



City of Montgomery Montgomery Economic Development Corporation Regular Meeting Agenda

March 18, 2025 at 6:00 PM
Montgomery City Hall – Council Chambers
101 Old Plantersville Rd. Montgomery, TX 77316

NOTICE IS HEREBY GIVEN that a Regular Meeting of the Montgomery Economic Development Corporation will be held on **Tuesday, March 18, 2025 at 6:00 PM** at the City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas.

Members of the public may view the meeting live on the City’s website www.montgomerytexas.gov 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.

OPENING AGENDA

1. Call meeting to order.
2. Pledges 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.

PRESENTATION

3. Presentation by BCS Capital Group on a proposed new multi-family and mixed-use commercial development on 32 acres, southeast of the intersection at CB Stewart Drive and Buffalo Springs Drive, and north of Eva Street.

REGULAR AGENDA

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

4. Consideration and possible action on the Regular Meeting Minutes of February 18, 2025.
5. Consideration and possible action on funding a Beer Garden & Wine Walk event to be held May 2-4, 2025.
6. Consideration and possible action on the proposed marketing logo.
7. Consideration and possible action on proposals for professional marketing services.
8. Consideration and possible action to reimburse Jeff Angelo for the branding kit development for a marketing logo in the amount of \$1,579.99.

9. Discussion on Downtown Enhancement Project.

10. Update and discussion on wayfinding signage.

ECONOMIC DEVELOPMENT REPORTS

11. Report and update on Event Recap & Overview October 23, 2024 - March 3, 2025.

12. Financial Reports for the period ending February 28, 2025.

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.

EXECUTIVE SESSION

Adjourn into Closed Executive Session as authorized by the Texas Open Meetings Act, Chapter 551 of the Government Code:

13. Closed Session

Montgomery Economic Development Corporation will meet in Closed Session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

A. Section 551.072 Deliberations about Real Property for potential land purchase.

14. Open Session

Montgomery Economic Development Corporation will reconvene in Open Session at which time action on the matter(s) discussed in Closed Session may be considered.

A. Section 551.072 Deliberations about Real Property for potential land purchase.

CLOSING AGENDA

15. Items to consider for placement on future agendas.

16. Adjourn.

The Montgomery Economic Development Corporation 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: **March 14, 2025 by 6:00 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 accommodations.

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 18, 2025

AGENDA ITEM:

Presentation by BCS Capital Group on a proposed new multi-family and mixed-use commercial development on 32 acres, southeast of the intersection at CB Stewart Drive and Buffalo Springs Drive, and north of Eva Street.

SUBMITTED BY: Corinne Tilley, Code Enforcement Officer, Planning/Zoning Administrator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary & Director of Administrative Services

BACKGROUND:

The developer, BCS Capital Group, is proposing to develop the 32-acre parcel of land southeast of the intersection at CB Stewart Drive and Buffalo Springs Drive and north of Eva Street. The location is shown on the attached aerial/zoning map and site schematic.

Presentation by BCS Capital Group:

- Overview of the proposed development
- Benefits and potential economic impact
- Financial funding gaps

MEDC for discussion:

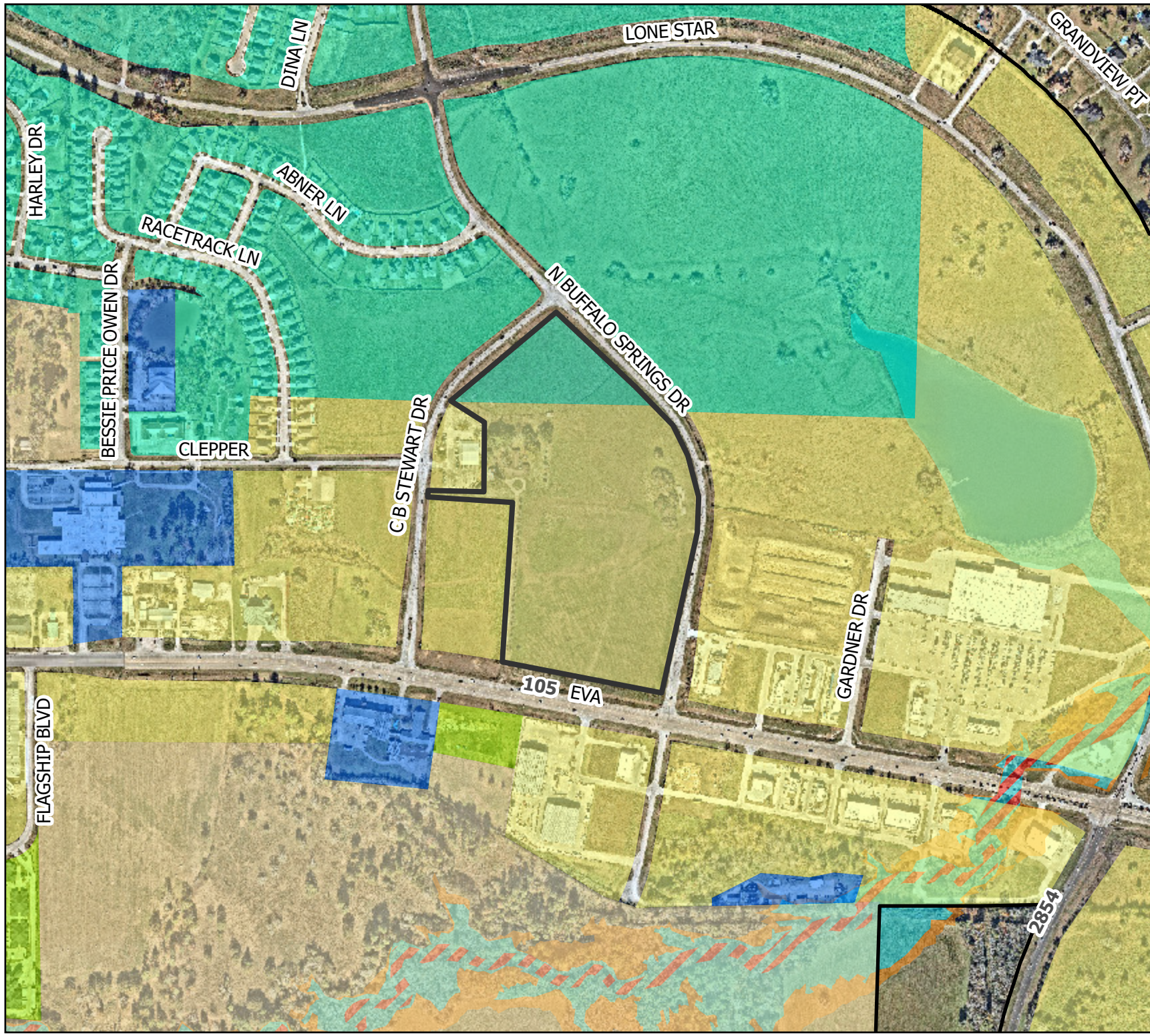
- Explore potential financial support mechanisms
 - Consider partnership opportunities: incentives and grants
-

FISCAL ANALYSIS:

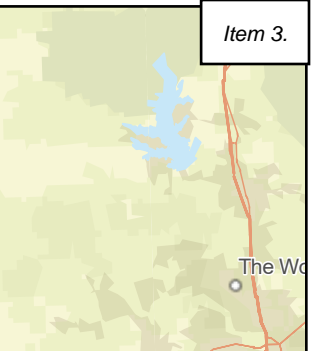
N/A

RECOMMENDATION:

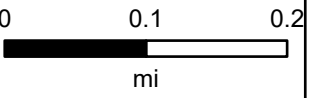
For discussion only.



Item 3.



- Legend**
- City Limits
- Zoning**
- | | | |
|--|-------------------------|---------|
| | Commercial | Comm |
| | Historical Preservation | Histori |
| | Historical Landmark | Histori |
| | Industrial | Indust |
| | Institutional | Institu |
| | Multi-Family | Multi- |
| | Planned Development | Plann |
| | Residential | Reside |
- Flood Hazard Zones**
- 1% Annual Chance Flood



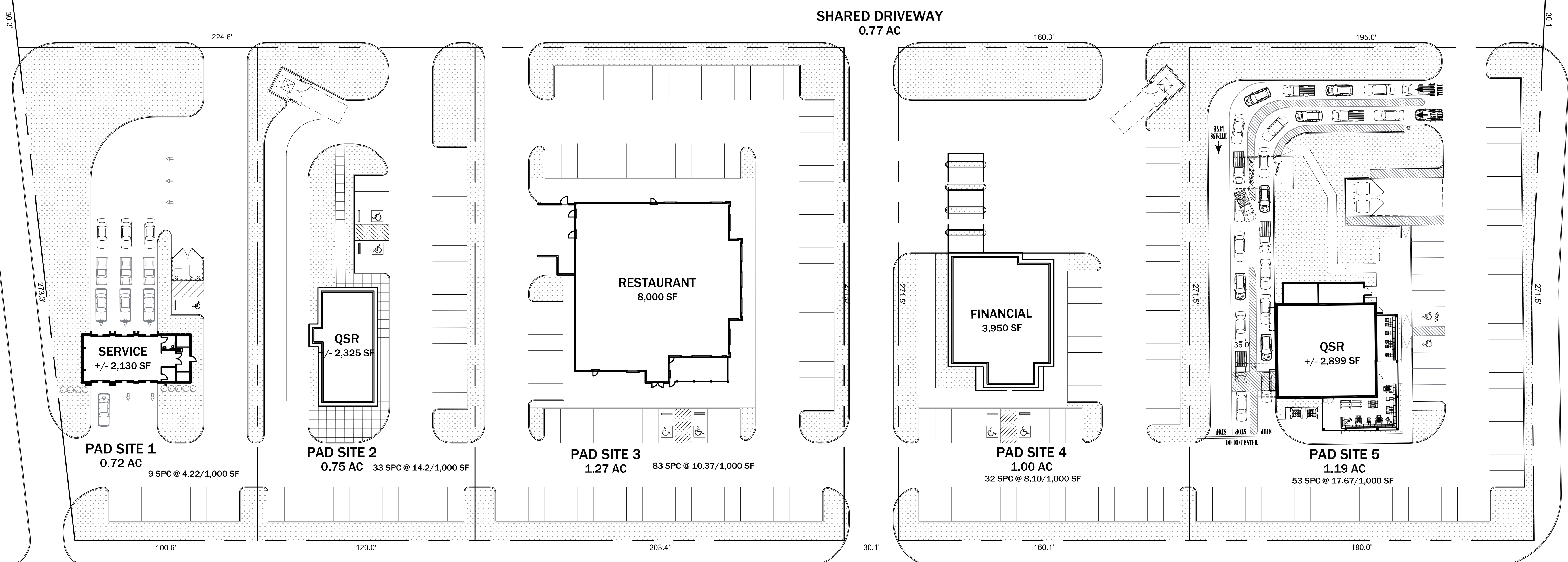
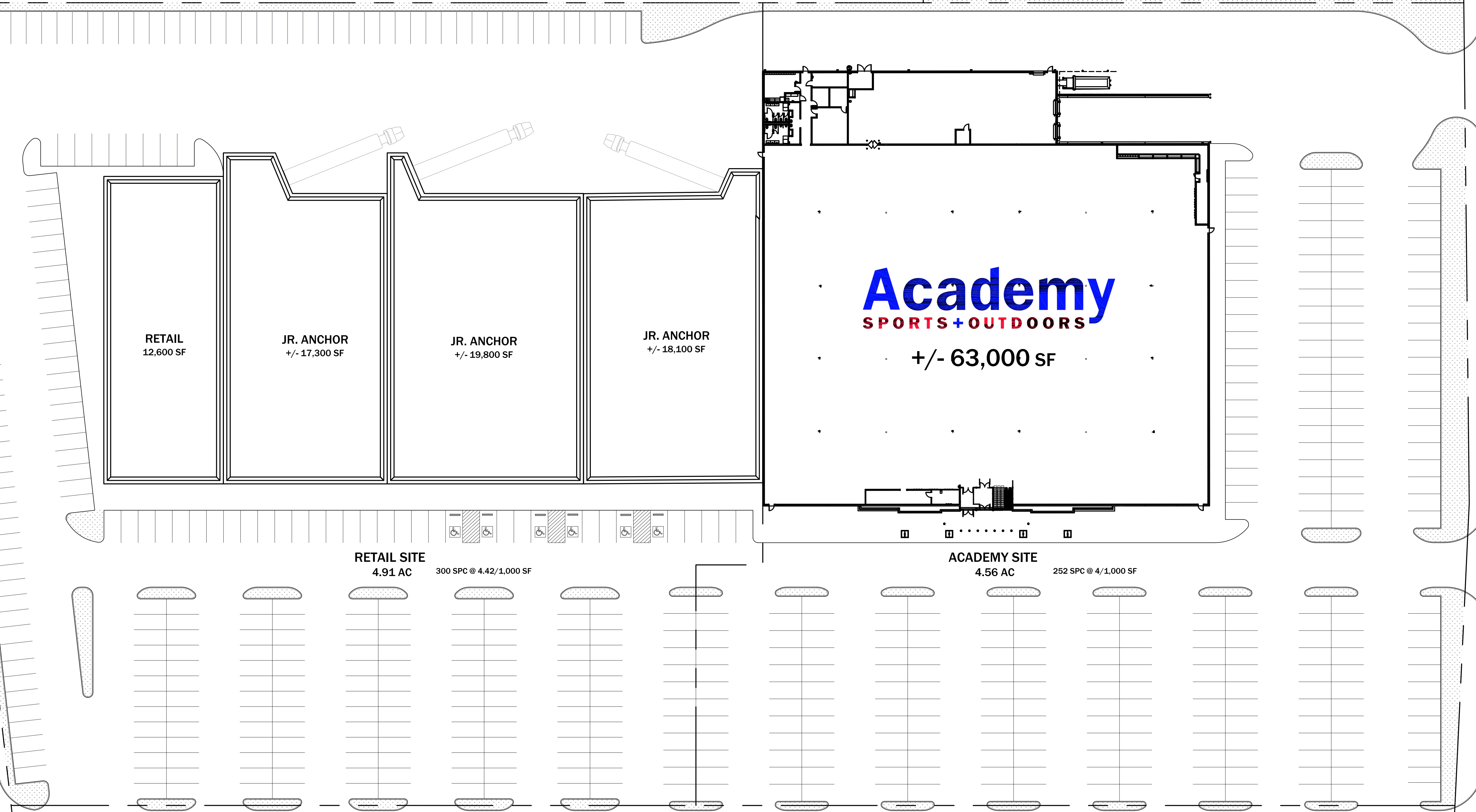
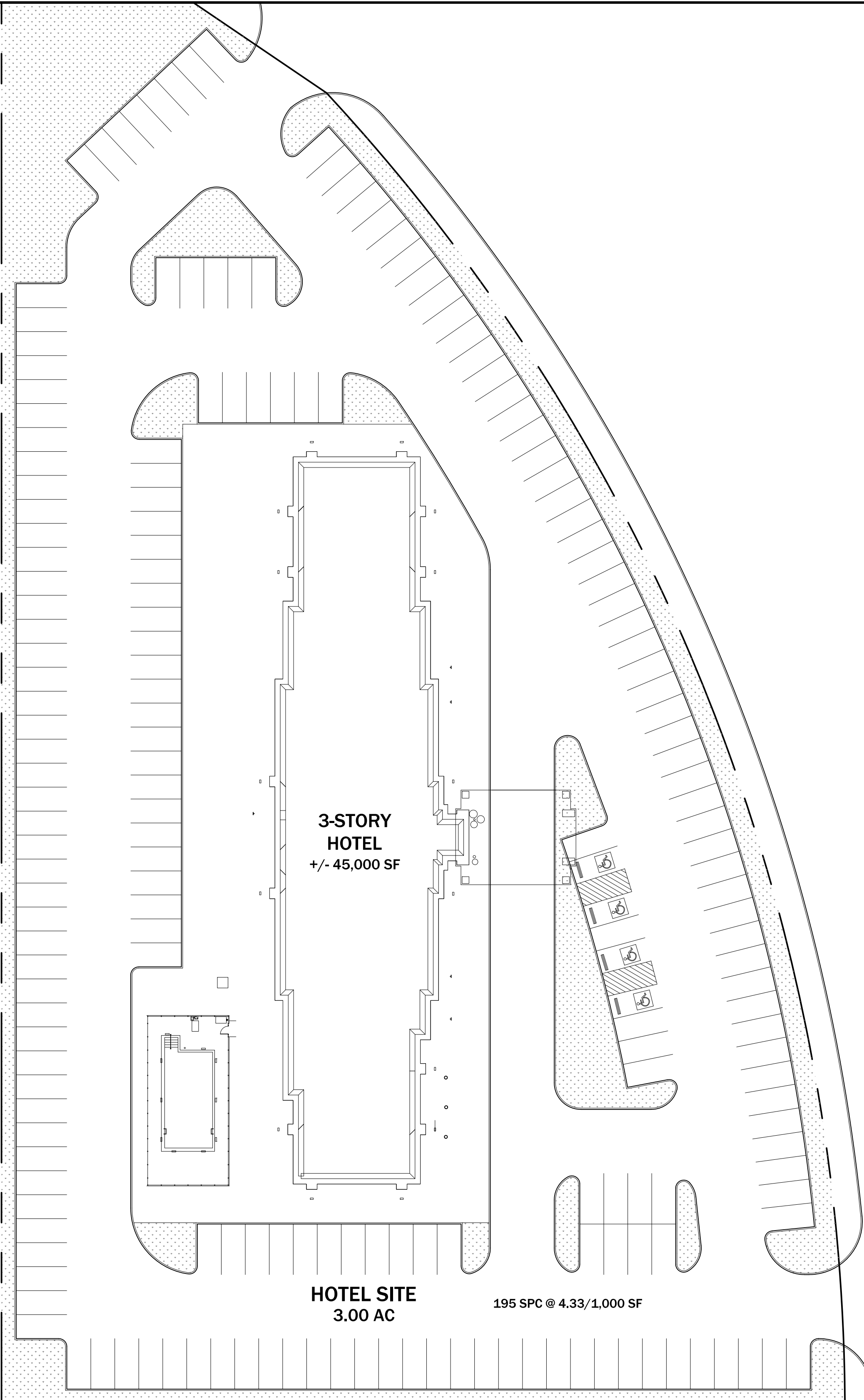
ArcGIS Web Map



Disclaimer: This product is offered for graphical purposes only and may not be suitable for legal, engineering, or surveying purposes. The information shown on this exhibit represents the approximate location of property, municipal boundaries or facilities.



