board wants to do, if it is something you want to have as a consultant, they can create an RFP for a consultant if it is something you want to have for a direct hire. Mr. Palmer said there are organizations such as the International City Manager Association he is in. Mr. Palmer said there are economic development associations. Mr. Palmer said he has a good network of people he would put this out to. Mr. Palmer said he is meeting with the Navasota EDC Director tomorrow to discuss some things, but yes, our jobs are all about relationships and he will tap into those to try and find the best person.

Jeff Angelo said he thinks they have outgrown what they had and he thinks it is time to get someone that can roll the ball for them.

Mr. Palmer said if you go to any city that is doing economic development well, you know those cities are going to have an economic development director.

Ryan Londeen said he did some research and that was the common theme where they all had a director and knew what to do.

Mr. Palmer said we live and die on our volunteers however, when it comes to some things, you have to have that level of accountability to make sure we are getting the work done we want to get done and we just do not have that with the way they are currently set up.

Dan Walker said he agrees that if you bring someone from the outside you want to check and see what they will bring to the table because obviously they are going to be intermeshing with Conroe, The Woodlands, and the communities around us. Dan Walker said they are going to have to have credibility to bring to the table to where other communities want to get involved.

Jeff Angelo said one of their biggest restraints has been the lack of traction. Jeff Angelo said they sit and meet and come up with great ideas and send it out to nowhere land where nothing ever happens. Jeff Angelo said month after month they sit in frustration. Jeff Angelo said this is not about what is the goofiest costume they can come up with, they need some true business strategy that helps grow the community. Jeff Angelo said they do not have it right now and have not had it for quite some time. Jeff Angelo said he thinks it is a good idea. Jeff Angelo said he does not know where to begin but he is ready to start.

Dan Walker said as far as adjusting the Bylaws, he thinks they are going to have to have a professional come in as it is not just them saying I do not like this or that. Dan Walker said he thinks they need to have someone who is an expert to give them advice and let them take a vote on it.

Ryan Londeen asked if having a director is something that is added to the Bylaws or do they replace the president.

Mr. Palmer said his recommendation is to have the Chairman appoint a subcommittee to work with him and Mr. McCorquodale. Mr. Palmer said they would review templates on bylaws from other cities they know do it well. Mr. Palmer said he has written several charters and they can create this and provide options to everyone. Mr. Palmer said they will work with the subcommittee and come back to the entire Board to decide if they like it or not and keep moving forward from there. Mr. Palmer said he does not think they are in a hurry on this. Mr. Palmer said Council needs to appoint a new committee member and then based on the Bylaws this committee decides who the President will be. Mr. Palmer said he thinks this is an opportunity for them to pause, decide how they want to be set up, and make sure the Bylaws are reflective of that.

Jeff Angelo asked if they make those adjustments prior to Council appointing another director or is there a time limit for that. Mr. Palmer said he would go ahead through the evolution of adjusting the Bylaws. Mr.

Palmer said he assumes Council is going to want to receive applications for a period of time and does not think it is going to take an inordinate amount of time reviewing the Bylaws and work all this out. Mr. Palmer said the Council is going to need to approve the Bylaw changes but he does not think that is going to be a very cumbersome process, maybe two months and then an extra member can be appointed or maybe it is decided to decrease the amount of people. Mr. Palmer said at this point let us open it all up and make sure the Bylaws reflect the way we want to do work. Mr. Palmer said if you want to replace the president with a director then we need to change that or not mention it at all. Mr. Palmer said he does not see this being a very difficult process. Mr. Palmer said it is just capturing how you want to work into a document.

Wade Nelson said in regard to the hiring process, maybe they do not go with a national search but a statewide search instead. Mr. Palmer said yes, they can do that and see what that attracts. Wade Nelson said he thinks it makes sense to hire within Texas because they understand Texas as it is a bit different than most states. Wade Nelson said there are a lot of RFPs that go out weekly and we need someone here to search through those.

Dan Walker said he would suggest some EDC members are present in the interviews also. Mr. Palmer said yes they will discuss all that. Mr. Palmer said he just wanted to find out from everyone what problems have there been in the past that they can rectify in the future, what issues have you had as a Board, and do you like meeting here at city hall or would you prefer to meet somewhere else. Mr. Palmer said while all of this is going on he just wants to make sure they are taking the opportunity to correct things in the right way.

Dan Walker said he thinks they all have a great vision for the City but they just need to figure out how to make it happen.

Mr. Palmer asked if they have ever captured that vision in a plan. Jeff Angelo said in the last workshop they did they had a very good understanding of what they wanted to do and how they wanted to do it, they just did not have anyone to do it. Jeff Angelo said they just do not have anyone within the group that is capable of putting in the time. Jeff Angelo said they need to find someone who can work for MEDC, the City, and the community at large and get paid for it. Jeff Angelo said if they have the money they need to find the right qualified candidate.

Ryan Londeen said he does not think they have a plan written down. Ryan Londeen said they may have different understandings of what their plan is. Ryan Londeen said he has seen other cities have an economic development plan in place or a strategic plan. Ryan Londeen said we have a City Comprehensive Plan but he thinks that was free by the university so you get what you pay for. Ryan Londeen said he has seen other comprehensive plans that are much more comprehensive and helpful. Ryan Londeen said maybe it is money well spent on doing something like that where MEDC can partner with the City. Ryan Londeen said maybe they do need to get together and say this is all that we agree on and this is how we want to grow Montgomery economically. Ryan Londeen asked do they want to focus on events, developing downtown, put in a business park or do tax abatements which are all different questions but he does not know if they are all on the same page because they do not have a page to point to. Ryan Londeen said it may be good to look into what options are out there as far as developing a strategic plan.

Mr. Palmer said they are going to be doing some priority setting, a two-year strategic plan with City

Council. Mr. Palmer said it is just a matter of going through the mission, vision, values, and identifying your goals and objectives. Mr. Palmer said he likes two pages because it is something you can have on hand and read through quickly. Mr. Palmer said once that is done with City Council he would like to do the same evolution and do a two-year strategic plan for EDC that is based off of those priorities that are identified by the City Council.

Jeff Angelo said that is a great idea and the City Council needs to start the ball rolling. Jeff Angelo said they need to have the same interests in mind as they move forward. Jeff Angelo said they have been saying that from day one and that is why everyone got together last time to see what the right and the left hand is doing.

Jeff Angelo asked when the City Council plans may be somewhat pliable to see if they can participate in that. Mr. Palmer said the first week in August.

Byron Sanford said they have 10 workshop totals through December and they have already had a couple preliminaries. Byron Sanford said Mr. Palmer has brought each one of them to the table over time to create some by in and input as they go in individually and bring that to the workshop to try and get a consolidated direction toward that end. Byron Sanford said Mr. Palmer has already taken Ms. Patricia Campuzano's position under administration. Byron Sanford said we definitely want festivals, activities, and a pulse to come alive in this City. Byron Sanford said they were affected and have been affected getting people to visit us. Byron Sanford said part of that assignment under Mr. Palmer is they are working already on how that can come together. Byron Sanford said this position they are looking at does not have anything to do with festivals and activities but has to do with economic jobs. Byron Sanford said one thing the councils that he has been on have not stocked in is they want Montgomery to be a place where they live, work, play, and worship. Byron Sanford said they have to work here and somehow draw the jobs here where they do not have to go far and when they go to lunch they stay here. Byron Sanford said there are a lot of factors involved such as looking at a city hall solution. Byron Sanford said there are really not any differences in their goals, but Council starts the ball and finishes with their votes. Byron Sanford said they are still on the same page in terms of creating those jobs. Byron Sanford said there have been how many people come to the microphone and say there is nothing here for the youth to do. Byron Sanford said if he had connection he would have a bowling alley, five theaters and bounce houses.

