



Notice of Montgomery Economic Development Corporation

Regular Meeting

January 29, 2025 at 6:00 PM

NOTICE IS HEREBY GIVEN that a Meeting of the Montgomery Economic Development Corporation will be held on **Wednesday, January 29, 2025, at 6:00 PM** at the City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas.

THIS MEETING WAS POSTED PURSUANT TO THE TEXAS OPEN MEETING ACT
V.T.C.A. GOVERNMENT CODE CHAPTER 551.

Members of the public may view the meeting live on the City's website 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. The meeting will be recorded and uploaded to the City's website.

CALL TO ORDER

1. Call Meeting to Order.
2. Pledge of Allegiance.

PUBLIC FORUM

The Montgomery Economic Development Corporation will receive comments from the public on any matters within the jurisdiction of the MEDC. Speakers will be limited to three (3) minutes each. Persons wishing to participate (speak) during the Public Forum portion of the meeting must sign-in to participate prior to the meeting being called to order. Please note that the MEDC's discussion, if any, on subjects for which public notice has not been given, are limited to statements of specific factual responses and recitation of existing policy.

CONSENT AGENDA

All Consent Agenda items are considered to be routine by the Commission and will be enacted by a single motion. There will be no separate discussion on these items unless a Commission Member requests an item to be removed and considered separately.

3. Consideration and possible action on the Regular Meeting Minutes of December 17, 2024.

REGULAR AGENDA

All items on the Regular Agenda are for discussion and/or action.

4. Consideration and possible action on a potential grant reimbursement for a Downtown Montgomery Mardi Gras Special Event scheduled for March 01, 2025.
5. Presentation and discussion on a recap of 2024 events and event wish list October through December.
6. Presentation and discussion on 2025 Special Events in the City of Montgomery.

ECONOMIC DEVELOPMENT REPORTS

7. Financial Report for December 2024.

BOARD INQUIRY

Pursuant to Texas Government Code Section 551.042, Montgomery Economic Development Corporation members may inquire about a subject not specifically listed on this Agenda. Responses are limited to the recitation of existing policy or a statement of specific factual information given in response to the inquiry. Any deliberation or decision shall be limited to a proposal to place on the agenda of a future meeting.

ADJOURNMENT

- 8. Items to consider for placement on future agendas.
- 9. Adjourn.

The Montgomery Economic Development Corporation for the City of Montgomery reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed below, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberation Regarding Prospective Gifts), 551.074 (Personnel Matters), 551.076 (Deliberations regarding Security Devices), and 551.087 (Deliberation regarding Economic Development Negotiations).

I, Ruby Beaven, City Secretary, the Undersigned Authority, do hereby certify that this notice of meeting was posted on the website and bulletin board at City Hall of the City of Montgomery, Texas, a place convenient and readily accessible to the general public at all times. This notice was posted at said locations on the following date and time: **January 24, 2025 by 4:00 p.m.** and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

/s/ Ruby Beaven

City Secretary

This public notice was removed from the official posting board at the Montgomery City Hall on the following:

Date: _____ Time: _____

By: _____
City Secretary's Office
City of Montgomery, Texas

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 accommodation.

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: December 17, 2024	Budgeted Amount: N/A
Department: Administration	Prepared By: Ruby Beaven

Subject

Consideration and possible action on the Regular Meeting Minutes of December 17, 2024.

Recommendation

Staff recommends approval of meeting minutes, as presented.

Discussion

Please see the accompanying minutes:
Regular Meeting Minutes of December 17, 2024

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 01/24/2025
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**Montgomery Economic Development Corporation
Regular Meeting Minutes
December 17, 2024 at 6:00 PM**

CALL TO ORDER

The Regular Meeting of Montgomery Economic Development Corporation was called to order by Jeff Angelo at 6:00 p.m. on December 17, 2024, at City Hall 101 Old Plantersville Rd. Montgomery, TX and live video streaming.

With the Board Members present a quorum was established.

Present: Arnette Easley, Vice President
Carol Langley, Treasurer
Dan Walker, Board Member
Jeff Angelo, President
Ryan Londeen, Secretary
Casey Olson, Board Member

Absent: Wade Nelson, Board Member

PUBLIC FORUM

No public comments were presented for this meeting.

REGULAR AGENDA

1. Consideration and possible action on the Regular Meeting Minutes of October 15, 2024 and Special Meeting Minutes of November 07, 2024.

Discussion was held among the Board about making the minutes brief and not so lengthy. The Board indicated that verbatim minutes are time consuming.

City Secretary Beaven recommended summary motion minutes since the video recording is available, and explained the summary motion minutes are not too brief and are not verbatim minutes. The boards consensus was to try summary motion minutes since the video is backup.

Motion: Board Member Langley made a motion to approve the Regular Meeting Minutes of October 15, 2024 and Special Meeting Minutes of November 07, 2024, as presented. Board Member Walker seconded the motion. Motion carried with all present voting in favor.

2. Consideration and possible action on awarding the Re-Branding Initiative from among the bid proposals.

President Angelo highlighted that the Montgomery Economic Development Corporation was looking to create a branding initiative that sort of rebranded our logos

for the for the entire city along with merchandise that captured the trademark for the birthplace of Montgomery or birthplace of the Texas flag.

President Angelo explained he was tasked with the job of finding a graphics group that could accommodate that. He received 15 or 20 responses from graphics groups who wanted to participate. He chose the top three or four that would have the greatest opportunity. President Angelo stated, the one at the very top, Ayesha Ahmed, has done a phenomenal job with rebranding Round Rock Texas, her proposal shows her capabilities and also happens to be the most reasonable with a bid price of \$1,500.

President Angelo stated all he really needed is the go ahead since we have the budget to be able to accommodate her bid. For the most part, he thinks we have the right person to do the job. He stated that he believes it is somebody that will give us good work and she has great ratings. President Angelo explained he checked her background and all that.

Secretary Londeen inquired about coming back with a contract. President Angelo said yes there would be a contract but stated he really did not want to wait another month and inquired with the Board if it was something that could be submitted to the City Secretary. He said he hated to wait two more months to get something in front of everyone. Secretary Londeen stated he would like to see the scope of work and fee to make sure we're on the same page as far as what level of detail and what our product is that we are going to get. He went on to explain it would not hurt to see that and, we need to make sure that she can provide the file types that we are requesting. Secretary Londeen stated he we would like to see that in writing and then see what the final contract amount is. He would not mind waiting for the contract.

Board Member Olson stated we need to make sure about the specific digital files that we would need. Specifically, about illustrator files such as a vector image for social media. Board Member Olson stated we need to make sure the product that we get is something that we can use.

Vice President Easley inquired about the timeline on getting the finished product. President Angelo stated it would take a few weeks.

Treasurer Langley inquired about where she is from and then stated we need to review a contract.

President Angelo stated if he can get the contract then will try to have it on the next meeting's agenda.

Motion: Secretary Londeen made a motion to proceed with President Angelo to negotiate a contract with Ayesha Ahmed, for a graphics package, and bring back to be reviewed at the next meeting. Vice President Easley seconded the motion. Motion carried with all present voting in favor.

3. **Consideration and possible action on a grant application behalf of Lily Pyle for Montgomery Cleanup Project.**

President Angelo gave a brief introduction on Lily Pyle explaining that she is a high

school student who has applied for a grant for a Montgomery Cleanup Project where a group of volunteers go clean up specific areas in Montgomery. Arnette Easley has been helpful in acquiring some of these volunteers. Ms. Pyle is asking for a little support, is planning on t-shirts for all the volunteers and working to get some Community effort going. Lily Pyle was introduced to the Board and asked to speak.

Lily Pyle addressed the Board, and stated she recently started driving, as she has been paying more attention to the road, she has noticed an abundance of garbage on the roads. As a person who cares deeply about the environment, it truly breaks her heart. She stated she began to think to herself, well if someone else does not do this then who is going to take the first step? So, she decided to take the first step in organizing an event in Montgomery on January 11, 2025 that would take volunteers from all over the city to clean up different areas of the town. She explained she is currently working on finding more volunteers. Ms. Pyle is still working on some of the finer details of the event as a whole but would like to ask for a grant for permission to fund the event.

President Angelo inquired with Ms. Pyle about her mother owning a t-shirt company. Ms. Pyle stated, yes, that she designs t-shirts and she would be able to print the designs onto t-shirts, given that the t-shirts were already provided. President Angelo stated that he helped Ms. Pyle create a logo for the event and then they took it to her mother who made some examples and has agreed to do it at cost.

President Angelo took a moment to applaud Lily Pyle for wanting to take her community seriously and do something special for the community out of the goodness of her heart. He spoke about how most 17-year-olds are playing sports, probably studying trying to get ready for college, but you are taking an active participants role in helping our community in a way that even us adults probably should spend more time doing.

Board Member Olson inquired about the grant total. Ms. Pyle stated she believed it was \$600. President Angelo explained that she is asking for a third of that at \$200. Secretary Londeen inquired who the money is going to? Ms. Pyle stated it would go to her, and it would go into funding for what is needed like garbage bags, safety vest, and gloves.

Secretary Londeen inquired with the Board if it is a problem to be granting money to an individual versus a company or nonprofit? President Angelo stated it is a very small amount of money. He stated we will make sure that the project gets pulled off and we're also going to try to get some volunteers and sponsorships too. He stated we have talked about maybe bringing in Jims, which Jims would probably be helpful, maybe he could provide some of these items at cost. Some of our local Montgomery stores may be able to participate. Vice President Easley stated, since I am a part of it a nonprofit for Montgomery County United (MDC) you could do that since I am a part of it versus the individual. Secretary Londeen stated that it might be cleaner. Since we don't know the answer to that it might just be cleaner to go through a nonprofit.

Discussion was held about budget money, making sure we do it the right way, questioning if we do have the nonprofit could MDC just bill us directly? President Angelo said he does not really know the answer to that.

Secretary Londeen inquired can they just bill us (EDC) directly for blight removal

without having to do a grant. Board Member Langley stated it is usually a company that is doing the service that would bill us. So, if Vice President Easley will fill out the application in the morning then I don't know what else we would need.

Chief Solomon stated, 4B is kind of strict on these things, so let us check with the attorney first thing in the morning and then we'll let you know. You may be able just to give it to her or her organization but we will check first thing in morning and let you know because they're pretty strict. President Angelo asked could we approve the grant request based on the attorney's advice? Treasurer Langley said the grant is different than spending money for purchasing stuff so the grant is allowable. I just don't know our rules on the Grant. Chief Solomon said, I think you can approve the grant on the contingency of the attorney's feedback. Chief Solomon asked how much is she looking for? President Angelo responded \$200. Board Member Walker said he will pay \$300.

Motion: Board Member Olson made a motion to approve the grant funding contingent of lawyer approval. Board Member Walker seconded the motion. Motion carried with all present voting in favor.