MULTIFAMILY TRACT 14.33 AC



BUFFALO SPRING DR.

STATE HIGHWAY 105

01 SITE PLAN - OPT 1 SCALE: 1" = 30'-0"

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 11, 2025

AGENDA ITEM:

Consideration and possible action on the Regular Meeting Minutes of February 18, 2025.

SUBMITTED BY: Ruby Beaven, City Secretary/Director of Administrative Services

APPROVED FOR AGENDA: Ruby Beaven, City Secretary/Director of Administrative Services

BACKGROUND:

Please see the accompanying minutes:

Regular Meeting Minutes of February 18, 2025

FISCAL ANALYSIS:

N/A

RECOMMENDATION:

Staff recommends approval of the meeting minutes, as presented.



**Montgomery Economic Development Corporation
Regular Meeting Minutes
February 18, 2025 at 6:00 PM**

OPENING AGENDA

1. Call Meeting to Order.

The Regular Meeting of Montgomery Economic Development Corporation was called to order by Jeff Angelo at 6:00 p.m. on February 18, 2025, at City Hall 101 Old Plantersville Rd. Montgomery, TX and live video streaming.

With the Board Members present a quorum was established.

Present: Carol Langley, Treasurer
 Jeff Angelo, President
 Ryan Londeen, Secretary
 Arnette Easley, Vice President
 Wade Nelson, Board Member joined meeting at 6:01 p.m.

Absent: Dan Walker, Board Member
 Casey Olson, Board Member

2. Pledge of Allegiance.

President Angelo led the Pledge of Allegiance and Pledge of Allegiance to the Texas State Flag.

PUBLIC FORUM

Ms. Cheryl Fox, 821 Stewart Street, Montgomery, Texas said she came again this evening to discuss purchasing a piece of property at the corner of Caroline and FM 149 or Liberty Street. She said she called the agent that has the property listed and told him she was interested, but they have it listed for \$300,000 and she said she thought that was insane. She asked if he would be willing to entertain something in the \$200,000 range and he said he yes. Ms. Fox said she just wanted everyone to understand because listed at the price he has it which is .0245 eighths of an acre that would actually be \$10,712.50 a square foot. She thinks that is a little over our market even though we do have a good market here. She would like to have you all entertain the fact of purchasing that piece of property due to the fact she thinks it is very instrumental to our downtown ambiance. She would love to see that belong to the City and the City have control of that piece of property.

PRESENTATION

3. Understanding Type B Economic Development Corporations presentation by Caleb Villarreal, City Attorney.

City Attorney Villarreal said he will hit the high points mostly related to expenditures and what the State law requires. He said he has worked under City Attorney Petrov for eight years and also represents municipal utility districts and real estate development.

City Attorney Villarreal said he will be going over the process and what is required by law as far as publication and legal notices. On the first page of the presentation you see we are a type B EDC which is afforded more latitude than a type A EDC. These corporations can fund land, buildings, equipment, facilities, expenditures, or other infrastructure and improvements related to new enterprises for business development, which is quite a broad definition, but most expenditures are permissible as long as you adhere to the statute. Any project that is under \$10,000 there is no approval by the City Council required so you can authorize a resolution or make a motion to make these expenditures that are under the \$10,000 threshold. If the expenditure is more than \$10,000 you would need to have that item on the agenda and then make a recommendation or take action on that item, but what is then required is that item has to go to City Council and they have to do two separate readings of the resolution. Once City Council approves the expenditure, then it is permissible. Before it goes to City Council, you have to call a public hearing to let members of the public discuss that item and voice any concerns they may have during the public hearing. Once you close the public hearing it goes to City Council if the EDC is on board with the expenditure. There is an exception for municipalities that have less than 20,000 people like the City of Montgomery if the expenditure fits within certain parameters of the statute, what is considered a primary job. The slide shown lists all the different definitions of primary job. If there is an exception, a public hearing is not required, but typically it is best to hold the public hearing and see what members of the public have to say on the expenditure. Once you take that under consideration, we prepare a resolution and it has to go before City Council and it is usually two separate meetings, or it is two separate meetings of one reading the resolution, and then the subsequent meeting will be the second reading of the resolution. So, you have the public hearing that is required and then Council approval on these expenditures that are over \$10,000. With these expenditures, before you expend the funds after it is approved by Council, there is a 60-day waiting period on the publishing requirement because citizens of the community are allowed to petition for a special election and challenge the expenditure. You do not expend the funds for two months because members of the public can challenge that expenditure and request a special election at the next general election date to be held on that expenditure. Then it is up to the voters to either approve or not approve. The threshold is a petition of at least 10 percent of the registered voters. Vice President Easley asked how many per quarter year \$10,000 expenditure can it be? City Attorney Villarreal said it will be separate expenditures. Every expenditure is a case by case individual basis. For example, Ms. Fox is talking about the acquisition of land. If the EDC is interested in acquiring the land, because it is most likely going to be over \$10,000, you are going to have the public hearing and then we would prepare the resolution for Council to approve and they would approve the contract, but then the actual real estate contract would come back to President Angelo and he would sign off on behalf of the EDC. Even though Council approves, if the MEDC is making the purchase you adhere to the statutory process and then the real estate contract would come back to

you for final execution of those documents. Council approval is required on these expenditures over \$10,000 and a public hearing is required. You want to make sure you adhere to the statute so no one can challenge the expenditures 10 or 15 years down the road or raise an issue. Vice President Easley said what he was asking is per quarter do you limit the amount of expenditures at that amount just as on an approval of Council, and can anyone come five or six times if they have a project? City Attorney Villarreal said if they have a project that project would be considered as its own item if it is under \$10,000 with no Council approval. If it is over \$10,000, then Council approval is required. If they have another project it is the same thing. You start the analysis with that \$10,000 threshold. If under \$10,000, then no Council approval. If over, then you need Council approval. Board Member Nelson said he thinks what Vice President Easley is asking is there is no limit on the number of transactions. City Attorney Villarreal said no. There is no limit. President Angelo asked if it is applicable also to contracts with respect to maybe the whole contract may be over \$10,000, but the monthly cost is budgeted and may be less? City Attorney Villarreal said you look at the cumulative amount, the entire contract. Whatever that total amount is, that is the amount that must be either considered by EDC or by City Council. President Angelo said they were talking a bit about contract acquisition and RFQs. What were the thresholds for reaching out and gathering bids? City Attorney Villarreal said it is \$50,000. EDC's do have to adhere to the same procurement statutes as the City. It is the same threshold of \$50,000. You have to go out for competitive bids. If it is under \$50,000, the common process is RFQs or request for proposals, but the competitive bidding process is not required when it is under \$50,000. President Angelo asked when does it hit the sealed bid threshold? Is it RFQ and that is it? City Attorney Villarreal said yes, \$50,000 sealed bids are required. President Angelo asked are sealed bids required for \$50,000 or more? City Attorney Villarreal said correct. The bid package typically gives all the instructions on the dates and deadlines. President Angelo asked how do you go about looking for the vendors for these bids? Is there someone assigned to that who is in the City or is that something we do as members of a board? City Attorney Villarreal said it depends. There is usually a data base where you have your contractors and usually the engineers are familiar with the data base. Also, notice is published in the newspaper and these companies are always seeing if that is something they are interested in or a contract they are interested in entering into or not. Secretary Londeen said the administrator would typically post those. City Attorney Villarreal said he cannot remember the data base the engineers use, but there is a data base that is published. Secretary Londeen said there are different methods, but for professional services like engineering that is not based off of a price. There are some professional services you go off for costs, but engineers you cannot base them off cost. It is based off of qualifications. He asked if City Attorney Villarreal could explain the difference. City Attorney Villarreal said yes. Engineers, like you said in the attorney's office, the standard there is most competent and qualified. You are actually prohibited by law from considering the price. You are supposed to make your decision based on competency and qualifications, not based on the price or their hourly rate. Secretary Londeen asked if other professional services like Graphics Design is based off of more pricing? City Attorney Villarreal said that statute has an exhausted list. He does not have

it in front of him, but says architects, surveyors, engineers, and attorneys. He cannot remember the other professions that are under that statute, but he can follow up. Like he said, they are actually prohibited. Secretary Londeen said it would be good just to make sure everyone is aware that there are differences there. Sometimes you can go for cost and sometimes you can go off qualifications, but it came up with the branding thing. He thinks they are fine because he looked it up himself. He thinks it was fine with the branding. President Angelo said it was around \$1,500 for the total package. City Attorney Villarreal said they all fall with the Professional Service Procurement Act. It has the list of exhausted professions and if you fall in that list then you are prohibited from submitting anything more than your qualifications or making a selection based on their competency. Board Member Nelson said as an example, what Ms. Fox had described, the City purchasing a piece of property, when does the 60 days for public reviewing begin? Is it after the City Council has approved the contract? City Attorney Villarreal said correct. It is after, but then before the expenditure is made. You just have to after it is approved wait the 60 days and make sure you do not spend a dollar before that 60 days. Board Member Nelson asked within a contract that we have for a piece of property, do we need to build in 60 days in the feasibility? City Attorney Villarreal said correct before money is exchanged. Board Member Nelson said before closing. City Attorney Villarreal said correct. Secretary Londeen said the City could reject any type of expenditure of the EDC. When would they vote on that? Is that the first reading that they vote or do they do two readings and then they vote on the expenditure? City Attorney Villarreal said it would be the first. Secretary Londeen said then they could just shut it down immediately. City Attorney Villarreal said yes. Secretary Londeen asked would they approve it then and then there are two readings? Is that how it works? The first reading is the vote and then they do another second reading. City Attorney Villarreal said typically if Council is not on board with the expenditure, sometimes it does not make their agenda. If they are on board with the expenditure they will fulfill the statutory process, but if they are not on board, sometimes they just discuss it, other times they just let it die. Secretary Londeen asked just for clarification, expenditures could be water lines, sewer, street scape improvements, street improvements as long as they can tie it to some type of economic incentive? There has always been some confusion with the EDC group on what they can spend their money on, but he thinks they can spend their money on all of those things on public infrastructure that helps bring economic activity to the City. City Attorney Villarreal said correct. It promotes new development and economic enterprise. Secretary Londeen asked if it has to be tied to a specific development? City Attorney Villarreal said correct. It is a very vague, wide definition there especially under type B. It is something they analyze whenever you ask us to prepare the resolution. They analyze does a public hearing need to take place and if so, what statute allows them to make this expenditure? You then put that part of the code in the whereas clauses and that way the person that is reading the resolution knows this is the statute that authorizes this expenditure. Secretary Londeen asked is there any prohibition of us just funneling money back over to the City's budget and let them spend it however they want? City Attorney Villarreal said there is no prohibition because City Council provides oversight and they ultimately have to approve your budget every year so it is very

common for those transfer of funds to take place. Secretary Londeen said they have some items that are transferred back to the City for capital improvement and various things. Are you saying that is fine? City Attorney Villarreal said yes, as long as it is budgeted in your budget and that specific line item is accounted for and showing it is going to the City.

REGULAR AGENDA

4. Consideration and possible action to approve a grant application for funding in the amount of \$5,200 for the Montgomery Antique and Unique Festival.

President Angelo said they had a meeting a couple of weeks ago and Ms. Drummond expressed to him there was a need. This is the first time in two years this has come back. President Angelo said in the past the EDC has funded the project to the tune of about \$10,000 for each event is that correct? Ms. Drummond said she would agree with that statement except that it has been six years since the event asked for any compensation. President Angelo asked this year you are asking for \$5,200 and it has to do with partially accommodating the security from Montgomery PD? Ms. Drummond said yes. Originally the discussion that was had for what was required was going to be around \$9,500. That was revised and reduced she thinks because one officer was reduced overnight. It was reduced to \$8,200 as the final number for security. President Angelo asked are you not asking for anything other than to partially fund the security for the entire event, which is a two-day event, but is set up for three days? Ms. Drummond said the vendors set up on Thursday and we usually start at 8:00 a.m. They are typically done by 5:00 p.m. or 6:00 p.m. Security would start that night and last 24 hours until the vendors pack up and leave on Sunday around 5:00 p.m. President Angelo said because these are tents there is no other way to secure their valuables which are antiques and high dollar items. How many people do you expect to bring into the City during this event? Ms. Drummond said if the weather cooperates she is in hopes of 1,000 to 2,500 minimum people a day. President Angelo asked if she has spoken with any of the other businesses in the area and how do they feel about this event? Ms. Drummond said everyone she has spoken with is extremely excited to have it back because typically most of the businesses she has talked with, herself included, revenue was down about 40 percent without having the antique festival and/or the wine festival to bring additional visitors. President Angelo said in lieu of not having the wine festival, you have championed and brought this event back. Ms. Drummond said yes. President Angelo asked is the goal to drive revenue for these businesses who have suffered year-over-year? Ms. Drummond said absolutely, that is the whole goal. Board Member Nelson asked if the scheduling coordinated with when Round Top is falling off, your event picks up? Ms. Drummond said yes. This will be the 27th year of this event in May. The original schedule when they set it up 27 years ago was to have the vendors do their main showcases finish at Round Top and then come here. There was about a week of time that would pass between the two shows. Now Round Top has extended their days so they are going to get maybe three days and they will be here. 90 percent of them will finish their year here. Historically, this is the best event they do all year. That is what their feedback is. She is in hopes to get it back to that again. President Angelo asked how many booths

have you secured as of today? Ms. Drummond said the community building is full and she has three tents that are completely full. President Angelo asked how many vendors total? Ms. Drummond said around 42 vendors. President Angelo said you basically have sold it out. Ms. Drummond said the tents are half way full. She still had the property that was in discussion a minute ago with Ms. Fox. She put people there and around the community grounds. At the community building people will set up around there. She does not have tents set in the community building parking lot in case the rain is too bad so those vendors can move onto the concrete and not be on the grass. President Angelo said it is good to have that event back and thanked Ms. Drummond for picking up the mantle. President Angelo said a little background for the other members is this was talked about with the previous administration going back to October of last year and it just made it to them because it was shelved. If it was not for Ms. Drummond's persistence we probably would not even know about it. Thankfully between Ms. Drummond and Special Event Coordinator Johnson we were able to get it back on the agenda in time.