Jeff Angelo asked if anyone has been to Helen, Georgia. Jeff Angelo said that is the kind of town that started with an idea to make it like a Swiss Alps village. Jeff Angelo said they put activities all around the city. Jeff Angelo said there needs to be a reason to get people to visit here and the only way to do it is to create interest and activities. Jeff Angelo said we need to create an interest to get the people to come here. Jeff Angelo said you do not have to be great to get started, you just have to get started to be great and they need someone to spark them in this way. Jeff Angelo said they are just business people and do not have the municipal prowess or the time like Mr. Palmer has. Jeff Angelo said they are certainly willing to sit on committees that will help empower. Jeff Angelo said they want to move forward but they just need someone to pull the cart.

Jeff Angelo asked if they were all in agreement that this is not a bad thing. Carol Langley said it is a good thing. Byron Sanford said he thinks that way and has not heard of anything negative yet.

Mr. Palmer said he would recommend appointing a couple people to work with him and Mr. McCorquodale. Mr. Palmer said he is putting together what it looks like if they hired someone full-time or part-time and will come up with a job description. Mr. Palmer said they can go out there and see what the market is doing and he will talk with the Navasota Director and some other directors to get a good sense of what the market looks like. Mr. Palmer said after they do the strategic plan with City Council he will come back to EDC and they can spend half a day and do a strategic plan for the EDC and incorporate everything they have discussed into that plan. Mr. Palmer said right around that time will be the time City Council will want to appoint another member and they should be well into the process at that point.

Jeff Angelo asked Carol Langley if she would be able to give them some guidelines as far as finances go so they know what they are able to spend. Jeff Angelo said he is certainly willing to be on the committee and anyone else who is willing to participate who also may have the time or energy to devote to it. Jeff Angelo said he is more than happy to help out in any way they can to find that person. Jeff Angelo asked if anyone else would be interested to be a part in this. Mr. Palmer said the time commitment would be maybe a couple meetings. Ryan Londeen said he does not mind. Mr. Palmer said there needs to be three people participating. Jeff Angelo said Dan Walker, Ryan Londeen and himself are available.

Ryan Londeen asked if they need to have any type of meeting with business owners or maybe they invite business owners to come and talk with them. Mr. Palmer said an open forum. Ryan Londeen said an open forum type thing that is of interest to the business owners or that is of interest to them. Mr. Palmer said it is a great idea if you have the time to do it. Jeff Angelo said they definitely need to be talking to the business owners but you do not want it to become a gripe session. Mr. Palmer said that is what it is going to be. Jeff Angelo said we all have pet peeves regarding the way things are done but the way things are done sometimes are not always the way they look. Jeff Angelo said you need to know the whole picture and people do not always understand how city government works and why. Jeff Angelo said if there is a way to create a positive environment where folks could meet in conjunction with the area chamber that might make it a bit less of a gripe session. Ryan Londeen said at least with the gripes they can understand some of the troubles people are having and get their feedback.

Jeff Angelo asked Mr. Palmer how they would go about having an open forum and if they would do it online. Mr. Palmer said if they wanted to do this in person they would dedicate a space, advertise the meeting, and hold the forum. Mr. Palmer said he thinks that is a great idea. Mr. Palmer said any time you have a chance to include the public in what you are doing it is a good idea.

Jeff Angelo said since they are in the middle of a transition and if they were able to come to them and say these are not just plans, this is the way we are moving forward, he thinks having something concrete to be able to share with them, from his perspective as a business owner, he would love that and he would love to know what are we going to do about this or that. Jeff Angelo said he thinks they need to have more traction on what they are going to do.

Mr. Palmer asked if they have ever had an open forum before. Mr. McCorquodale said they have had developer roundtables in the past. Mr. McCorquodale said they had some issues with developers who felt they were not being heard. Mr. McCorquodale said four years ago they had a series of roundtables specifically for developers to share their thoughts on what it was like to do business in the City.

Jeff Angelo said you know there are people out there who have ideas and thought about it which is the reason he volunteered on this Board, and they feel like they cannot get traction because they do not have the means to pull it off. Jeff Angelo said if they can hear them as they are finalizing strategies, they can maybe incorporate some of those great ideas, finding the ones that stick and the ones they can pay for, and go from there.

Mr. Palmer said he thinks it is a great idea and when looking at a strategic plan, that would be one of the elements. Mr. Palmer said for the EDC we want to increase our networking and our relationships with other businesses. Mr. Palmer said they would do that by having open, quarterly meetings for people to give their input and distribute newsletters as part of the plan. Mr. Palmer said they are going to look at the broad goals and then define how they are going to get to those goals by those individual objectives. Mr. Palmer said having those meetings would be one of those objectives. Mr. Palmer said having a meeting before they get into the plan would be good. Jeff Angelo agreed. Mr. Palmer said their jobs are all about networking and relationships and any time they have a chance to build that they need to take that opportunity.

Jeff Angelo said the next step is to pick a date and push forward in getting people in the community together to come up with a plan.

Mr. Palmer said he will get together with the subcommittee to create a job description. Mr. Palmer said they will have their strategic planning meeting with Council, then will schedule a date for EDC to create their strategic plan and at that time possibly discuss setting up a public forum.

BOARD INQUIRY

Jeff Angelo asked about the wayfinding issue. Mr. McCorquodale said there would be a joint meeting with City Council, Planning and Zoning, and EDC next Monday at five o'clock at City Hall. Mr. McCorquodale said there will be two or three design concepts presented in which to choose from so they can begin working on the approved design that is agreed upon.

Carol Langley asked how many projects the MEDC has approved and are working on at this time other than the signs and McCown Street. Mr. McCorquodale said those are the two large projects. Carol Langley asked if both those items were in the booklet the Downtown Master Plan they received. Mr. McCorquodale said yes. Carol Langley asked if those are the only two projects that MEDC has approved and is working on. Mr. McCorquodale said yes. Mr. McCorquodale said there are other things such as having their presence in the events and festivals and funding the new position to make sure they are managed, maintained, and continually getting better.

Carol Langley asked if they know which events they are still involved in for the City. Carol Langley said they need to find money for this new position and she wants to know what events they said they might pay for that may not need to be anymore. Jeff Angelo said they do not have anything new coming up so it may be things they have already committed to in the past that they may not have spent money on yet. Carol Langley said she knows there was a pet parade on the list for five thousand dollars. Carol Langley asked if they have done it or are they going to do it.

Wade Nelson asked if it makes sense for the EDC to be involved with that or is that more appropriate for somebody like Shannan Reid and the Chamber. Mr. Palmer asked to be involved in what. Wade Nelson said the festivals and all the events. Mr. Palmer said he does not think he has ever worked somewhere where the EDC has been involved this deeply in sponsoring special events. Jeff Angelo said it seems like the only thing they really do. Dan Walker said they do not have any other plans. Jeff Angelo said they have just outgrown this. Mr. Palmer said he imagines EDC is doing special events just because the City did not have the capacity to do it themselves. Wade Nelson said maybe the Chamber is more appropriate for something like that. Mr. Palmer said it could be or they could bring it in house. Wade Nelson said yes, a different division within the City.

