

MINUTES OF REGULAR MEETING

May 17, 2021

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

President Rebecca Huss called the meeting to order at 6:00 p.m.

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

Absent: Arnette Easley – Vice-President

Also Present: Richard Tramm – City Administrator

PUBLIC HEARING

Public Comment Opened at 6:01 PM.

- 1. Hold Public Hearing on Grant Request from Reflective Life Ministries to Receive Public Comments**

No public comments

Public Hearing Adjourned at 6:02 PM

OPEN PUBLIC COMMENT

No public comment

APPROVAL OF MINUTES

2. Approval of Minutes of Public Hearing and Regular Meeting held on April 19, 2021

President Huss added a correction on page 4 regarding the Antique Festival presentation. The presentation stated that it is a 4.2-billion-dollar industry, not a 4.2-million-dollar industry as stated in the minutes.

President Huss also noted that in a statement, on page 8, it states “too low or too low”. Instead, it should more than likely state “too high or too low”.

Motion to approve the Regular Meeting Minutes was made by Carol Langley and seconded by Dan Walker. All in favor. (6-0)

APPROVAL OF FINANCIAL REPORT

3. Approval of April 2021 Finance Report

Finance report was presented by Carol Langley.

The report is through April the 30th.

Sales tax transfer 110,048.17. It won't show up until next month. Received 5th payment of \$63,000 for the land purchase.

Paid for the fence at the Old Cemetery to the Montgomery Historic Society for \$9,500.

Made a sales tax transfer for April of \$53,801.62.

Transferred the \$160,000 for the downtown water line project that was approved at the last meeting.

Tramm stated that there is a dip in sales from March to April. March and April tend to go back and forth as far as which is higher in sales tax so there is not a consistent pattern. April payment was for the February business and a lot of February businesses were closed down for a week which would affect the amount of sales that is collected.

President Huss noted that the sales tax is up 40% year on year. Regardless of how terrible February was, it's still a good increase.

Motion by Jeff Angelo, seconded by Ryan Londeen, to approve the April 2021 Financial Report as presented. All in favor. (6-0)

CONSIDERATION AND POSSIBLE ACTION

4. Consideration and possible action to conduct a photo contest featuring scenic sites in the City of Montgomery

Angelo asked who was being informed about the contest. Will social media be used and how will those photos be judged. Tramm stated that it will be advertised primarily through Facebook and the information can be put on utility billing and on the electronic sign. Tramm is open to other considerations.

Angelo asked what the extra money is being allocated toward if the prize is only \$175. Tramm said the funds have not been fully allocated.

Angelo asked if it possible to move money from one line item or another. Tramm said there is discretion within the board to do that.

President Huss suggested that there should be multiple photo contests for separate categories including historic homes, nature, etc. to help capture the lesser known sites in the City. Tramm said the same price structure could be applied across the different categories.

Angelo suggested boosting the content on Facebook to bring more awareness to the event. President Huss said a social media budget could be added to the contest as well.

Tramm can organize the different divisions or categories based on the budget of the contest.

Angelo could help with getting the word out.

Londeen said he doesn't want to participate in the event but has some pictures he can give to the City for free.

Motion by Jeff Angelo, seconded by Byron Sanford, to conduct a photo contest with a budget not to exceed \$1,000 featuring scenic sites in the City of Montgomery. All in favor. (6-0)

5. Consideration of Economic Development Grant Request from Reflective Life Ministries

Tramm presented the agenda item along with his report on how to best quantify the value of the potential grant.

Mr. Weaver, with Reflective Life Ministries, stated the grant would be used to increase tourism in the City. He used the show, *Stranger Things*, as a case study. The show was filmed in Jackson, Georgia and that City has seen an increase in tourism as a result of the film. Reflective Life Ministries will produce some deliverables to help increase tourism in the City of Montgomery. One of these would be a marketing video that will be like a public service announcement. They will produce this video which would cost around \$12,000 if they sold that same service elsewhere. They will walk through the City, talk about the City, and highlight some historical spots in the City. They will include some of the actors from the show. This marketing video could be a tool to increase tourism in the City. They will also build a webpage on their website, and it will list all of the locations that the show was shot at along with photos of each site (such as the clock tower). They will include a location along with some facts about the site. They will go through the entire series, pick 3 or 4 iconic places per episode, and build the website out with

this material. There are about 20 to 30 websites that have been built for Stranger Things showing where the different sites in the show were filmed. This is an example that there is a huge demand to know where these filming locations are. This webpage would be built before the show comes out. They will also create professional photographs at different iconic sites with the actors, and these will be made available for the City.