Motion: Vice President Easley made a motion to approve a grant application for funding in the amount of \$5,200 for the Montgomery Antique and Unique Festival. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

5. Consideration and discussion of a proposed city marketing logo and the official seal.

President Angelo said many meetings ago they started discussing making some adjustments to the marketing side of the City, giving it a facelift with respect to the logo. He said there was not anyone able to help assist with that until Special Events Coordinator Johnson stepped in and so he started the ball rolling getting a graphic artist company on board to help create a branding package which is included in this guide. This did not make it into the agenda packet, but it will be added subsequently and put in so that anyone in the public would like to review it they may be able to. This went through many iterations. Chief Solomon, City Secretary Beaven, Special Event Coordinator Johnson, and Mayor Countryman all had a part in helping guide him toward getting this to the final logo which we are presenting. In the process of this, Treasurer Langley had a great suggestion that we maintain our City seal because the seal has represented the City for quite some time and is already on a lot of our City documents. From a branding standpoint, we could utilize the logo because we needed to take that trademark birthplace of the Texas flag and start putting it on merchandise and start utilizing it. For more legal and other type documents we could continue to use the City seal. The idea here is to discuss and decide if we want to approve this and send it to Council for final approval and then they would then make the final determination. Secretary Londeen said he is definitely in agreement with keeping the seal and he likes the logo. His only comment is the blue looks off in the print. President Angelo said that is a result of his home printer so that could be the reason. Secretary Londeen said he wants to make sure they confirm that the colors, especially the blue matches the Texas flag. President Angelo said the blue is the exact PMS color as the Texas flag. President Angelo asked City Secretary Beaven if there is any action they need to take on this item other than if they decide to move forward and send it to City Council? City Secretary

Beaven said that is it. City Attorney Villarreal said he was working with the former City Administrator Palmer on this issue because apparently there was some for-profit businesses that might use the logo. He had proposed what numerous cities have in place is just a short policy about the use of city logos and a short application. If you are non-profit then typically they do not pay the license fee. If it is a for-profit company they pay a license fee for using the city's logo. With that you control the use of the logo and make sure they are not putting the logo anywhere they are not supposed to and to alleviate liability concerns. Also, what is typical in most cities is when merchandise is sold there is a threshold. Typically it is five percent of the gross sales of that merchandise of the city's logo that is remitted back to the city for using their logo. He wants to make sure everyone is aware of these options. We can have that application and policy to formalize the process and make sure that we know who all is using the City's logo and make sure the City is compensated for the use of their trademark. President Angelo said that is great and exactly what they are hoping to do. We want to get merchandise rolling out in a lot of the shops throughout the City and especially for tourism. Is this a policy our city attorneys will help craft? City Attorney Villarreal said absolutely. It is maybe a page or a page and a half. It is just a short document with some guidelines. President Angelo asked how are these fees reconciled with respect to oversight? Do they come into a specific line item budget? City Attorney Villarreal said typically it is a marketing department of the city, which he does not believe there is one here, but usually you have one department that oversees the application process just to make sure the people that are using the logo are complying with the City's policy and remitting the sales tax or the amount they should be remitting. President Angelo said it is basically a commission on sales. City Attorney Villarreal said correct. It is always good to have a policy in place. President Angelo said he agrees. Would that be something Special Events Coordinator Johnson would handle? Treasurer Langley said it needs to be ready by the time it goes to Council because if Council does not have a, b, and c, they are not going to vote on it that night. Is there a fee they need to come up with or you already have a fee? City Attorney Villarreal said it is up to you. What he has seen is sometimes quarterly. He thinks it is a bit of a headache having these entities remit quarterly payments. It is probably easier and more simple to do annually, but what he has seen is usually a five percent of the growth sales on that first coffee mug, t-shirt, or pen. Treasurer Langley said they are not going to keep up with all of that. Do we just need to say you come to the City if you are a business? An individual is not going to be able to get this are they? City Attorney Villarreal said absolutely. A for-profit individual, a company can do this as long as they go through the process, submit the application, meet the criteria, and then pay the fee. You certainly are entitled to just make a lump sum amount. President Angelo said he would think Treasurer Langley is right. He thinks just a one lump sum fee. Chief Solomon said they will look at those prices from different places and how other people are doing it. They will come up with some set prices. Treasurer Langley said she knows at Jim's Hardware she is not going to be able to keep up with how many coffee cups are sold. Jim's Hardware just needs to pay a total amount, whatever the City says, get their permit, and then start making t-shirts. Is that what we are talking about? Secretary Londeen said it is like a fee schedule. Treasurer Langley said once she buys it she can make as many t-shirts

as she wants to. Secretary Londeen said like if someone goes out and mass sells this and makes a huge profit off of it and the City gets nothing for it. Treasurer Langley said that is correct. Ms. Drummond said we do not have enough sales that are going to out sale what the City would sell. Secretary Londeen said HEB might be able to push t-shirts. Vice President Easley said for larger organizations you charge more. Chief Solomon said it is like when they buy their police cups with their police logos. What they do is for so many they buy for 200. It may cost you \$500 so they will set those prices at that range. If HEB or Home Depot does want to sell those they give them a limit on what limit are you going to buy? If it is 500 then that may be \$1,500. President Angelo asked if Chief Solomon is saying he buys them through their selected vendor? Chief Solomon said no. What we are going to say is that when we are talking about putting this policy together we will take a look and see where all that lands and then we will see if City Council agrees with those price ranges. They will look at the policies, find out how that works, and bring you something that you can bring to City Council. Secretary Londeen asked if they own the trademark to birthplace of the Texas flag? City Attorney Villarreal said correct. In 2021 the birthplace of the Texas flag was registered. President Angelo said they want to get this marketed out there so they can maintain that trademark. If you do not use it, you lose it.

Motion: Board Member Nelson made a motion to approve a proposed city marketing logo and the official seal.

Treasurer Langley said she is not taking an official seal to the City Council to do anything with so it will just be the proposed city marketing logo. Secretary Londeen said the seal does not change at all. We just have a better resolution, image for it. President Angelo said he had it converted into vector art.

Motion: Board Member Nelson made a motion to approve a proposed city marketing logo to send to City Council for approval. Treasurer Langley seconded the motion. Motion carried with all present voting in favor.

6. Consideration and Possible action regarding a phased funding budget for wayfinding signage.

President Angelo said they have been working on the wayfinding signage package for quite some time, possibly over a year now. They are at the point now where they need to get it funded and move forward. He had a local company put together some pricing to show some of the pricing for these signs. He said he is no expert on city signs and definitely does not have a clue when it comes to procuring vendors for this kind of a program. If you look at the number of signs they have he thinks they are going to exceed \$10,000. These are for each sign so it is very possible they will exceed the \$10,000 threshold. The question is Secretary Londeen, where do they go from here with respect to getting these? Secretary Londeen asked if they looked at our specifications and this is what these prices are? President Angelo said yes. Secretary Londeen said he thinks they need to decide how much they want to spend first, use these as a ballpark, select the group of signs they want to install all at once, and then ask for our official bids for that group of signs. If it comes up

higher than they can negotiate by a line item of no, we cannot afford these so instead of doing like 20 signs they can do 15 signs. As a group they need to decide which signs to gather together, how much to spend, select the group of signs they want to install and then go out for bids. Board Member Nelson said he worries about piecemealing them. Secretary Londeen said he thinks there are 100 signs so that is his concern, but if they could, they could figure out how much it all costs together. It is going to take a while too to get permissions for all these as well. President Angelo said they are going to have to go out and do the 60-day. Chief Solomon asked where did you get the \$10,000 from on the signs? Board Member Nelson said on the line item list if you add it up. Chief Solomon said as they looked at those signs the cost is really up there. Secretary Londeen said that is why he asked. Their signs are specific. President Angelo said that is why he said it is going to go well past \$10,000, not under \$10,000. Chief Solomon said that is exactly what we need you to do. To figure out which ones you want, how many, and then set the budget on that. Secretary Londeen asked Chief Solomon do you have a different cost? President Angelo said no one has the cost and this is what they have been going back and forth on forever. Secretary Londeen said if a sign cost \$50,000 then that adds up super quick and they cannot pay for the whole thing if they want to do McCown, but if they are like \$10,000 or \$5,000 or whatever, then they can afford more. Chief Solomon said that is exactly what they are seeing because you are going to have to choose which type of signs you want and once you choose which type, then we can figure out the price range because they have seen some in here going up to \$60,000. Code Enforcement Officer and Planning/Zoning Administrator Tilley said in August of 2024 MEDC had approved a small first phase implementation of the wayfinding program. What was that small first phase? Was there a picture of all the signs? President Angelo said they did have a group of signs they wanted to go forward with. The problem was the City Administrator and Assistant City Administrator were supposed to bring them some true cost and that never happened. Code Enforcement Officer and Planning/Zoning Administrator Tilley asked was this the first phase? President Angelo said no. It was not just one page of signs. It was specific locations they wanted. Code Enforcement Officer and Planning/Zoning Administrator Tilley said so not the type of sign, but the location of the sign? President Angelo said correct. Like the library sign and there were various city signs including a gateway sign. Code Enforcement Officer and Planning/Zoning Administrator Tilley asked a monument sign? President Angelo said yes. There are so many signs, but they do not know which ones to even go out and ask for. Secretary Londeen said they could go out and ask for bids for all of them and see where it lands and see if they would come down on pricing for bigger projects because you will get a discount if you do more. If they go piecemeal in smaller pieces they are probably going to be a bit more expensive. Code Enforcement Officer and Planning/Zoning Administrator Tilley asked if the group was in this packet in August? President Angelo said yes. They have all had that packet for over a year now. It has been ready, it is just they do not have any pricing to be able to even make a decision on anything. Code Enforcement Officer and Planning/Zoning Administrator Tilley asked if they could get the pages at some point? Board Member Nelson said he thinks that is going to be them all getting back together and reviewing it again. There is no way to decide that today. Secretary Londeen said they

cannot pick it today because you do not want to pick out a sign that is disconnected out in the middle of nowhere that leads someone to go to the City and then now what? We need to have a strategy. City Secretary Beaven said you are right on all of that. There are two attachments. One of them was the design intent drawings and the other one was a packet for locations. It would be advisable if you would go through the packet and look to see what locations that were outlined in this packet that you want to look at and look at the designs that are provided. Choose something and bring them back to us so we can obtain a quote for you. We need to just start from this point from that direction and move on. Secretary Londeen said he could help with that. What needs to happen is we could have potentially paid for an implementation plan where they would have gone on in and said if you need to segment it out this is how we do it. We could potentially ask them to do that. We might have to pay them money to do that, or we just have someone here that goes in and says this group of signs needs to go together and we could phase it into three or four different phases. What we could potentially do is then ask for bids for those three phases. Bid each phase individually, give us the cost for all of it, but give us the pricing for each phase and then we can decide which ones we want to actually fund. Board Member Nelson said his biggest concern would be not to go the cheap route because you will never be happy with it once it goes up. We can cut costs, but if you do not do it right the first time it is going to look terrible going forward. Secretary Londeen said it gives extreme detail on what the sign should be made of, how it should look, how it should be manufactured, how it should be attached, and how it should be put in the ground. Whenever you ask for bids they are going to have to give us pricing to build it exactly to those specifications. President Angelo said Code Enforcement Officer and Planning/Zoning Administrator Tilley knows the City ordinances. Could we all get together and just pick the three phases? It would be nice to sit down for an hour one day and come up with that. Secretary Londeen said he can do some preliminary looking through it. We want to focus on SH-105 because that is where the highest traffic volume is and we want to make sure when those signs are pointing people somewhere they know where they are going. We do not want to point them in random directions. President Angelo said he thinks the design is really good, but it is just a matter of getting to step two. Secretary Londeen said he thinks they need to have a small committee. President Angelo asked Code Enforcement Officer and Planning and Zoning Administrator Tilley if that is something she would be able to help assist them with in terms of making sure they are good on the ordinance side of things as they are trying to develop? Secretary Londeen said the other thing we need to talk about is who is going to coordinate with TxDOT and private property owners or the signs on McCown street that we need to coordinate with the design group on making sure these signs can be placed now or later? Chief Solomon said that was part of what they looked at when they heard about this a year ago. Where are these signs going to be placed? Are they going to be placed on TxDOT's right-of-way and that is where Code Enforcement Officer and Planning/Zoning Tilley was coming in to see where we could place these signs. We will cover where you can place them once you get to the area. The main thing is we just need to know which signs you want. We need to choose those so we can start. President Angelo said how about we say we want them all. We love the package and we voted for the package. We just do not have

any price on the package. We are ready to buy it. Board Member Nelson said it is putting a wish list together and then come down off of that. Secretary Londeen said you could go out for bids and get bids back, but then it could be too expensive. He suggests coming up with a preset of three phases. If we have a McCown project we want to do also and that is a big portion of our budget, can we also afford signs at the same time? He thinks doing phases you could ask for bids for the whole thing or you could just ask for bids for three phases, or you could do both. Code Enforcement Officer and Planning and Zoning Tilley said you could have target dates all driven by deadlines. She noticed these signs do not have our City seal on them. Secretary Londeen said he does not think any of the signs have a seal or logo. President Angelo said everything has been approved, but who are they buying them from and when will they get installed? Code Enforcement Officer and Planning and Zoning Administrator Tilley said if we are staying with that design, the star in the circle, was there a thought that maybe our marketing logo might look similar to that where we link the City? Secretary Londeen said he looked at the signs again and it looked like they were fine. It does not look like our new marketing logo is going to clash with the signs. President Angelo said they could always go back and revisit that once they get to the company. Rather than postpone this, he does not think it is that big a deal. The main thing is just to get going. He thinks maybe within the next week or two. Secretary Londeen said soon enough so they can bring it back to the next meeting and they can vote on which plan to choose. President Angelo asked who wants to be on the committee to go through the signs? Code Enforcement Officer and Planning/Zoning Administrator Tilley said we want to make sure we do not get in trouble with a quorum. City Attorney Villarreal said a quorum would be four people. If it is three of you unless the bylaws say different, it would be four.

Motion: Secretary Londeen made a motion to form a committee on developing a plan for the wayfinding and signage that includes President Angelo, Board Member Nelson, and Secretary Londeen. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

7. Discussion and update on the McCown Street Project.

City Engineer Zachary Timms stated he would present a couple of updates for the downtown streetscape project. On page 211 there is a memo from WGA outlining the summary of the project. Essentially in early January they received updates from Ardurra who was commissioned by MEDC to update the downtown streetscape which includes McCown. What they have been told by former staff is to hold off. During staff turnover earlier this year and now through today, they have been having preliminary updates periodically dating back as far as January 29th when they had a joint workshop with Ardurra their consultant, MEDC, Council, and Planning and Zoning. The project is three phased so the Ardurra side is covering the surface improvements which is all of the pavement and streetscaping above ground. That includes your decks, plazas, etc. They have updated their design which can be found on pages 213 and 214 of your packet. What they have proposed is a one-way northbound from Caroline up all along McCown, all the way through College Street, and then from around the steakhouse would be one-way going south to allow for parking and foot traffic in that plaza. What has happened since then regarding this layout is on January 30th there was a downtown meeting with all of the downtown business

owners, Mayor Countryman, and the steakhouse owner which brought them up to speed on where they stood within the scope of this project. They were amenable to discussions about turning some of their parking lot into a driveway to access Maiden Street to the east. Where that stands now is City Engineer Roznovsky and Code Enforcement Officer and Planning/Zoning Administrator Tilley are having conversations about getting access to that parking lot. We would not be requiring any right-of-way. It would be a driveway access easement allowing traffic from Caroline through McCown to Maiden. That is the surface improvements part of the project. Where WGA comes in is the linear utilities associated with those improvements. They were authorized to begin design on the downtown waterline replacement that replaces the waterline along Caroline, McCown, and all of your downtown area, replacing various six- and four-inch lines with eight inch lines just to upsize and provide additional flow within the area. They have since reduced their scope to match what is currently being proposed with the downtown streetscape. There is no sense in tearing up what they need to. They are revising or splitting out their current scope to be phased out. The current phase, what they have now matches what Ardurra is proposing. They will then come back at a later date to finish off the rest of the project. Their current scope for waterline replacement is only through McCown. They would come back for the Caroline waterline replacement. Additionally, with that they have some storm sewer replacement that goes along with the downtown streetscape. Again, that scope is also mirroring what is being proposed by Ardurra so it would only be for McCown Street. What they are going through next are conversations with the private property owner to make sure they are amenable to allowing the City to access their parking lot and propose that access drive through their parking lot. From there, they will revise the scope along with Ardurra to make sure they are encompassing the proposed improvements to said layout because currently there are none as you can see in the packet. From there they would revise the layout, identify scope and cost for the project, and then the timeline for construction and bidding. Right now with your current scope, the project is outlined to be around \$1.9 million and that is only for the McCown Street improvements. Nothing along Maiden, and nothing for the drive aisles.