Carol Langley asked if EDC is paying half of Patricia's salary for doing the events. Mr. Palmer said he does not know the ratio but he knows they are paying some. Mr. McCorquodale said that is what was in both budgets last year. Mr. McCorquodale said the EDC agreed on half. Mr. McCorquodale said the intention was the Public Works department and the administration general fund was going to pay for half the salary to try and institute more of a parks and recreational function, but the new Council seems to not want to move toward doing anything with parks and recreation other than what they have now. Mr. McCorquodale said to him it was mainly the larger events like the Christmas parade. Mr. McCorquodale said it never really materialized. Mr. Palmer said he thinks at some point it needs to be headed back to the City to manage.

Byron Sanford said he and Carol Langley go to a lot of the Chamber events and he has noticed early on before he became Mayor that there was a very low number of our City people attending. Byron Sanford said looking at events and going through the Chamber and getting our people interested in Chamber activities is going to be a chore pulling them in. Byron Sanford said it has been said before but part of their big issue is downtown especially with the overabundance of insurance and real estate and they do not have a balance. Byron Sanford said that goes with how that all fits together economic wise and strategies with TIF to make that revitalization happen and that is what is missing because that whole thing needs to get connected. Mr. Palmer agreed.

Wade Nelson asked if they could invite Brad Stafford to one of their meetings. Mr. Palmer said sure. Wade Nelson said he has said he will do it for free to help guide them in the right direction and provide some information on grants and share how they did it. Jeff Angelo said at least they will know what to look for in the person they hire so they can hold them to account because they do not even know what normal looks like.

Carol Langley asked Mr. Palmer if he will ask the lady from Navasota if the EDC pays for those events in Navasota. Mr. Palmer said yes. Wade Nelson said the events and festivals are great but he does not think EDC should be handling that.

Ryan Londeen said they keep having these conversations every time regarding is it the events or is it downtown or do they want to educate. Ryan Londeen asked if they can have this discussion during the strategic document which is where they get into the details. Ryan Londeen asked do they want to focus on downtown and how do they do that, do they want to focus on events, how do they do that and who does it. Ryan Londeen said maybe they could have another workshop to discuss this. Mr. Palmer said they cannot have that conversation here as the dynamics are different. Mr. Palmer said they need to dedicate a couple hours for these discussions. Ryan Londeen said they need to determine what they want to focus on and how they will achieve those goals.

Mr. Palmer said he will ask the lady at Navasota about their events and he will ask for a copy of their budget too.

Ryan Londeen asked does it require a budget amendment to pay for the MEDC director’s position. Mr. Palmer said they can put it in for next year’s budget which is coming up October 1st.

Carol Langley asked if there are any dates for MEDC’s budget workshops. Mr. Palmer said not yet. Mr. Palmer said the new Finance Director is starting on the 17th and when she gets here he will reach out to someone and they will start working on it. Mr. Palmer asked Mr. McCorquodale how they typically do that. Mr. McCorquodale said it is a series of a couple workshops and they would go through each line item. Carol Langley said it was usually done for them. Mr. Palmer said they can take a look at the budget during the strategic planning session and decide if it is an activity the Board wants to do or not. Mr. Palmer said he could do it though.

Ryan Londeen asked if the committee for the director’s position is also going to go through the Bylaws. Mr. Palmer said it is up to everyone. Mr. Palmer said his thought was just the director’s position, but if you want to take a look at bylaws he can get some examples together. Mr. Palmer said he thinks it is a great idea. Jeff Angelo said they should do it all together. Dan Walker said if they are talking about hiring someone they need to have the Bylaws already set.

ADJOURNMENT

Motion by Ryan Londeen and seconded by Byron Sanford to adjourn the meeting at 6:51 p.m. All in favor.
(6-0)

Submitted by: _____
Diana Cooley, Deputy City Secretary

Date Approved: _____

Jeff Angelo, MEDC Vice President

MINUTES OF REGULAR MEETING

August 21, 2023

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

Vice President Jeff Angelo called the meeting to order at 6:02 p.m.

Present: Jeff Angelo – Vice President
Carol Langley - Treasurer
Ryan Londeen - Secretary
Byron Sanford – Board Member
Dan Walker -Board Member

Absent: Wade Nelson – Board Member

Also Present: Dave McCorquodale, Assistant City Administrator
Diana Cooley, Deputy City Secretary

CALL TO ORDER

OPEN PUBLIC COMMENT

No public comments were made.

APPROVAL OF MINUTES

2. Update presentation of the McCown Streetscape Improvements Project.

Mr. Jim Patterson gave his presentation on the McCown Streetscape Improvements Project. Mr. Patterson showed a visual piece of the recommendation of the north portion. Mr. Patterson said they looked at maintaining full time access through McCown Street going northbound only and using Maiden Lane as a one-way southbound street. Mr. Patterson said one way to visualize it is to compare it to a city center in Houston where there is a pedestrian and car environment with nice paving and no curbs along the side with the main street running north/south through the city center which serves as a temporary pedestrian space but also accommodates cars going at a slow speed with a raised traffic table in place which presents itself as more of a parking lot environment than a street. Mr. Patterson showed where McCown Street would be a two-way street including improvements along private property as a preliminary design to see how it could all work someday and how it could all function as a pedestrian, festival space. Mr. Patterson said within the right of way and a little on the private property, this would accommodate what would be a raised deck including ramps and steps. Mr. Patterson said the raised deck is basically a raised platform. Mr. Patterson said there needs to be some type of traffic control and the traffic engineers looked at the plan and although they have not yet done detail design, they feel it is a viable approach especially at low speeds.

Mr. Patterson said they felt the advantages would be it maintains a simpler and easier to understand roadway pattern where people can continue to go northbound on McCown and have a one-way southbound on Maiden since it is a narrow street.

Ryan Londeen said the original scope was no one-way traffic along McCown Street as it was just for emergency vehicles only. Ryan Londeen asked if the one-way street from McCown Street up to Liberty Street was an add on that they had to account for the traffic flow or will that always be needed there. Mr. Patterson said no it would have a turnaround spot. Ryan Londeen said he liked the raised traffic table but there could be a safety conflict with the vehicles and pedestrians. Ryan Londeen asked how does one make sure kids are not playing in the street and a vehicle drives on it because he knows it is a street. Mr. Patterson said there are several ways to create awareness. Mr. Patterson said one way would be to create a change in the pavement and add elements such as planters and flowers along the way or maybe even adding railings. Byron Sanford said there are some cities at particular times of the day that close the area completely off and have their night time activities. Ryan Londeen said maybe it is something they close off unless the property owners are being difficult. Mr. Patterson said it does allow you to manage it the way you want to. Mr. Patterson said the only downside that might be from a traffic engineers perspective is that people would be getting used to it being one way and then causing confusion about what to do.

Ryan Londeen asked if the steakhouse owner is not interested to collaborate with them. Dave McCorquodale said the steakhouse owner is open to it.

Cheryl Fox asked how many parking spaces does this delete. Mr. Patterson said fifteen parking spaces. Cheryl Fox said it is a real concern to the businesses there as there is not much parking downtown. Mr. Patterson said during the Master Plan they learned there is more of a perception of a parking problem when they compare it to the distance we all walk to an HEB or something similar as parking is available. Mr. Patterson said when we go downtown we all expect to park very close to the place we are going.

Ryan Londeen asked if they are losing 15 parking spaces. Ryan Londeen said he does not like the idea of it because there is nothing down there in his opinion and he would rather go the other way.

