

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

**August 21, 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, August 21, 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 [www.montgomerytexas.gov](http://www.montgomerytexas.gov) 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 [www.montgomerytexas.gov](http://www.montgomerytexas.gov). The meeting will be recorded and uploaded to the City's website.

**CALL TO ORDER**

**OPEN PUBLIC COMMENT**

**APPROVAL OF MINUTES**

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

**CONSIDERATION AND POSSIBLE ACTION:**

2. Update presentation of the McCown Streetscape Improvements Project.
3. Review and discussion of the proposed FY 2023-2024 MEDC budget.
4. Discussion of FY 2023-2024 event sponsorships.

**BOARD INQUIRY**

**ADJOURNMENT**

/s/ Nici Browe

Nici Browe, TRMC, City Secretary

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 August 18, 2023 at 5:15 p.m.

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*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.*

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**MINUTES OF ANNUAL AND REGULAR MEETING**

**May 15, 2023**

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION**

**CALL TO ORDER**

President Rebecca Huss called the meeting to order at 6:02 p.m.

- Present: Rebecca Huss - President
- 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

**CALL TO ORDER**

**OPEN PUBLIC COMMENT**

No public comments were made.

**APPROVAL OF MINUTES**

1. **Approval of February 20, 2023 and March 20, 2023 Regular Meeting Minutes.**

Motion to approve the February 20, 2023 and March 20, 2023 meeting minutes was made by Jeff Angelo and seconded by Byron Sanford. All in favor. (5-0)

Ryan Londeen joined the meeting at 6:03 and voted aye for the last item.

**APPROVAL OF FINANCIAL REPORT**

No financial report for this month.

**CONSIDERATION AND POSSIBLE ACTION:**

2. **Consideration and possible action on purchasing up to fifteen(15) additional signs for the QR code**

**historic walking tour.**

Mr. McCorquodale said MEDC purchased six signs a couple of years ago as a pilot project for the historic walking tour. Mr. McCorquodale said this request is to purchase up to 15 additional signs for a total of \$1,125.

Rebecca Huss said they had the data from the QR codes from the 7<sup>th</sup> grade project and there were 90 or so on each sign. Rebecca Huss said there is high use at certain times and not so much at other times. Rebecca Huss said it definitely does a good job of replacing some of the physical literature MEDC had paid for at a much higher expense.

Rebecca Huss asked Ryan Londeen how he felt about it since one of the pictures is of his house. Ryan Londeen said he thinks they are a good resource and the kids use them for their tours which is very helpful.

Carol Langley asked Ryan Londeen if he attached it to his fence. Ryan Londeen said the City asked him where he wanted it to be placed and they did it at their expense.

Rebecca Huss said the opposite happened at Magnolia House. Rebecca Huss said the owner had a specific place where he wanted it and he built the pole and had the light attached to the top which was at his expense because he had something very specific in mind.

Carol Langley asked if there are 15 homes where these signs will be placed. Rebecca Huss said there are 30 total buildings on the tour and this purchase would cover two-thirds of the buildings. Rebecca Huss said Fernland is one by itself as it does not have a separate one for each building in Fernland. Rebecca Huss said 15 would allow for the possibility that not everyone on the tour wishes to have something like this at their place.

Motion to purchase up to 15 additional signs for the QR code historic walking tour was made by Ryan Londeen and seconded by Jeff Angelo. All in favor. (5-0)

3. **Consideration and possible action on a Professional Services Agreement for engineering consulting services between the MEDC and Civil Systems Engineering, Inc.**

Mr. McCorquodale said at the last meeting they discussed the idea of an RFQ for services. Mr. McCorquodale said the draft for this agreement is what Rebecca Huss wanted to bring to the agenda. Rebecca Huss said it also came up at the joint meeting with Planning & Zoning and City Council that they

needed to as Jeff Angelo said, speak to TxDOT in their love language, which was facts and data, and have ready-to-go projects that met their specific criteria and also other entities to whom they might be able to receive either grant funding or other types of funding from.

Carol Langley asked how many projects this engineering company would be working on. Rebecca Huss said it is up to them to determine what they need. Carol Langley asked if they had an agenda for them to get started on. Rebecca Huss said she thinks they would need to start from scratch. Rebecca Huss said her preference would be to have a general presentation on their transportation/mobility needs as well as their demographic projections and the information they already have based on recent car counts and mobility information. Carol Langley asked if the main reason they are not using the city engineers is because they are too busy. Rebecca Huss said she thinks it is a good idea to have someone who is working specifically for them rather than getting in line behind City priorities. Carol Langley asked who is going to give them the guidance and who is going to make sure they are doing what they have been asked to do. Carol Langley asked if they would come every month and give a report on their progress. Rebecca Huss said it would be best for them to set a deliverable, then they deliver and MEDC will judge it. Jeff Angelo asked if that deliverable is contained in this agreement. Rebecca Huss said no because it is as-needed so they do not just receive money upfront. Rebecca Huss said they set the agenda.

Byron Sanford said he has had conversations with Mr. Palmer, the city engineers, Mr. McCorquodale, and Jeff Angelo regarding the need for some type of transportation advisory team. Byron Sanford said he thinks they need a transportation advisory team that focuses on excellent communications with TxDOT and county commissioners to get some oversight. Byron Sanford said as they know, staff is stretched thin, but there are some very valuable assets to consider as some are sitting right here that could be part of the oversight committee. Byron Sanford said he will need to run it by the new City Council in a workshop as soon as possible. Byron Sanford said what they need to do is create buy in, and that good inter-communication between P&Z, MEDC and the City Council will help create buy in. Byron Sanford said he would need to present this to City Council and get their input and would entertain anyone here or in the community to serve on this subcommittee which may be called a transportation advisory team or a different name altogether.

Ryan Londeen asked if this would be in conjunction with or to replace the city engineer. Byron Sanford said not to replace, but he can get someone who has engineering on this team and Ryan is a factor, Jeff is a business owner and Wade is a developer. Byron Sanford said they already have some people who might form a subcommittee to help make sure everyone is on the same page moving forward.