Secretary Londeen said the driveway through the steakhouse is a point of confusion. If you remember there is the pedestrian piece in the middle with the star in the raised brick area. Originally that was supposed to be closed off either permanently or temporarily by Ardurra. You could potentially put removable bollards there and pedestrians could use it and you block off vehicular traffic. He does not think they could do that without this driveway. He could be wrong, but if it is one-way, that lane always has to be open even without removable bollards. If we have the turn lane through the steakhouse you then have the option to close that down whenever you want for pedestrian activity. City Engineer Timms said how they have it proposed now is that it is through traffic through Maiden Street. Secretary Londeen said on the right side of the thing, he was talking to Ardurra and it was not very clear of if they did close down the pedestrian with removable bollards then the north side of that pedestrian walkway area would have to be two-way. That is what they originally had was two-way. They were expressing doubts that that was even possible now and he does not remember why. That was all contingent on the driveway. They had to change plans a couple of times because with him not allowing them access with this driveway, they had to make a continuous one lane through and that is what is here. He does not know if they need to go back to Ardurra and ask them on the north side of this pedestrian area can they do two-way parking there again or not? City Engineer Timms said they have been in communication with Ardurra and to his understanding what is north of the pedestrian plaza is currently with no access through the steakhouse two-way. You would

allow for northbound traffic from Caroline to College and then from College to the plaza for that staggard parking. Secretary Londeen said it looks like head on parking at one-way angled parking, but he could be seeing it wrong. City Engineer Timms said he would have to confirm with Ardurra their intent, but either way as to your point with the conversations with the steakhouse being back open, he believes they would have to revise their layout regardless of whether or not it was one-way through or two ways south and north. Secretary Londeen said he would like them to confirm they can have the option to close down that pedestrian area with removable ballards and that it would be a two-way street on the north side of the pedestrian area. Maybe it was not a big deal to close down the pedestrian thing. That was just something they had to pivot on and deviate from the plan that they approved was before that area was assumed to be closed down and parking would be on the north and south side with the drive through the steakhouse. We had to pivot because we did not get that access. We could just leave it completely open to through traffic with one-way through traffic. We had to make a decision because of that driveway and so we may not even need that driveway if we just want to keep it as it is now, one-way through all the way through. President Angelo asked why did they need the driveway to begin with? Secretary Londeen said because the original plan had the pedestrian area as potentially blocked off. President Angelo asked why would you need to block it off? Secretary Londeen said because that was the original design so you could bring out tables, put booths out there, or just make it a walkable area for foot traffic. President Angelo said if we do not do that, potentially we would not need the steakhouse permission. Secretary Londeen said the current plan is one-way through. President Angelo asked which is fine, right? Secretary Londeen said some of the property owners on the north side they previously had two-way traffic there. Now it is all the way through so you cannot come from College down that street. President Angelo said unless you go around Caroline and come back from that way. Board Member Nelson said he thinks people get accustomed to that. Secretary Londeen said they had asked Mr. McCorquodale to talk to the steakhouse owner because we had this original plan that they put together. President Angelo said he is open to doing that right? Secretary Londeen said that is why he is saying let us just go back to the original way we made this decision and do we need a pivot or do we just want to stick to what we have? President Angelo asked if there is any downside to keeping it one-way and allowing it to be a pedestrian area? City Engineer Timms said if the intent to the downtown improvements project was to add additional foot traffic, then having that one-way could potentially derail that intent. But again, you have the scope for one-way and then we are working on the scope for traffic via the driveway to Maiden, so either way you have two options that you can move forward on. It will just have to have that conversation with the private property owner. President Angelo said the private property owner seems to be amenable to it, so should we stick with the plan or do you think we should keep it? Code Enforcement Officer and Planning/Zoning Administrator Tilley said she does not know if the private property owners on the side where the raised platform, the walkways have even approved having those raised platforms on their property. Secretary Londeen said there are a lot of conversations that we have because we are doing improvements on private property all over the place. City Engineer Timms said to that point, essentially what they are lining out here today in this memo is the overall scope. There are still conversations that need to be had with the private property owners as far as all of the improvements go just because so much time has elapsed since the initial conversations took place. It is their intention to have those conversations with those private property owners. The first step would be identifying the most attractive layout and then from that step with either layout you would have those improvements to the private site with the raised elevation deck. President Angelo said they probably need to get moving along on that anyway. He thinks the layout

is fine the way it is now with or without the driveway. Secretary Londeen said the original plan was through Maiden going north was one-way and then that would loop out along the steakhouse to let people egress out so you can get emergency vehicles in and out of that area. On the other side it was two-way parking on both sides so people could come from College in and out on the north side. That gave you the flexibility of closing off the area there. His understanding is they cannot knock that out. It always has to be permanent so that emergency vehicles can get through. We would have lost that flexibility, but he does not know how important that is and what they would use that space for. President Angelo asked why spend the extra money if we can get what we want without doing that and potentially disrupt a business? Secretary Londeen said just keeping the one-way through street and not dealing with the steakhouse. It is one less property owner to deal with and less expense. They would not be doing any parking or improvements on his property. Vice President Easley asked what is the overall cost of the project? City Engineer Timms said as it is currently scoped out with no access drive via the steakhouse it is a total of \$1.9 million and that includes all of your surface improvements, waterline, and storm improvements. Vice President Easley asked if the current lines there now have been replaced? City Engineer Timms said yes. What they would be doing is making sure that when they are bidding this project out that all of those not concurrently happen, but happen in a sequence that does not impact the other. There would be no point in doing the streetscape improvement and then going back and ripping up pavement to do your water lines and storm sewer. They would do the utilities first and then the pavement. Secretary Londeen said he would keep the current design. The one-way is actually nice and it is less confusing. The pedestrian area is actually raised elevated and colored in a way that would make you think maybe I do not want to drive there. President Angelo said if down the road they want to put removable ballards for special events they can. Secretary Londeen said but we cannot. We would have to close down the whole street. President Angelo said he understands. One way or another you have to close out. Secretary Londeen said they do that anyway. They would just close down from College. President Angelo said it makes sense. Vice President Easley said since we have a layout now let us just move forward with that. President Angelo said to start talking with the property owners to determine if they are going to get any push back. Secretary Londeen said there might be push back on the one-way. President Angelo said this has been in the public view for quite some time now and he is sure they know about it. They probably would have heard from them by now if they were upset, right? Treasurer Langley said no. They want to have a meeting. President Angelo asked if they can start that process and who does that? President Angelo asked City Secretary Beaven if there is anything they need to do other than this discussion and say they are ready to move forward? City Secretary Beaven said this was just a discussion and update on the current status. Secretary Londeen said it sounds like without voting they are all going with the current one-way through street design and getting preliminary feedback from property owners on if they are okay with that layout. City Engineer Timms said that is what he is taking away from this. Secretary Londeen said we do not need to coordinate with the steakhouse property owner at this point. We can put that on hold. Chief Solomon said they will still talk about that just in case things change. City Engineer Roznovsky and Code Enforcement Officer and Planning/Zoning Administrator Tilley will be talking with all those business owners just to make sure everyone is on board so if something starts happening no one can say no one told them. Code Enforcement Officer and Planning/Zoning Administrator Tilley said she does not know if at some point is this part of CIP funds and does it have to go to City Council in order to move forward? Secretary Londeen said they already have a contract with Ardurra to complete the drawings so we should not need to do anything. President Angelo said she is referring to the funds to build

it. Secretary Londeen said yes, we will need to pay for that and it will have to go through the whole process. President Angelo said we are all on the same page so we can move forward. Maybe by the next Council meeting we can see if there is any push back.

8. Discussion of the initial preliminary proposed interim ordinances submitted by Kending Keast Collaborative.

City Engineer Timms said they reviewed the draft Unified Development Ordinance (UDO) from Kendig Keast and provided comments last week and they provided us with an update yesterday. Some of their comments were regarding the street classifications. They were proposing that we redefine some of our streets from major to artillery or etc. Along with the updates of the ordinances, they revised the design manual. We have not had a chance to review those because they came in today, but we are moving forward and working with them to make sure they are cross referencing all the appropriate reference material.

President Angelo asked if Council has approved these ordinances yet or are we still in the process? Treasurer Langley said no. Planning and Zoning will review them and then Council. City Attorney Villarreal said chapter 78 will be approved on February 25th. Chapter 98 will be approved at a later date and we need the calendar because that has to be published, have public hearings, different notice requirements, and go to Planning and Zoning. Chapter 78 does not have to go to Planning and Zoning. He does not know how much the final project will change from the interim and there may not be much to change, but he believes Council wanted to put something in place now. President Angelo said just to prevent crazy things from happening in the future with respect to development. City Attorney Villarreal said correct.

9. Consideration and possible action on the Regular Meeting Minutes of January 29, 2025.

Motion: Vice President Easley made a motion to accept the regular meeting minutes of January 29, 2025. Secretary Londeen seconded the motion. Motion carried with all present voting in favor.

ECONOMIC DEVELOPMENT REPORTS

10. Finance Department Report.

Finance Director Carl said at the last meeting you asked what the fund balance was. You are looking at the \$4 million mark, but that would bring you to nothing, so just keep that in mind. As far as the rest of the finance report, everything is moving along. For the sales tax it will be next month when we will see the split off between CCPD and MEDC. President Angelo asked if they have seen any benefits from the new businesses that have come in? Finance Director Carl said they are in line with what our projections were.

EXECUTIVE SESSION

11. Closed Session

Montgomery Economic Development Corporation will meet in Closed Session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

- A. Section 551.072 Deliberations about Real Property for potential land purchase.

At 7:20 p.m. President Angelo convened the MEDC into a closed session pursuant to provision of Chapter 551 of the Texas Government Code, in accordance with the authority contained in Sections 551.07 Deliberations about Real Property for potential land purchase.

12. Open Session

Montgomery Economic Development Corporation will reconvene in Open Session at which time action the matter(s) discussed in Closed Session may be considered.

- A. Section 551.072 Deliberations about Real Property for potential land purchase.

At 7:40 p.m. President Angelo reconvened the MEDC into an open session pursuant to Chapter 551 of the Texas Government Code to take any action necessary related to the executive session noted herein, or regular agenda items, noted above, and/or related items.

Motion: Secretary Londeen made a motion to authorize the Interim City Administrator to send letter of intent to acquire land. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

CLOSING AGENDA

13. Items to consider for placement on future agendas.

No items to consider for placement on future agendas.

14. Adjourn.

Motion: Treasurer Langley made a motion to adjourn the Regular Meeting of Montgomery Economic Development Corporation at 7:40 p.m. Secretary Londeen seconded the motion. Motion carried with all present voting in favor.

APPROVED:

Jeff Angelo, President

ATTEST:

Ryan Londeen, Secretary

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA
Regular Meeting: March 18, 2025

AGENDA ITEM:

Consideration and possible action on funding a Beer Garden & Wine Walk event to be held May 2-4, 2025.

SUBMITTED BY: Stephanie Johnson, Community Events Coordinator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary/Director of Administrative Services

BACKGROUND:**Funding for an added attraction to Montgomery Antique Festival**

- May 2-4, 2025 Beer Garden & Wine Walk

Event Overview & Hours

The Montgomery Antiques Festival will take place May 2-4, 2025, with the following hours:

- **Friday:** 10:00 AM – 6:00 PM
- **Saturday:** 9:00 AM – 7:00 PM
- **Sunday:** 10:00 AM – 4:00 PM

Gracepoint Beer Garden & Whiskey/Cigar Bar

Gracepoint will host a "Beer Garden & Whiskey/Cigar Bar" on its property during the festival.

- Vendor placement within Gracepoint's yard will be coordinated by the festival organizer.
- Gracepoint will partner with Gil's and possibly another beer vendor.
- Gracepoint will hire a musician and rent a restroom trailer for three days, with potential marketing support from the city.

Entertainment at Gracepoint Hall (GPH):

- **Friday:** 2:00 PM – 6:00 PM
- **Saturday:** 11:00 AM – 7:00 PM
- **Sunday:** 12:00 PM – 4:00 PM

Security Plan & Cost

Additional security officers are needed at key intersections:

- One officer at Liberty/College
- One officer at Liberty/Caroline
- Friday (2:00 – 6:00 PM): Two officers at \$50/hour for four hours = \$400

- Saturday (11:00 AM – 7:00 PM): Two officers at \$50/hour for eight hours = \$1,200
- Sunday (12:00 – 4:00 PM): Two officers at \$50/hour for four hours = \$400

Additional City Support

- Marketing: The city will assist with event marketing, including printed flyers to distribute within the business district.
- Food Vendors: The city will coordinate with Montgomery Masonic Lodge for festival food vendors.
- Wine Walk Coordination: The city will collaborate with local businesses to organize vendors for the Wine Walk.
- Public Works: The city will coordinate barricade placement with the Public Works department.

FISCAL ANALYSIS:

At this time, this is a non-budget item since this is a request for a new event to collaborate with local business.

The estimated request for this event for the City to collaborate would be at a minimum of \$6,000.

- \$2000 - restroom
- \$1000 - musicians
- \$1000 - tables and chair rentals
- \$2000 – Security

This would require going to City Council for a budget amendment for approval.

RECOMMENDATION:

Staff recommends MEDC approval to establish the funding amount and then to go to City Council for a budget amendment for funding a Beer Garden & Wine Walk event to be held May 2-4, 2025.

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 18, 2025

AGENDA ITEM:

Consideration and possible action on the proposed marketing logo.

SUBMITTED BY: Stephanie Johnson, Community Events Coordinator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary/Director of Administrative Services

BACKGROUND:

On February 18, 2025, MEDC had agenda item 5 “Consideration and discussion of a proposed city marketing logo and the official seal.” Motion: Board Member Nelson made a motion to approve a proposed city marketing logo to send to City Council for approval. Treasurer Langley seconded the motion. Motion carried with all present voting in favor.

On March 11, 2025, City Council had agenda item 14 “Consideration and possible action of a proposed city marketing logo and the official seal.” Motion: Mayor Pro-Tem Olson made a motion to approve the marketing logo. Motion failed for lack of second.

The discussion on March 11, 2025 centered around MEDC creating a new marketing logo for the City of Montgomery, intended for promotional use only. Concerns included the design's effectiveness and pride in the city identity. In addition, concerns about the official city seal being part of the agenda item were addressed. City Council was clear that the marketing and promotional use logo was completely separate from the official city seal and the official city logo. Upon the request leading to a proposal for approval, no second arose for the motion, resulting in no action being taken, and the City Council advised revisiting the design for better alignment with community identity.



FISCAL ANALYSIS:

N/A

RECOMMENDATION:

Staff recommends the MEDC Board of Directors to provide direction moving forward based on City Council’s feedback.

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA
Regular Meeting: March 18, 2025

AGENDA ITEM:

Consideration and possible action on proposals for professional marketing services.

SUBMITTED BY: Stephanie Johnson, Community Events Coordinator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary/Director of Administrative Services

BACKGROUND:

MEDC has tasked staff with going out to research the market for professional marketing services for a digital marketing project. Staff obtained the following three quotes:

Quote #1 – Zion Digital offers a customized digital marketing packages designed to enhance tourism, support local businesses, and elevate the promotion of city events. Our strategic approach leverages engaging reels to boost community engagement while providing valuable marketing opportunities for potential event sponsorships. Professional Videography one signature event quarterly. Video highlights for two different local businesses each month, Weekly social media content management highlighting city attractions, updates and news. Host live podcast, create a CRM and quarterly strategy sessions. Standard Monthly Rate: \$4,100. *Note: Costs related to external advertising and major web development will be billed separately.*

- \$4,100 x 12 = \$49,200 per year and does not include costs related to external advertising or major web development that can be requested and billed separately.