Dan Walker asked if the steakhouse area is wide enough to facilitate a road through there. Mr. McCorquodale said for one way it would be. Mr. Patterson said it could even be two way if you did not have parking but you cannot have a two way street and parking.

Mr. McCorquodale said one of the challenges with the concept from the Master Plan of the parking on the north end, in the sketch shown currently there is a dead end parking lot without a turn around and that is part of what the traffic engineers were saying could be an issue.

Byron Sanford said the steakhouse owner is not a fan of the dumpster in the corner. Mr. Patterson said that will not be the future home of the dumpster.

Byron Sanford said it is his understanding the City has tried many times to repair McCown Street and asked what the solution is to properly repairing it. One of the traffic engineers said the area is recorded to see what the base and condition of the soil is and then they would create a proposal of what needs to be done and if

it is concrete pavement, exactly how thick it needs to be. Ryan Londeen said they will look under the pavement, see the condition of the soil, and know what to do.

Mr. Patterson said in regard to the material being used, they wanted to first make sure everyone agreed with the direction they were heading. Mr. Patterson said they would work with Mr. McCorquodale concerning recommendations for materials and look at options in which to provide pros and cons of each and cost implications for it. Mr. Patterson said all options will need to comply with city roadway design standards.

Mr. Patterson said in regard to the overall plan, it was mentioned maybe they do not want to allow traffic to go through there. Mr. Patterson said if they developed it the way it was shown then you have the ability to manage it the way you want to. Ryan Londeen said he is more open to it if they have an agreement with the steakhouse. Mr. Patterson said then your hands would not be tied. Mr. McCorquodale said the steakhouse owner did express a willingness to sell it to the City. Mr. McCorquodale said if they are going to reroute all of the traffic they want it to be a right of way. Mr. McCorquodale said it is fair to the owner because we do not want him to pay the property taxes on a city street. Mr. McCorquodale said they have not had conversations on this to be able to get into the details of it.

Mr. McCorquodale said with the City controlling 213 Prairie Street there is opportunity for on street parking with a dozen spots behind the steakhouse for parking and even if the property were to go back on the market it would behoove the City to create some on street parking on the west side of that lot. Byron Sanford said perhaps include parallel parking behind there and clean up the entire area which is very unattractive.

Mr. Patterson said what you have seen is a concept at this point. Mr. Patterson said they are ready to move ahead to detail design but they do not want to move forward until everyone is comfortable with the direction they are going.

Byron Sanford said for Beaumont and other cities at five o'clock and beyond is when most business is going to happen and that would be the time to be able to close that section off. Byron Sanford said creating an atmosphere is also a part of this plan and it makes no sense to him if they are still going to run traffic through that section. Mr. McCorquodale said to Byron Sanford's point they could take the materials and keep the design with the materials of the street on the southern end and be able to have more flexibility where it feels like an extension of that to give them the opportunity to close that down and test drive it a bit.

Ryan Londeen said they could shut that down during the wine festival and each street would get shut down. Mr. Patterson said it could be to still have the public right of way that covers almost the entire parking bay so you could do that and still have the freedom to manage it to be open to traffic or not since it would be the City's right of way.

Byron Sanford asked if the west part of McCown Street will need to be raised all the way across. Mr. Patterson said they are not raising the street and that the roadway stays relatively the same. Mr. Patterson said it is essentially a shared deck along those buildings.

Cheryl Fox asked what are they going to do from McCown Street to SH-105. Mr. McCorquodale said right

now that is out of the project scope but that would be the next step in whether there will be access all the way to SH-105 or do they want to close that off. Mr. McCorquodale said the Master Plan did propose closing it at SH-105 from John Butler south. Mr. McCorquodale said the primary goal was on SH-105 being able to have a right hand turn lane north on Liberty Street, but with the location of McCown Street there is no room without the access.

Byron Sanford said ideally if they could work the right of way on the SH-105 idea is where they might be able to pick up some spots. Byron Sanford asked if it is possible if it is closed off to have some more spots there.

Mr. Patterson said during the Master Plan they included a budget for all the different projects in the Master Plan and since then they have already experienced incredible construction market escalation and so is sure they will already be budget challenged. Mr. Patterson said originally in the Master Plan it did not include treatment of the pavement in this area.

Mr. McCorquodale said the assumption back then was this would get repaved with asphalt and put on hold long enough to see if they could pave it as part of this project but not try and repave the entire street but come back a year later when they would have the funding to do so. Byron Sanford said they would need to take this in three phases over three years. Mr. McCorquodale said there are some opportunities but they are not at the point if they really dug into it to figure out what they can afford. Mr. Patterson said in addition to pavement there will be storm drainage and raised traffic table issues in which they would coordinate with the drainage engineers to make sure that is accommodated.

Mr. McCorquodale said if the Board has an idea now certainly share it or if you want to wait and think on it and then follow up with him, he can relay the message.

Mr. Patterson answered additional questions relating to turning left on College Street.

Mr. McCorquodale asked if the Board has any direction or if they want to sleep on it and follow back up.

Jeff Angelo said no one is jumping at moving forward so maybe they should have a discussion and decide if they like this design or want to see additional changes.

Ryan Londeen said they added a through street which was somewhat there before which they already agreed on and now they have a turning lane on McCown Street. Ryan Londeen said the only thing different is less tables on McCown Street which is fine and less trees.

Jeff Angelo asked if they need to get a buy in from Wade before a decision is made. Mr. McCorquodale said Wade is open to it. Ryan Londeen said they should try and see where that conversation goes before they decide anything.

Byron Sanford said they should consider a phase I, II, and III and work with the busiest traffic area first which is around the steakhouse and solve that area first even if it means temporarily closing it down at certain times of the day. Byron Sanford said the other part of the plan is at least two or three years away.

Byron Sanford said if they were to focus on anything that would be it.

Jeff Angelo asked how will that affect the businesses where the plaza area is going to be and how will people get to those businesses. Byron Sanford said they would need to regulate it how they see fit.

Discussion continued regarding the plaza area, resurfacing, the right of way, and the timeline these phases would take. Ryan Londeen asked if they would be resurfacing everything with the project area. Mr. Patterson said that was the intent. Ryan Londeen said they would be separating it out in two phases with resurfacing in one phase and pedestrian parking in phase two so it would be more manageable from a fund standpoint. Byron Sanford said he is wanting to do resurfacing on the busiest part of town. Mr. Patterson said from the construction standpoint they could have two phases, but from the design phase no matter what they do, the drainage needs to begin before repaving. Ryan Londeen said they need to hear a recommendation as far as doing the parking area first. Jeff Angelo said they need to decide if they can get the go ahead to continue with the design phase. Mr. Patterson said whatever they draw they could do it in one, two or three phases.

Ms. Lori Sanquidulce with CSE Inc. said one concern with McCown Street is there is the bowl effect so when they go through and they redesign the drainage which has to tie into pavement design, it will elevate the roadway and is a reconstruction of the entire street. Ms. Sanquidulce said if you try to break it you will have tie in issues. Ryan Londeen asked if they can do it in phases. Lori said it would be more difficult because the drainage is in the middle. Ryan Londeen asked if they could see them putting this into two phases from a drainage perspective. Ms. Sanquidulce said as of right now no because it all drains south.

Ryan Londeen said he thinks they need to put this on pause until they see if there is any momentum in getting the right of way for the steakhouse and negotiate a deal with the steakhouse.