Jeff Angelo asked if Civil Systems Engineering is represented here tonight. Rebecca Huss said yes it is Ms. Lori Sanguedolce and Mr. Kyle Bertrand.

Jeff Angelo asked Ms. Sanguedolce and Mr. Bertrand what qualifications they have to get in TxDOT's proverbial ear.

Ms. Sanguedolce said Mr. Bertrand has been doing transportation work for well over 34 years. Ms. Sanguedolce said he has been involved as project manager on multiple TxDOT projects across the State and across their district. Ms. Sanguedolce said he also personally knows a lot of people in the Houston district, which is the district they are in. Ms. Sanguedolce said when they were doing the Downtown Plan, and the roundabout that was considered and the parking, they got everyone to the table where he personally led discussions between City staff, MEDC, and the Mayor at the time to make sure they were capturing everyone's ideas to make certain they were going in the right direction.

Rebecca Huss said that Mr. Bertrand was also the one who got the no, you cannot have pavers on the TxDOT 105 Project when it was stalled and nothing was happening and we were still getting the stiff arm. Rebecca Huss said Mr. Bertrand was the one who got TxDOT to relent and to upgrade that by talking with the right people on our behalf.

Jeff Angelo said they need to get going and the sooner they can get on TxDOT's agenda the better.

Rebecca Huss said having representation that already has the ear and a good working relationship is an important part of getting their viewpoint across whether or not they get any of the money they are also hoping to get in terms of grants. Rebecca Huss said it does matter for some of these other issues.

Dan Walker said TxDOT's vision is a bit different than what the City's vision is.

Rebecca Huss said they need to start talking early, often, and politely, not being desperate or angry, but having conversations early on using their love language which is the way to get their point across.

Ryan Londeen asked if it seemed odd to use two different engineers for the same city. Ryan Londeen said it seems like there is a lot of inefficiency there. Rebecca Huss said she actually does not think it seems odd because she does feel in some ways they do not have a different priority from City Council but in some ways they do. Rebecca Huss said she thinks they are looking much further ahead on an issue that has not

necessarily captured the interest of City Council because MEDC has people who tend to be more business oriented with a viewpoint that might have a longer horizon than City Council that is looking at things like water connections where MEDC is not really asked to look at that. Rebecca Huss said the City Engineer is going to be focused on the City's priorities and not on MEDC's priorities so they are always going to be below that.

Carol Langley said MEDC is under the City so if they are working for the City then they need to be working for MEDC also. Rebecca Huss said no. Rebecca Huss said if they only have a capacity of "x" they are going to put the City's priorities ahead of MEDC's priorities in terms of urgency. Carol Langley said she understands that but they are still working on MEDC projects. Rebecca Huss said maybe, but that is not how it has been in the past. Rebecca Huss said if they have not necessarily had the time to complete everything at the same time so things get prioritized and MEDC is not necessarily on top.

Carol Langley asked when will the list be ready for those engineers. Carol Langley said she wants to know what they will be doing, when they are going to do it and how they will get back with MEDC to let them know how it is going. Dan Walker said they need to give them that scope to begin with so they know where to start. Carol Langley asked when that would begin. Rebecca Huss asked Carol Langley what she would feel comfortable with. Carol Langley asked if they had anything to give them at this meeting or would it be at the next MEDC meeting.

Jeff Angelo said they are going to collaborate in another special session with Council, MEDC, Planning and Zoning and define their scope and present it. Jeff Angelo said this was the first step. Carol Langley asked when the workshop would take place. Bryon Sanford said they would like to have two or three meetings this summer. Jeff Angelo said the goal is to get it started sooner than later. Jeff Angelo said they were discussing possibly missing the MEDC third week meeting but maybe doing something before that in June where everyone can get together to define their priorities and give them to the engineers and let them start working with TxDOT to see if they can get some traction. Jeff Angelo said these projects are long-term and may outlast their tenure.

Jeff Angelo asked if they need to hire anyone just yet. Rebecca Huss said they have been putting this decision off for months. Rebecca Huss said she thinks they can say that one of the things they are going to need is documentation of where they are at the current and future state based on their demographics and future growth. Rebecca Huss asked how bad are things going to be and why do they need bigger roads and bigger and better intersections.

Jeff Angelo said at their last meeting they said their number one priority is a mobility plan. Jeff Angelo said that is what they need right now but does not know what that looks like as he has never done one before. Jeff Angelo said if they can get the mobility plan together and get it started to get on TxDOT's agenda they can then start building the blocks to get to the end game.

Dan Walker said they have to set a target such as the FM 2854 mobility issues or what is coming more to the west from where they stopped their business.

Rebecca Huss asked Mr. Roznovsky how old their mobility plan is. Mr. Roznovsky said the City and Precinct 1 presented the joint mobility study and believes it was completed in the 2016-2017 period. Mr. Roznovsky said that plan was created prior to the Downtown Master Plan. Mr. Roznovsky said the plan was only focused on intersection improvements of existing roads and coordinating with the precincts on the Mobility Master Thoroughfare Plan.

Rebecca Huss asked if updating the Mobility Plan is an acceptable next step. Jeff Angelo said it is nice to know they already have something that has been developed and they do not have to start from scratch. Jeff Angelo said he thinks the councilmembers and Planning and Zoning need to work together and define going forward what this needs to look like and the time limit they want to have it completed by so they can begin moving forward.

Rebecca Huss asked Ms. Sanguedolce how long it would take to update a mobility plan. Ms. Sanguedolce said it can take anywhere from six to nine months. Ms. Sanguedolce said right now they are going into summer months and schools are out and traffic counts cannot be done until school is back in session. Jeff Angelo asked if it would still take that long even with an existing plan in place. Ms. Sanguedolce said yes because things change and evolve quickly. Ms. Sanguedolce said if the data is evaluated and there are holes in it or something else has come along since then you have to account for those things and it can take time because you want to look at it as a whole. Ms. Sanguedolce said you want to have the County's plans and anyone else you are adjacently tying into because they will affect you in the future. Rebecca Huss said they cannot do a mobility study without school being in session since their traffic is so driven by MISD.