Mr. Weaver played a trailer for the show.

Tramm discussed an addendum to the standard agreement that will include the deliverables as part of the agreement. These include a video of about 2.5 minutes long that could be used by both parties and used to promote City's tourism with an expected delivery date of October 15th; a photoshoot at the iconic sites by October 1, 2021; digital copies of iconic sites and City views by July 1; and will also be promoting their product while also promoting the City.

Angelo asked how many visits they received for their website and how many likes on their Facebook page. Weaver said the show has about 17,000 followers, but that it will grow when the film becomes available. The film is also being entered into multiple film festivals which will boost followers. It has also won awards.

Angelo asked how Jackson Georgia is monetizing on the higher tourism due to Stranger Things. Mr. Weaver said the tourism has happened organically. People just like to come see places where shots were taken in the show. The monetization comes from the tourism with people coming from out of town and lodging and shopping in the City.

Angelo said he has been a big fan of the show and that it's a no brainer. He indicated that Tramm has made some ways available to make the grant funding possible.

Tramm indicated that Facebook boosting is one of the City's primary means of marketing right now. Assuming the same number of views received by Reflective Life Media's previous production, the cost per view will be much more cost effective than social media boosting by as much as 8-fold.

Angelo asked if the City has done any exploration with utilizing the Tik Tok platform and noted that it can be an effective platform for the younger generation. Tramm said that specifically is outside his area of expertise but understands the value can be there. Tramm sees the value in video tourism and used the show, One Tree Hill, as an example in that his daughters wanted to go to Wilmington NC as a result of that show.

Angelo suggested stacking social media platforms, including TikTok, to attract all demographics including kids who often influence their parent's decisions.

Mr. Weaver indicated that there was no tourism collaboration between the show, Stranger Things, and the City. With the partnership on this show in Montgomery, this tourism effect will be expedited and made greater.

Angelo said its good for businesses for the MEDC to be a catalyst to help the show and to advertise different iconic spots in the City. He said these opportunities don't come around often for small towns like Montgomery.

President Huss noted that kids don't really care about history of the city. They care about taking pictures of themselves at different locations. The City has the history, but the younger generation don't actually care about the history that has drawn people here. The MEDC needs to be realistic about what is driving tourism.

Tramm indicated that the amount of the grant is \$20,000 and that any grant over \$10,000 will need to be approved by City Council. Angelo asked if this was true even if you moved the funding to different line items. Tramm indicated that that would violate the spirit of the law and it would be bad to make it appear that the MEDC is trying to circumvent the law. Angelo agreed.

Sanford said he didn't see any reason not to approve the grant. He also sees the show as a huge need.

Londeen indicated the show is good, it's a good idea, and good for the City. He cautioned against comparing the show to Stranger Things and wouldn't expect the Stranger Things phenomenon to happen here with this show.

Angelo said the faith community gets behind things like this and getting the faith community behind something like this makes it an unstoppable machine. People want to support good causes and that is the bonus. The meat behind the message is teen suicide and you can't put a price on one life.

President Huss agrees with that statement 100%. However, economic development needs to be the primary motivation of the MEDC.

Langley indicated that she has doubts and that \$20,000 is a lot of sales tax money to spend on a movie. She doesn't doubt the movie will bring tourism but is hesitant on the amount.

Tramm was initially hesitant until he looked into it deeper.

Londeen indicated that he appreciated Tramm breaking down the numbers since he is a numbers guy. He liked the clicks per dollar compared to the social media boosting and that is what sold him, not to mention the other deliverables that are being provided. Using the 4.5 million views from their previous production, he feels confident that this will be great marketing material for the City.

Sanford indicated that he would not have been comfortable with the project had Tramm not broken down the numbers.

Walker said that according to the numbers when compared to the Facebook boosting numbers, he would support the grant.