Mr. Patterson said he thinks it would help if they could tell them how they want traffic to go one way or the other and if they need to pause to reach a level of comfort in their decision that is fine. Ryan Londeen said they want the traffic to go east which was preferred and in the original plan.

Jeff Angelo said for the purpose of this visit they can pause it for now and get back to them with a decision. Mr. McCorquodale agreed and said to put the direction of the project on hold until the Board follows up.

CONSIDERATION AND POSSIBLE ACTION:

1. **Approval of meeting minutes for May 15, 2023.**

Motion to approve the May 15, 2023 meeting minutes was made by Ryan Londeen and seconded by Dan Walker. All in favor. (5-0)

3. **Review and discussion of the proposed FY 2023-2024 MEDC budget.**

Mr. McCorquodale presented the high points of the budget and reviewed line items separately.

Mr. McCorquodale said they are budgeting \$1.67 million which is a slight decrease from what they have budgeted this year. Mr. McCorquodale said in years past they exceeded what they budgeted by five or six percent so they are seeing a slowdown even though they do anticipate their budget number this year and they need to be more cautious than not especially with talk of a recession.

Mr. McCorquodale said regarding the percent change for category one on public infrastructure, the downtown development improvements \$29k is finishing out the contract. Mr. McCorquodale said the only thing spent out of that this year is the McCown Streetscape. Ryan Londeen asked where did that money go before. Mr. McCorquodale said it goes in the reserves. Ryan Londeen asked if there is a way to earmark in their reserves money set aside for downtown improvements. Mr. McCorquodale said they can and do not have to put in a separate account but put it in the reserves and earmark it.

Mr. McCorquodale said two years ago EDC elected to contribute \$200k toward capital projects so the year to date amount is \$133,333. Mr. McCorquodale said the money is not spent but is being transferred to the capital project fund.

Ryan Londeen asked what the \$40k in streets and sidewalks is budgeted for. Mr. McCorquodale said it would go toward a sidewalk project for a streetscape, to restructure a certain area, add planters, build a sidewalk for one block or to connect to a park.

Mr. McCorquodale said the total for public infrastructure is \$319k which is 27.3 percent of the total budget this year.

Mr. McCorquodale said for category two business and development this has sales tax reimbursements of \$250k. Mr. McCorquodale said the two MEDC participants in are Kroger 380 and across the street The Shoppes, including CVS and Chick-Fil-A.

Mr. McCorquodale said \$50k is there for the Downtown and Corridor Façade and Environmental Enhancement fund line item with the point being able to expand outside the downtown area. Mr. McCorquodale said 27.47% of the budget is going toward business and development.

Mr. McCorquodale said marketing and tourism account for 1.6% and there is no change to any of those items.

Mr. McCorquodale gave the breakdown for the \$275k transfer to the general fund. \$240,195k went toward personnel costs and that includes 33% which the MEDC has historically contributed to, and the City Administrator's total compensation which includes one-third of the benefits and health insurance. Mr. McCorquodale said the MEDC has not supported paying for the Finance Director in the past who is working on behalf of the EDC and the City Secretary who also works on behalf of the EDC with regards to the minutes and posting agendas.

Mr. McCorquodale said last year the EDC funded half of the events and park recreation position. Mr. McCorquodale said the new City Council does not want to move forward with any parks and recreation programming which leaves the EDC to contribute to the other half of the events position if everyone still

wants to have events. Mr. McCorquodale said Patricia Campuzano was hired to do all the City events, which was a part-time job. Mr. McCorquodale said the other half was proposed to Council last August for the parks to have events going on. Mr. McCorquodale said this spring Patricia hosted a mini camp at the community building. Carol Langley asked when did the discussion come up that the City wanted MEDC to pay 100% for this position. Mr. McCorquodale said Council said they did not want to do any more with parks and recreation because there was too much liability involved and it was around the time of the election. Mr. McCorquodale said Patricia will be able to plan for other new events. Carol Langley, Byron Sanford, and Jeff Angelo said they are not comfortable with funding Patricia's position 100% and that it does not make any sense. Dan Walker said this is a City employee that MEDC would be paying for. Jeff Angelo asked when did City Council elect to break away. Mr. McCorquodale said it was during a workshop when they stated they did not want to move forward with any parks and recreation programming because there is too much liability and risk involved.

Byron Sanford said the City does not need to be in the business of camps as there are plenty of camps (church camps, band camps) around the City. Byron Sanford said for a year they have tried to define what this position is. Byron Sanford said in his opinion there will be very few councilmembers that will be comfortable with that salary. Byron Sanford said there are certainly other administrative duties that position can do. Byron Sanford said they are expecting a lot of permit work and Patricia Campuzano has been brought on to administration rather than public works. Jeff Angelo said they agreed with funding a portion of the salary but not 100 percent. Ryan Londeen said he is sure they can reconfigure duties for this position.

Mr. McCorquodale said when they hire a full-time MEDC Director a third of the time of the City Administrator will not be spent on MEDC items. Mr. McCorquodale said part of what they will pay the MEDC Director is a third of the City's Administrator compensation out of the administrative transfer line item, but not all of it because the City Administrator will be supervising the MEDC Director.

Carol Langley asked what the salary range would be for the MEDC Director. McCorquodale said in the \$120-130k range with a salary of \$90-100k.

Mr. McCorquodale said in the past the MEDC has not had to pay for things such as the room they are meeting in now. Mr. McCorquodale said if the MEDC had to rent an executive suite it would involve costs for phones, technology, communication, and office supplies. Mr. McCorquodale said MEDC has also never had to pay for a portion of the audit. Mr. McCorquodale explained how the use of the facility space was calculated. Carol Langley said instead of \$275k they could decrease the amount to \$240k.

Byron Sanford said the potential is there if there was an EDC Director that some of the other compensation could go down and as they infuse the EDC Director then the City Secretary would not be needed as much and possibly the City Administrator. Ryan Londeen said some of the money from the City Administrator for recompensation would go toward the Director.

Mr. McCorquodale stated 28.7% of the budget is for administrative expenses and reviewed the amounts allocated for that. Ryan Londeen asked how much the sales tax consultant is. Mr. McCorquodale said \$16.8k. Ryan Londeen said the City has sales tax also so why does EDC have to pay for that bill. Mr.

McCorquodale said because the City's back is against the wall this year and they are asking EDC to fund it. Ryan Londeen asked if they are still comfortable paying \$175k every year on events if our back is against the wall. Mr. McCorquodale said there is no new revenue or tax rate and where there has been a lot of surplus in years past that is not the case now. Ryan Londeen said he is making the point of do they want to spend \$175k on events if the City cannot even pay for sales tax and the EDC has to fund the sales tax consulting services.

Ryan Londeen said he would like to know how much is reserved for each of the downtown agreement projects and how much they are setting aside each year so they are establishing their goals. Jeff Angelo said all of those projects are under the \$174k amount. Ryan Londeen said unless there is a reason they broke downtown development into four different categories, he would prefer to have it under one category which would be the fund dedicated to improving downtown.

Carol Langley asked when the budget needs to be approved. Mr. McCorquodale said at the September meeting.

Jeff Angelo said most of the events look like they will continue to happen and stay the same if it is determined they will continue to have them. Jeff Angelo said they need to adjust some figures in regard to the different events they have allocated funds to. Mr. McCorquodale said they budgeted \$141.5k total for the current year. Mr. McCorquodale said Patricia Campuzano has added to the existing budget. Mr. McCorquodale said there was more spent on the Christmas parade this year than what was budgeted. Ryan Londeen said he wants to be able to earmark the funds.