Ms. Sanguedolce said the other thing built into it is the future land use of the community, which is a very important part of the mobility plan so you know where the major connections and thoroughfare need to be. Ms. Sanguedolce said you can plan it now, but if you do not know what the future land use is anticipated to be, you are not planning for the future, you are planning for now which will put you 30 years behind.

Jeff Angelos said one thing is for sure--if they do not have a mobility plan they will not be able to attract the developers they need to get the infrastructure in place for them to feel comfortable. Jeff Angelo said he thinks they need to get started sooner than later.

Ms. Sanguedolce said it is a good idea when they do a major update to include the capital improvement plan, the capital infrastructure plan, and anything like that because they all are based on these group numbers. Ms. Sanguedolce said when the mobility effects and population projections plans are all cohesive at the same time you are not paying double or triple to have to recalculate every time because if you wait a year between your future land use plan and you are in a capital improvement plan or infrastructure master plan, you have to update those numbers. Ms. Sanguedolce said good, current numbers help to make it more efficient.

Jeff Angelo asked if they are doing it in the right order by getting a mobility plan first or is there anything they can be doing in the interim to move things forward. Ms. Sanguedolce said if you are going to work on your future land use plan you need to start there because that will set your population growth, your existing land use, future land use, population growth for the area, and what is expected to come in. Ms. Sanguedolce said they are called living documents for a reason. Ms. Sanguedolce said if you do not keep them up to date, you can see if you even run six years on a cycle, because most plans are supposed to be updated five years, you are actually doing yourself a disservice as you are trying to play catch up instead of staying ahead of the curve.

Byron Sanford said he found a plan that incorporates everything Ms. Sanguedolce and everyone is saying and it started in 2010 with specific goals to reach, but with any plan, you need to go back and revise it, but it includes things that he and Gary Palmer have been saying about TIF. Byron Sanford said there are TIF agreements that are in place that have certain looks you are looking for, on McCown in this case because McCown is where they have set the strategy. Byron Sanford said he thinks they have enough to go ahead and start moving on McCown while they are doing this plan. Byron Sanford said these plans have very specific ways to get there and in it are a lot of economic driven partnerships with businesses and developers along the way. Byron Sanford said he does not know how expensive a mobility study would need to be but thinks they need to put their eyes on FM 2854. Byron Sanford said they can see some of the things that are happening and put their eyes on it and know where that is without having to wait is his point. Byron Sanford said the mobility study and the desires to have one or two or three updated and the different types of developmental areas they want to be able to designate, those plans need to progress and in the meantime



they need to get going. Byron Sanford said the feeling he has is Rebecca Huss is correct, that the goal of economic development and tourism is specific to the MEDC whereas the City Council has a broader view. Byron Sanford said he does see there is merit here but there is a lot of indecision where maybe the cart is before the horse. Byron Sanford said they just had an election, people will be in different seats, there will be workshopping with Planning and Zoning as well. Byron Sanford said he would like to bring some special people in who have businesses here, farms, and TxDOT connections and bring them into the trilateral meetings and get some authority. Byron Sanford said once you get the authority at the State level the people will tend to listen better. Byron Sanford said these people need to be a part of this team that comes into our trilateral meetings and stays on top of things. Byron Sanford said staff simply do not have the time to do this.

Jeff Angelo asked Ryan Londeen since he has expertise on the engineering side if this seems logical to go at this pace and take these steps. Ryan Londeen said he is confused as to what the ultimate goal is. Ryan Londeen said the last time they had this conversation which led to the mobility study discussion is that it is okay to have relationships with the county commissioners and HGAC and TxDOT, but without a plan in place what is the point. Ryan Londeen asked if mobility is the primary concern of the MEDC and what do they mean by that. Ryan Londeen asked if it is inner city downtown mobility, is that sidewalks or is that putting signals or expanding roads. Ryan Londeen said he is not really sure what their target is. Ryan Londeen said they keep bringing up FM 2854. Ryan Londeen said that is Charlie Riley's deal, it is not their deal. Ryan Londeen said Charlie Riley has already done a mobility study for that road. Ryan Londeen said they just need to talk with Charlie Riley and see how they can help with the connectivity. Ryan Londeen said they like to focus on downtown Montgomery and want to preserve that which is part of the reason people love to come to Montgomery because of the small town feel and they are doing things downtown such as projects and studies. Ryan Londeen said if they look outside of downtown, that is a different thing. Ryan Londeen said he is not sure what their desire or goal is. Ryan Londeen asked Mr. McCorquodale if he submitted a request for a grant for a mobility study for the sidewalk. Mr. McCorquodale said it was a transportation study. Ryan Londeen asked what was the result of that. Mr. McCorquodale said applications are due June 5<sup>th</sup>. Mr. McCorquodale said he is coordinating with HGAC to obtain a TIP inclusion letter and working on a resolution to present to Council to support the plan. Mr. McCorquodale said there are lots of pieces that go into an overall mobility plan. Mr. McCorquodale said there are going to be several plans that make up the sum total of what they talk about when they talk about mobility as it can mean a lot of different things. Ryan Londeen asked what do they need to discuss with TxDOT. Ryan Londeen said they have their downtown plan and they know what they want to do on FM 149 and they have an idea of what they want to do with TxDOT through the Downtown Master Plan. Ryan Londeen said if there are specific needs like

road widening or intersection improvements then they need to have a different plan to update a previous plan they have done so they have a list of specific needs and improvements they want around the City to help improve economic development, but it is hard for him to visualize what tangibly are they trying to get out of this. Jeff Angelo said they need a scope and a deadline but they really do not need a company until they have those in place. Ryan Londeen said if they are having trouble staying on top of what TxDOT is doing, that is a City staff issue. Ryan Londeen said he does not think they need to hire an outside consultant to keep in touch with what is going on in our City.