Quote # 2 Altom Marketing Group offers a comprehensive approach through two key components: Consulting & Marketing and Post Cards Magazine for print ads and feature stories. Local SEO: Approximately \$200 per month (6-month minimum commitment) Marketing Ads: Rates \$320 -\$1945 per month (3-month minimum commitment).

- \$200 x 12 = \$2,400 and/or \$1945 x 23,340

Quote #3 Pink Poodle PR will customize a strategy for collaboration and initiative creating a strategic plan to elevate signature events to enhance visibility, promote community engagement, and increase event attendance. Our approach supports local businesses while crafting impactful content strategies for effective marketing. Consultation meetings for strategy revisions. Integrated Marketing Package: \$5,500/month. Social Media Video and digital content only \$4,000 month Requires a one-year contract.

- \$5,500 x 12 = \$66,000 and/or \$4,000 x 12 = \$48,000

According to City Policy:

PURCHASES EXCEEDING \$25,000.00 (or non-budgeted purchases in excess of \$10,000):

Texas Law requires Cities to use the competitive formal sealed bid process for any contracts of more than \$50,000. All purchase for materials and/or services in excess of \$25,000.00 must have the formal approval of City Council. The appropriate City official will prepare the agenda bill for submittal to City Council. Items that are not identified in an existing budget line item that exceed \$10,000 must have formal City Council approval. In some instances, this may require a budget amendment.

Discussion for 2025-2026 planning budget year for Professional Marketing Services/Advertising to consider including \$75,000 into next year’s budget for this project.

FISCAL ANALYSIS:

At this time, this is a non-budgeted item. The professional marketing services project was not budgeted during the Fiscal Year 2024-25 budget. With that being said, this item will need to go competitive formal sealed bid process and will require City Council approval to proceed. In addition, may require a budget amendment if not incorporated into the next Fiscal Year budget.

RECOMMENDATION:

Staff recommend approval to proceed with going to City Council to go out for Request for Proposal (RFP).



Executive Summary

Zion Digital is thrilled to offer a tailor-made VIP digital marketing package designed to transform Montgomery's digital landscape. This proposal outlines our strategic plan to significantly increase tourism, support local businesses, and elevate the promotion of city events. Our team is committed to leveraging cutting-edge digital strategies to ensure Montgomery not only meets its economic and community engagement goals but also sets a new standard for municipal digital excellence.

Strategic Goals

1. **Boost Tourism:** Strategically market Montgomery to attract tourists, thereby increasing overall city revenue.
2. **Empower Local Businesses:** Amplify the digital presence of local businesses to boost their visibility and sales.
3. **Enhance Event Engagement:** Professionally manage and promote city events to maximize attendance and participation.

Detailed Services Offered

1. Comprehensive Digital Content Management

- **Weekly Social Media Management:** Engage with residents and visitors through consistent, vibrant content that highlights city attractions, updates, and news.
- **Additional Posting Frequency:** Additional posts can be scheduled at an extra charge of \$99 per month for each additional posting day per week.

2. Event Promotion and Coverage

- **Quarterly Event Filming:** Capture the essence of one major city event per quarter, showcasing Montgomery's vibrant community life.
- **Extra Event Services:** Additional event coverage and content capturing are available at a discounted client rate of \$150 per hour.

3. Creative and Graphic Design

- **Event and Promotional Materials:** Design and produce high-quality digital and print materials to promote events and city features.

4. Local Business Highlights

- **Business Feature Videos:** Produce and distribute engaging video highlights for two different local businesses each month, enhancing their digital footprint and consumer reach.

5. Interactive Digital Broadcasting

- **Bi-monthly Live Podcasts:** Host live podcasts every two months, featuring discussions on recent achievements and upcoming events in Montgomery, ensuring continuous community engagement and information dissemination.

6. Advanced Digital Infrastructure

- **Database and CRM Systems:** Develop and maintain a robust database system, ensuring integration with texting and CRM platforms for effective communication strategies.
- **Website Management:** Provide bi-weekly updates to the city's website to maintain relevance and user engagement, with additional modifications available as needed at an hourly rate of \$50.

7. Strategic Planning and Analysis

- **Quarterly Strategy Sessions:** Include our Chief Strategist, Kyle Ewald, in quarterly meetings to align digital initiatives with the city's strategic objectives, ensuring optimal performance and innovation.

Pricing Structure

- **Standard Monthly Rate:** \$4,100
- **Exclusions:** Costs related to external advertising (e.g., Facebook ads) and major web development projects will be handled via separate proposals.

Commitment to Excellence

Zion Digital commits to providing Montgomery with a dedicated team of digital marketing experts, state-of-the-art technology, and a proactive approach to digital strategy. We are dedicated to transforming Montgomery

into a leading digital city, attracting new visitors, supporting local enterprises, and celebrating city life through well-coordinated digital campaigns.

We look forward to discussing this proposal further and to a fruitful collaboration aimed at placing Montgomery at the forefront of digital innovation and community engagement.

Altom Marketing Group

Pricing will depend on a number of factors since it is highly customized for you. Also the digital marketing team would need to have a meeting with you to get more info on exactly what you need before coming up with a proposal. But here is some BALLPARK numbers I can give you, again it may change once they look at your needs in depth.

Local SEO - Approximately \$200 a month with 6 month minimum. It involves a team making sure that you are on the front page of a Google search. They facilitate getting people to review your Google listing, respond to positive reviews and alert you to negative ones and guide you through responding.

Marketing ads - Minimum monthly price is \$320.00 with minimum of 3 months recommended. Price is determined by the demographic you want to target and how specific you want it to be. These are ads that appear on websites, or "digital billboards."

Content creation - depends on the content, how often, how many platforms...

Banners - can probably be added into content creation

Advertising in the magazine - see the attached media sheet BUT know that we just increased our prices after staying the same for 3 years. We will still honor the price sheet I gave you but only for a short while longer. You can always enter into an agreement now for the old pricing even if it's for a future event.

Tourism app - we have never done anything like it so we have no pricing on it. It would involve more conversation but we all think that instead of an app it would be best to use a series of QR codes that take you to a webpage with recorded history and pictures.

Occasional creative writing for blogs - not something we typically offer so we don't have a price set I can give you but we do have a team of writers so we can do it. Again, it depends on word count and how often it would be needed.

MontgomeryTexas.gov : I like the way the banner works on this page, I don't think I would change anything except update the photos with newer ones.

VisitMontgomeryTexas.com : The drone photo on the home page is amazing!! The website could use a lot of work though. And it is a repeat of a lot of the info on the "Tourism & Marketing" page of the government site.

Here's something to think about...maybe you treat "City of Montgomery" and "Historic Montgomery" as two separate entities. They would use these two websites but the events, tourism, shops, event calendar, walking tour...all be on the "Visit Montgomery" website. Then you could also have two separate Google listings, one for the city where everyone complains about utilities, services, and speeding tickets, and one dedicated only to tourism where people can rave out how wonderful we are to visit. Having the two websites link to each other helps with SEO for both of them.

If you went that route I would change "VisitMontgomeryTexas.com to HistoricMontgomeryTexas.com" so on the Google listing it would be more of a place name of Historic Montgomery rather than a command to visit. The website name change is a simple and cheap one.

Just something to think about. Call or text with anything.

Best regards,
Leah Lamp
Altom Marketing Group

SEO \$200 a month with 6 month minimum
Ads \$320.00 with minimum of 3 months

THE ALTOM MARKETING GROUP

YOUR COMPLETE RESOURCE
FOR MARKETING AND MEDIA SERVICES



ALTOM CONSULTING & MARKETING, INC.

FULL-SERVICE ADVERTISING AGENCY
ESTABLISHED 2001

Altom Consulting & Marketing, Inc. (ACMI) is a full service digital and traditional media agency located in Huntsville, TX. We provide our clients planning, buying, and promotional services for both traditional and digital media.

Our team is responsible for the media management for a broad range of industries including: healthcare, education, retail business, financial services, and home services.

In addition to media management, we provide services in printing and promotional products. We are a woman-owned business which is an established vendor with TDCJ, Windham School District, and Huntsville Memorial Hospital.

Our philosophy is simple. Know our customer. Know the consumers they want to reach. Know the media and how best to utilize it...then utilize our knowledge and relationships to extend the client's message in the most effective way possible.

In addition, ACMI also provides creative services for area businesses, organizations and non-profits as needed. Our job is to utilize the power of simplicity to create ideas that have the power to leave an unforgettable impression on your audience (as well as your company's bottom line).



POSTCARDS MAGAZINES

COMMUNITY MAGAZINE GROUP
SERVING TWO DISTINCT AREAS AND
A WORLDWIDE ONLINE AUDIENCE

Postcards Magazines are community-based publications with a distribution that is direct mailed to the communities we serve.

PINEY WOODS EDITION

25,000 copies per month serving the greater Huntsville area including Madisonville, New Waverly, Trinity, Riverside and Midway

LAKE CONROE EDITION

25,000 copies per month serving the Lake Conroe community in the cities of Willis, Conroe and Montgomery.

WWW.POSTCARDSLIVE.COM

Our monthly magazines are hosted here as free digital flip versions along with a searchable database of stories. Readers send all their submissions through our website and we engage readers across the globe.

Postcards Magazine is a locally owned publication featuring uplifting and informative articles while providing advertising space for local businesses to increase their brand awareness in the community. Many of our advertisers have been with us since we began in 2011.



ALTOM DIGITAL MARKETING

TAKING THE POWER OF YOUR BRAND AND
TARGETING TO THE INDIVIDUALS YOU WANT

Digital marketing your products and services to consumers involves the use of websites, mobile devices, social media, search engines, and other similar channels. Altom Digital is specifically aligned to help you create internet advertising that works for you and gets you seen. From streaming to SEO to programmatic. We do it all.

SEO - LOCAL AND ORGANIC

They are both SEO, but they are really very different.

TARGETED DIGITAL ADVERTISING

Standard Display, Geo-Fencing, Content, Behavior, Site Re-targeting, Keywords, and Geo-targeting are just a few of the ways to reach your audience. What is best? We can walk through a Client Needs Analysis in just a few minutes to find out!

SOCIAL MEDIA ADVERTISING

It's more than boosting your Facebook posts. Much more.

STREAMING SERVICES

Whether you want audio streaming (on services like Spotify and Pandora), or you would like online video ads (served as commercials on websites, on YouTube or streaming TV), our team of experts can handle it for you.

THE BEST PART?

We give you access to a live digital dashboard to see how all your marketing is performing. We want to work together to make it work for you.



POSTCARDS

Magazine

Advertising Rates

Effective 1-1-2023

Create Top of Mind Market Awareness for a Low Monthly Investment!

Postcards Magazine™ prints two community editions each month **PLUS** online digital versions of each. These magazines are delivered via direct mail to homeowners and subscribers. Additional copies are rack delivered at no charge.

Piney Woods serves Walker, Madison and Trinity counties.

Lake Conroe serves Conroe, Willis and Montgomery areas.

AD RATES

Premium Positions

	12x	24x	36x
Back Cover	\$1595	\$1518	\$1426
Inside Front Cover	\$1495	\$1388	\$1276
Inside Back Cover	\$1495	\$1388	\$1276
Page 3	\$1495	\$1388	\$1276
Page 4-7	\$1395	\$1198	\$1096
Table of contents	\$575	\$528	\$486
Page Sponsor Add-On	\$100	\$75	\$50

Ad Size

	12x	24x	36x
2 Page Spread	\$1945	\$1798	\$1556
Full pg	\$1135	\$1058	\$916
2/3 pg	\$815	\$778	\$656
1/2 pg	\$645	\$608	\$516
1/3 pg	\$455	\$418	\$366
1/4 pg	\$365	\$338	\$296
1/6 pg	\$255	\$238	\$206
1/8 pg (Marketplace)	\$205	\$188	\$166

DISCOUNTS • SPECIAL PRICING • GENERAL INFO

MULTI-ISSUE

Purchase more than one edition of *Postcards Magazine* and qualify for a multi-issue discount of 10% on each.

CHURCH RATE

All advertising for churches is 1/2 off the 12x or applicable rate.

CHARITABLE ORGANIZATION RATE

May use the 12x rate. If running 12x may use the 24x rate, etc.

POLITICAL RATES

May use the 12x rate.

PREPAY DISCOUNT

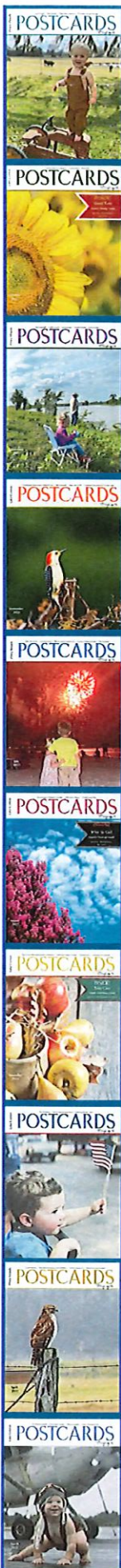
Additional 5% if contract is paid in full by check.

FULL COLOR

Included at **no additional charge**.

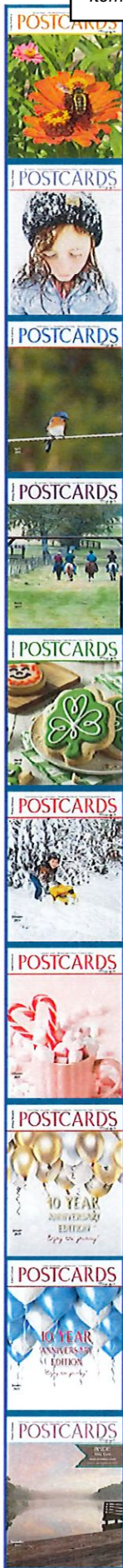
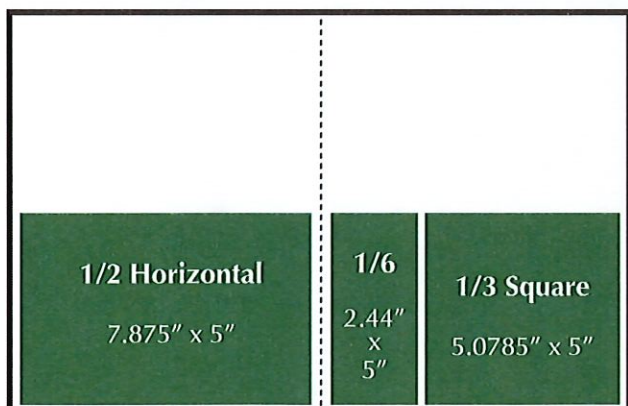
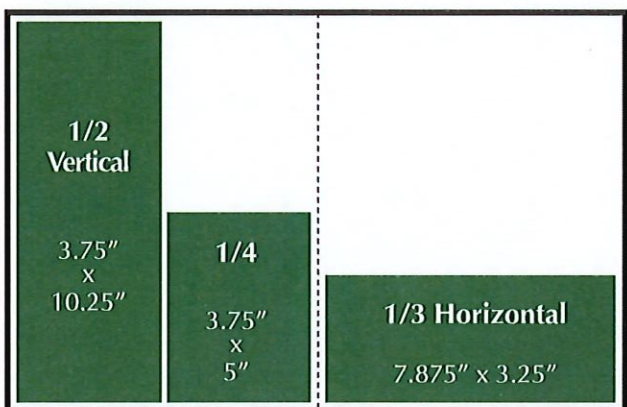
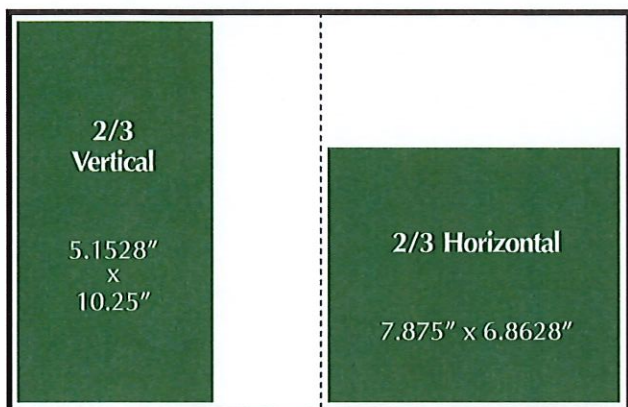
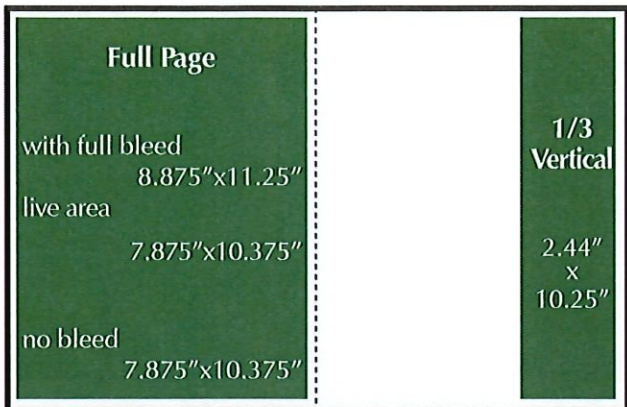
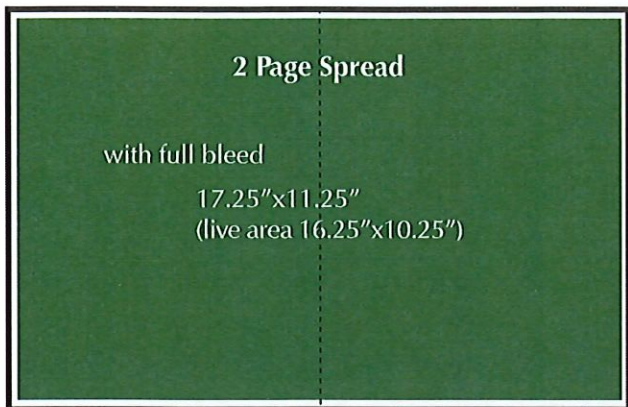
TERMS

Balance is due in full at time of final proof.