Londeen asked if this agenda item is to give Tramm direction on how to adjust the budget. President Huss said it can be funded completed from the grants with a budget amendment that is coming later in the meeting or fund it partially out of the professional services category.

Tramm suggested using the remaining funds from the grant category and then supplementing the rest from the professional services category.

President Huss indicated that it may be awkward that with the [Old Cemetery] fence, payment was demanded at the end of project whereas with this project under the professional services, it will be paid in advance of project. Tramm indicated that this is an exceptional project and would be an exception to what is normally done. He noted that the deliverable due dates are provided in the addendum document. Some of the items will be delivered before the project is complete. The first check can be made after that 1st delivery item.

President Huss asked if it will be billed in 2021. Tramm said it will be portrayed for current fiscal year.

Londeen asked if the 1st deliverable would be collateral and what would that be? Tramm indicated that it would be digital copies of images of iconic sites. Londeen asked if everyone was comfortable with that as collateral. President said she thought so. Tramm said they are putting their good name on the line and are active in the community. They have already taken the first step to be here in the community and use the City as a backdrop.

Jeff Angelo made a motion to fully fund the \$20,000 grant using the remaining \$10,500 from the Grants category and with the balance of \$9,500 funded from the Professional Services category. Byron Sanford seconded.

President Huss indicated that this item will now go before City Council at their next meeting for approval per law and long-standing practice of the MEDC.

5-1 (Carol Langley opposed the motion)

6. Consideration and possible action regarding Downtown Design and Streetscape Improvement Plan

Lori, with the Gunda Corporation, presented. The design team is looking for key feedback information for different options and opportunities before presenting the final document. One of the most important points of conversations is how to treat parking on Liberty Street.

President Huss asked who had seen the presentation prior to the MEDC meeting. Londeen indicated he had, and Sanford indicated he had seen the last few minutes.

Lori presented head-in parking (Option 1), 60-degree parking (Option 2), some parallel parking (Option 3). TxDOT guidance is safety first and to reduce incidence with moving traffic. There are, unofficially, roughly 24 parking spaces currently on both sides of the street. The various street parking options presented all impact pedestrian space and parking availability differently with head in parking using up more real estate that could otherwise be used for pedestrian space and parallel parking using less real estate but providing less parking spaces. Wider walkways also open up space for store fronts.

Sanford noted Option 3 gives the most aesthetic appeal and is the safest options. Lori agreed.

Angelo asked if the City can use the private parking areas. Lori said that the City has an agreement with some of them. Some have no parking signs, but they are minimal.

Angelo said Option 3 seems the safest, but that people seem to be looking for parking during festivals. He said getting in and out of 149 is treacherous.

Tramm said he is most in favor of Option 3. It is the safest option with reducing parking traffic crossing the road. It does give up parking spaces but there are options to address that. The more pedestrian space that is made available will increase foot traffic during events which will help those business located along 149.

Angelo said the City needs some designated pedestrian crossings due to all the people that need to cross 149, with kids in tow.

Angelo liked option 3. It has less cars parked on 149 which increases safety. He is concerned about losing parking stalls for business, but the current setup is bad. He said it makes sense to put less cars in people's pathways and make more structured pedestrian passageways.

President Huss said it is important to understand that Option 3 will be taking away something people have felt is valuable. While the functionality and improved aesthetics is very positive, it will not compensate for the feeling of loss. The MEDC needs to figure out a way to compensate for that.

Angelo asked if any of the business had any comments during the presentation before the MEDC meeting. President Huss said no. Angelo indicated the MEDC may still need to hear from their perspective. President Huss said that was a problem on this project, before Gunda Corporation came along, in that it was a TxDOT shove-down-your-throat project to come steam roll the town. This is a huge improvement from that but the feeling of not being consulted is an important component to getting this right.

Langley said she is concerned about those companies that will lose their parking such as Burger Fresh, Antique Emporium, etc. There's really no claimed street parking on the east side. On the west side, those companies don't have any parking in the back.

Angelo asked how this plan will encroach into the parking in those business. President Huss and Langley indicated that it cuts the parking off completely.

Walker asked if there are other places for off street parking that the City has access to. There are a few places that a privately owned where it is forbidden to park there. Angelo said his parking lot was overwhelmed with parking from a recent event.