President Angelo told Ms. Pyle she did a good job and thanked her. He told her I know you're nervous but guess what? This is the hardest it's ever going to be and as you go through your life and you continue to do remarkable things it'll get easier and easier. You should be applauded for your effort and I'm grateful. I'll be right beside you to help you and so will Arnette as well as of these other board members.

4. Consideration and possible action on suggestions and ideas to enhance and add value to the Light Up the Park event.

Stephanie Johnson, Special Events Coordinator, addressed the board and said “Light Up the Park” on December 7, 2024, was a great event and overall, the event was a success. She praised everyone for all the creativity and hard work that went into everyone’s decorative pole that they did.

Ms. Johnson stated she would like plan and maybe do the “Light Up the Park” and “Light Up the Town” all in one event since it is the businesses, residents, and it is the park. The plan is to get people participating and registering beforehand, which would make it much easier in the judging process. Even though we are five square miles it is just a little time consuming to drive around. If everyone registered for the event, we would know exactly where to go.

Ms. Johnson gave a huge thank you to Home Depot for providing the Christmas décor and kid activity section. It was really good, and the kids really enjoyed the craft kits. Home Depot really went above and beyond with the décor. They loaned us some of their big, decorative items like the Nutcracker soldier, some pre-lite presents, and a Christmas tree. It really made the event spectacular. In addition, thanked HEB who personally came and handed out hot cocoa and cookies to all that attended. Hopefully we will have them back next year.

Ms. Johnson stated, moving forward she would like to do bigger if possible. Maybe Public Works could do some downtown decorating since they do a great job decorating the park and around town. She stated we could do a little bit more and really light up

the town. She would like to see all of downtown lit up. President Angelo said he loves the idea of “Light Up the Town” and stated why just do the park? Let’s get the whole town lit up. It is a great name, “Light Up the Town”. He said it is perfect for a small community like this.

Ms. Johnson stated, since we are on the subject of Christmas, she would like to move forward and theme “Christmas in Montgomery”. She noted there are a lot of different names for all the events. There is “Historic Christmas” and “Christmas in Montgomery”. We need to brand it and stick to that every year so everyone knows. We are known as the “Historic Montgomery” so then our event name should be like “Christmas Parade” instead of the “Historic Christmas Parade in Historic Montgomery, Texas”.

Ms. Johnson went on to say, she said what she would like to do is “Christmas in Montgomery”. She does not think she can do “Light Up the Park”, the “Christmas Parade” the next day and the “Snow Party” that evening, but ideally, she would like to do it all in one weekend, if possible. President Angelo stated it used to be done in one weekend. Board Member Walker stated this year it is spread out too much. Ms. Johnson noted, people are busy and there are a lot of other great events going on in our community. Secretary Londeen said, he thinks the snow party was too late. We tried to push them together and it did not work schedule wise.

President Angelo thinks that really having someone at the helm that can pull that off is important. He praised Ms. Johnson for a spectacular job. Ms. Johnson took this position five or six weeks before the event and went non-stop, never ending, having to get up to speed and pulled it off. He said it absolutely went off without a hitch and was grateful for no rain during the parade.

President Angelo asked Ms. Johnson to update the directors on the budget and what was spent. Ms. Johnson said the budget for “Light Up the Park” was \$4,400 and out of that she had \$2,710 in expenses with an estimated remaining \$1,689.

President Angelo said he spoke with Ms. Johnson and next month they are going to have a financial comprehensive debrief to step it up a notch. Ms. Johnson agreed and said that it sounds good, because there is no décor for any of the events. Moving forward, once we get our logo, she would like to get some branded table covers that have our city logo on it. Also, a tall, branded sign that has our city logo on it.

President Angelo stated, they talked about creating a project list they can work backwards from. They can have everything from press releases to all the major publications to let people know about “Christmas in Montgomery”, about “Light Up the Town”, and about all these different initiatives. This way we can fill up the city with new residents and old residents can partake in some of the gift shops, as well as the restaurants, other hotels, and B&Bs in the area.

Secretary Londeen mentioned he would like to try to work with the Historic Society on the historic home tour. An in-depth discussion was held among the Board Members and Ms. Johnson. The meeting revolved around finding ways to improve marketing and collaboration with the City’s Historic Society. It was suggested that a brand be created that the Historic Society and the City can work together under, bridging the gap

left by past conflicts. To achieve this, a meeting between the groups is proposed, where the Society can share their vision and goals, and the City can offer assistance and support. Further discussion revolved around the City linking our website to the Historic Society's and potentially helping with suggestions to manage their website to improve its maintenance and functionality. Ms. Johnson, who will lead the collaboration, is tasked with working with the Historic Society's current contact, Bea, to create a cohesive and clear promotional strategy, leveraging the City's knowledge of local history to provide accurate information and context.

Treasure Langley said the item said consideration and possible action and asked if there is anything Ms. Johnson needs action on? Board Member Walker said she made suggestions on branding per se for Christmas and the website branding. President Angelo said she has a whole list of suggestions that's in the deck so maybe we just look at that.

An In-depth discussion was held among the Board Members and Ms. Johnson. The discussion centered around the need to streamline and manage the city's website and social media presence. President Angelo recommended hiring a professional web development company to oversee social media, events, and website management, with Ms. Johnson or her designee having final say over online content. The goal is to create a cohesive and professional online presence, correcting outdated information and inefficient systems, such as the current event registration process. The City Secretary, Ruby Beaven, is familiar with the website platform, Civic Plus, and plans to work with Ms. Johnson to update and edit the website, with potential assistance from OCS for more in-depth changes. Additionally, Chief Solomon mentioned a meeting to consolidate the city's multiple websites, including the police department's site, and Secretary Londeen requested that the EDC site also be reviewed for accuracy.

No action was taken.

5. Discussion of McCown St. infrastructure and new construction/development.

An In-depth discussion was held among the Board Members and Chris Roznovsky, WGA. The discussion revolved around the delays and confusion surrounding a construction project due to dependencies on infrastructure work, particularly drainage and utility placements, with a need to coordinate between utility plans and streetscape improvements.

Mr. Roznovsky stated we are still all kind of confused because the utility plans have been waiting on the above ground for final placement of inlets, etc. The drainage study was completed in October of 2023. The waterline and the sanitary sewer rehabilitation project lines were televised in 2021. The rehabilitation of all those lines in downtown of everything from FM 149 to Prairie, to Clepper, to SH-105, the whole downtown area. It was completed in 2023 so the sewer line work was done. The water line

replacement plans went to a 90 percent phase and they were put on hold waiting on the streetscape improvements for final placement. We don't want to put a hydrant in front of wherever the streetscape would come back and this is a parking spot. They were pretty well wrapped up and done minus the final place with some of the above ground stuff to go in connection with the streetscape project. We were waiting on a final design of the streetscape to finish the water line plans and then the coordination of the two because we didn't want to replace the water lines and tear everything up, fix it, and then the streetscape comes in and tears everything up. We'd rather do that right on top of each other so we're not paying to repair stuff.

Secretary Londeen mentioned that the project was stalled, emphasizing the need for a regroup to clarify roles and streamline communication while ensuring a cohesive strategy for the downtown area, including consideration of a potential one-way street scenario.

Corinne Tilley, Code Enforcement/Planning & Development Administrator, highlighted the upcoming downtown development interim ordinance from Kendig Keast Collaborative (KKC), prompting a discussion on its implications for building regulations, materials, and historical overlays within the downtown development district. Mr. Roznovsky clarified the relationship between the downtown zone and the historical overlay, suggesting possibilities for extending the architectural regulations along key roadways. Secretary Londeen emphasized the importance of maintaining control over street developments to ensure cohesion with future plans, while President Angelo noted that considerations for sidewalks and building ordinances reflect the unique nature of downtown's non-traditional layout, which requires tailored approaches to landscaping and public spaces.

President Angelo said there is also Retail Strategies helping them do streetscapes as well. President Angelo and Secretary Londeen discussed progress on the streetscapes initiative, emphasizing that much work has already been accomplished in terms of sidewalk and landscaping layout in line with the downtown master plan. While expressing satisfaction with the existing plan, they acknowledged the need for final adjustments and coordination with Retail Strategies to ensure comprehensive input and effective completion of the project. Mr. Roznovsky indicated ongoing communication with Retail Strategies, suggesting a willingness to address any additional considerations they might have.

A plan to follow up with Ardurra regarding cost estimates and project timelines was agreed upon, along with scheduling meetings to keep the momentum going on this multi-million-dollar project, emphasizing the urgency to move forward. Mr. Roznovsky said they will follow up with them and include Chief Solomon, Ms. Tilly, and Secretary Londeen and let you know what we find out.

6. Consideration and possible action on the status of the Wayfinding signs.

An In-depth discussion was held among the Board Members. The discussion surrounding the Wayfinding signs revealed confusion regarding cost estimates, responsibilities, and prior decisions made by the board. President Angelo emphasized the need for updated information and clarity on what signs had previously been selected, expressing frustration over the lack of follow-through after initial discussions and presentations. Board Member Olson echoed these concerns, highlighting that costs had risen significantly and that they needed to ensure compliance with planning and zoning ordinances, particularly regarding historic district regulations. The group agreed to review past documents to re-establish their choices, with President Angelo taking responsibility for compiling and forwarding the necessary information to get everyone aligned and ready to make a final decision.

No action taken.

7. Discuss progress of the project Retail Strategies is collaborating on with the MEDC and the City.

President Angelo highlighted, during a stakeholder meeting on November 11, 2024, there were collaborative efforts for downtown revitalization, showcasing the potential new cityscape with input from local businesses. He facilitated introductions between Jeremy from Retail Strategies and various business owners to gather insights, emphasizing the community's desire to maintain the historic, hometown vibe of downtown. However, communication challenges arose due to staff changes and email issues with the Barracuda software, which hindered connections among key officials, but efforts are underway to restore those links, with Ms. Titus assisting in resolving the situation.

President Angelo discussed the progress of their planning project platform, Base Camp, which contains all necessary documents and plans for upcoming meetings, including a potentially impactful one in January. He highlighted the interest from several high-profile companies eager to establish operations in Montgomery, emphasizing the need for a cautious selection process to ensure alignment with community values. Additionally, he mentioned coordination efforts with KKC and Retail Strategies for seamless planning, while also addressing some technical issues with document sharing that need to be resolved for proper communication among key officials.

President Angelo expressed confidence in the initiatives underway and is eager to share current developments. He has already followed up with local businesses that attended the meeting, and notable changes include the renaming of the Lone Star art gallery to Montgomery Art Gallery, alongside potential updates to its color scheme for a more upscale appearance. He praised Tony and Jackie for their excellent work in creating a beautiful space and noted that many businesses exhibit strong engagement, which bodes well for generating momentum as progress unfolds.