4. **Discussion of FY 2023-2024 event sponsorships.**

Mr. McCorquodale said he wanted to discuss the Festival Grant Guidelines which states it must be free admission and wonders how that works with the Music and Mudbugs and the Fall Festival because those are not free admission events. Mr. McCorquodale said this is written in the MEDC policy on the website. Mr. McCorquodale said the way he understands it is if the EDC is going to continue to sponsorship then it must be free admission. Dan Walker said he thinks this is a grant program which is expecting our money back. Carol Langley asked if they should remove the wording that festivals must be free events. Jeff Angelo said he thinks they should remove that statement. Dan Walker said he could see if it was an EDC sponsored event but these private events were not. Jeff Angelo said a tenure of that is it has to be in the EDC sponsor event like the Christmas Parade or the Street Dance. Jeff Angelo said maybe they fall into two different categories as one is more of a grant and the other is a sponsored event and maybe they should differentiate that. Byron Sanford said "festival" is problematic to begin with. Byron Sanford said he does not want to see the businesses downtown that are already struggling to have to deal with gates and blockades as there is no compensation for the businesses. Byron Sanford said he was told the word festival implies entry gates and that is why they put up the fences. Byron Sanford said he highly recommends as a City to not venture to put up gates and fences but to leave downtown open. Byron said maybe use the word "event" instead of festival. Byron Sanford said there are other places besides downtown they could work a deal but it is problematic when they are already squeezed on space and now to restrict that space. Ryan Londeen said as long as the event is sponsored by MEDC they can control if there are gates or not. Jeff Angelo said if it is an MEDC sponsored event it is free to all but they will still have the ability to grant for area events where it does not negatively impact the downtown businesses.

Mr. McCorquodale said he is going to check and see if the EDC has adopted a festival grant policy, but looking at the website it does look like that is the case. Mr. McCorquodale said someone used the words MEDC Festival Grant Program. Byron Sanford said it sounds like it was not officially done.

Mr. McCorquodale said he is going to show them what they have budgeted in years past and give a year to date amount. Mr. McCorquodale said he will be getting a list from Patricia Campuzano and have her attend the next meeting to discuss some of the events and budget increases.

Byron Sanford said in looking at all the numbers each event has had some merit in the past and he would be in favor of all of them except for the Pet Parade. Byron Sanford said most of the numbers reflected in actuality were half of what was spent. Byron Sanford said he would like to be more realistic and decrease those amounts and apply the overage to something else. Ryan Londeen said under a single events category they need to have a more realistic number and have a separate number for the downtown revitalization. Jeff Angelo said have a single category for downtown revitalization and have all the events sorted out with the actual cost of each and then use the rest for the downtown revitalization. Ryan Londeen said the reserve will then be at a later date and split.

Carol Langley asked if the events they are going to budget for are going to be shown on the budget. Jeff Angelo said correct. Mr. McCorquodale said they will leave it at one exempt, one total number with a policy document that shows how they are breaking that down because if the Music and Mudbugs Festival should cancel and does not happen next year there is no need for MEDC to come back and amend the budget because now you will not be spending it but really want to spend it on a new event. Jeff Angelo said he thinks that is fine and they are not pigeonholing themselves into anything. Carol Langley said the public wants to know what EDC is spending their money on and this budget according to Maryann will not have that listed. Carol Langley asked Mr. McCorquodale about the document the public would be able to see. Mr. McCorquodale said they will have a document that can be added to the website for EDC budget and events but it is not part of the budget. Carol Langley said Maryann will have all the figures in her office but the public will never see that and as the budget is right now the public can see what they have spent. Mr. McCorquodale said he sees Carol Langley's point and will certainly have a conversation with MaryAnn and Gary. Carol Langley said it will not help because she has already had three conversations with them and this is the way they are going to do the budget. Carol Langley said she wants to make sure there is a document somewhere for the public to see if someone wants to know, for example what the quilt walk will cost and for that information to be available because the budget will not have it in there. Ryan Londeen said they will have an expenditures list. Jeff Angelo said ultimately it will show up on the report Carol Langley does regarding what was spent on a particular line item. A resident from the audience said it is a public image issue. The resident said he looked up the budget today and sees what is being done. The resident said when he looks at it tomorrow he will only see a line item. The resident said at least he has an idea that this is what the intent is to do. Jeff Angelo said it has never been an issue for them to move money from one line item to another. The resident said this is a public image issue. Jeff Angelo said he sees the intent from Gary's standpoint but also understands the public's view of this would not be so good.

Ryan Londeen asked if there is better way for the public to see this every month where they do not have to deal with voting on moving money from one event to another and where they can have one amount allocated to different events. Byron Sanford said it should not be that hard to get both things done but he will direct

staff to look into this because there are some very valid concerns that were expressed. Byron Sanford said public image does matter. Mr. McCorquodale said he knows there is a way to accomplish it for both, to follow best practices for budgeting but at the same time to ensure total transparency in the public knowing exactly where their tax dollars are going.

BOARD INQUIRY

No board inquiry at this time.

ADJOURNMENT

Motion by Ryan Londeen and seconded by Dan Walker to adjourn at 8:25 p.m. All in favor. (5-0)

Submitted by: _____
Diana Cooley, Deputy City Secretary

Date Approved: _____

Jeff Angelo, MEDC Vice-President

**Montgomery MEDC
AGENDA REPORT**

Meeting Date: September 18, 2023	Budgeted Amount: \$8,000
Department: N/A	Prepared By: DMc

Subject

Consideration and possible action on approval of an \$8,000.00 sponsorship for the 2023 Montgomery Fall Festival.

Recommendation

Staff recommends approval of the 2023 Fall Festival Sponsorship.

Discussion

The MEDC has sponsored the Montgomery Fall Festival for the last two years. The event is produced by Charlie Diggs Entertainment and features live musical, vendors, and a kid’s area. Unlike the last two years when the event was held in the historic downtown, the 2023 event is being held in the open field at the northwest corner of Eva Street and Buffalo Springs Drive. This location (near Kroger) is where the Music & Mudbugs Festivals have been held.

This is the third year the MEDC has sponsored the event in an amount of \$8,000. The funds are used to pay for security and safety expenses. The attached agreement includes a reimbursement schedule based on the total tickets sold for the event.

Approved By

Assistant City Administrator	Dave McCorquodale	Date: 09/15/2023

**City of Montgomery, TX
Economic Development Corporation
Grant Application**



Item 3.