Dan Walker asked if the City has plans to hire someone to stay on top of that. Byron Sanford said there is no hiring, it is all volunteer. Dan Walker said he would think a lot of this data would be available through all these major corporations that are moving out this way. Dan Walker said they have made massive plans before they spend millions of dollars. Dan Walker said maybe with one of these workshops they can get all of these people together like Charlie Riley and find out what they are going to do. Dan Walker said the bottom line is someone is going to have to start buying some land on the south side of town to divert this traffic around to get it to the west side. Byron Sanford said there are two significant pieces of property that are up for sale. Byron Sanford said it all transitions into town and the obvious thing is McCown closing. Byron Sanford said if McCown is going to be closed then the sidewalk issue and the whole plan fits together and that is the direction they need. Byron Sanford said for this agenda item they are not ready to do that yet.

Jeff Angelo said he appreciates Rebecca Huss putting this together because he knows it is something they all want to do but thinks they are putting the cart before the horse. Jeff Angelo said he thinks maybe they should decide what they want the scope to be, when they want it completed, and who they want to be a part in getting the final answers so they can give them something tangible when they hand it over and everyone feels comfortable with it. Jeff Angelo said this is a good start. Jeff Angelo asked if they should table the item for now. Rebecca Huss said they can do that if someone wants to second Jeff Angelo's motion.

Motion to table Professional Services Agreement for engineering consulting services between the MEDC and Civil Systems Engineering, Inc. was made by Jeff Angelo and seconded by Ryan Londeen. All in favor.  
(5-0)

4. **Discussion on possible temporary parking solutions in and around downtown.**

Ryan Londeen said maybe a parking study needs to be done because he thinks parking issues are the biggest problem they have downtown. Rebecca Huss said the Downtown Design Plan has plenty of parking but it

is mostly private. Ryan Londeen asked how do they get the ball moving forward in developing relationships with private property owners to come up with agreements so they can use their parking. Carol Langley said Richard Tramm had started that project but does not know if he was able to go to many other business owners that had extra parking.

Jeff Angelo asked if they had any legacy agreements to look at to have a starting point and see what was acceptable in the past. Mr. McCorquodale said they have one lease right now currently on a parking lot downtown but that is a bit different. Mr. McCorquodale said he thinks this would be more toward a shared parking as opposed to the City leasing a parking lot for public parking. Mr. McCorquodale said he thinks a shared parking agreement would allow two businesses to share their parking between them.

Jeff Angelo asked how do they compensate the businesses that have additional parking now or have they compensated them in the past. Mr. McCorquodale said right now the agreement they have is a dollar a year lease. Mr. McCorquodale said it is with the Jacobs lot on the north end of Liberty Street. Jeff Angelo asked if they own the property. Mr. McCorquodale said Larry Jacobs owns that parking lot. Rebecca Huss said to be clear, MEDC also paid to pave the lot. Jeff Angelo asked if the City stepped in, paved the parking lot, and then leased it back to the owner. Mr. McCorquodale said the owner still owns it and can continue to still park there. Jeff Angelo asked what happens if the owner sells the business. Rebecca Huss said they are never doing one of those again. Rebecca Huss said they paved it and then lost it. Carol Langley said they also leased the property from the telephone company on Pond Street and it is also a dollar a year. Jeff Angelo said they can look at some more creative solutions because he knows as a business owner he would never sign a dollar a year lease to allow for parking for events. Jeff Angelo said maybe if it were a free use per event and if the improvements needed to be made to some degree maybe use a topper instead of paving to make sure it is stable.

Jeff Angelo asked if the City already owns property on which they could improve. Mr. McCorquodale said he does think the conversation with a business owner to ask for some type of a shared use agreement has to start with the City finding ways to increase the amount of parking. Mr. McCorquodale said you begin the conversation by saying here is what we have done to add to the parking downtown and now we are asking everyone to share in some type of arrangement. Jeff Angelo said from his perspective they park there anyway and it is not like you can stop them. Jeff Angelo said you literally have to stand there and say go down the street or put a sign up showing parking this way because they come in for every event anyway. Jeff Angelo said if they have a big event like a wedding at Hodge Podge it can be catastrophic because they only have 75 other spaces. Jeff Angelo said he thinks it is important to be able to have a more flexible

agreement so people do not feel pigeonholed into an arrangement. Jeff Angelo said he sees what Mr. McCorquodale is saying, but from a business owner's perspective he would be hesitant to go along with that but if it is a shared use for special events where it benefits everyone to have more people in the City he is sure they have a budget that would help compensate for some of the parking. Jeff Angelo asked Rebecca Huss what her thoughts were.

Rebecca Huss said generally speaking it is not the government's job to enrich private property owners. Rebecca Huss said she has a hard time doing that just so people can park their cars close to where they need to be. Rebecca Huss said the big problem is people do not want to walk anywhere and until that problem gets solved it will always feel like there is a shortage of parking spaces even if there is not.

Ryan Londeen said another option is MEDC could acquire property to put offsite parking on and increase mobility to that site through sidewalks. Ryan Londeen said he thinks part of it is people do not want to walk in the street so if they improve walkability then they can provide the offsite parking for these events. Ryan Londeen said the City has a piece of property and MEDC has a piece of property. Ryan Londeen said MEDC's property is not really conducive for parking, but they could put a few spaces on there temporarily. Ryan Londeen said if it is offsite temporary parking it does not have to be concrete but could possibly be gravel because that is not expensive.

Dan Walker said since Rebecca Huss is opposed to a lease, what would be wrong with taking a vacant lot downtown and leasing that to where you at least have some kind of protection if you did come in and put topping over it, not necessarily asphalt but gravel.