8. Discussion of Finance Report.

Finance Director Carl said she did not have the Finance Report ready in time for the packet last week, but you have a copy in your hands. This gets you from October 1st through the end of November so it's reporting on two months. I don't have anything of alarm to point out. We're still working to get last fiscal year closed out. We've had to upload a whole bunch of things for interim audit and our annual audit will be taking place at the end of January so it'll be March before I have the closing information from last fiscal.

President Angelo asked in regard to the trick-or-treat candy and actually writing checks, is it possible for the City to purchase gift cards or purchase the candy. Ms. Carl said the City cannot purchase gift cards. The City could potentially purchase candy to do a donation. It would be the City sponsored candy and you would donate that out through the vendors. That is a potential option.

I know there's been some push back on giving us the W9s. Just to fill you all in as to why we asked for that. It would be to issue a 1099 if you got to that \$600 threshold. I totally understand you're probably not getting to that \$600 threshold. As a governmental entity we are talking about government funds that we are passing out. We have to do our due diligence to make sure that the person receiving those funds is eligible to receive those funds. That's the only reason we ask for it.

President Angelo said it's different with government. He said 501c3 could just issue a gift card but a government agency cannot. Ms. Carl said we cannot use government funds in that manner and these are public funds and so I have to make sure that you have a legal status with the IRS to be able for me to give government funds to you.

President Angelo said rather than sort of try to traverse that hurdle which seems to be a problem every year maybe we just purchase the candy if that's okay. Ms. Carl said it potentially is. I can ask legal for you but based on the fact that you do events under the way that you all are organized, this would be a part of that event and you would be contributing to that event. I believe that it is an okay thing.

President Angelo said he and Ms. Johnson just talked about an alternative way to try to get to the end game and we might get more participation that way too. Ms. Johnson said it's like that for the Light up the Park too. Ms. Carl said if you're giving out a cash prize it's yes. President Angelo said so you'd have to give something other than a cash prize. No gift card or anything like that.

Board Member Walker asked what if you had sponsors that were giving these gifts? Ms. Carl said that would be fantastic. Ms. Johnson said especially with the parade because that's one of the things with registration. These schools, these associations, they don't have \$25. They don't have funds and so they have to get sponsors to do that. President Angelo said maybe we go that route because I think sponsors might even

pony up a little more. Ms. Johnson said moving forward in 2025 when I have an opportunity to look at all the events and the budget, I would like to get with Chief Solomon and find out who the City does business with. Who has our contracts as those are your big sponsors. There's no reason why Waste Management should not be sponsoring. President Angelo said they are very good about community outreach too. Ms. Johnson said it just has to be written out if you are a title sponsor or presenting sponsor and then your gold, bronze, and silver. This way your EDC could be for infrastructure or whatever it may be and the events run off of their sponsorships.

Vice President Easley said this weekend they had over \$100,000 donated to businesses. It was a big event. Ms. Johnson said it's a little too late this year but everyone budgets next October for 2026 unless someone has leftover funds they don't need or that they have to donate. She said sponsorship is a big possibility and that's one way we grow our events, we add value. When you have a \$20,000 sponsor for the parade you can do big things. Board Member Walker said also we patronize the sponsors. President Angelo said that is true. The other thing is like Vice President Easley was saying at Winter Wonderland they had a loop over the loudspeakers, the music was playing and every so often a very well done professional voice over would say we'd like to thank our sponsors. Ms. Johnson said she has Mr. Smith their announcer announce our sponsors at all of our events but she has to be able to give some rate of return. Usually it's like real estate. The bigger the logo the more they like it, the bigger money they pay. We put their logo on our website or our social media but then again, all that has to be correct before we start doing sponsorships. You have to make sure you do what you say in that agreement. President Angelo said remember what we talked about when we met about having for instance the parade where we would have an LED wall similar to what they had at Fellowship of Montgomery. You would have speakers, snow, and fireworks. You can do a lot with \$20,000. You' be able to put their logos, names, sponsors continually announcing throughout the parade. That's a big deal to a lot of people you and then you give them placements throughout such as Waste Management trash cans all over the place. Ms. Johnson said there's definitely a lot of potential. This is a great community and the town just really comes together. It's really amazing to see the involvement of the community and the sponsorships would be great.

9. Consideration and Possible action on the recommendation to City Council to reappoint expiring term members to the MEDC Board for 2 years.

President Angelo said Arnette Easley, Carol Langley, Ryan Londeen, and Jeff Angelo are up to expire at the end of December. He said everyone has indicated they want to continue to serve so it is a matter of bringing it before Council.

Motion: Board Member Walker made a motion to recommend to City Council to reappoint expiring term members to the MEDC Board for 2 years Jeff Angelo, Arnette Easley, Carol Langley, and Ryan Londeen. Board Member Olson seconded the motion. Motion carried with all present voting in favor.

BOARD INQUIRY

No inquiry was presented for this meeting.

ADJOURNMENT

Motion: Treasurer Langley made a motion to adjourn the Regular Meeting of Montgomery Economic Development Corporation at 7:17 p.m. Secretary Londeen seconded the motion. Motion carried with all present voting in favor.

APPROVED:

Jeff Angelo, President

ATTEST:

Ryan Londeen, Secretary

DRAFT

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: 01/28/2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Consideration and possible action on a potential grant reimbursement for a Downtown Montgomery Mardi Gras Special Event scheduled for March 01, 2025.

Recommendation

Discussion and possible approval for grant reimbursement, if qualified.

Discussion

Several business owners approached me to discuss the possibility of organizing a Mardi Gras event in downtown Montgomery, scheduled for March 1, 2025. The meeting took place on January 14, 2025, and included Heather Vines, Angie Miller, Joe Dupree, Ryan Routt, and Michelle Marciano.

After reviewing the details of the event, the recommendation was that the group contact the Montgomery Economic Development Corporation (MEDC) to explore grant opportunities. This support could help offset the estimated \$800 cost for security as well as additional expenses related to street closures, ensuring the event's success.

The following day, the special event permit and scope of work was received. The group has been informed about the permit process and provided guidance on reaching out to MEDC for further assistance.

On January 24, 2025, the group was requested to complete the Festival Grant Application.

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 01/24/2025
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Event Name	Event Sponsors
Mardi Gras Block Party March 1, 2025, 12pm-5pm	Bar & Vines, Krawfish Kai & Slice of Amish Heather Vines, Michelle Marciano, Ryan Routt, Joe Dupree, Rollis Johnson & Angie Miller

Event Objectives	<p>A community centered family friendly Mardi Gras style party in Historic Montgomery. Bar & Vines, Slice of Amish & Krawfish Kai are excited for the potential to host this family friendly Mardi Gras event.</p> <p>Our main objective is to bring more of our community and surrounding communities to our area to showcase Downtown Historic Montgomery and to bring more business to all our local shops, all while celebrating the culture of our neighbors.</p> <p>Our goal is to provide a welcoming, safe & fun environment for all who attend to celebrate Mardi Gras by offering a family friendly walkable event that includes appropriate music, local food & beverages.</p> <p>The event itself will be free to the public to stay and enjoy the music while we encourage everyone to explore our downtown local shops.</p> <p>Bar & Vines, Krawfish Kai and Slice of Amish will be promoting the event on social media, in our businesses and by word of mouth. We appreciate and welcome any and all of the other local businesses to promote this event as our objective is to bring new business to all of our neighbors.</p>
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Scope of Work Requirements

- Barricades on McCown Street starting at Slice of Amish and ending at Bar & Vines which is approximately 100 feet. No other streets or businesses will be affected.
- Barricade one of the entrances of the public parking lot off McCown Street. The parking lot will still be accessible from the entrance off 149 and will not block any available public parking spaces.
- Location for Krawfish Kai to set up a crawfish stand for the event that will be available and accessible to the public.

Extra Event Details

- We will be providing outdoor garbage receptacles and will be responsible for trash pickup in the event area.
- We have secured permission from Larry Jacobs for use of the stage located off McCown Street directly across from Bar & Vines. We also understand we may need to secure an Outdoor Sound Permit.



SPECIAL EVENT PERMIT

Completed application(s) and permit fee are required 30 days prior to the scheduled event date. Application Submittal does not guarantee permit approval. Incomplete application(s) will not be accepted.

To submit your application please email events@ci.montgomery.tx.us

Event Information

Name of Event: **Downtown Montgomery Mardi Gras Event**

Proposed location of Event: **Outside Bar & Vines**

Event Start Date: 3/1/2025

Event End Date: 3/1/2025

Number of Days: 1

Event Start Time: 1pm

Event End Time: 6pm

Total Number of Hours: 5

Anticipated number of attendees per day: 250

Admission Fee

No, the event is free admission.

Yes, if so, what is the fee? _____

Type of Event

Concert/Dance

Festival/Carnival

Parade

Walk/Run

Other: crawfish/live music

Event Organizer Information

If an applicant is filling out the application in behalf of the event organizer, please submit a letter of consent.

Name: **Heather Vines, Angie Miller, Joe Dupree, Ryan Routt, Michelle Marciano**

Address: **401 College St. Montgomery TX 77356**

Phone Number: **832.610.5197**

Email Address: **Heather@barandvines.com**

Additional Applicants

Check the box if the event host, chairperson or point of contact is the same as stated above.

Name(s):

Address:

Phone Number:

Email Address:

Phone Number:

Email Address:

Property Owner Information

Applicant(s) shall submit a copy of the "property use agreement" from the property owner allowing use of the property for the event.

Name:

Address:

Phone Number (s):

Email Address:

Signs/Banners

Reminder: Signs on the right of way are not allowed.

Will Signs/Banners be utilized at the event?

No

Yes *Separate city permit or TXDOT approval may be required.

Location of the sign: small banner on the table

On Site Preparations/Clean-up

Date prep will start: **3/1/25**

Time prep will start: **11am**

Date cleanup will be completed: **3/1/25**

Time cleanup will be completed: **7pm**

Please check all the applicable items below

If applicable to the items below, please show them on the site plan required.

None of the below are applicable.

Requesting street closure [Provide site map]

***For street closure on ALL state roads you will have to contact Texas Department of Transportation TxDOT, for approval.**

Food, beverages and/or Merchandise Vendors [Details on page 3.]

Portable Toilets/Portable Building. [Details on Page 3.]

Loudspeakers, PA System, music, etc. [provide Outdoor Sound Amplification Application]

Cooking with chafing fuel or a fryer.

Trailer(s) to be used as living quarters.

Animals part of the event [Details on page 3.]

Reminder: *Fireworks are prohibited by the City Code 38-19 & 38-20*

Additional Event Set Up

Please check all the items that would be part of the event.

None of the below are applicable.

Stage, Band-shell, stage/trailer Grandstand or Bleachers.

Fencing: Proposed location(s) and/or the positioning must be indicated on the event site plan.