Angelo said he can't see a way of taking away parking from Burger Fresh and Ranchers Daughter. President Huss indicated this is south of Burger Fresh and does not impact parking at Burger Fresh.

Lori said existing parking is 378 with some being private and some public. The City can get over 500 parking spaces pursuing cooperative agreements. Other parking such as Brookshire Brothers or Jim's Hardware could provide parking and use trolleys to transport people across major intersections.

Angelo asked if there is available parking behind Ranchers Daughter. Langley said its private parking and Rancher's Daughter does not own that property.

Londeen asked how many parking spaces the City needs assuming the study is following the guidelines for new development.

Gunda Corp indicated that success of downtown development cannot be met with on street parking. This will need to be met with cooperative parking. They are not asking the MEDC to make specific decision, but to decide on a vision. No matter what, some type of cooperative offsite parking is required for the long-term success of the downtown area.

Angelo said it seems like this is needed anyways, and we want people on the sidewalks during big events and not in the streets. If its just a few pockets, then there can be easy ways to compensate the businesses.

Sanford agreed safety is a concern.

Londeen said he likes option 3. He does not like to park on 149 because it is dangerous. He said that pulling into a stall on 149 disincentivizes him to park there. He indicated that tourists probably have a hard time finding the other parking places in the City. Lori said they will implement a way finding plan for the City to follow.

Angelo said, considering safety and the fact that it disperses people throughout the city, option 3 is a no brainer.

Londeen indicated that the short-term parking provided in Option 3 may be a sort of middle ground to allow some type of immediate parking access to the stores.

President Huss said there is a need for more pedestrian space that the stores could potentially also use for tables, etc. She indicated that the City needs a long-term parking solution.

Walker asked about the empty property by Burger Fresh as to whether it is public or private. Langley said it is private.

Tramm said once he knows the direction the MEDC wants to take, he will start taking other steps in identifying other parking options.

President Huss suggested that once the pedestrian real estate is available, it could be offered to businesses to expand into it. The MEDC or the City needs to buy the parking areas that they can own and control.

Angelo floated the idea of a parking garage. Gunda Corporation indicated that the economics for a parking garage will probably not work.

Angelo asked if it is best to encourage collaboration with private businesses. Gunda Corporation suggested that is the way to go.

Angelo said you can get creative with mobility such as buggies, trolley, etc. Walker used the Trolley system in Galveston as an example.

President Huss presented a roll call for choosing one of the three options. All members were in favor for Option 3 (the on street parallel parking option). (6-0)

Lori presented the intersection at 149 and Clepper Dr. The goal is to slow traffic on 149 from the north and to provide an entry monument. She presented two split median options with landscaping and a round-a-bout option. She indicated that TxDOT likes the round-a-bout because it slows down traffic. It does however require more ROW. The center of the round-a-bout provides space for a center monument.

Londeen noted that it's easy to forget that you are entering a City and need to slow down. He, therefore, likes the idea of having a round-a-bout because it slows drivers down. He said he has driven the one in Shenandoah and it's perfectly fine to drive and that they are intuitive.

Angelo said it creates character, creates a northern monument, and even allows for direction signage. It can be a focal point. He asked if the ROW will create an issue for any of the business.

Walker indicated the existing ROW is 50-ft and doesn't meet State code. He asked how much ROW will be required for the round-a-bout. Lori indicated it would be about 115-ft at the particular bulge. It will not require removing any structures or dislocating anyone.

Angelo indicated safety first and Walker agreed. President Huss said turning out of Clepper with people coming quickly on 149 is dangerous. She said the other options make her nervous. Round-a-bouts will reduce head-on collisions and the need for a traffic light there.

Tramm indicated that the round-a-bout will slow people down but still allow them to move as opposed to a traffic light that will make them stop completely.

President Huss said it makes sense but acquiring the property for the ROW may pose a problem. She is willing to try it.

Langley said a round-a-bout was not suitable for downtown Montgomery.

Langley objected to the round-a-bout option. Sanford, Angelo, Walker, Londeen and President Huss approved of the round-a-bout option. (5-1)

Angelo asked if the plan is in the design phase. Lori indicated that its just an exploration phase to determine where the MEDC wants to go with the plan. They are just setting the guidance up to implement later.