Rebecca Huss said the previous lawyer allowed them to enter into lease agreements that were very landowner friendly. Rebecca Huss said if they entered into a lease agreement they could say at the maximum this would cost them \$500 a year plus the lease term then they could afford to let that go. Dan Walker said it could be a reprieve in taxes and if you make an improvement on it their taxes do not increase because you made their property better. Dan Walker said if they do try to sell it, at least there is an out to where you say our agreement is five years so they either buy us out or there is a penalty for that.

Rebecca Huss said from a development standpoint, do they really want Montgomery asphalted or do they want it filled with additional shops to bring people in to dine and shop and stay in Montgomery.

Ryan Londeen said there are places around Montgomery that if you connected a sidewalk to it people would be more likely to walk. Ryan Londeen said without a sidewalk people do not want to walk in the street.

Rebecca Huss said realistically the Lutheran Church has a fabulous parking lot. Rebecca Huss said she has never seen anyone towed from there and nobody ever parks there. Rebecca Huss said they do have an unfriendly sign that says do not park, but when they rented the facility for the Quilt Walk they seemed very amenable to working more closely with the City. Rebecca Huss said they are good partners with the type of events that bring people for family friendly events to the City. Ryan Londeen asked if there could be some type of agreement they could have in place with the church. Rebecca Huss said it is too far away. Ryan Londeen said it is not. Ryan Londeen said people do not even know there is a parking lot there.

Jeff Angelo said they could reach out to a few of the other churches that have big parking lots to see if they would be willing, which would be a lot cheaper for a mobility solution. Ryan Londeen said people park in front of his house which is north of the Lutheran Church so if his house is far enough for them to walk they can certainly walk to the church parking lot. Carol Langley said at the Christmas tour and parade the parking lot at the Lutheran Church was packed.

Jeff Angelo asked what are the solutions and if they are talking about possibly approaching the business owners. Rebecca Huss said she thinks it is a great idea for someone like Jeff Angelo where he knows he has an event that is going to outstrip his parking lot to go and reach out to someone like the church. Jeff Angelo said he is willing to offer his parking lot to the City if it is available. Rebecca Huss said the City's solution at Christmas time was to run the shuttles from the MISD Stadium. Jeff Angelo said he thinks that was a great idea. Jeff Angelo said one problem is there are not event signs so they need to invest in signs, mobility and working out one day deals with the large parking lot owners who already have the infrastructure, to him that would make a lot more sense than trying to create all these legal fees with attorneys and agreements and long-term leases. Jeff Angelo said he would never consider entering into an agreement or long-term lease. Jeff Angelo said maybe they could reach out to a few property owners and see if they have an interest in helping the City out and then come up with a number that would be fair and within their budget.

Rebecca Huss said she thought the MISD Stadium worked out well because MISD was willing to let the City use it for free. Rebecca Huss said there was not a lot of money left over as the four buses were \$6,500. Rebecca Huss said it was expensive.

Ryan Londeen said that satisfies the event parking for big events but there is a lack of understanding for where parking is available for the day to day activities. Rebecca Huss said it is funny Ryan Londeen should mention that because that leads them to item #5. Ryan Londeen said putting up signage and making sure

there is adequate, nearby parking for the day to day activities is important. Rebecca Huss said the Downtown Design Plan bore that out as they do not really have a parking problem most of the time. Ryan Londeen said they have parking in the City but it is sporadic.

Jeff Angelo asked if anyone has reached out to Mr. Cheatham to see if they could use the two lots in front of Hodge Podge Lodge. Rebecca Huss said generally speaking, people do not like grass lots. Rebecca Huss said she worked the parking for the Mudbugs Festival which was grass and it was hard on the vehicles because it was not absolutely flat and had dips in it. Ryan Londeen said there are ways you can support and stabilize it or put gravel down. Rebecca Huss said again, it is an investment on someone else's property for something you only occasionally use. Dan Walker said on the other hand you are also getting to use that property so you are paying that fee of improvement to be able to use that property.

Rebecca Huss said she thinks one of the solutions the City should consider is to use the 213 Prairie Street property they purchased and turn the northern part into a lot. Jeff Angelo said if Mr. Cheatham would come along they could fit 140 cars on the property easily. Rebecca Huss said relying on a private landowner to not develop their property is a solution to a problem they only have occasionally not a legitimate solution. Rebecca Huss said they only occasionally have a parking problem; they have an event parking problem. Ryan Londeen said he thinks the City has a sidewalk and a signage problem.

Carol Langley said the streets in Montgomery do not get paved correctly so what makes her think MEDC can afford to do a parking lot when streets are not properly maintained in Montgomery. Carol Langley asked if MEDC is going to ensure that it is paved correctly and maintained because the City cannot keep up with the streets. Jeff Angelo said if it is only being used four or five times a year it should not be hard to maintain it. Jeff Angelo said they need to develop parking. Rebecca Huss said she disagrees. Carol Langley said the Downtown Master Design Plan they received had plenty of parking. Jeff Angelo asked Carol Langley if she thought there was more of a signage issue. Carol Langley said yes. Rebecca Huss said not so much sidewalk, but it is a signage problem and they need to convince people that parking is right there and where they want to go is just around the corner.

5. **Update on Wayfinding Project.**

Mr. McCorquodale said in late January they held the project kickoff meeting, in February the design consultant was onsite and stakeholder meetings were conducted, and last week was the steering committee meeting to look at the analysis and a few of the designs they came up with. Mr. McCorquodale said in July they are going to present to the EDC and City Council for an onsite meeting so they can see the work being

done and the options available.

Rebecca Huss said with the parking signs downtown it will make it clear there are more parking sites available and how to get them. Rebecca Huss said she thinks they can without destroying the historical nature of downtown make their parking much more accessible and visible.

Carol Langley said they were very knowledgeable of how to place the parking signs in the downtown area and on the outskirts to let the people know where the parking is. Jeff Angelo said he loves that and to focus on that as it is easier. Carol Langley said currently they just do not have the parking signs in town. Jeff Angelo said people are happy to go, they just need to know where.