Generator(s): Quantity and sizes: _____

Tent(s) - Dimensions/size: _____

Will the tent(s) have any closed sides?

No

Yes, how many sides will be closed? _____

The size(s) and proposed location(s) of tents, canopies or other membrane structures must be indicated on the event site plan.

All tents must be a minimum of 20 feet from existing buildings and vehicular traffic - parked or moving. Staking tents on City property is not permitted, to avoid damage to underground lines Tents must be secured with water barrels or tent weights. A **Certificate of Flame Resistance** for tents, canopies or other membrane structures totaling 200 SqFt. and larger must be provided no later than 10 business days before the event for permit approval. All electrical equipment and installations shall comply with the currently adopted version of the National Electric Code (City Code 18-27).

Amusement Rides/Inflatables/Bounce House(s)

Will amusement rides/inflatables/bounce house(s) be used in conjunction with the event?

- No
- Yes, the proposed location(s) must be indicated on the event site plan.

Required: Certificate of Inspection and insurance are required for permit.

Rides and/or attractions associated at special events shall conform with the statutory rules and regulations set forth in Chapter 21. Article 21.53 of the Texas Insurance Code, designated the Amusement Ride Safety Inspection and Insurance Act, as amended. Certificates of Inspection and insurance will be required

Animals and Livestock

Please check the box if this does not apply to your event.

Will animals (other than pets on a leash) be part of the event?

- No
- Yes, what type and how many? _____

Requirements: Hand washing station must be provided and shown on the site plan. Additionally, if horses will be present at the event, each horse must have an Equine Infectious Anemia (EIA) testing form.

Sanitation Services

Please check the box if this does not apply to your event.

Brief explanation on the following

Portable Restrooms

Provider: _____

Trash/Dumpster

Provider: _____

The City of Montgomery is subject to request verification for sanitation. Show on the site map where the above will be located.

Event Vendors

Please check the box if this does not apply for your event.

Event organizers must provide a list of planned vendors. In Montgomery, vendors operating solely during the event are not required to obtain permits. However, organizers are accountable for ensuring vendors comply with health and safety regulations.

- Will have food vendors during the event hours.
- Will have beverages/alcohol vendors during the event hour.
- Will have non-food vendors during the event hours.

Will any vendors be using propane? yes _____

Will alcohol be sold or allowed (BYOB) at this event? wine and beer through B&V only

If alcohol is present, the event applicant/host must provide a copy of TABC Permit and proof of Host Liquor Liability insurance.

Parades, Running/Walking Events and Traffic Control

Please check the box if this does not apply for your event.

- Parade
 - Run/walk event.
 - Other Traffic Control
- Explain: _____

Parade:

Starting location: _____
 Ending location: _____
 Number of participants: _____ Number of Vehicles/Floats: _____
 On-Site preparations start time: _____

Run/Walk:

Distance: (1k, 5k, 10k, etc.) _____ On-Site preparations start time: _____
 Any On-site registration: _____
 Starting location: _____
 Ending location: _____

Insurance Requirements

The City will accept Certificates of Insurance (Ord. 2020-08) or Binders as proof of insurance naming City of Montgomery as additional insured. Insurance coverage must be provided with the Application. The coverage shall contain no special limitations on the scope of protection afforded to the city, its officers, officials, employees, or volunteers.

Commercial General Liability: \$1,000,000 limit per occurrence for bodily injury, personal injury, and property damage. \$2,000,000 Aggregate Per Event. The following shall be listed in the Description of Operation; **"The City of Montgomery, its' officers, officials, employees, boards and commissions, agents, and volunteers are to be covered as "Additional insured", as required by the contract in respect to liability arising out of premises owned, occupied or used by the Festival/Event."**

****The sales tax rate of 8.25% applies within the City of Montgomery. ****

All vendors operating in the City of Montgomery should properly report sales tax from this event as occurring in the City of Montgomery

Additional items, agreements and/or permits may be required depending on the event. Application submittal does not guarantee permit approval.

I, the undersigned, hereby confirm that the information stated above is true and correct to the best of my knowledge and will abide by the requirements provided in the City of Montgomery Street Festival Application handout.

Signature of Applicant: Heather Vines Date: 1/16/25

I, THE ABOVE SIGNED APPLICANT, AGREE TO INDEMNIFY AND HOLD HARMLESS THE CITY OF MONTGOMERY, ITS OFFICERS, EMPLOYEES, AGENTS, AND REPRESENTATIVES AGAINST ALL CLAIMS OF LIABILITY AND CAUSES OF ACTION RESULTING FROM INJURY OR DAMAGE TO PERSONS OR PROPERTY ARISING OUT OF THE STREET FESTIVAL EVENT.

Signature of Applicant: Heather Vines Date: 3/1/25

City of Montgomery Event Questions

What events qualify for a special event?

Special event means a sports event, pageant, celebration, historical reenactment, entertainment, exhibition, parade, fair, festival, or similar activity that is not a demonstration, engaged in by one or more persons, and could potentially impede traffic, impact city infrastructure or operations, and/or disrupt the general public's quiet enjoyment of their day.

Street means the entire width between the boundary lines of every way publicly maintained, where any part thereof is open to the use of the public for purposes of vehicular travel, including the ditches, drains, median, sidewalk and esplanade thereof, of any public alley, road, street, avenue, parkway or highway which is located within the city.

Street festival means any event, activity or entertainment sponsored by any organization, entity, or individual which may attract 25 or more persons and conducted in whole or in part within any street and for which admission may be charged or at which peddling, hawking, soliciting, transient dealing, or operation of a mobile food unit may occur. The term "street festival" shall not include a rally conducted in support of or opposition to a candidate for political office or a ballot proposition in any election called by a federal, state or local unit of government.

Do vendors need the City of Montgomery?

They will not need to apply for a permit while operating during the event hours as long as the event organizer submits an event vendor list with the permit application. If the vendor plans to operate regularly in Montgomery on other days and hours not regulated by an event organizer, they'll need a separate vendor permit.

https://library.municode.com/tx/montgomery/codes/code_of_ordinances?nodeId=COOR_CH64PESOVE

What are the basic requirements?

- Application must be completed.
- Site map will need to show location along with everything that will part of the event.
- Event insurance covers the event and the City of Montgomery.
- Other requirements will apply based on your event.

For Office Use Only

City Event Special Events Coordinator: _____ Date: _____

Submittal Received: City Staff: _____ Date: _____

Application Reviewed:

- Approved**
 Rejected

City Administrator: _____

City Secretary: _____

Chief of Police: _____

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



Company Name: Bar & Vines			
Company Contact: Heather Vines and Harold Vines		Title: Owner	
Best Phone: 832-610-5197		Alt. Phone: 832-592-3306	
Email Address: Heather@barandvines.com			
Physical Address: 401 College St.		City, State, Zip: Montgomery Tx, 77356	
Mailing Address (if different): 7169 Morningbrook Drive		City, State, Zip: Montgomery, TX 77316	
Applicant's years of experience in this business: 20		How long has his business been located in Montgomery? 3	
Do you own or lease this facility? <input type="checkbox"/> OWN <input checked="" type="checkbox"/> LEASE		If leased, please provide owner information and a copy of lease agreement. Owner Name: Kevin Barnes	
		Owner Phone: 936-827-1485	
Provide a detailed description of the proposed project as "Exhibit A" attached TBD			
What is the estimated total cost of the project? (Include supporting information, ie estimates/quotes as "Exhibit B" attached)		\$	
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)		\$1200	
Are you requesting an exception for additional funding on this project? (Please provide additional supporting evidence for this request as "Exhibit C")		\$	
When will this project begin? 3/1/2025		What is the estimated completion date? 3/1/2025	
Attach all drawings of planned improvements as "Exhibit D" To be submitted shortly			
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"			
Applicant's Signature: _____ Title: Owner Date: 01/24/2025			
OFFICE USE:			
Date Application Received:	Date Presented to Board:	<input type="checkbox"/> APPROVED	<input type="checkbox"/> DECLINED
Performance Agreement Received:	Project Completion Date:	Funding Date:	Check Number:

Montgomery Economic Development Corporation Grant PERFORMANCE AGREEMENT

THIS PERFORMANCE AGREEMENT is made and entered into as of 01/24/2025, (date) by and between THE MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION (MEDC) and Bar & Vines (Heather and Harold Vines) (Grant Awardee), whose business address is 401 College St. Montgomery TX 77356.

In consideration of the mutual covenants herein contained and, intending to be legally bound hereby, the MEDC and Grant Awardee agree as follows:

1. Grant Awardee will complete the grant application.
2. MEDC will notify Grant Awardee by U.S. Mail.
3. In the event that the property covered by the grant is leased, the Grant Awardee must provide the city with a letter of approval from the property owner for said improvements to commence.
4. Grant Awardee must submit plans to city for proper approvals and proper city permits.
5. A proposed project must start after grant approval and be completed within six (6) months of the date of this agreement or according to the terms of this agreement.
6. When the project is complete, the Grant Awardee must request the MEDC to verify completion and costs.
7. Grant Awardee must agree to maintain said enhancements/improvements for a period of time not less than twelve (12) months.
8. Upon notification by staff that the project has been completed and a satisfactory Performance Agreement has been executed by both parties, the MEDC will transfer awarded funds to the Grant Awardee for reimbursement of costs up to the awarded amount at the specified matching ratio.
9. Only costs from a vendor for purchased labor or materials will be recognized for matching funds. Costs for the applicant’s employee labor or in-stock materials are not eligible for reimbursement.
10. MEDC may, at its sole discretion, extend the period of performance.
11. The MEDC Representative will verify start of work and completion of work.
12. No grant reimbursement funds will be paid until the project is complete. Cost incurred prior to the date of the grant approval may not be recognized for matching funds.

Date of Completion. The date of completion of the project is established as 03/01/2025.

Payment. At completion of project MEDC agrees to make the following payment in U.S. funds to Grant Awardee, provided Grant Awardee complies with all of the covenants and stipulations contained in this Agreement.

A set fee of up to \$1200.

Heather Vines

Grant Awardee

MEDC President

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: January 21, 2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Presentation and discussion on a recap of 2024 events and event wish list October through December.

Recommendation

Presentation and discussion only.

Discussion

The events we executed in 2024 were highly successful, with an estimated attendance of 6,000 to 10,000 + participants. These events showcased the City of Montgomery’s vibrant community spirit and offered engaging experiences for residents and visitors alike, further solidifying Montgomery as a hub of celebration and tradition.

- Trick or Treat
- Movie Night at the Park
- Lone Star Street Dance
- Light up the Park
- Christmas Parade
- Snow Party

We effectively leveraged ongoing relationships to secure impactful partnerships, encouraged robust community involvement, and fostered positive engagement. Significant progress was made in expanding partnerships, including meeting with 75% of downtown businesses and surrounding areas. These efforts helped strengthen community relationships and laid the groundwork for sustained collaboration. Additionally, connected with key stakeholders within the first 60 days, ensuring alignment and support for future relationships and initiatives.