DISPLAY ADS

Unlike many publications, we do not publish page after page of stacked ads. We place ads throughout the magazine with plenty of content to make sure our advertisers' messages stand out.



DEADLINES AND FILE REQUIREMENTS

- Advertising Space Reservation due on the 1st of the month prior to publication.
- No cancellation or changes accepted after Space Reservation Deadline. No exceptions.
- Ad Copy/Design due by the 8th of the month prior to publication.
- Digital files must be submitted as High Resolution PDF or JPG - 300 dpi at 100% - preferably CMYK.
- Magazines are normally in the mail several days prior to the first of each month.
- Customers receive one hour of complimentary ad design. If required, additional design time will be billed at \$45/hour.

Example: For an ad to run in the March issue, the ad space must be reserved by February 1 with ad submission by February 8.

POSTCARDS

Magazine

BRINGING PEOPLE TOGETHER ... it's what we believe a community magazine does!

As the world becomes more global, people are looking for local and embracing home. That is one of the reasons community magazines are the ONLY print media that is GROWING! Why?

- **We are Interesting!** Our focus is for readers to say "I didn't know that!"
- **Postcards' Readers Participate!** That translates to loyalty – to us and our advertisers. The average reader is engaged and spends an average 41 minutes reading each issue.
- **Longer Shelf Life!** At the end of the day, there are still many readers who want a tangible copy they can count on and trust. A physical magazine has become something of a luxury—a simple enjoyment that makes us slow down, and cuts through the clutter of the digital information world. **After all, you can't put a website on your coffee table!**

Postcards Magazines direct mails each of our editions to selected areas and subdivisions highly sought after by advertisers and agencies. These areas reach a market segment with higher spendable incomes.

PINEY WOODS EDITION - 25,000 copies per month

95% direct mailed – remainder distributed through high-traffic locations

Serves Huntsville • New Waverly • Trinity • Riverside • Madisonville • Midway

Subdivisions and areas reached include: Elkins Lake, Timberwilde, Canyon Ranch, Westridge, Waterwood, Westwood Shores, and more!

LAKE CONROE EDITION - 25,000 copies per month

94% direct mailed – remainder distributed through high-traffic locations

Serves Willis • Montgomery • Conroe

Subdivisions and areas reached include: Bentwater, April Sound, Graystone Hills, Longmire, Panorama Village, Seven Coves, Walden, and more!

Postcards Magazines™ print 50,000 copies per month. With an estimated readership of 2.8 readers per copy, your advertising print message reaches more than **140,000 readers per month**. Digital issues are also archived and available online at no additional charge.

Straight from our Readers and Advertisers

In a world of evil and chaos, Postcards is always a feel-good, pick-me-up read! I never miss a publication.

Erin Richie

I love learning about people in our community and the story of their businesses. Shopping local, supporting local is so important and to know more about the people behind the business is awesome.

Laura Nesselrode

We have seen a steady increase in traffic at our shop, especially from the Montgomery County area! Thanks Postcards!

Kim Bius, Kim's Home and Garden Center
Advertiser in both Lake Conroe and Piney Woods editions

At Texas Generator Solutions, we are true believers in "Community is everything." Without the trust in our community there is no business. We are a family-owned and operated business here for the long term. There are a lot of different ways to get your name out there...Postcards Magazines has been amazing for our growth. We have received numerous calls and have taken up to 3-4 customer call-ins in one day. We love our Postcards family and the customers we have obtained from this great publication. Thank you, Postcards Magazine, for everything you have done for us!

Dustin Sorensen & The Team at Texas Generator Solutions
Advertiser in both Lake Conroe and Piney Woods editions



POSTCARDS

Demographic Information

Magazine

www.postcardslive.com
936.293.1188

Piney Woods

distribution 77340, 77320, 77342, 77358, 77864, 75852, 77367, 75862

Communities Served: Huntsville, New Waverly, Madisonville, Trinity, Riverside, Midway

Rate Base: 25,000+ **Print Run:** 25,000+ **Total Readers Per Issue:** 80,000+

Direct Mail: 95%

includes Elkins Lake, Timberwilde, Westridge, Holleman Ranch, Forest Hills and more

Controlled Pick-up Stands and Subscriptions: 5%

includes selected high traffic and high readership locations

Our Readers:

Average Age: 45-75 **Female:** 63% **Male:** 37%.
Average Income: 53,000+ **Average Home Value:** \$175,000

Lake Conroe

distribution 77356, 77316, 77318, 77378, 77304, 77303

Communities Served: Montgomery, Willis, Conroe, Lake Conroe

Rate Base: 25,000+ **Print Run:** 25,000+ **Total Readers Per Issue:** 80,000+

Direct Mail: 97%

includes Bentwater, April Sound, Walden, Del Lago, Seven Coves, Panorama Village, Corinthian Point, Rivershire, Longmire, West Fork, White Oak Ranch and many more!

Controlled Pick-up Stands and Subscriptions: 3%

includes selected high traffic and high readership locations

Our Readers:

Average Age: 45-75 **Female:** 68% **Male:** 32%.
Average Income: 76,800+ **Average Home Value:** \$289,000

POSTCARDS

Magazine

Mail Distribution
by Zip Code*

www.PostcardsLive.com

PINEY WOODS EDITION

25,000 COPIES PER MONTH

HUNTSVILLE – 51%

77320 - 5,832

77340 - 5,329

77342 - 1,374

Total - 12,535

TRINITY – 17%

75862 - 4,221

NEW WAVERLY – 11%

77358 - 2,589

MADISONVILLE – 12%

77864 - 2,899

MIDWAY – 3%

75852 - 857

RIVERSIDE – 2%

77367 - 464

LAKE CONROE EDITION

25,000 COPIES PER MONTH

MONTGOMERY – 55%

77316 - 1,056

77356 - 12,641

Total - 13,697

CONROE – 16%

77304 - 3,926

WILLIS – 23%

77318 - 4,457

77378 - 1,194

Total - 5,651

Mailing numbers are adjusted each month by the U.S. Postal system
based on routes purchased.

Remaining copies (approximately 5-6% in each market) are rack
distributed in high traffic locations.

Average rack copies return ranges from 0.00 to less than .002%

Monette's legacy, spanning 23 years in business, traces its origins back to a time when pagers orchestrated the cadence of communication. From humble beginnings with a mere \$1,000, Monette embarked on a journey that has evolved into a living testament to the enduring power of adaptability and resilience.

As we traverse the landscapes of the digital age, we reverently honor the trailblazing spirit of our founder, Monette Smith. Her remarkable journey underscores a pivotal truth: the ability to craft attention in the right way is the cornerstone of successful business endeavors.

Monette, driven by an unyielding passion for her clients, is a virtuoso in the art of crafting experiences that transcend the ordinary. Far more than a transaction, her approach is deeply rooted in creativity, transforming each interaction into a canvas for innovation and profound connection.

In this ever-evolving digital panorama, Monette's legacy stands tall, acknowledging the transformative impact of technology on culture and self-representation. As we reflect on 23 years of unwavering dedication and growth from an initial investment of \$1,000, we recognize the blessings inherent in the diverse relationships forged along this remarkable journey.

Guided by Monette's commitment to precision and creativity, we navigate the currents of change with confidence, propelled forward by the legacy of a visionary who dared to start with a modest sum and transform it into an enduring tale of success.

xo, Monette Smith

*Services Offered***Public Relations (PR):**

Media Relations
Press Release Development and Distribution
Crisis Communication
Reputation Management
Event Planning and Management
Corporate Communications
Stakeholder Engagement

Social Media Services:

Social Media Strategy Development
Content Creation and Curation
Social Media Advertising
Community Management
Influencer Marketing
Social Media Analytics and Reporting
Social Media Training and Workshops

Digital Services:

Website Development and Design
Search Engine Optimization (SEO)
Pay-Per-Click (PPC) Advertising
Content Marketing
Email Marketing
E-commerce Solutions
Analytics and Performance Tracking

Marketing Consultation:

Market Research
Competitor Analysis
Marketing Strategy Development
Customer Segmentation
Marketing Workshops and Training

Event Management:

Event Conceptualization and Planning
Venue Selection and Logistics

RSVP Management
On-site Coordination
Post-Event Analysis

Content Creation:

Copywriting
Graphic Design
Video Production
Photography
Infographics

Advertising:

Creative Concept Development
Campaign Strategy and Planning
Print Advertising
Broadcast Advertising (TV and Radio)
Online Advertising
Outdoor Advertising
Direct Mail Campaigns

Branding:

Brand Strategy
Logo Design
Brand Identity Development
Brand Guidelines
Brand Positioning

Transaction summary

Transaction ID # 783182079

Date	Type	Contract / Details	Freelancer	Amount
Feb 24, 2025	Hourly	Branding Kit Development for city in Texas Invoice for Feb 17-Feb 23, 2025	Ayesha Ahmed	-\$1,050.00

Charges

Date	Description	Invoice	Amount
Feb 24, 2025	Charge for Feb 17-Feb 23, 2025 20.00 hours x \$50.00 = \$1000.00	Attached	-\$1,000.00
Feb 24, 2025	Marketplace fee \$1,000.00 x 5.0% = \$50.00	Attached	-\$50.00
Total charges			-\$1,050.00

Payments

Date	Description	Receipts	Amount
Feb 24, 2025	Payment from Visa 9102	Attached	\$1,050.00
Total payments			\$1,050.00

From: Ayesha Ahmed
 Business Name:
 Ayesha Ahmed
 756 Bluff St Apt 304
 Carol Stream, IL, 60188
 United States

Bill to: Jeffry Angelo
 Attn: Jeffry Angelo
 United States

INVOICE

TRANSACTION ID	783182079
INVOICE #	T783182079
DATE	Feb 23, 2025
DUE DATE	Feb 24, 2025
TOTAL AMOUNT	\$1,000.00
TOTAL DUE	\$1,000.00

DESCRIPTION / MEMO	AMOUNT
(39511775) Ayesha Ahmed - 20:00 hrs @ \$50.00/hr - 02/17/2025 - 02/23/2025	1,000.00
TOTAL AMOUNT:	\$1,000.00

Invoice created via 

REMIT TO

Upwork Global Inc.
 530 Lytton Avenue, Suite 301
 Palo Alto, CA 94301
 USA



INVOICE

From: Upwork Global Inc.
530 Lytton Avenue, Suite 301
Palo Alto, CA 94301
USA

Bill to: Jeffry Angelo
Attn: Jeffry Angelo
United States

TRANSACTION ID	783182079
INVOICE #	T783182157
DATE	Feb 23, 2025
DUE DATE	Feb 24, 2025
TOTAL AMOUNT	\$50.00
TOTAL DUE	\$50.00

DESCRIPTION / MEMO	AMOUNT
Marketplace Fee for Ref ID 783182079 1000.00 USD x 5.00 % = 50.00 USD	50.00
TOTAL AMOUNT:	\$50.00



Upwork Global Inc.
530 Lytton Avenue, Suite 301
Palo Alto, CA 94301
USA

Received from: Jeffry Angelo
Attn: Jeffry Angelo
United States

RECEIPT

TRANSACTION ID 783182079
RECEIPT # T783573824
DATE Feb 24, 2025
TOTAL AMOUNT \$1,050.00

PAYMENT INFORMATION	AMOUNT
Amount due	1,050.00
TOTAL AMOUNT: Paid from Visa 9102	\$1,050.00

Transaction summary

Transaction ID # 774568078

Date	Type	Contract / Details	Freelancer	Amount
Jan 27, 2025	Hourly	Branding Kit Development for city in Texas Invoice for Jan 20-Jan 26, 2025	Ayesha Ahmed	-\$529.99

Charges

Date	Description	Invoice	Amount
Jan 27, 2025	Charge for Jan 20-Jan 26, 2025 10.00 hours x \$50.00 = \$500.00	Attached	-\$500.00
Jan 27, 2025	Contract initiation fee \$4.99	Attached	-\$4.99
Jan 27, 2025	Marketplace fee \$500.00 x 5.0% = \$25.00	Attached	-\$25.00
Total charges			-\$529.99

Payments

Date	Description	Receipts	Amount
Jan 27, 2025	Payment from Visa 9102	Attached	\$529.99
Total payments			\$529.99

From: Ayesha Ahmed
 Business Name:
 Ayesha Ahmed
 1347 Bradley Circle
 Elgin, IL, 60120
 United States

Bill to: Jeffry Angelo
 Attn: Jeffry Angelo
 United States

INVOICE

TRANSACTION ID	774568078
INVOICE #	T774568078
DATE	Jan 26, 2025
DUE DATE	Jan 27, 2025
TOTAL AMOUNT	\$500.00
TOTAL DUE	\$500.00

DESCRIPTION / MEMO	AMOUNT
(39511775) Ayesha Ahmed - 10:00 hrs @ \$50.00/hr - 01/20/2025 - 01/26/2025	500.00
TOTAL AMOUNT:	\$500.00

Invoice created via 

REMIT TO

Upwork Global Inc.
 475 Brannan St., Suite 430
 San Francisco, CA 94107
 USA



From: Upwork Global Inc.
475 Brannan St., Suite 430
San Francisco, CA 94107
USA

Bill to: Jeffry Angelo
Attn: Jeffry Angelo
United States

INVOICE

TRANSACTION ID	774568078
INVOICE #	T774568143
DATE	Jan 26, 2025
DUE DATE	Jan 27, 2025
TOTAL AMOUNT	\$25.00
TOTAL DUE	\$25.00

DESCRIPTION / MEMO	AMOUNT
Marketplace Fee for Ref ID 774568078 500.00 USD x 5.00 % = 25.00 USD	25.00
TOTAL AMOUNT:	\$25.00



From: Upwork Global Inc.
475 Brannan St., Suite 430
San Francisco, CA 94107
USA

Bill to: Jeffry Angelo
Attn: Jeffry Angelo
United States

INVOICE

TRANSACTION ID	774568078
INVOICE #	T774568145
DATE	Jan 26, 2025
DUE DATE	Jan 27, 2025
TOTAL AMOUNT	\$4.99
TOTAL DUE	\$4.99

DESCRIPTION / MEMO	AMOUNT
Contract Initiation Fee for Contract ID 39511775 (Ref ID 774568078) 4.99 USD	4.99
TOTAL AMOUNT:	\$4.99



Upwork Global Inc.
475 Brannan St., Suite 430
San Francisco, CA 94107
USA

Received from: Jeffry Angelo
Attn: Jeffry Angelo
United States

RECEIPT

TRANSACTION ID 774568078
RECEIPT # T774805069
DATE Jan 27, 2025
TOTAL AMOUNT \$529.99

PAYMENT INFORMATION	AMOUNT
Amount due	529.99
TOTAL AMOUNT: Paid from Visa 9102	\$529.99

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION AGENDA

Regular Meeting: March 18, 2025

AGENDA ITEM:

Consideration and possible action to reimburse Jeff Angelo for the branding kit development for a marketing logo in the amount of \$1,579.99.