President Huss said this will allow the MEDC to say exactly what it wants for improving downtown.

Angelo thinks the plan will be a huge win for the City.

Lori said that now the City has the plan, in the event TxDOT wants to make improvements to 149, the City can present to them the details of what the City wants to do and it will already have TxDOT's buy in.

7. Consideration and possible approval of budget amendment and additional expenditure items.

Monty the Goat

Tramm presented the Monty the Goat mascot costume.

Angelo said the MEDC could be creative with this idea and make it an honor to be a part of the mascot team. Tramm said there needs to be a high standard to represent the City.

Angelo asked if the city has insurance to protect for things such as outrageous actions of the mascot. Tramm indicated that the City does have a broad liability insurance and would ensure that proper insurance is provided.

Tramm said this costume would be used as a mascot at festivals. He used an example of the Chick-Fil-A cow making appearances to events. The Chick-Fil-A cow and Monty could potentially do things together.

Angelo asked if the marketing stuff is locally or corporately directed at Chick-Fil-A.

Angelo mentioned that Chick-Fil-A could potentially provide direction. They have a mascot training program that they may be willing to share.

Sandford said you'd want to keep the same color scheme: red, white, and blue. The mascot would be an icon, so the color consistency matters. Tramm said there may be changes when taken to final product.

President Huss said the real question is what the mascot is wearing.

Angelo said the colors give it a Texas feel. He said may change clothes but the general look stays the same.

Langley said she is not for the goat.

Londeen said he is a numbers guy and it's hard to quantify return on investment for something like this. He indicated that he likes the goat but has a hard time justifying spending \$9,000 on a costume. Tramm said the interaction with people such as photos will do some of the City promotion for you.

Angelo said the City can embody its spirit of friendliness through this icon. It says, "I'm fun".

President Huss asked how long these costumes will last. Angelo said the costume will last years, probably five years, as long as you maintain them and clean them regularly. He said by that time, the City should have monetized a few grand.

President Huss indicated that the question is, is two grand a year an investment worth making.

Angelo provided examples of how the mascot could be further commercialized. Tramm reiterated that the goat could become a product line of his own. President Huss said it may be stretching things to get into the goat merchandizing business.

Walker asked if there are any companies out there willing to sponsor the goat costume

Angelo offered, on behalf of Hodge Podge Lodge, to add \$2,000 to sponsor the goat. He said there may be other companies that may be willing to participate.

Walker said there's a lot of things that need to be done to promote the town.

Angelo said he made a living in mascot business. Parents love what their kids love, and children will get attached to the goat. It can get pushed on social media and it will spread.

President Huss indicated that Monty already has a Facebook page but just waiting to be pushed out.

Londeen said that not many people know about the goat and that it's a big leap to invest \$9,000 into something that not many people know about. Angelo said the MEDC has to start somewhere with the goat. He said it's fun and its easy to get behind something this fun.

Tramm noted that there is no one doing the marketing for the City. He is preparing ideas and bringing them to the board. If the board does not want to go with this idea, then staff can move onto the next idea.

President Huss said Monty the goat may help with some of the heavy lifting of marketing the City.

Londeen asked what budget line item the costume would be coming out of and the amount of that budget line item. Tramm indicated professional services with a budget of \$49,000 for the year with \$9,500 being used for the Breaking Strongholds grant.

Londeen asked what other items may be coming out of this budget item in the future. Tramm said it was mostly tied to social media promotion including video production. However, with the pandemic, some of those things did not happen which is why a bulk of the budget is still intact.

President Huss indicated they were planning on \$500 a week for 1 video a week for social media video content.

Londeen said he is still on the fence but appreciates the Hodge Podge Lodge making a formal commitment toward the mascot. He is more open to it if local businesses are willing to invest in the idea.

Angelo said it's about creating a buzz in a unique way that people don't expect. It will gain momentum and will stick around for a while. The goat will create happiness and happiness will get people coming back with their pocketbooks and smiles on social media.

Sanford said he shares the vision. He asked if it needs to go to City Council. President Huss said no, the item is below the threshold that triggers the need to go to City Council. He indicated with Hodge Podge Lodge's investment; he is even more behind it.

Angelo restated his commitment of \$2,000 toward the project with no quid-pro-quo.