We are excited to build on these successes and continue this momentum in 2025!

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 01/24/2025
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2024 Year-End Summary

October 23, 2024 – December 2024

Presented by: **Stephanie Johnson**

Wrapping up 2024, our events were highly successful, drawing an estimated attendance of 6,000 to 10,000 participants. We effectively leveraged on going relationships to secure impactful partnerships, encouraged robust community involvement, and fostered positive engagement.

Significant progress was made in expanding partnerships, including meeting with 75% of downtown businesses and surrounding areas. These efforts helped strengthen community relationships and laid the groundwork for sustained collaboration. Additionally, I connected with key stakeholders within the first 60 days, ensuring alignment and support for future relationships and initiatives.

I'm excited to build on these successes and continue this momentum in 2025!

Community Events

Community Movie Night at Cedar Brake Park

- **Attendance:** Approximately 35 people
- **Highlights:** A relaxing outdoor evening where families gathered to enjoy the movie in a beautiful park setting. Children played and interacted in the park, creating a welcoming, family-friendly atmosphere.

Lone Star Street Dance

- **Estimated Attendance:** 1,000 people
- **Audience:** Primarily downtown residents
- **Community Engagement:** Strong participation from local businesses, fostering a lively atmosphere and a sense of unity among the community. The event was a celebration of our downtown's vibrant spirit.

Trick or Treat Event

- **Attendance Estimate:** Between 500–1,000 people
- **Community Engagement:** This event was a great example of collaboration with the Montgomery Police Department and local businesses. It brought families into the downtown business district for a fun, safe, and festive Halloween experience.
- **Highlights:** The creative decorations and beautifully illuminated park showcased the hard work and dedication of all participants. It was a wonderful reflection of our community spirit.

Light Up the Park

- **Attendance:** Approximately 200 people
- **Highlights:** The event kicked off at 6:00 PM, with Mayor Countryman leading the festivities. This celebration was an opportunity for the community to come together and celebrate the season, creating a warm, festive environment.

Christmas Parade

- **Participants:** Over 1,000 individuals showcased their holiday spirit with festive floats, performances, and holiday cheer.
- **Attendance:** Approximately 3,000 + attendees
- **Community Engagement:** The parade had strong downtown business involvement and was a highlight for local participants, making it a highly successful and festive community event.

Snow Party

- **Estimated Attendance:** 2,500–3,000 attendees, including families from Spring, Conroe, Magnolia, and Montgomery.
- **Local School Involvement:** Montgomery High School Jazz Band performed, adding a local flair to the event.
- **Volunteer Support:** 30 National Honor Society volunteers helped ensure smooth event operations.

Community Engagement & Partnerships

- **Fostering Ongoing Partnerships:**
 - Church at Montgomery
 - Montgomery Independent School District
 - McDonald's
 - Conroe/Lake Conroe Chamber of Commerce
 - Local businesses and residents
 - Lutheran Church
 - Jacobs Properties
 - Attended a fundraiser at Gracepoint Homes
 - Montgomery Christian Academy
 - Engaged with local stakeholders
 - Attending event workshop
 - Chamber coffee networking
 - Welcome Center
 - Historical Society
- **Meetings:** Attended more than 20 meetings with community partners and staff regarding planning, relationships, resources and collaboration.

2024 MEDC Event Recap - Trick or Treat Event

Date: Saturday, October 26, 2024

Time: 3:00–6:00 PM

Event Overview

- **Great community engagement** event. Sunny and warm, 79°F. Sunset at 6:39 PM. Creative costumes and happy kids. Attendance is estimated to be between 500–1,000 people.
 - **Costume Contest:** Began at 5:00 PM and ended by 5:30 PM. Many attendees left immediately after. Suggest scheduling later next year to maintain engagement
-

Key Highlights

1. **Costume Contest:**
 - Judging was challenging due to the high number of impressive costumes.
 - **Suggestions for 2025:**
 - Add more judges and categories.
 2. **Vendor & Business Feedback:**
 - Vendors praised the layout and support:
 - **Middleton & Arthur Orthodontics:** Busy all day with long lines.
 - **Church of Montgomery:** Donated 800 bottles of water
 - **Emergency Sweets:** Provided free ice cream to staff and first responders.
 - **McDonald's:** Thrilled with their high-visibility location
 - **Montgomery Police Departments:** Community Engagement
 - **Local Businesses:**
 - **Wine & Dine, Amish Cheese Shop:** Very happy with foot traffic.
 - **Steakhouse:** Prefers events later in the day to avoid disrupting lunch.
 - **Montgomery Quilts:** Enthusiastic to collaborate and assist the future
 - **Hartford House:** Owner spends \$300–\$400 on candy annually.
 - Provide candy next year in lieu of check and W-9 **confusion**
-

Suggestions for 2025

1. **Marketing & Branding:**
 - Develop a branded **event sign/backdrop** with a fall theme (e.g., hay bales, pumpkins, and flowers). Add a photo booth for engagement.
 - Amplify social media presence with hashtags like **#HistoricalMontgomeryTexas** and sharable event check in graphics.
 - Include a city table for engagement, branding and city initiatives
2. **Logistics Improvements:**
 - Place parking signs early to prevent confusion.
 - Address parking challenges proactively for local businesses.
 - Standardize barricade maps to avoid discrepancies.

2024 MEDC Recap Movie Night at Cedar Brake Park

Date: November 16, 2024

Event Overview:

- **Movie:** *Up*
- **Attendance:** Approximately 35 attendees. Families and kids enjoyed playing in the park before the movie began at sunset.
- **Vendor:** *Emergency Sweets* was the sole vendor.

Suggestions for 2025

1. **Event Enhancements:**
 - **Entertainment Additions:**
 - Rent or purchase a popcorn machine and bubble machine (estimated cost: \$300).
2. **Budget Review:**
 - Annual Budget \$3500. Evaluate the **Swank Contract** for licensing six movies at \$600 annually to ensure cost-effectiveness.
3. **Marketing Strategies:**
 - **Community Engagement:**
 - Conduct polls on social media to let the community choose the movie.
 - **Promotion Channels:**
 - Collaborate with local schools, libraries, and family-focused organizations for greater outreach.
 - **Social Media:**
 - Facebook Event to generate interest and encourage RSVPs.
 - Use a unique hashtag to promote the event and inspire attendees to share their experiences.
4. **Event-Day Ideas:**
 - Set up photo opportunities with fun backdrops.
 - Encourage attendees to share pictures on social media during the event to boost community engagement and visibility.
 - Purchase popcorn and bubble machine. Estimated cost \$200-\$400

Vision for Movie Nights in 2025

"Creating a family-friendly tradition in Cedar Brake Park"

With improved marketing, engaging activities, and thoughtful enhancements, Movie Night can continue to grow as a beloved community event.

2024 MEDC Event Recap – Lone Star Street Dance

Overview

- **Community Engagement at Its Best:**
The fall edition of the Montgomery Lone Star Dance brought the community together for a night of fun, music, and perfect weather. Local businesses like Montgomery Steakhouse, Amish Cheese Shop, and Wines & Vines added to the event's vibrancy, staying busy all night long. Estimated 1000 attendance
 - **Event Atmosphere:**
 - **Weather:** Clear skies and a pleasant 79°F at 6:00 PM.
 - **Activities:** DJ Kevin kept the energy high with games, prizes, and 832 song requests.
 - **Attendance:** A packed dance floor early on, with participation tapering to about 68% by 9:30 PM but still a few dancers active at 9:51 PM.
 - **Budget Recap:**
 - **Budget:** \$2,000
 - **Expenses:** \$1,712
 - **Remaining Balance:** \$288
-

- **Community Support:**
 - **Church of Montgomery:** Generously donated 200 bottles of water and a few Bibles.
 - **Suggestion for 2025:** Use smaller water bottles for convenience.
-

Suggestions for 2025

1. **Atmosphere Enhancements:**
 - Add string lights to elevate the ambiance and create a more magical setting for photos.
2. **Safety Measures:**
 - Install stick-on lights on curb bumps to prevent tripping hazards.
3. **Marketing and Communication:**
 - Correct social media posts regarding food vendor availability to avoid confusion.
 - Create a **Lone Star Dance banner** to promote the event downtown a week prior.
 - Include clear **parking signage**, especially to communicate "No Parking After 5 PM."
4. **Improved Visibility for Performers:**
 - Provide a raised platform for the dance instructor to ensure better visibility for all participants.

2024 MEDC Post-Event Recap: Light Up the Park

Date: December 7, 2024

Time: 6:00 PM - 8:00 PM

Event Highlights

- **Community Engagement**
This event was a testament to our community spirit! The creative decorations and beautifully illuminated park left attendees in awe, reflecting the dedication and hard work of all that participated.
 - **Event Kickoff**
The festivities began at 6:00 PM, led by Mayor Countryman, setting the stage for an evening of community celebration. Approximately 200 attendees braved cold and rainy weather, showcasing the resilience of our community.
 - **Collaborative Partnerships**
Key relationships provided in-kind sponsorships, enhancing the event experience while reducing costs.
 - **Budget Overview**
 - **2024 Budget:** \$4,400
 - **Expenses:** \$2,258
 - **Remaining Balance:** \$2,142
-

Key Observations and Recommendations

Challenges

- **Power Outages**
 - Frequent outages require reconfiguration of GFIs.
 - Label poles with permanent metal plates for easier identification
- **Time-Intensive Registrations**
 - Small-scale event required significant backend effort for contest registrations.

Volunteer Coordination

- **Need for Additional Volunteers**
 - More hands are essential for setup, breakdown, and event activities.

Marketing and Promotion

- **Expand Reach and Enhance Appeal**
 - Increase social media presence and community outreach to boost attendance.
 - **Vision for 2025:** Go bigger with “Christmas in Montgomery” featuring more lights, elaborate tree decorations, and new interactive elements.

Contest Participation and Organization

- **Streamline Registration**
 - Require advance registration for residents and businesses participating in contests.
 - Begin decorations one month prior to Thanksgiving.
 - Provide clear guidelines and deadlines to simplify the process.
-

In-Kind Acknowledgments

- **Home Depot**
Generously provided Christmas decorations and kid-friendly activities.
- **HEB – Conroe Market**
Donated cookies and hot cocoa, adding warmth to the festive atmosphere.