Company Name: Charlie Diggs Entertainment - Montgomery Fall Festival	
Company Contact: Charlie Diggs	Title: Owner
Best Phone: 832-287-2140	Alt. Phone:
Email Address: Charlie@CharlieDiggs.com	
Physical Address: 11766 FM 2445	City, State, Zip: Navasota, Tx 77868
Mailing Address (if different): 3821 Evergreen Way	City, State, Zip: Montgomery Tx 77356
Applicant's years of experience in this business: 17	How long has his business been located in Montgomery? 3

Do you own or lease this facility?	If leased, please provide owner information and a copy of lease agreement.	
<input type="checkbox"/> OWN <input checked="" type="checkbox"/> LEASE	Owner Name: Ransoms Steakhouse Hilary	Owner Phone: 936-687-2405

Provide a detailed description of the proposed project as "Exhibit A" attached

What is the estimated total cost of the project? (Include supporting information, ie estimates/quotes as "Exhibit B" attached)	\$ 92,000⁰⁰-
How much funding are you requesting from the MEDC for this project? (Typical grants are awarded at 1/3 the total project cost or up to \$5,000)	\$8,000.00
Are you requesting an exception for additional funding on this project? (Please provide additional supporting evidence for this request as "Exhibit C")	\$ N/A

When will this project begin? 10/07/2023	What is the estimated completion date? 10/07/2023
----------------------------------------------------	-------------------------------------------------------------

Attach all drawings of planned improvements as "Exhibit D" **site map**

Include a description of expected commercial revitalization impact & sales tax revenue impact as "Exhibit E"

If this project will employ Montgomery vendors, please supply details as "Exhibit F" **MPD**

Applicant's Signature:

Title: **owner**

Date: **9/14/23**

OFFICE USE:		<input type="checkbox"/> APPROVED	<input type="checkbox"/> DECLINED
Date Application Received:	Date Presented to Board:	Funding Date:	Check Number:
Performance Agreement Received:	Project Completion Date:		



**Montgomery Economic
Development Corporation**

Charlie Diggs 2023 Music and Mudbugs Festival Grant Contract

This agreement between Charlie Diggs Entertainment (CDE) and The Montgomery Economic Development Corporation (MEDC) outlines the terms and conditions of a grant award for the 2023 Montgomery Fall Festival. The festival will be held on Saturday October 7, 2023. This agreement is for a one-day, one-time festival.

Purpose of Festival:

The MEDC's goal of this festival is to promote and attract new residents, businesses, and economic development to the City of Montgomery. The MEDC agrees to allow CDE to advertise the community, festival, and several sites in the City and surrounding areas. CDE will utilize social media, radio, print and digital ads to achieve this goal. The City of Montgomery logo will be utilized on all advertising. However, it will be accompanied with the CDE name/logo. CDE will not allow any advertisers or sponsors of a dubious nature to be involved with the festival.

Award of Grant Funds/Refunds:

The MEDC has agreed to award an \$8,000 grant to Charlie Diggs Entertainment in advance of the festival to be used to contract security personnel, emergency medical teams and crowd control barriers. Charlie Diggs Entertainment's intent is to be able to refund the MEDC's \$8,000 upon completion of a successful event. Such refund will be on the following basis:

Breakdown of reimbursement from CDE to MEDC:

For the first 2000 admission tickets sold, CDE will not need to refund MEDC.

For the next 1000 tickets sold (tickets 2001 – 3000), CDE will refund \$1.00 per ticket sold to MEDC.

For each ticket over 3,000 tickets sold, CDE will refund \$2.00 per ticket sold to MEDC.

(For example, if 5500 total tickets are sold, then CDE would refund \$6,000.00 to MEDC)

Additionally, CDE will provide the MEDC with 20 General Admission tickets that may be used for promotional purposes. Once CDE receives final accounting record from all sales, payables, parties will agree on a date for CDE to present a reimbursement check to the MEDC. This may be a publicized event that may include city officials, MEDC Directors, and the CDE team. CDE will notify the MEDC of the refund amount within 20 business days after the festival date.

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

MEDC President

Date

CHARLIE DIGGS ENTERTAINMENT



Charlie Diggs Entertainment Representative

9/14/23
Date

**Montgomery MEDC
AGENDA REPORT**

Meeting Date: September 18, 2023	Budgeted Amount: N/A
Department: N/A	Prepared By: DMc

Subject

Consideration and possible action on a recommendation to City Council for the FY 2024 MEDC Budget.

Recommendation

Motion to recommend approval of the FY 2024 MEDC Proposed Budget to City Council.

Discussion

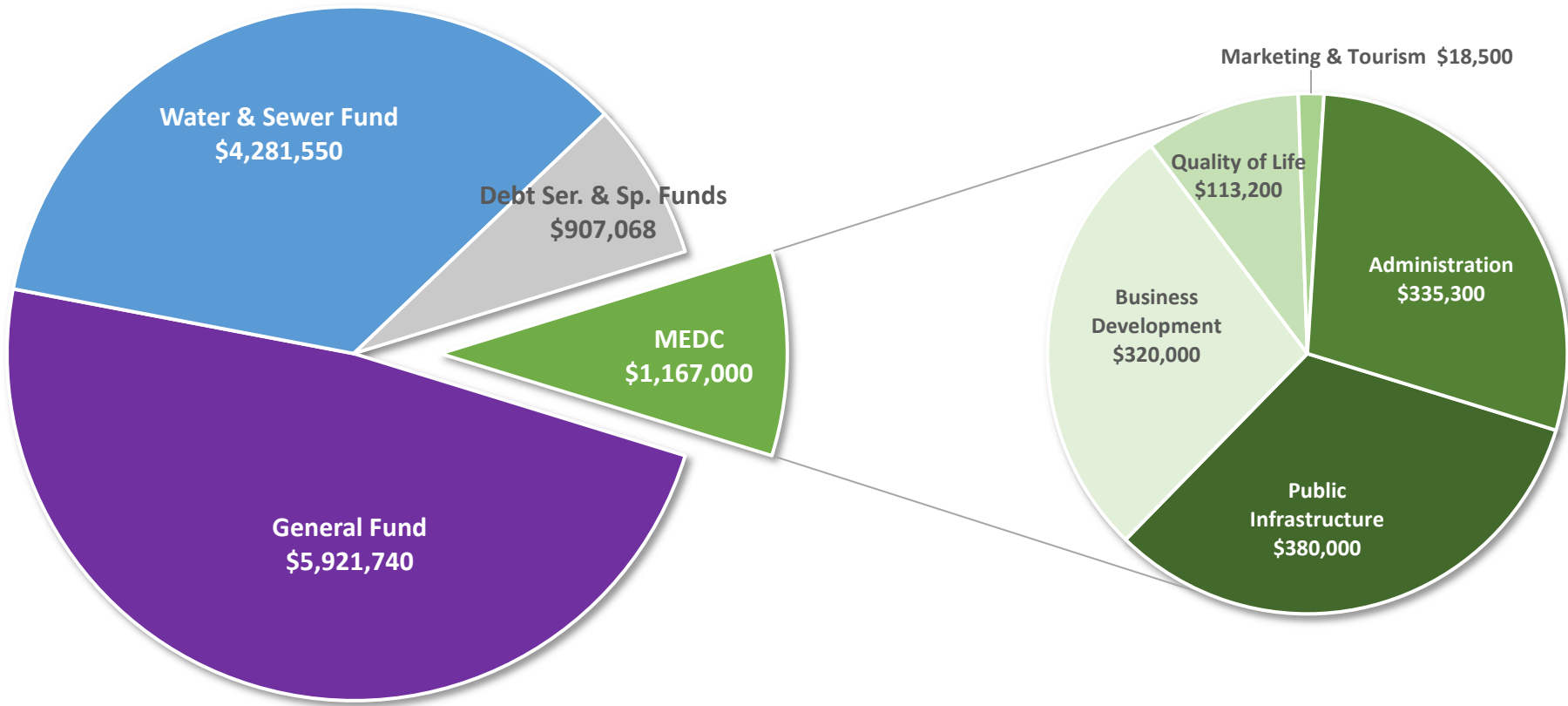
The attached budget summary and proposed budget with notes detail the final edits to the FY 2024 MEDC budget. There was one edit after the 9/11/23 budget workshop, however, it was significant in total dollar amount and reflects staff's best recommendation on how to allocate funds for FY 2024:

Accounting for the upcoming expenses to finish out the McCown Streetscape Design Project and Wayfinding Project. These two projects have a combined \$143,597 total expected expenses. The Events budget was lowered by \$61,000 and those funds reallocated to cover these expenses. See the attached budget worksheet to compare FY2023 event expenses with the proposed FY2024 budget.