SUBMITTED BY: Stephanie Johnson, Community Events Coordinator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary/Director of Administrative Services

BACKGROUND:

President Angelo stated in the January meeting that until a contract is signed with the company, there is no official agreement. The price quote for the package was \$1,500 and offered to fund it temporarily, requesting reimbursement if approved.

Attached are two transactions totaling \$1,579.99:

- January 27, 2025 \$529.99
- February 24, 2025 \$1,050.00



FISCAL ANALYSIS:

The marketing logo project was not a budgeted item for the current Fiscal Year 2024-25 budget. If approved, this transaction will be taken from MEDC line item 400-40-46604 Consulting/Professional Serv.

RECOMMENDATION:

Staff recommendation is for MEDC Board of Directors to approve or deny the reimbursement request of \$1,579.99.

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 11, 2025

AGENDA ITEM:

Discussion on Downtown Enhancement Project

SUBMITTED BY: Stephanie Johnson

APPROVED FOR AGENDA: Ruby Beaven

BACKGROUND:

Downtown Enhancement Project

A Vision for a Tranquil & Gathering Space. City owned vacant lot 105/149 Create a timeless space that celebrates Montgomery’s heritage while providing a place for residents and visitors to gather, relax, and enjoy downtown Montgomery’s business district.

Key Features

The Liberty Tree – A Symbol of History & Unity

- A 20-ft historic tree donated by the Montgomery County Historic Commission (arriving March 2026)

Cobblestone Pathways – Aesthetic & Accessible

- Charming, old-world design to enhance downtown character
- Winding paths encourage exploration
- ADA-compliant

Waterfall Feature – A Touch of Serenity

- Natural rock-style waterfall to add tranquility
- Helps mask city noise, creating a peaceful atmosphere
- Recirculating system for sustainability

Greenery & Privacy Features

- Evergreen shrubs for year-round color
- Privacy shrubbery wall and trellis with climbing vines to reduce highway noise

Covered Patio – A Space for Community Events

- Ideal for small city gatherings, performances, and special events

Seating Areas – Designed for Comfort & Connection

- Benches and picnic areas for relaxation, reading, and socializing

Budget & Implementation Plan

Component	Estimated Cost
Site Preparation & Grading	\$10,000 - \$20,000
Landscaping & Design	\$15,000 - \$30,000
Cobblestone Pathways	\$20,000 - \$35,000
Small Waterfall Feature	\$15,000 - \$25,000
Privacy Shrubs & Fencing	\$10,000 - \$20,000
Covered Patio with Pergola	\$25,000 - \$40,000
Benches & Seating Areas	\$8,000 - \$15,000
Lighting & Irrigation System	\$12,000 - \$25,000
ADA-Compliant Ramps & Accessibility Features	\$10,000 - \$20,000
Maintenance & Contingency	\$10,000 - \$20,000
Total Estimated Cost	\$135,000 - \$250,000

Implementation Timeline

6-12 months – Phased approach including planning, construction, and planting

Community Engagement & Sponsorships

- Possible sponsorship recognition on seating, pathways, or the digital sign
- Community involvement in sponsorships, planning, and future maintenance

FISCAL ANALYSIS:

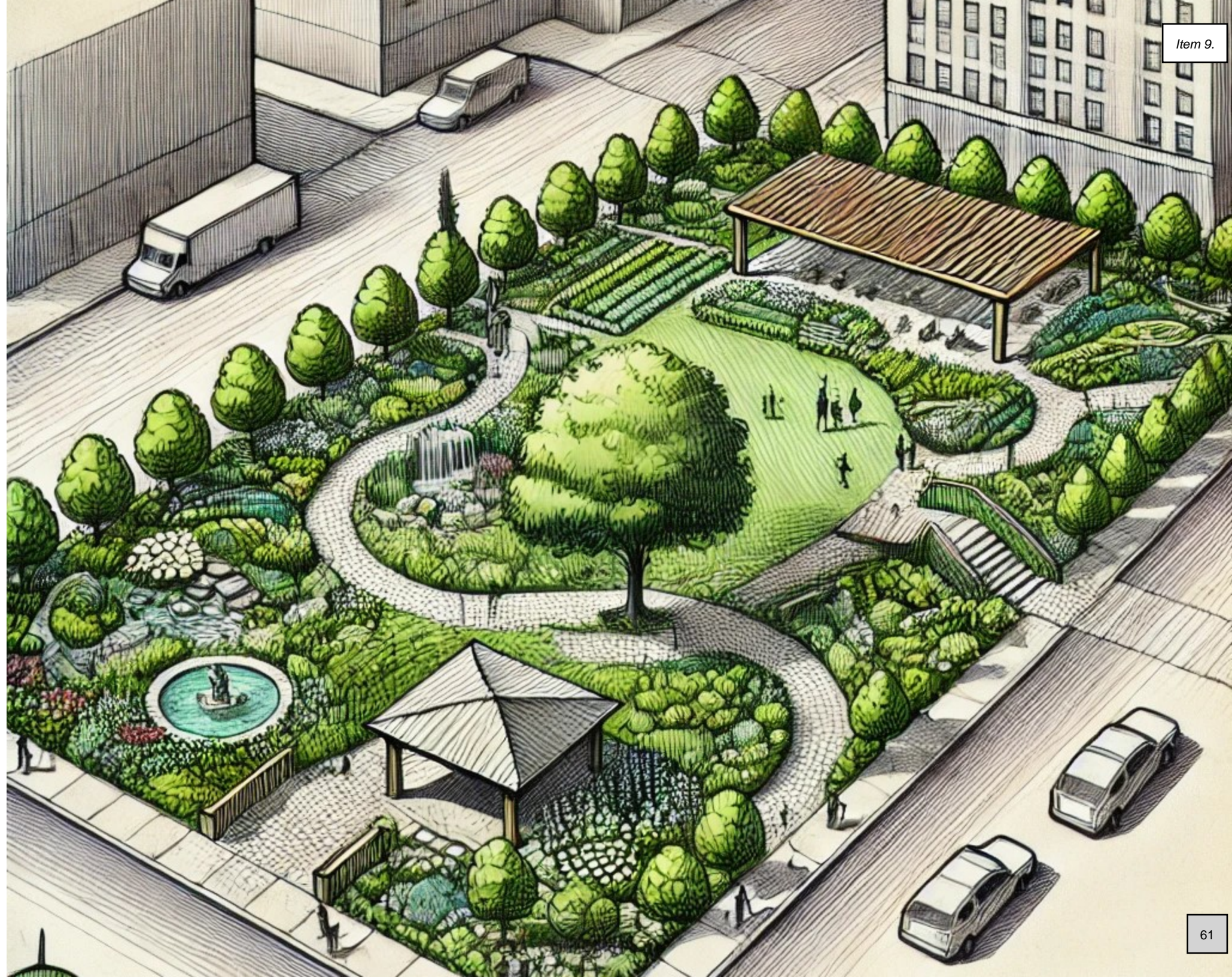
RECOMMENDATION:

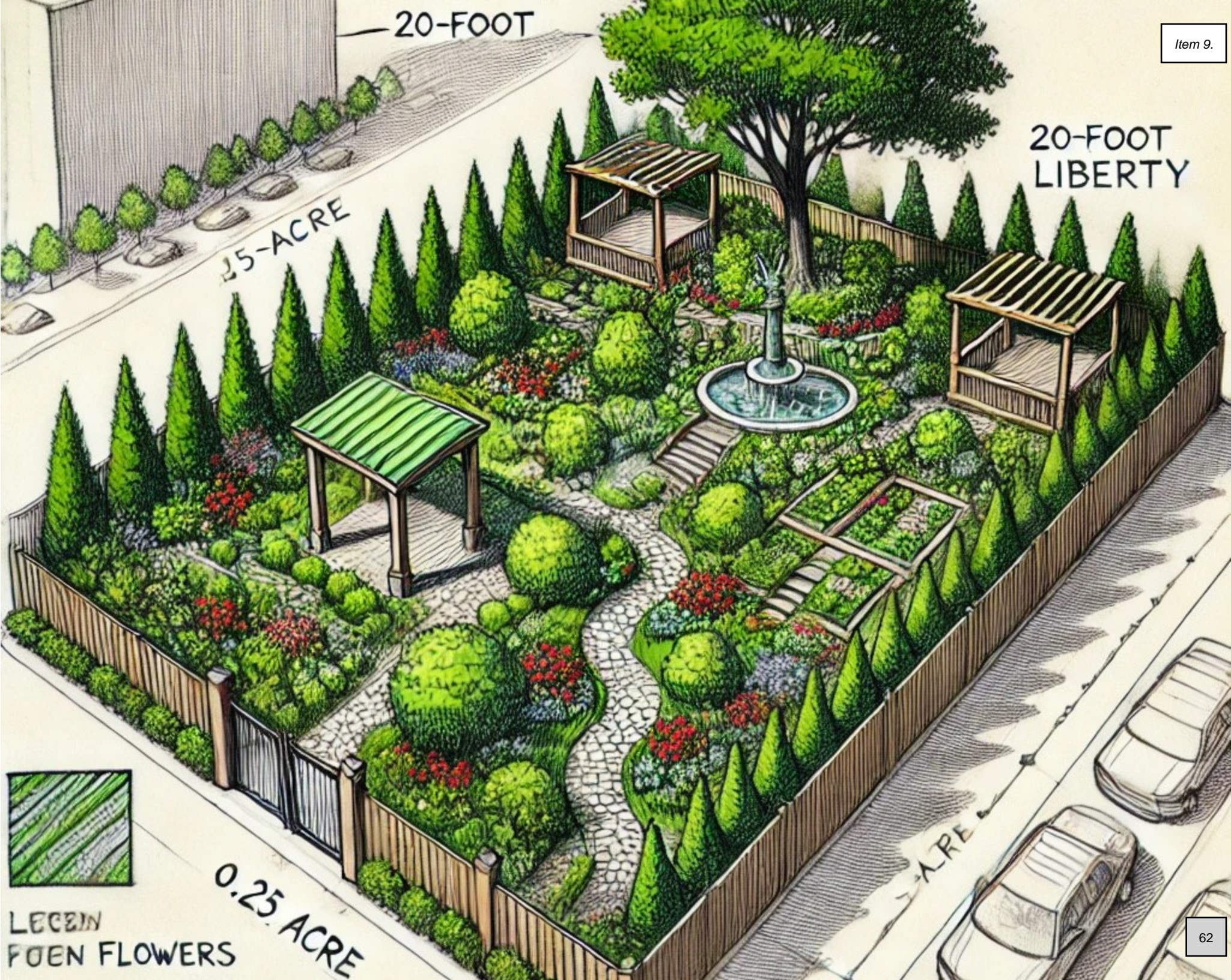
For discussion only











20-FOOT

25-ACRE

20-FOOT LIBERTY

0.25 ACRE

25-ACRE



LEGGIN
FOEN FLOWERS

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 18, 2025

AGENDA ITEM:

Update and discussion on wayfinding signage.

SUBMITTED BY: Corinne Tilley, Code Enforcement Officer, Planning/Zoning Administrator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary & Director of Administrative Services

BACKGROUND:

Update:

- TEAMS meeting with Glen Swantak, Merje
 - Share budget proposal information from Merje, dated February, 2024
 - Share Merje’s sign company recommendations/for our reference
 - Items that we still need to complete:
 - Final review and sign-off on messages, sign locations, and terminology
 - TXDOT review
 - Pct 1 review
 - Phasing plan
 - Budget finalization
-

FISCAL ANALYSIS:

N/A

RECOMMENDATION:

For update and discussion only.

REMAINING CONSULTING FEES
 Bid Assistance / Construction Admin (MERJE) \$18,000
\$18,000 TOTAL CONSULTANT FEES

PHASE 1:									
SIGN DESCRIPTION	SIGN TYPE	PRODUCT	INSTALL	SUB TOTAL	QTY	TOTAL	COMMENTS		
Vehicular Directional - Residential Size	RES.1		\$685	3,835	4	\$15,340			
Vehicular Directional - 4" Copy / Single	VDIR.1	\$5,500	\$1,720	7,220	0	\$0			
Vehicular Directional - 4" Copy / Single	VDIR.2	\$6,000	\$1,775	7,775	0	\$0			
Vehicular Directional - 4" Copy / Single	VDIR.3	\$6,500	\$1,865	8,365	27	\$225,855			
Vehicular Directional - 6" Copy / Double	VDIR.4	\$10,000	\$1,650	11,650	0	\$0			
Vehicular Directional - 6" Copy / Double	VDIR.5	\$10,500	\$1,725	12,225	0	\$0			
Vehicular Directional - 5" Copy / Single	VDIR.6	\$12,000	\$1,800	13,800	13	\$179,400			
Gateway Sign (Large Landmark)	GATE.1	\$31,000	\$8,000	39,000	1	\$39,000			
Gateway Sign (Small Post & Panel)	GATE.2	\$13,000	\$1,720	14,720	6	\$88,320			
Pedestrian Directional - New Pole	PDIR.2	\$3,500	\$1,500	\$5,000	0	\$0			
Information Kiosk - Large	KIOSK.1	\$12,000	\$5,000	\$17,000	0	\$0			
Information Kiosk - Small Totem	KIOSK.2	\$8,000	\$4,000	\$12,000	0	\$0			
					51				

ADDITIONAL ITEMS		COST	QTY	TOTAL
Sample Component #1: Sign Panel w/ Bracket		\$1,750	1	\$1,750
Shop Drawings and Color / Material Samples		\$5,000	1	\$5,000
Engineering (Structural, Civil and/or Electrical)		\$10,000	1	\$8,000
Traffic Control Plans (Labor and Materials)		\$5,000	1	\$5,000
Utility Clearances		\$5,000	1	\$5,000
Permits, Fees and Bonds		\$0	1	\$0
Removal of Existing Signs		\$10,000	1	\$10,000
Shipping & Storage		\$5,000	1	\$5,000
Allowance for Additional Concrete Work		\$10,000	1	\$10,000
Project Management + All Others Misc. Cost		\$0	1	\$0
Sub Total		\$597,665		\$597,665
10% Contingency				\$59,767
Fabrication / Install Cost		\$657,432		\$657,432
Consulting Fees (from above)				\$18,000
PHASE 1 TOTAL		\$675,432		\$675,432

PHASE 2: CITYWIDE VEHICULAR + KIOSK + DOV

SIGN DESCRIPTION	TYPE ID.	FABRICATE	INSTALL	SUB TOTAL	QTY	TOTAL	COMMENTS
Vehicular Directional - Residential Size	RES.1	\$3,150	\$685		0	\$0	
Vehicular Directional - 4" Copy / Single	VDIR.1	\$5,500	\$1,720		0	\$0	
Vehicular Directional - 4" Copy / Single	VDIR.2	\$6,000	\$1,775		0	\$0	
Vehicular Directional - 4" Copy / Single	VDIR.3	\$6,500	\$1,865		0	\$0	
Vehicular Directional - 6" Copy / Double	VDIR.4	\$12,000	\$1,650		0	\$0	
Vehicular Directional - 6" Copy / Double	VDIR.5	\$12,500	\$1,725		0	\$0	
Vehicular Directional - 5" Copy / Single	VDIR.6	\$13,000	\$1,800		0	\$0	
Gateway Sign (Secondary Entry / Post & GATE.2		\$5,500	\$1,720		0	\$0	
Pedestrian Directional - Existing Pole	PDIR.1	\$2,000	\$750		2	\$5,500	
Pedestrian Directional - New Pole	PDIR.2	\$3,500	\$1,500		2	\$10,000	
Information Kiosk - Large	KIOSK.1	\$12,000	\$5,000		0	\$0	
Information Kiosk - Small Totem	KIOSK.2	\$8,000	\$4,000		0	\$0	
					4	\$15,500	
						\$49,750	Additional Items: Phase 2
						\$65,250	Sub Total
						\$6,525	10% Contingency
						\$71,775	Fabrication / Install Cost
						\$18,000	Consulting Fees: Phase 2
						\$89,775	TOTAL PHASE 2

PHASE 3: DOWNTOWN PARKING

SIGN DESCRIPTION	TYPE ID.	FABRICATE	INSTALL	SUB TOTAL	QTY	TOTAL	COMMENTS
Parking Trailblazer (large) - New Pole	PARK 1.1	\$2,750	\$250		11	\$33,000	Not planned / 8 Primary Lots)
Parking Trailblazer (large) - Existing Pole	PARK 1.2	\$1,250	\$75		3	\$3,975	Not planned / 8 Primary Lots)
Parking Lot Identification (Ground Moun	PARK.3	\$5,300	\$700		5	\$30,000	
Parking Lot Identification (Pole Mounted	PARK 3.2	\$3,150	\$350		0	\$0	
Parking Garage Identification (Building	PARK.5	\$6,500	\$2,500		2	\$18,000	
					21	\$84,975	Sub Total
						\$24,875	Additional Items: Phase 3
						\$109,850.00	Sub Total
						\$54,925.00	10% Contingency
						\$164,775.00	Fabrication / Install Cost
						\$4,500.00	Consulting Fees: Phase 3
						\$169,275.00	TOTAL PHASE 3

COMMUNITY WAYFINDING POTENTIAL BIDDER LIST

The following is a list of contractors who may be provided a set of Bid Documents for your project.