Rebecca Huss said she thinks they need to do more to make their parking a more visible plan of their online presence as well. Rebecca Huss said parking is such an issue that it needs to be a clearer and more visible solution to people searching for information.

6. **Consideration and possible action on cancelling the Regular Meeting scheduled for June 19, 2023.**

Mr. McCorquodale said Rebecca Huss will be out of town for most of the month and the date of the meeting. Mr. McCorquodale said he will be out of town the first half of June on vacation as well. Mr. McCorquodale said they are asking the Board to cancel the regular meeting for June 2023.

Motion to cancel the Regular Meeting scheduled for June 19, 2023 was made by Byron Sanford and seconded by Ryan Londeen. All in favor. (5-0)

**ECONOMIC DEVELOPMENT REPORTS**

7. **City Engineer's April 2023 report.**

Mr. Roznovsky said the surveyor finally completed the work for both the waterline replacement and the master drainage plan and should be done in 30 days. Mr. Roznovsky said the sewer rehab project is substantially complete with a final walkthrough scheduled likely for next week. Mr. Roznovsky said the waterline replacement project is not planned to go to construction until the design is complete since everyone just received the survey a couple of weeks ago.

Mr. Roznovsky said ongoing plan reviews include Montgomery Summit Business Park that is doing an expansion where plans were approved back in April. Mr. Roznovsky said the Pulte Group and

Montgomery Bend on FM 1097 is getting ready for approval for their first section with subsequent sections also in review.

Mr. Roznovsky said Redbird Meadows, which is the Kammerer tract on the south side of town is ongoing and is still working through some issues.

Mr. Roznovsky said Lupe Tortilla plans have been approved and they are waiting on an amended plat. Mr. Roznovsky said the location is at Buffalo Springs and SH 105 on the southeast corner. Mr. Roznovsky said they are on hold starting with construction due to Entergy and being able to get a transformer. Mr. Roznovsky said Lupe Tortilla and Discount Tire have both seen little movement on these projects because Entergy was telling them it would be 10 to 12 months for a transformer to serve their site so they did not want to get started with construction until they knew they could have power.

Byron Sanford said they did have some inquiries of power going out at specific addresses. Byron Sanford said speaking of transformers it just seems that certain areas of town seem to have a transformer. Mr. Roznovsky said over the weekend with the storms there was some power out on the north side of town and they think it could be attributed to a loose transformer.

Jeff Angelo asked who regulates who gets to be our energy provider. Mr. Roznovsky said Entergy is not part of ERCOT. Mr. Roznovsky said wherever else you have the power to choose between CenterPoint or whoever the retail provider is, Entergy service area, which is not a part of ERCOT, you do not have that ability. Mr. Roznovsky said even if you are in Harris County, the lines are still owned by CenterPoint or Reliant or another provider, but you can have the power to pick who your retail provider will be. Mr. Roznovsky said he does not have all the details of it but somehow there is a section of east Texas and up to College Station which is not in ERCOT and is part of the Entergy grid.

Rebecca Huss said it does not really matter because you are buying electrons that were generated at the power plant here or another power plant and they are coming here on the same lines that are maintained by someone, a different company we do not get to choose. Rebecca Huss said whether you are buying it from someone who buys it in the wholesale market you are still getting the same electrons.

Jeff Angelo said it is not the energy he is concerned about; it is the equipment. Rebecca Huss said it is the same. Jeff Angelo asked why are some energy providers more adept at keeping their equipment up longer. Rebecca Huss said it is the same energy equipment regardless. Rebecca Huss said the



company you see on your bill, except for us, is a wholesale company that just buys it in the stock market or the long-term market and then they put their name on your bill. Dan Walker said that is the billing side of it but the real deal of the service side is they are owned by Entergy or MidSouth and they have exempted themselves from a lot of these other things. Jeff Angelo asked why some like working with MidSouth and not Entergy or CenterPoint. Jeff Angelo said he does not understand. Rebecca Huss said it is just like the water distribution, they have a monopoly on the area. Jeff Angelo said it is almost like when SuddenLink was the only game in town. Rebecca Huss said no not like that. Rebecca Huss said more like when the City provides all the water in the City of Montgomery and Dobbin Plantersville Water Supply Company provides all the water over there and sometimes we adjust the borders in between based on certain things, but it is what it is because it is an infrastructure based monopoly. Dan Walker said it is just a shame we are slowing progress because someone cannot get to it. Ryan Londeen said it has always been that way.

Mr. Roznovsky said they are working through a right-of-way acquisition on the Atkins Creek and FM 1097 drainage improvements plan.

Mr. Roznovsky said the access management plan along SH-105 from Grimes County line to Shepperd Street is not scheduled until phase III and phase I is not supposed to begin until summer of 2025.

Mr. Roznovsky said TxDOT is finishing the design for the FM 1097 and Buffalo Springs traffic signal. Mr. Roznovsky said it should be done in June but they do not have an expected construction timeline. Mr. Roznovsky said SH-105 and Buffalo Springs is the same where TxDOT is wrapping up the design of those improvements.

Ryan Londeen asked where does it stop on the access management plan. Mr. Roznovsky said Shepperd Street. Ryan Londeen asked if there were no raised medians. Mr. Roznovsky said it is phased in. Mr. Roznovsky said from the preliminary drawings when you go further down there are talks of a sound wall closer to the apartments and there was access management along it with some raised medians in front of the high school dedicated turn lanes. Ryan Londeen said they need to make sure they are on top of that to make sure if there is any access management raised medians they have the chance to beautify it.

Mr. Roznovsky said the County bid the Lonestar Parkway bridge repair project at Town Creek and awarded the project at their last meeting on May 9<sup>th</sup>.