2024 MEDC Christmas Parade Recap

Event Overview

- **Community Spirit:** Despite heavy rain during setup, the event turned into a magical evening as the skies cleared just in time for the parade. The creativity and enthusiasm of the community shone through with stunning floats, performers, vehicles, and walking groups.
 - **Participation and Attendance:**
 - **95 Registered Entries:** Over 1,000 participants showcased their holiday spirit.
 - **Estimated Attendance:** Approximately 3,000 attendees. Could be a lot more.
 - **Budget Overview:**
 - **Allocated:** \$12,000
 - **Expenses:** \$12,051.60
 - **Registration Revenue:** \$2,185
 - **Net Total:** \$2,133
-

Key Highlights

1. **Partnerships:**
 - **Montgomery Police Department:** Directed traffic control with 24 additional officers ensuring smooth operations.
 - **TX DOT:** Streamlined permit approvals and compliance.
 - **Public Works:** Boosted the holiday atmosphere with festive decorations and effective barricade placements.
 - **MISD:** Supported transportation and parking logistics.
-

Areas for Improvement (2025)

1. **Shuttle Service:**
 - **Challenges:** Navigation issues and narrow streets caused delays.
 - **Recommendation:** Consider using smaller buses for better maneuverability.
2. **Volunteer Needs and Judging Process:**
 - **Expand Awards:** Add more categories to recognize participants' efforts.
 - **Increase Volunteers:** Recruit additional helpers for judging and parking management.
3. **Event Coordination:**
 - **Future Planning:** Combine "Christmas in Montgomery" and the Snow Party directly following the parade for a seamless holiday experience.
 - **Staffing Needs:** Secure additional personnel to handle back-to-back events.
4. **Street Banner Permits:**
 - **Timeline Adjustment:** Submit TX DOT permit requests at least 60 days in advance to ensure approval.
5. **Traffic Management:**

- **Current Issue:** Traffic backed up for miles along Highway 105.
 - **Next Steps:** Montgomery Police Department will analyze drone footage to identify parking improvements and enhance spectator and participant safety.
-

Marketing and Promotion

- **Enhance Visibility:**
 - Expand social media campaigns and community outreach to increase attendance and engagement.
 - Collaborate with local businesses for cross-promotional opportunities.
- **Vision for 2025:**
 - "Go Big" with **Christmas in Montgomery** featuring expanded lights, enhanced downtown lights and décor, add interactive elements for attendees. Light up downtown. Consider outsourcing to a lighting company.

Estimated Cost

- **Tools & Essentials:** Screwdrivers, hammer, pliers, utility knife, tape measure, scissors (\$10–\$20 each).
- **Adhesives & Fasteners:** Duct tape, thumbtacks, command strips, Velcro strips (\$3–\$15 each).
- **Electrical:** Extension cords, power strips, surge protector, batteries, flashlight (\$10–\$20 each).
- **Miscellaneous:** Markers, string, trash bags, cleaning wipes, paper towels, hand sanitizer (\$3–\$15 each).
- **Craft & Storage:** Glue gun, glue sticks, Ziplock bags, stickers (\$3–\$20 each).

Total Low-End Estimate: \$200

Additional Event Supplies

- **Retractable Stand + Banner (Single-Sided): \$100–\$200**
- **Four Custom Printed Tablecloths: \$50–\$100 each**

2024 Snow Party Recap

Event Overview

- **Date & Weather:** Saturday, December 21, 2024 – sunny and mild 60°F.
 - **Performance:** The MHS Jazz Band delivered a lively performance from 1:30–2:30 PM.
 - **Attendance:** A robust turnout of approximately 2,500–3,000 attendees throughout the day, with lines forming as early as 11:40 AM.
 - **Security:** Two officers ensured smooth crowd management and event safety.
 - **Budget:**
 - **Allocated:** \$22,000
 - **Expenses:** \$17,886
 - **Remaining Balance:** \$4,114
 - **Future Alignment:** Consider syncing Snow Day with the parade (1:00–4:00 PM)
-

Registration

- **Platforms Used:** Two registration platforms led to minor confusion.
 - **Total Waivers Signed:** 421 (188 hard copies).
 - Estimated participation: 850–1,000 kids, with two parents per child.
 - **Online Registrations (Dec 4–21):** 198.
-

Event Parking

- **Overview:** Parking was well managed with attendees utilizing roadside areas, the library parking lot, and Fernland Park. Notify mini-golf property owner for more parking options.
 - **Partnerships:** MISD and Church at Montgomery provided additional parking.
-

Ice Setup (Diamond Ice)

- **Setup Challenges:** Required a tractor-trailer, two refrigerated trucks, and multiple 3½-ton trucks with trailers. Setup time: ~1 hour.
 - **Improvement Suggestion:** Schedule vendor arrival earlier to ensure setup completion by
-

Facilities

- **Portable Restrooms:** Six units, including two ADA-compliant & two handwashing stations.
-

Vendors & Food Trucks

- **Participants Included:**
 - HLBC, Bonita Burro, The Webster Melting Co., C.B. Stuart (West Branch Public Library), Emergency Sweets, Coffee & Chill, Chilo’s Balloons & Face Painting
 - All vendors were pleased with the turn out and sales.
-

Entertainment & Activities

- **Music & Announcements:**
 - Suggest inviting more local student performers (e.g., Lake Creek and Montgomery schools) to boost community engagement.
 - **Interactive Additions:**
 - Introduce carnival-style games.
 - Expand sledding and snow slide capacity by adding more tubes.
 - Include more craft kits, similar to Home Depot’s highly popular contribution.
-

Volunteers

- **2024 Participation:** 20 National Honor Society volunteers worked from 10:30 AM–4:00 PM.
 - **2025 Recommendations:**
 - Increase volunteers to 32. Assign shift leaders from each school.
 - **Proposed Volunteer Assignments:**
 - **Check-In Table:** 6 volunteers
 - **Wristband Distribution:** 6 volunteers
 - **Kids' Activities Supervision:** 8 volunteers
 - **Snow Slide Monitors:** 12 volunteers
 - **Supplies Needed:** Ensure ample pens, wristbands, and waivers.
 - **Check-In Process:** Require waivers signed by all parents, with wristbands distributed afterward.
-

Ideas for 2025

- **New Additions:**
 - Add a photo booth for fun, memorable moments.
 - Hire an additional face painter to reduce long wait times (current lines exceeded an hour).
 - Include more carnival games for enhanced engagement.
- **Volunteer Management:**
 - Increase volunteers per snow slide to five for improved safety and efficiency.
 - Streamline shift coordination with detailed, clear assignments.

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: January 21, 2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Presentation and discussion on 2025 Special Events in the City of Montgomery.

Recommendation

Presentation and discussion only.

Discussion

2025 City of Montgomery special event dates and description.

- Mayor Sara Countryman State of the City
- Mayors’ Roundtable
- Charles B. Stuart Birthday Celebration
- Texas A&M Forest Tree Giveaway/Ask a Master Gardener
- Movie Night at the Park
- Citizens Police Academy
- Antique & Unique Festival
- Public Service Recognition Event
- Freedom Festival/ Lake Conroe Chamber Partnership
- Water Party
- Faith & Blue
- Montgomery Quilt Walk
- Trick or Treat Business District
- Lone Star Street Dance
- Shop with a Cop
- Light up the Park
- Light up Montgomery
- Annual Christmas Parade
- Snow Party

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 01/24/2025
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2025 Event Dates

Mayor Sara Countryman State of the City

- **Event Description:** This workshop is an opportunity for the Mayor to communicate directly with the downtown businesses about the city's progress and priorities.
 - **Event Date:** Thursday, January 30, 9:00 AM – 10:00 AM
 - **Location:** 14420 Liberty St, Montgomery, TX 77356
-

Charles B. Stuart Birthday Celebration

- **Event Description:** Join the Montgomery Historic Society in celebrating our rich history at the Davis Cottage
 - **Event Date:** Saturday, February 8, 11 AM - 2 PM
 - **Location:** 308 Liberty St, Montgomery, TX 77356
-

Mayors' Roundtable:

- **Event Description:** Sharing ideas and successes with other Mayors
 - **Event Date:** Saturday, February 8, 11 AM - 2 PM
 - **Location:** 308 Liberty St, Montgomery, TX 77356
-

Join us for a day of celebration and community fun in Historic Montgomery, TX with three back-to-back events!

A&M Forest Tree Giveaway & Ask a Master Gardener

- **Event Description:** The Master Gardeners of Montgomery County invite you to a free educational event focused on promoting environmental awareness and sustainability. Texas A&M Forest Service will be giving away trees to attendees. Don't miss this chance to learn about gardening and receive expert tips from local Master Gardeners!
- **Event Date:** Saturday, March 8, 9:00 AM – 12:00 PM
- **Location:** 14420 Liberty St, Montgomery, TX 77356

Texas Flag Day Celebration

Event Description Celebrate Montgomery's legacy as the **Birthplace of the Texas Flag**, designed by Dr. Charles B. Stewart in 1839. On this day, we honor Texas Flag Day, Texas Independence Day, and Sam Houston Day—three monumental events

Fly your Texas flag proudly and share photos of your celebrations on our Facebook page using hashtags #HistoricMontgomeryTX, #BirthplaceOfTheTexasFlag, and #MontgomeryProud.

- **Event Highlight:** Texas & Beyond will host a Red, White, and Blue Reception. and special guest Mayor Sara Countryman.
- **Event Date:** Saturday, March 8, 1:00 PM – 3:00 PM
- **Location:** 14259 Liberty St, Montgomery, TX 77356

Movie Night at the Park

- **Event Description:** Enjoy a family-friendly outdoor movie night at beautiful Cedar Brake Park! This fun community event features a variety of films, from beloved classics to recent favorites. Scheduled on multiple dates throughout the year, it's the perfect way to unwind and connect with your neighbors. Bring your blankets, lawn chairs, popcorn, and loved ones for an unforgettable evening under the stars.
- **Event Dates:** March 8, May 17, September 27, October 11, and November 1
- **Location:** 21358 Eva St, Montgomery, TX

Citizen Police Academy

- **Event Description:** The City of Montgomery Police Department is excited to announce they are now accepting applications for the fourth annual Citizens Police Academy. CPA students will get to see and experience what the job is like "behind the curtain" for our city police officers. Applications are accepted through March 21 or until the class is full.
<https://www.montgomerytexas.gov/police/page/citizens-police-academy-1>
- **Event Dates:** April 2, through June 11. Wednesday nights from 5:45 PM to 8:30 PM
- **Location:** 101 Old Plantersville Rd, Montgomery, TX 77316

Antique & Unique Festival Partnership

- **Event Description:** Join us for a **three-day celebration** in the heart of the Montgomery Historic District, featuring a treasure trove of antiques, vintage collectibles, and one-of-a-kind handmade items. Whether you're a seasoned collector, a bargain hunter, or just looking for something unique, this event is the perfect destination for discovering timeless treasures!
 - **Event Dates:** Friday, May 2 – Sunday, May 4
 - **Location:** 14420 Liberty St, Montgomery, TX 77356
-

Celebrate July 4th Weekend in Historic Montgomery!