It is our policy to provide this list based on our previous working relationship with the companies. This list is provided as information only and is not an endorsement of any single contractor. Including a contractor on this list is also not a recommendation for award of a contract.

MERJE has worked with the following companies;

S.K. Rao
Color-Ad, Inc.
 7200 Gary Road
 Manassas, VA 20109
 703.631.9100 Ext. #119
skrao@color-ad.com

Ed Busey
Harbinger Signs
 5300 Shad Rd
 Jacksonville, FL 32257
 904.302.7391
edb@harbingersign.com

Rena Hartsell
Ritelite Signs
 1000 Biscayne Drive
 Concord, NC 28027
 1.800.784.5605
RHartsell@ritelitesigns.com

Kevin Cherasore
MS Signs
 183-229 Grand St, Unit A
 Paterson, NJ 07501
 973.569.1111
kcherashore@mssign.com
**MS Signs has a Florida fabrication facility*

George Freudiger
Geograph Industries
 475 Industrial Drive
 Harrison, OH 45030
 513.202.9200
georgefreudiger@geograph-ind.com

FSG Industries
Andrew Chapman
 Facility Solutions Group / FSG Signs
[10212 Metric Blvd, Austin TX, 78758](https://www.fsgsigns.com)
 Direct: 512-494-0002 x19609 / Office: 512-610-4452
 Mobile: 512-921-1449
andrew.chapman@fsg.com
www.fsgsigns.com

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 11, 2025

AGENDA ITEM:

Report and update for event recap and overview for October 23, 2024 - March 3, 2025.

SUBMITTED BY: Stephanie Johnson, Community Events Coordinator

APPROVED FOR AGENDA: Ruby Beaven, City Secretary/Director of Administrative Services

BACKGROUND:

Discussion on event recap & overview October 23, 2024 - March 3, 2025 (18 weeks). The report highlights initiatives, events, and administrative work completed over the past 18 weeks, ensuring continued progress in community engagement, planning, and event organization.

FISCAL ANALYSIS:

N/A

RECOMMENDATION:

Report and update only.

City Agenda Recap & Overview October 23, 2024 - March 3, 2025 (18 weeks) This report highlights initiatives, events, and administrative work completed over the past 18 weeks, ensuring continued progress in community engagement, planning, and event organization.

2024: First 10 Weeks – Execution of the Year’s Final Six Events

- Trick or Treat in Historic Montgomery
- Lone Star Street Dance
- Movie Night at the Park – *UP*
- Light Up The Park
- Historic Montgomery Christmas Parade
- Montgomery Snow Party

2025: Last 8 Weeks – Administrative & Strategic Planning

- For each city event created: Binder, SOW, budget and recap
- Follow-ups with individuals interested in collaboration
- Establishing 2025 goals and objectives
- Organizing digital and physical files
- In progress - Retail Strategies and downtown initiatives
- Reviewing the Comprehensive Plan 2020
- Created January, February, and March agenda & cover letter
- Sought out three marketing proposals
- Currently working on 2025 event budgets

Published 2025 City and Private Event Dates

- City website
- Chamber calendar
- Community Impact Magazine
- Canvas Downtown Monthly
- Processed:
 - 20 permits
 - 20 applications
 - 2 MEDC applications
- Ongoing 20 department meetings for events requiring street closures and barricades

Website Updates

- **City Website:** Rearranged icons for better event accessibility, updated contact info, and added 2025 events ([Montgomery TX](#))
- **Tourism Website:** Removed outdated brochures and businesses no longer in Montgomery ([Visit Montgomery TX](#))

Organized Six Small City Events/Workshops

- **NEW:** State of the City
- **NEW:** Mayor’s Roundtable
- Lone Star Street Dance
- Tree Giveaway
- **NEW:** Mayor’s Red White & Blue Reception
- **Cancelled:** Movie Night (due to thunderstorms)

- **Upcoming:** Reels Workshop (TBD)
- Small Town Small Business Workshop

Attended Five Private Events – Community Relations (Nonpaid)

- Chamber Gala
- Gracepoint Homes Networking Event
- Charles B. Stuart Birthday Celebration
- Mardi Gras Block Party
- Bar A BBQ Two-Year Anniversary Celebration (videography)

Meetings Held Downtown

- Collaboration discussions with multiple stakeholders
- Several meetings with upcoming event organizers
- Several meetings with the Montgomery Historical Society
- Coordinated marketing meetings for proposals
- Attended a Montgomery County Historical Commission Committee meeting –2026 Liberty Tree Planting
- MCHC – Officer Bearnie regarding grants specific to Montgomery
- Chamber President and Montgomery Welcome Center

Event Recap

State of the City – *NEW Quarterly Event*

- Held in January at the Community Center
- Focus on downtown businesses
- Shared City 2025 initiatives
- Key highlight: Introduction of shared trash plan and McCown project
- Introduced (Mayors idea) of Bingo Shuffle slated for May promotion

Mayor's Roundtable

- Collaboration event with neighboring communities
- Quarterly meetings hosted in different cities

Lone Star Street Dance – Sweetheart Addition

- Lower attendance due to rain
- 300 attendees enjoyed dancing and received a collectible photo
- New Photo Booth

Montgomery Tree Giveaway

- Texas A&M provided all seedlings
- Master Naturalist and Master Gardener engagement
- No city funding or staff required for future events

Mayor's Red White & Blue Reception – *NEW*

- Hosted by TX & Beyond. Addition to the annual Flag Celebration
- Successful first event with 100+ attendees
- Strong collaboration with various organizations

Movie Night

- Alamo showing -cancelled at 5:30 PM due to severe thunderstorms

Upcoming: Social Media Reels Workshop Date TBD

- Create reels for social media promotion and downtown collaboration.

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION
AGENDA**

Regular Meeting: March 18, 2025

AGENDA ITEM:

Financial Reports for the period ending February 28, 2025

SUBMITTED BY: Maryann Carl

APPROVED FOR AGENDA:

BACKGROUND:

MEDC's last payment of the ½ cent sales tax is reflected in the attached reports for February 2025. There was a very large payment due to a Comptroller audit finding which is why the sales tax deposit this month was so much more than usual. As a result, the MEDC has nearly reached its projected sales tax revenue for the fiscal year.

FISCAL ANALYSIS:

RECOMMENDATION:

**MEDC Cash Analysis Report
As of Feb 28, 2025**

Claim on Cash Balances			Variance from
Account	Name	Balance	Jan
400-11111-00000	Claim on Cash - MEDC Fund 400	1,705,784.23	198,424.36
400-11201-00000	Claim on Pooled Investments - MEDC	2,077,983.14	6,919.79
Total Cash Balance		3,783,767.37	205,344.15

Bank Balances			Variance from
Account	Name	Balance	Jan
997-41110-00000	Pooled Inv - MEDC General	1,583,441.99	5,272.93
997-41120-00000	Pooled Inv - MEDC Reimbursement	268,013.75	892.54
997-41130-00000	Pooled Inv - MEDC Downtown	226,527.40	754.32
999-41100-00000	Pooled Cash - MEDC	730,726.56	2,053.01
Total Bank Balance		2,808,709.70	8,972.80

MEDC Cash Balance in General Pool	975,057.67	196,371.35
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TexPool Interest Rate for February 2025 was 4.35%



City of Montgomery, TX

Budget Report Account Summary

For Fiscal: 2024-2025 Period Ending: 02/28/2025

	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	234,752.91	774,587.33	-90,412.67 10.45 %
400-00-44230-0000000	Interest Income	80,000.00	80,000.00	8,972.80	45,017.79	-34,982.21 43.73 %
400-00-44300-0000000	Events Revenue	7,000.00	7,000.00	0.00	125.00	-6,875.00 98.21 %
	Revenue Total:	952,000.00	952,000.00	243,725.71	819,730.12	-132,269.88 13.89%
Expense						
400-40-46107-0000000	Transfer to Capital Proj	200,000.00	200,000.00	16,666.67	83,333.31	116,666.69 58.33 %
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	3,595.00	4,331.00	-4,331.00 0.00 %
400-40-46303-0000000	Quality of Life - Events	76,000.00	76,000.00	2,196.97	38,756.41	37,243.59 49.00 %
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	441.06	1,226.47	2,173.53 63.93 %
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	78,064.19	109,289.81 58.33 %
400-40-46603-0000000	Miscellaneous Expenses	500.00	500.00	35.51	71.48	428.52 85.70 %
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	30.00	30.00	5,970.00 99.50 %
	Expense Total:	931,118.00	931,118.00	38,578.04	205,812.86	725,305.14 77.90%
	Fund: 400 - MEDC Surplus (Deficit):	20,882.00	20,882.00	205,147.67	613,917.26	593,035.26 -2,839.94%
	Report Surplus (Deficit):	20,882.00	20,882.00	205,147.67	613,917.26	593,035.26 -2,839.94%

Item 12.

Budget Report

For Fiscal: 2024-2025 Period Ending: 02/28/2025

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	243,725.71	819,730.12	-132,269.88	13.89%
Expense	931,118.00	931,118.00	38,578.04	205,812.86	725,305.14	77.90%
Fund: 400 - MEDC Surplus (Deficit):	20,882.00	20,882.00	205,147.67	613,917.26	593,035.26	-2,839.94%
Report Surplus (Deficit):	20,882.00	20,882.00	205,147.67	613,917.26	593,035.26	-2,839.94%

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Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
400 - MEDC	20,882.00	20,882.00	205,147.67	613,917.26	593,035.26
Report Surplus (Deficit):	20,882.00	20,882.00	205,147.67	613,917.26	593,035.26



City of Montgomery, TX

Detail vs Budget Report

Account Detail

Date Range: 02/01/2025 - 02/28/2025

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	-539,834.42	-234,752.91	-774,587.33	-90,412.67	-10.45%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/14/2025	GLPKT05275	JE02190		Sales & Use Tax			-234,752.91	
400-00-44230-0000000	Interest Income	0.00	-80,000.00	-36,044.99	-8,972.80	-45,017.79	-34,982.21	-43.73%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/28/2025	BRPKT00954	Texpool MEDC Reimburs...		Feb Interest			-892.54	
02/28/2025	BRPKT00955	Texpool MEDC Feb Inter...		Feb Interest			-5,272.93	
02/28/2025	BRPKT00958	Texpool MEDC Downto...		Feb Interest			-754.32	
02/28/2025	BRPKT00966	MEDC CheckingFeb Inter...		Feb Interest			-2,053.01	
400-00-44300-0000000	Events Revenue	0.00	-7,000.00	-125.00	0.00	-125.00	-6,875.00	-98.21%
Revenue Totals:		0.00	-952,000.00	-576,004.41	-243,725.71	-819,730.12	-132,269.88	-13.89%
Expense								
400-40-46107-0000000	Transfer to Capital Proj	0.00	200,000.00	66,666.64	16,666.67	83,333.31	116,666.69	58.33%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/28/2025	GLPKT05256	JE02185		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	736.00	3,595.00	4,331.00	-4,331.00	0.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/06/2025	APPKT01451	6525	35569	Professional Services thru 11.30.24	2928 - Johnson Petrov LLP		3,595.00	
400-40-46303-0000000	Quality of Life - Events	0.00	76,000.00	36,559.44	2,196.97	38,756.41	37,243.59	49.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/06/2025	APPKT01451	01292025	35572	Security Lone Star Street Dance	3500 - Michael Voytko		200.00	
02/06/2025	APPKT01451	01292025	35571	Security Lone Star Street Dance	5556 - Matthew Knippa		200.00	

Detail vs Budget Report

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	36,559.44	2,196.97	38,756.41	37,243.59	49.00%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/06/2025	APPKT01451	01292025	35576	Security Lone Star Street Dance 2.15.24	5495 - Tyler Mayhugh		200.00	
02/06/2025	APPKT01451	25797	35570	Lone Star Street Dance - DJ 3.5 hrs w/lights	5145 - Kevin Smith.		962.50	
02/10/2025	APPKT01448	6104382654	35600	PW LS Auto Dialers, Tablets, etc.	4859 - Verizon		37.99	
02/13/2025	APPKT01465	001201	35596	Photographer - Lone Star Street Dance 2.15.25	5265 - Shannon Matlock		400.00	
02/27/2025	APPKT01485	1DW9-DDR1-9N44	143	Office/Operating Supplies	1133 - Amazon Capital Services		79.92	
02/27/2025	APPKT01485	1KM7-P1M9-YLPJ	143	Event Supplies	1133 - Amazon Capital Services		102.77	
02/27/2025	APPKT01485	1P1Y-LWN9-NGVK	143	Project Organizer - events	1133 - Amazon Capital Services		13.79	
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	785.41	441.06	1,226.47	2,173.53	63.93%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/01/2025	APPKT01506	01082025-CL	DFT0000803	Mailchimp, Jotform	1548 - Card Service Center		399.22	
02/25/2025	APPKT01508	02052025-CL	DFT0000804	Mailchimp	1548 - Card Service Center		41.84	
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	62,451.36	15,612.83	78,064.19	109,289.81	58.33%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/28/2025	GLPKT05256	JE02186		Monthly MEDC Transfer to General			15,612.83	
400-40-46603-0000000	Miscellaneous Expenses	0.00	500.00	35.97	35.51	71.48	428.52	85.70%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/26/2025	APPKT01508	02052025-SJ	DFT0000804	Lunch - Historical Society	1548 - Card Service Center		35.51	
400-40-46604-0000000	Consulting/Professional Serv	0.00	254,164.00	0.00	0.00	0.00	254,164.00	100.00%
400-40-46607-0000000	Travel & Trainings Expenses	0.00	6,000.00	0.00	30.00	30.00	5,970.00	99.50%
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	
02/26/2025	APPKT01508	02052025-SJ	DFT0000804	Special Events Workshop	1548 - Card Service Center		30.00	
Expense Totals:		0.00	931,118.00	167,234.82	38,578.04	205,812.86	725,305.14	-77.90%
400 - MEDC Totals:		0.00	-20,882.00	-408,769.59	-205,147.67	-613,917.26	593,035.26	2,839.94%
Report Total:		0.00	-20,882.00	-408,769.59	-205,147.67	-613,917.26	593,035.26	2,839.94%

Detail vs Budget Report

Date Range: 02/01/2025 - 02/28/2025

Fund Summary

Fund	Encumbrances	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
400 - MEDC	0.00	-20,882.00	-408,769.59	-205,147.67	-613,917.26	593,035.26	
Report Total:	0.00	-20,882.00	-408,769.59	-205,147.67	-613,917.26	593,035.26	