Mr. Roznovsky said the Lonestar Parkway and Buffalo Springs intersection improvements were discussed at the last Council meeting. Mr. Roznovsky said they are no longer going forward with the roundabout but will be going forward with the standard signalized intersection and improving Lonestar Parkway to add turn lanes on both sides of Buffalo Springs. Mr. Roznovsky said the County is acquiring the signal equipment and does not expect to start construction until October by the time they get the equipment in. Mr. Roznovsky said they are reviewing the plans for the roadway work and did have them move the signal equipment and poles out to allow for future widening turn lanes on Buffalo Springs. Ryan Londeen asked if the traffic poles are arms. Mr. Roznovsky said they are mast arms.

Adjourn into Closed Session in compliance with Section 551.001 etseq. Texas Government Code, to wit:

- 8. **551.087** (deliberation regarding economic development negotiations) of Chapter 551 of the Government Code of the State of Texas.

**MEDC adjourned into Executive Session at 7:12 p.m.**

**MEDC reconvened into Regular Session at 7:36 p.m.**

**POSSIBLE ACTION FROM EXECUTIVE SESSION:**

- 9. Consideration and possible action on items from Executive Session.

Motion by Jeff Angelo to take no action on Executive Session and seconded by Ryan Londeen. All in favor. (5-0)

**BOARD INQUIRY**

No board inquiry at this time.

**ADJOURNMENT**

Motion by Carol Langley and seconded by Jeff Angelo to adjourn at 7:36 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**

<b>Meeting Date:</b> August 21, 2023	<b>Budgeted Amount:</b> N/A
<b>Department:</b> N/A	<b>Prepared By:</b> DMc

**Subject**

Update presentation of the McCown Streetscape Improvements Project.

**Recommendation**

Provide feedback to the design team at the meeting.

**Discussion**

The project team will be at the meeting to provide an update and review of the project status.

**Approved By**

Assistant City Administrator	Dave McCorquodale	Date: 08/18/2023

Montgomery MEDC  
**AGENDA REPORT**

<b>Meeting Date:</b> August 21, 2023	<b>Budgeted Amount:</b> N/A
<b>Department:</b> N/A	<b>Prepared By:</b> DMc

**Subject**

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

**Recommendation**

Provide direction to staff following discussion at the meeting.

**Discussion**

The attached draft budget will be reviewed at the meeting.

**Approved By**

Assistant City Administrator	Dave McCorquodale	Date: 08/18/2023



City of Montgomery, TX

# Budget Worksheet Group Summary

For Fiscal: 2022-2023 Period Ending: 06/30/2023

Departmen...	Defined Budgets						
	2020-2021 Total Budget	2020-2021 Total Activity	2021-2022 Total Budget	2021-2022 Total Activity	2022-2023 Total Budget	2022-2023 YTD Activity	2023-2024 2023-2024
<b>Fund: 400 - MEDC</b>							
00 - Revenue	0.00	1,010,691.72	1,004,250.00	1,208,958.18	1,210,749.00	927,692.69	1,167,000.00
40 - MEDC	0.00	671,946.19	1,004,250.00	552,568.19	1,210,749.00	409,407.66	1,167,000.00
<b>Total Revenues</b>	<b>0.00</b>	<b>1,010,691.72</b>	<b>1,004,250.00</b>	<b>1,208,958.18</b>	<b>1,210,749.00</b>	<b>927,692.69</b>	<b>1,167,000.00</b>
<b>Total Expenses</b>	<b>0.00</b>	<b>671,946.19</b>	<b>1,004,250.00</b>	<b>552,568.19</b>	<b>1,210,749.00</b>	<b>409,407.66</b>	<b>1,167,000.00</b>
<b>Fund: 400 - MEDC Surplus (Deficit):</b>	<b>0.00</b>	<b>338,745.53</b>	<b>0.00</b>	<b>656,389.99</b>	<b>0.00</b>	<b>518,285.03</b>	<b>0.00</b>
<b>Report Surplus (Deficit):</b>	<b>0.00</b>	<b>338,745.53</b>	<b>0.00</b>	<b>656,389.99</b>	<b>0.00</b>	<b>518,285.03</b>	<b>0.00</b>

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 PROPOSED	Percent Change FY24/FY23
<b>Fund: 400 - MEDC</b>								
<b>REVENUE</b>								
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%
<b>TOTAL MEDC REVENUE</b>		<b>1,010,692</b>	<b>1,004,250</b>	<b>1,208,958</b>	<b>1,210,749</b>	<b>943,071</b>	<b>1,167,000</b>	<b>-4%</b>
<b>Department: 40 - MEDC</b>								
400-40-46103-0000000	Public Infrastructure - Downtown Dev. Imp.	103,641	172,250	0	280,249	23,224	29,000	-90%
400-40-46104-0000000	Public Infrastructure - Utility Extensions	0	50,000	0	50,000	0	50,000	0%
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%
400-40-46210-0000000	Business Development - Invest Incentives Growth	0	0	0	20,000	0	0	-100%
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	174,200	336%
400-40-46304-0000000	Quality of Life - Neighborhood Water Party	1,180	2,500	2,598	3,000	1,862	0	-100%
400-40-46305-0000000	Quality of Life - Texas Flag Celebration	0	0	0	0	0	0	
400-40-46308-0000000	Quality of Life - Light up Montgomery	2,000	2,849	2,849	4,000	3,559	0	-100%
400-40-46310-0000000	Quality of Life - Mudbugs and Music	6,650	8,000	8,300	8,000	8,000	0	-100%
400-40-46311-0000000	Quality of Life - Christmas Parade	1,258	6,826	6,826	10,000	10,245	0	-100%
400-40-46312-0000000	Quality of Life - Contests / Prizes	217	4,000	31	1,000	0	0	-100%
400-40-46313-0000000	Quality of Life - Events - Equipment	1,921	19,957	6,470	10,000	252	0	-100%
400-40-46314-0000000	Quality of Life - Montgomery Quilt Walk	772	10,000	2,519	7,000	3,636	0	-100%
400-40-46315-0000000	Quality of Life - Montgomery Antiques Festival	4,511	10,000	11,616	12,000	0	0	-100%
400-40-46316-0000000	Quality of Life - Movie Night	1,496	2,500	2,686	3,000	2,854	0	-100%
400-40-46317-0000000	Quality of Life - Fernland Dedication	414	0	0	0	0	0	
400-40-46318-0000000	Quality of Life - Pet Parade	128	5,000	1,344	5,000	0	0	-100%
400-40-46319-0000000	Quality of Life - Montgomery Fall Festival	0	0	8,000	8,000	8,000	0	-100%
400-40-46320-0000000	Quality of Life - Snow in Historic Mont TX	0	14,368	14,368	20,000	13,223	0	-100%
400-40-46321-0000000	Quality of Life - Lonestar Flag Fest	0	10,000	2,923	5,000	1,000	0	-100%