Join us for a day of family fun and patriotic festivities! Start your morning with the lively **Freedom Festival**, featuring a downtown parade, live music, then cool off in the afternoon at the **Montgomery Water Party**, packed with splash pads, water slides, and summer games.

Freedom Festival – Conroe Lake Conroe Partnership

- **Event Description:** A family-friendly festival with a downtown parade, live music, food, and festive activities for all ages. Celebrate patriotism and community spirit.
- **Event Date:** Saturday, July 5, 8:00 AM – 3:00 PM
- **Location:** 14420 Liberty St, Montgomery, TX 77356

Montgomery Water Party

- **Event Description:** A fun-filled event featuring water activities like splash pads, water slides, and family-friendly games in celebration of summer.
 - **Event Date:** Saturday, July 5, 2:00 PM – 4:00 PM
 - **Location:** 14420 Liberty St, Montgomery, TX 77356
-

Faith & Blue – Montgomery Police Department

- **Event Description:** A community event designed to build relationships, focusing on the relationship between faith-based organizations and law enforcement.
 - **Event Date:** Tuesday, October 7, 6:00 PM – 8:00 PM
 - **Location:** 14420 Liberty St, Montgomery, TX 77356
-

Montgomery Quilt Walk Partnership

- **Event Description:** A two-day walk, strolling through historic downtown scenic streets featuring quilt displays and demonstrations from local quilters.
 - **Event Dates:** Friday, October 17 – Saturday, October 18, 10:00 AM – 4:00 PM
 - **Location:** 14420 Liberty St, Montgomery, TX 77356
-

Trick or Treat Business District

- **Event Description:** A safe, family-friendly trick-or-treating event downtown for children to collect candy from local businesses and vendors. Montgomery Police Department will kick off this event at the community center.
 - **Event Date:** Saturday, October 26, 3:00 PM – 6:00 PM
 - **Location:** 14420 Liberty St, Montgomery, TX 77356
-

“Christmas in Montgomery” kicks off the season with Shop with a Cop presented by, Montgomery Police Department

- **Event Description:** A private charity event where local police help children purchase gifts for their families during the holidays.
- **Event Date:** TBD
- **Location:** 14420 Liberty St, Montgomery, TX 77356

Light Up the Park

- **Event Description:** Celebrate the season with a tree lighting ceremony, live music, captivating performances, and fun activities for all ages. Mayor Sara Countryman will also announce the winners of this year’s holiday contests, including the Pole Decoration, Residential Display, and Commercial Decoration Contest
- **Event Date:** Friday, December 6, 6:00 PM – 8:00 PM
- **Location:** 21358 Eva St., Montgomery, TX

Light up Montgomery Contest

- **Event Description:** Showcase your Christmas spirit by participating in the Light Up Montgomery Contest! Held in conjunction with the Light Up the Park celebration, this festive competition invites residents and businesses within city limits to dazzle the community with their holiday decorations.
 - **Event Date:** Decorating begins November and runs through December
-

Experience a magical holiday celebration in Downtown Montgomery on Saturday, December 13! Christmas in Montgomery wraps up with an unforgettable day filled

with back-to-back festive events, creating the perfect opportunity to embrace the holiday spirit with family and friends while supporting our local businesses.

- **Annual Christmas Parade** (10:00 AM – 12:00 PM): Kick off the festivities with the *Lone Star Christmas* parade, featuring dazzling floats, marching bands, and a special visit from Santa Claus!
- **Holiday Marketplace** (9:00 AM – 5:00 PM): Discover unique arts and crafts and shop for holiday treasures at this lively marketplace.
- **35th Annual Cookie Walk** (11:00 AM – 4:00 PM): Satisfy your sweet tooth with homemade cookies at the Montgomery Community Center.
- **48th Candlelight Tour**: Experience the charm of Montgomery with a historic candlelit tour.
- **Snow Party** (1:00 PM – 4:00 PM): Wrap up the day with a winter wonderland at 777 Clepper St., complete with snow slides, snowball fights, food trucks, and festive entertainment.

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: January 21, 2025	Budgeted Amount: n/a
Department: Administration	Prepared By: Maryann Carl

Subject

Financial Report for December 2024

Discussion

Financial reports and cash analysis through December 31, 2024, are attached.

Approved By

Finance Director

Maryann Carl

Date: 1/16/2025



City of Montgomery, TX

Budget Report Account Summary

For Fiscal: 2024-2025 Period Ending: 12/31/2024

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 400 - MEDC						
Revenue						
400-00-44110-0000000						
Sales Tax Revenue	865,000.00	865,000.00	116,815.43	428,900.60	-436,099.40	50.42 %
400-00-44230-0000000						
Interest Income	80,000.00	80,000.00	9,111.26	25,886.50	-54,113.50	67.64 %
400-00-44300-0000000						
Events Revenue	7,000.00	7,000.00	25.00	125.00	-6,875.00	98.21 %
Revenue Total:	952,000.00	952,000.00	125,951.69	454,912.10	-497,087.90	52.22%
Expense						
400-40-46107-0000000						
Transfer to Capital Proj	200,000.00	200,000.00	16,666.67	49,999.97	150,000.03	75.00 %
400-40-46205-0000000						
Sales Tax Reimb	180,000.00	180,000.00	0.00	0.00	180,000.00	100.00 %
400-40-46206-0000000						
Econ Dev Grant Prog	20,000.00	20,000.00	0.00	0.00	20,000.00	100.00 %
400-40-46213-0000000						
Legal Fees	0.00	0.00	736.00	736.00	-736.00	0.00 %
400-40-46303-0000000						
Quality of Life - Events	76,000.00	76,000.00	24,708.84	31,609.35	44,390.65	58.41 %
400-40-46505-0000000						
Brochures / Printed Lit	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
400-40-46514-0000000						
Social Media Advertising	3,400.00	3,400.00	0.00	757.16	2,642.84	77.73 %
400-40-46515-0000000						
Historical Signage	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
400-40-46516-0000000						
Dues & Subscriptions	1,200.00	1,200.00	0.00	0.00	1,200.00	100.00 %
400-40-46601-0000000						
Transfers to General Fund	187,354.00	187,354.00	15,612.83	46,838.53	140,515.47	75.00 %
400-40-46603-0000000						
Miscellaneous Expenses	500.00	500.00	35.97	35.97	464.03	92.81 %
400-40-46604-0000000						
Consulting/Professional Serv	254,164.00	254,164.00	0.00	0.00	254,164.00	100.00 %
400-40-46607-0000000						
Travel & Trainings Expenses	6,000.00	6,000.00	0.00	0.00	6,000.00	100.00 %
Expense Total:	931,118.00	931,118.00	57,760.31	129,976.98	801,141.02	86.04%
Fund: 400 - MEDC Surplus (Deficit):	20,882.00	20,882.00	68,191.38	324,935.12	304,053.12	-1,456.05%
Report Surplus (Deficit):	20,882.00	20,882.00	68,191.38	324,935.12	304,053.12	-1,456.05%

Budget Report

For Fiscal: 2024-2025 Period Ending: 12/31/2024

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance	
					Favorable (Unfavorable)	Percent Remaining
Fund: 400 - MEDC						
Revenue	952,000.00	952,000.00	125,951.69	454,912.10	-497,087.90	52.22%
Expense	931,118.00	931,118.00	57,760.31	129,976.98	801,141.02	86.04%
Fund: 400 - MEDC Surplus (Deficit):	20,882.00	20,882.00	68,191.38	324,935.12	304,053.12	-1,456.05%
Report Surplus (Deficit):	20,882.00	20,882.00	68,191.38	324,935.12	304,053.12	-1,456.05%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
400 - MEDC	20,882.00	20,882.00	68,191.38	324,935.12	304,053.12
Report Surplus (Deficit):	20,882.00	20,882.00	68,191.38	324,935.12	304,053.12

**MEDC Cash Analysis Report
As of Dec 31, 2024**

Claim on Cash Balances			Variance from
Account	Name	Balance	Nov
400-11111-00000	Claim on Cash - MEDC Fund 400	1,431,993.92	17,100.90
400-11201-00000	Claim on Pooled Investments - MEDC	2,063,366.80	7,962.12
Total Cash Balance		3,495,360.72	25,063.02

Bank Balances			Variance from
Account	Name	Balance	Nov
997-41110-00000	Pooled Inv - MEDC General	1,572,304.26	6,067.17
997-41120-00000	Pooled Inv - MEDC Reimbursement	266,128.48	1,026.96
997-41130-00000	Pooled Inv - MEDC Downtown	224,934.06	867.99
999-41100-00000	Pooled Cash - MEDC	726,211.61	1,149.14
Total Bank Balance		2,789,578.41	9,111.26

MEDC Cash Balance in General Pool	705,782.31	15,951.76
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TexPool Interest Rate for December 2024 was 4.56%



City of Montgomery, TX

Detail vs Budget Report

Account Detail

Date Range: 12/01/2024 - 12/31/2024

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
400 - MEDC								
Revenue								
400-00-44110-0000000	Sales Tax Revenue	0.00	-865,000.00	-312,085.17	-116,815.43	-428,900.60	-436,099.40	-50.42%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/13/2024	GLPKT05032	JE02109		Sales & Use Tax			-116,815.43	
400-00-44230-0000000	Interest Income	0.00	-80,000.00	-16,775.24	-9,111.26	-25,886.50	-54,113.50	-67.64%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/31/2024	BRPKT00920	Texpool MEDC Reimburs...		Dec Interest			-1,026.96	
12/31/2024	BRPKT00921	Texpool MEDC Dec Inter...		Dec Interest			-6,067.17	
12/31/2024	BRPKT00924	Texpool MEDC Downto...		Dec Interest			-867.99	
12/31/2024	BRPKT00932	MEDC CheckingDec Inte...		Dec Interest			-1,149.14	
400-00-44300-0000000	Events Revenue	0.00	-7,000.00	-100.00	-25.00	-125.00	-6,875.00	-98.21%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/11/2024	CLPKT01164	R00186460		Christmas Parade - Brian Letbetter Christmas Parade Revenues Bria...			-25.00	
Revenue Totals:		0.00	-952,000.00	-328,960.41	-125,951.69	-454,912.10	-497,087.90	-52.22%
Expense								
400-40-46107-0000000	Transfer to Capital Proj	0.00	200,000.00	33,333.30	16,666.67	49,999.97	150,000.03	75.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/31/2024	GLPKT04874	JE02057		Transfer MEDC to Capital Proj			16,666.67	
400-40-46205-0000000	Sales Tax Reimb	0.00	180,000.00	0.00	0.00	0.00	180,000.00	100.00%
400-40-46206-0000000	Econ Dev Grant Prog	0.00	20,000.00	0.00	0.00	0.00	20,000.00	100.00%
400-40-46213-0000000	Legal Fees	0.00	0.00	0.00	736.00	736.00	-736.00	0.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/31/2024	APPKT01402	6464	35472	Legal - MEDC Oct 2024	2928 - Johnson Petrov LLP		736.00	