Approved By

Assistant City Administrator	Dave McCorquodale	Date: 09/15/2023

Proposed FY 2024 City of Montgomery Operating Budget at a Glance



DESCRIPTION		2020-2021 Total Activity	2021-2022 Total Budget	2021-2022 Total Activity	2022-2023 Total Budget	2022-2023 YTD Activity as of 6/30/23	2023-2024 IN PROGRESS	Percent Change FY24/FY23	
Fund: 400 - MEDC									
REVENUE									
400-00-44110-0000000	Sales Tax Revenue	1,002,974	1,000,000	1,182,904	1,200,749	881,478	1,100,000	-8%	
400-00-44230-0000000	Interest Income	6,398	4,000	9,259	1,500	55,270	60,000	3900%	
400-00-44240-0000000	Miscellaneous Income	1,320	250	0	0	0	0		
400-00-44300-0000000	Events Revenue	0	0	16,796	8,500	6,322	7,000	-18%	
TOTAL MEDC REVENUE		1,010,692	1,004,250	1,208,958	1,210,749	943,071	1,167,000	-4%	
Department: 40 - MEDC									
400-40-46103-0000000	Public Infrastructure - Downtown Dev. Imp.	103,641	172,250	0	280,249	23,224	90,000	-68%	McCown Streetscape Project
400-40-46104-0000000	Public Infrastructure - Utility Extensions	0	50,000	0	50,000	0	50,000	0%	\$113,067.50 Remaining Expenses
400-40-46107-0000000	Public Infrastructure - Transfer to Capital Proj	160,000	160,000	160,000	200,000	133,333	200,000	0%	
400-40-46111-0000000	Public Infrastructure - Streets & Sidewalks	0	40,000	40,000	40,000	0	40,000	0%	
400-40-46205-0000000	Business & Development - Sales Tax Reimb	257,391	250,000	162,767	250,000	125,000	250,000	0%	
400-40-46206-0000000	Business & Development - Econ Dev Grant Prog	20,000	20,000	9,000	20,000	0	20,000	0%	
400-40-46209-0000000	Business Development - Dntwn & Cor. Fac & Env Enh.	0	0	0	50,000	0	50,000	0%	Wayfinding Project
400-40-46210-0000000	Business Development - Invest Incentives Growth	0	0	0	20,000	0	0	-100%	\$30,528 Remaining Expenses
400-40-46302-0000000	Quality of Life - Removal of Blight	0	15,000	0	15,000	0	0	-100%	
400-40-46303-0000000	Quality of Life - Events	515	32,000	2,559	40,000	13,216	113,200	183%	\$19,000 internal planning budget
400-40-46304-0000000	Quality of Life - Neighborhood Water Party	1,180	2,500	2,598	3,000	1,862	0	-100%	\$3,000 internal planning budget
400-40-46305-0000000	Quality of Life - Texas Flag Celebration	0	0	0	0	0	0		\$700 internal planning budget
400-40-46308-0000000	Quality of Life - Light up Montgomery	2,000	2,849	2,849	4,000	3,559	0	-100%	\$4,000 internal planning budget
400-40-46310-0000000	Quality of Life - Mudbugs and Music	6,650	8,000	8,300	8,000	8,000	0	-100%	No funding FY 2024
400-40-46311-0000000	Quality of Life - Christmas Parade	1,258	6,826	6,826	10,000	10,245	0	-100%	\$12,000 internal planning budget
400-40-46312-0000000	Quality of Life - Contests / Prizes	217	4,000	31	1,000	0	0	-100%	\$2,000 internal planning budget
400-40-46313-0000000	Quality of Life - Events - Equipment	1,921	19,957	6,470	10,000	252	0	-100%	\$1,000 internal planning budget
400-40-46314-0000000	Quality of Life - Montgomery Quilt Walk	772	10,000	2,519	7,000	3,636	0	-100%	\$4,000 internal planning budget
400-40-46315-0000000	Quality of Life - Montgomery Antiques Festival	4,511	10,000	11,616	12,000	0	0	-100%	No funding FY 2024

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400-40-46316-0000000	Quality of Life - Movie Night	1,496	2,500	2,686	3,000	2,854	0	-100%	\$3,500 internal planning budget
400-40-46317-0000000	Quality of Life - Fernland Dedication	414	0	0	0	0	0		No funding FY 2024
400-40-46318-0000000	Quality of Life - Pet Parade	128	5,000	1,344	5,000	0	0	-100%	No funding FY 2024
400-40-46319-0000000	Quality of Life - Montgomery Fall Festival	0	0	8,000	8,000	8,000	0	-100%	No funding FY 2024
400-40-46320-0000000	Quality of Life - Snow in Historic Mont TX	0	14,368	14,368	20,000	13,223	0	-100%	\$22,000 internal planning budget
400-40-46321-0000000	Quality of Life - Lonestar Flag Fest	0	10,000	2,923	5,000	1,000	0	-100%	Comb. w/ Texas Flag Celebration
400-40-46322-0000000	Quality of Life - Downtown Enhancement Proj	2,085	30,000	0	30,000	0	0	-100%	\$30,000 internal planning budget
400-40-46338-0000000	Quality of Life - Fall Heritage Festival	0	10,000	0	0	0	0		No funding FY 2024
400-40-46339-0000000	Quality of Life - Trick or Treat Historic Mont.	466	5,000	1,441	5,000	2,780	0	-100%	\$3,000 internal planning budget
400-40-46340-0000000	Quality of Life - Ruck for Veterans	500	0	0	500	500	0	-100%	\$500 internal planning budget
400-40-46505-0000000	Marketing and Tourism - Brochures / Printed Lit	1,350	4,000	2,783	4,000	1,105	4,000	0%	
400-40-46511-0000000	Marketing and Tourism - Website	405	6,500	1,038	6,500	755	6,500	0%	
400-40-46514-0000000	Marketing and Tourism - Social Media Advertising	832	3,000	777	3,000	1,284	3,000	0%	
400-40-46515-0000000	Marketing and Tourism - Historical Signage	622	5,000	1,550	5,000	0	5,000	0%	
400-40-46601-0000000	Administration - Transfers to General Fund	52,677	55,000	55,000	55,000	36,667	275,000	400%	
400-40-46603-0000000	Administration - Miscellaneous Expenses	14,896	500	187	500	195	500	0%	
400-40-46604-0000000	Administration - Consulting/Professional Serv	18,838	40,000	42,221	0	0	51,800		Consulting/Professional Serv. Incl:
400-40-46605-0000000	Administration - Reflective Life	9,500	0	0	0	0	0		\$15,000 Blight Removal
400-40-46606-0000000	Administration - Goat Costume	6,110	0	0	0	0	0		\$16,800 Sales Tax Tracking
400-40-46607-0000000	Administration - Travel & Trainings Expenses	1,571	10,000	2,410	5,000	2,771	8,000	60%	\$20,000 Unallocated
400-40-46611-0000000	Administration - Legal Notices	0	0	304	0	0	0		
400-40-46612-0000000	Administration - Trf to Gen Parks & Rec Salary	0	0	0	35,000	15,927	0	-100%	
TOTAL MEDC EXPENSES		671,946	1,004,250	552,568	1,210,749	409,387	1,167,000	-4%	