Item 3.

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 PROPOSED	Percent Change FY24/FY23
400-40-46322-0000000	Quality of Life - Downtown Enhancement Proj	2,085	30,000	0	30,000	0	0	-100%
400-40-46338-0000000	Quality of Life - Fall Heritage Festival	0	10,000	0	0	0	0	
400-40-46339-0000000	Quality of Life - Trick or Treat Historic Mont.	466	5,000	1,441	5,000	2,780	0	-100%
400-40-46340-0000000	Quality of Life - Ruck for Veterans	500	0	0	500	500	0	-100%
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	
400-40-46605-0000000	Administration - Reflective Life	9,500	0	0	0	0	0	
400-40-46606-0000000	Administration - Goat Costume	6,110	0	0	0	0	0	
400-40-46607-0000000	Administration - Travel & Trainings Expenses	1,571	10,000	2,410	5,000	2,771	8,000	60%
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%
<b>TOTAL MEDC EXPENSES</b>		671,946	1,004,250	552,568	1,210,749	409,387	1,167,000	-4%

Montgomery MEDC  
**AGENDA REPORT**

<b>Meeting Date:</b> August 21, 2023	<b>Budgeted Amount:</b> N/A
<b>Department:</b> N/A	<b>Prepared By:</b> DMc

**Subject**

Discussion of FY 2023-2024 event sponsorships.

**Recommendation**

Develop planning list of event sponsorships for the upcoming fiscal year.

**Discussion**

The attached overview will be discussed at the meeting. Staff recommends a change in past annual budgeting practices for event sponsorships.

**Approved By**

Assistant City Administrator	Dave McCorquodale	Date: 08/18/2023



## FY 2023-2024 MEDC Event Sponsorships

Purpose: To review events in the upcoming fiscal year to allocate sponsorships. The MEDC has a long history of sponsoring both publicly managed and privately managed events. The goals of these sponsorships are:

- Enhance quality of life for city residents
- Increase economic activity for city businesses
- Promote local tourism and awareness of Montgomery, TX

### Sponsored events budgeted during FY 2022-2023:

#### PUBLIC-SPONSORED EVENTS

- \$3,000 – Neighborhood Water Party
- \$4,000 – Light Up Montgomery
- \$10,000 – Christmas Parade
- \$7,000 – Montgomery Quilt Walk
- \$12,000 – Montgomery Antiques Fest
- \$3,000 – Movie Night in the Park
- \$5,000 – Pet Parade
- \$20,000 – Snow in Historic Montgomery
- \$5,000 – Lone Star Flag Fest
- \$5,000 – Trick or Treat Historic Montgomery

**TOTAL: \$74,000**

#### PRIVATE-SPONSORED EVENTS

- \$8,000 – Montgomery Music & Mudbugs Festival
- \$8,000 – Montgomery Fall Festival
- \$500 – Ruck for Veterans

**TOTAL: \$16,500**

#### OTHER EVENT-RELATED BUDGETED EXPENSES

- \$1,000 – Contests / Prizes
- \$10,000 – Event Equipment
- \$40,000 – Reserve funds for events not allocated to a specific event

**TOTAL: \$51,000**

**TOTAL EVENT-RELATED ANNUAL BUDGET = \$141,500**

Other Quality of Life budgeted items in FY 2022-2023 include:

- \$15,000 – Removal of Blight
- \$30,000 – Downtown Enhancement Projects

**TOTAL: \$45,000**

**TOTAL QUALITY OF LIFE BUDGET FOR FY 2022-2023 = \$186,500**

The proposed FY 2023-2024 budget allocates **\$174,200** for Quality of Life items.

Best practices in budgeting drive staff’s recommendation to leave the Quality of Life budgeted funds unallocated at the beginning of the year and allocate funds according to need and circumstances as the year progresses. A good example of why is the Lone Star Street Dance that was not a planned event during the budget development process last year but was shown to be a successful community event that merits sponsorship of the MEDC. Additionally, budgeting funds for specific events also shows an implicit intent of the MEDC to fund future events regardless of future circumstances. In short, budgeting individual events—particularly privately managed events—reduces the MEDC’s options throughout the year. The following MEDC Festival Guidelines taken from the MEDC webpage appear to conflict with MEDC’s past sponsorship of privately managed events. Staff recommends either modifying these guidelines or amending them to reflect the intent of MEDC.

The MEDC festival grant program is designed to encourage organizations to bring new festivals and events to the city or to substantially improve existing ones.

To qualify for the festival grant program, the festival or event must meet the following guidelines:

- A new application must be submitted each year, with a maximum of 5 years of funding for the same festival.
- Application information is to include: project summary, grant request, use of funds, target audience and public benefit, expected number of visitors, advertising budget and plan, required city resources and any additional funding sources.
- **Festivals must be free admission events.**
- All marketing material for festivals must include City of Montgomery logo and grantees must distribute Montgomery brochures at their event.
- Grants will not be used for fundraising events, prize money or scholarships.

Staff plans open discussion at the meeting to review events and guidelines.