Detail vs Budget Report

Date Range: 12/01/2024 - 12/31/2024

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
400-40-46303-0000000	Quality of Life - Events	0.00	76,000.00	6,900.51	24,708.84	31,609.35	44,390.65	58.41%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/05/2024	APPKT01352	101/2024	35341	Light Up the Park Santa	5316 - David P Rice		300.00	
12/05/2024	APPKT01352	12042024	35345	Light Up the Town Commercial 3rd Place	2851 - Jim's Hardware		25.00	
12/05/2024	APPKT01352	12042024	35349	Light Up the Town Residential 2nd Place	5528 - Terry Wilson		150.00	
12/05/2024	APPKT01352	12042024	35340	Light Up the Town Residential 3rd Place	5332 - Brionne Thome		100.00	
12/05/2024	APPKT01352	12042024	35339	Light Up the Park 1st Place Light Pole	5638 - Alyse Leibel		75.00	
12/05/2024	APPKT01352	12042024	35343	Light Up the Town Commercial 2nd Place	5637 - Gracepoint Homes		50.00	
12/05/2024	APPKT01352	12042024	35347	Light Up the Park 3rd Place Light Pole	5640 - Linda Fox		25.00	
12/05/2024	APPKT01352	12042024	35342	Light Up the Park 2nd Place Light Pole	5639 - Evan Ballew		50.00	
12/05/2024	APPKT01352	12042024	35348	Light Up the Town Commercial 1st Place	4174 - Russell Skinner		75.00	
12/05/2024	APPKT01352	12042024	35344	Light Up the Town Residential 1st Place	2810 - Jennifer Brown		200.00	
12/05/2024	APPKT01352	25789	35346	Light Up the Park DJ	5145 - Kevin Smith.		350.00	
12/05/2024	APPKT01422	12042024-R	35347	Linda Fox Reversal	5640 - Linda Fox		-25.00	
12/05/2024	APPKT01422	12042024-R	35342	Evan Ballew Reversal	5639 - Evan Ballew		-50.00	
12/10/2024	APPKT01365	102/2024	35388	Christmas Parade Santa 12.14.24	5316 - David P Rice		600.00	
12/10/2024	APPKT01365	12052024	35385	Christmas Parade Security 12.14.24	5184 - Bobby Smalley		200.00	
12/10/2024	APPKT01365	12052024	35399	Christmas Parade Security 12.14.24	5648 - Michael Fulton		200.00	
12/10/2024	APPKT01365	12052024	35402	Christmas Parade Security 12.14.24	5647 - Richard Reynosa		200.00	
12/10/2024	APPKT01365	12052024	35397	Christmas Parade Security 12.14.24	5646 - LaTasha Coleman		200.00	
12/10/2024	APPKT01365	12052024	35405	Christmas Parade Security 12.14.24	5645 - Thomas Tyree		200.00	
12/10/2024	APPKT01365	12052024	35394	Christmas Parade Security 12.14.24	5586 - Jimmy E Drummond		200.00	
12/10/2024	APPKT01365	12052024	35390	Christmas Parade Security 12.14.24	5644 - Eli Bryand		200.00	
12/10/2024	APPKT01365	12052024	35406	Christmas Parade Security 12.14.24	5643 - Timothy Lloyd Vaughn		200.00	
12/10/2024	APPKT01365	12052024	35387	Christmas Parade Security 12.14.24	5642 - Clifton Carter Robinson		200.00	
12/10/2024	APPKT01365	12052024	35395	Christmas Parade Security 12.14.24	5641 - Joshua P Franklin		200.00	
12/10/2024	APPKT01365	12052024	35386	Christmas Parade Security 12.14.24	5343 - Charles Mistic		200.00	
12/10/2024	APPKT01365	12052024	35392	Christmas Parade Security 12.14.24	5508 - Jacorey Dozier		200.00	
12/10/2024	APPKT01365	12052024	35403	Christmas Parade Security 12.14.24	5516 - Savouth Uch		200.00	
12/10/2024	APPKT01365	12052024	35391	Christmas Parade Security 12.14.24	5514 - Hector Gonzalez		200.00	
12/10/2024	APPKT01365	12052024	35398	Christmas Parade Security 12.14.24	5511 - Matthew A Lopez		200.00	
12/10/2024	APPKT01365	12052024	35389	Christmas Parade Security 12.14.24	5504 - Edward Fisher III		200.00	
12/10/2024	APPKT01365	12052024	35400	Christmas Parade Security 12.14.24	5346 - Norris L. Hayter		200.00	
12/10/2024	APPKT01365	12052024	35393	Christmas Parade Security 12.14.24	5185 - Jessica Edelman		200.00	
12/10/2024	APPKT01365	12052024	35401	Christmas Parade Security 12.14.24	4037 - Reed Edelman		200.00	
12/10/2024	APPKT01365	12052024	35407	Christmas Parade Security 12.14.24	4764 - Travis Lawson		200.00	
12/10/2024	APPKT01365	12052024	35384	Christmas Parade Security 12.14.24	5119 - Abel Aguirre.		200.00	
12/10/2024	APPKT01365	12052024	35404	Christmas Parade Security 12.14.24	5522 - Thomas A Santellana		200.00	
12/10/2024	APPKT01365	25790	35396	Christmas Parade DJ Services 12.14.24	5145 - Kevin Smith.		350.00	
12/10/2024	APPKT01374	12052024-R	35404	Thomas A Santellana Reversal	5522 - Thomas A Santellana		-200.00	
12/10/2024	APPKT01374	12052024-R	35389	Edward Fisher III Reversal	5504 - Edward Fisher III		-200.00	
12/10/2024	APPKT01374	12052024-R	35403	Savouth Uch Reversal	5516 - Savouth Uch		-200.00	
12/11/2024	APPKT01362	9979524243	35414	Ipads and auto dialer modems	4859 - Verizon		37.99	

Detail vs Budget Report

Date Range: 12/01/2024 - 12/31/2024

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
400-40-46303-0000000	Quality of Life - Events - Continued	0.00	76,000.00	6,900.51	24,708.84	31,609.35	44,390.65	58.41%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/12/2024	APPKT01375	12052024	35421	Parade Security 12.14.24	5513 - Johnathan W West		200.00	
12/12/2024	APPKT01375	12052024	35419	Parade Security 12.14.24	5492 - Cody Watson Orum		200.00	
12/12/2024	APPKT01375	12112024	35422	Parade Security 12.14.24	5451 - Katherine Ferguson		200.00	
12/12/2024	APPKT01375	12122024	35426	Parade Security 12.14.24	5649 - Randolph Jack Glick		200.00	
12/13/2024	APPKT01379	12052024	35430	Christmad Parade Security 12.14.24	5650 - Marc Cody Payne		200.00	
12/13/2024	APPKT01379	12132024	35429	Christmas Parade Security 12.14.24	5651 - Donald McCullough		200.00	
12/16/2024	APPKT01383	12162024	35432	Christmas Parade Security 12.14.24	5516 - Savouth Uch		200.00	
12/18/2024	APPKT01390	1050	35453	LUTP Winner Signs	4663 - Thomas Printing & Publishing		294.26	
12/18/2024	APPKT01390	1060	35453	Vehicle Magnets for xmas parade	4663 - Thomas Printing & Publishing		290.60	
12/18/2024	APPKT01390	12172024-R	35451	Dollar Tree-LUTP, Snow party supplies	5653 - Stephanie Johnson		101.75	
12/18/2024	APPKT01390	12172024-R	35451	Walmart - LUTP kids activities supplies	5653 - Stephanie Johnson		106.13	
12/18/2024	APPKT01390	12172024-R	35451	Walmart-Snow Party game supplies	5653 - Stephanie Johnson		44.33	
12/18/2024	APPKT01390	12172024-R	35451	HEB-Snow Party table supplies	5653 - Stephanie Johnson		97.78	
12/18/2024	APPKT01390	25791	35444	Snow Party DJ	5145 - Kevin Smith.		700.00	
12/19/2024	APPKT01390	12182024-SP	35442	Snow Party Security	2718 - Jacob McRae		250.00	
12/19/2024	APPKT01390	12182024-SP	35448	Snow Party Security	5588 - Raylie Pagan		250.00	
12/19/2024	APPKT01390	12212024-SP	35436	Snow Party Snow	5437 - Diamond Ice Company Inc		14,000.00	
12/19/2024	APPKT01390	1641	35450	Snow Party - Facepainter	5529 - Sherry Imhoff		400.00	
12/19/2024	APPKT01390	378806	35434	Christmas Parade - Golf Carts	5526 - Conroe Golf Cars		661.00	
400-40-46505-0000000	Brochures / Printed Lit	0.00	1,500.00	0.00	0.00	0.00	1,500.00	100.00%
400-40-46514-0000000	Social Media Advertising	0.00	3,400.00	757.16	0.00	757.16	2,642.84	77.73%
400-40-46515-0000000	Historical Signage	0.00	1,000.00	0.00	0.00	0.00	1,000.00	100.00%
400-40-46516-0000000	Dues & Subscriptions	0.00	1,200.00	0.00	0.00	0.00	1,200.00	100.00%
400-40-46601-0000000	Transfers to General Fund	0.00	187,354.00	31,225.70	15,612.83	46,838.53	140,515.47	75.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/31/2024	GLPKT04874	JE02058		Monthly MEDC Transfer to General			15,612.83	
400-40-46603-0000000	Miscellaneous Expenses	0.00	500.00	0.00	35.97	35.97	464.03	92.81%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
12/31/2024	APPKT01402	1YN9-73YG-T1TM	94	Labels, Clipboards MEDC	1133 - Amazon Capital Services		35.97	
400-40-46604-0000000	Consulting/Professional Serv	0.00	254,164.00	0.00	0.00	0.00	254,164.00	100.00%

Detail vs Budget Report

Date Range: 12/01/2024 - 12/31/2024

Account	Name	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
400-40-46607-0000000	Travel & Trainings Expenses	0.00	6,000.00	0.00	0.00	0.00	6,000.00	100.00%
Expense Totals:		0.00	931,118.00	72,216.67	57,760.31	129,976.98	801,141.02	-86.04%
400 - MEDC Totals:		0.00	-20,882.00	-256,743.74	-68,191.38	-324,935.12	304,053.12	1,456.05%
Report Total:		0.00	-20,882.00	-256,743.74	-68,191.38	-324,935.12	304,053.12	1,456.05%

Detail vs Budget Report

Date Range: 12/01/2024 - 12/31/2024

Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
400 - MEDC	0.00	-20,882.00	-256,743.74	-68,191.38	-324,935.12	304,053.12	
Report Total:	0.00	-20,882.00	-256,743.74	-68,191.38	-324,935.12	304,053.12	