Londeen asked if Chick-fil-A would be willing to partner and do events together. Tramm said he cannot promise they would commit to that but that they are looking for ways to do things that help identify them with the town and seemed excited about the prospect of the City getting a

mascot. Angelo said it doesn't get any better than getting Monty and the Chick-Fil-A cow together for a photoshoot.

Walker indicated there is a local real-estate company that will be willing to commit \$250.

Motion by Dan Walker, seconded by Byron Sanford, to fund \$7000 for a mascot costume. Motion carries, 5-1. Carol Langley objected to the motion.

Goats on parade.

Tramm presented the goats on parade concept.

Angelo said he still doesn't get it. Tramm said money would be spent on physical goats that will be placed around the historic parts of the City.

Angelo asked if the MEDC is trying to create an icon, is it a good idea to already start with changing it up.

Sanford agreed with Angelo about trying to get a recognizable icon out there. Hutto the Hippo is their school mascot as well. Monty is not the same since its not the school mascot.

Londeen stated that he is worried about branding and consistency with colors. To push a mascot, it has to be recognizable. He is also concerned about tacky looking colored goats around the City.

Angelo said it may be best to focus on the costume first and that the goats on parade are farfetched for now. He asked if it should be revisited later.

President Huss thinks it's a fantastic idea. Angelo said it's a good idea, but the timing may not be right.

President Huss moved the board on to the next item.

Event Support Item

Tramm presented needs for support items that are repetitively used for events.

President Huss indicated that there is not enough money in the events category for this and suggested reducing the amount. President Huss also asked if \$2000 was enough and mentioned barricades that were needed for the Christmas parade. Tramm indicated the MEDC could start at \$2,000 and other support items could be brought to the board later.

President Huss said it is a good idea generally.

Jeff Angelo motioned to allocated \$2000 for event support items from the events category. Ryan Londeen seconded. All in favor (6-0)

Movie Night

Presented by Tramm

Angelo asked how many attended two years ago. President Huss said around 100 to 150.

Angelo asked if companies bring snacks. President Huss said people will bring their own snacks.

Angelo asked if there are alternate rain nights. President Huss said yes. You have a year from when you cancel to reshow the movie if it rains.

Angelo asked if this is for labor related fees. President Huss said it is for the movie rental fee.

Angelo asked how much per movie. President Huss said it depends on the movie.

Angelo asked if there are sponsors for this event. President Huss said that State Farm is sponsoring this event.

Angelo said it's a great idea. It will bring families together. Said it would be good to expand on it some more. He thinks other companies will want to get involved to enhance the experience.

Jeff Angelo motioned to allocate \$1,925 to fund Movie Night in Montgomery from the events category. Dan Walker seconded. All in favor (6-0)

Antiques Festival

Presented by Tramm

Angelo asked how people many came to the event given that it was rained out. President Huss said that some vendors did phenomenally well. Angelo said Miles Mark did not do so great. President Huss said he struggles because the event doesn't typically go all the way over to Prairie. Everyone who had an indoor place did well.

Angelo said it appeared to be professionally well done.

Langley asked if the numbers were down due to weather. President Huss said there were people canceling at the last minute because they only had to put half of the fee down prior to showing up. There is more risk on the event planners than on the vendors because the event planners had to pay to put the tents up for them. Additionally, COVID has been hard on small vendors.

Langley said it was a lot of different vendors that were not there in the past. President Huss said it was good to have an eclectic mix.

Angelo asked who gathers the funds and what those funds go towards. President Huss said money only covered construction of the tents and porta-potties. Angelo asked if the reservation fee date could be pushed up some so that there is more risk to keep the reservationists accountable and prevent them from backing it. President Huss agreed. It is an unfair burden to those who are putting on the event.

Langley said many came Friday night.

President Huss indicated this is the 3rd largest event in the City and it's an important event. Angelo said it will come back strong. President Huss said this is the 21st event and it has a strong following.

Carol Langley motion to fund the Antiques Festival for \$3,000 from the events category. Dan Walker seconded. All in favor (6-0)

Downtown Improvement Projects

Angelo asked what's been done in the past for downtown improvements. Langley said planters one year and repaving of McCown Street several times.

President Huss recommended improving the pavilion to include lights, speakers, etc.

Langley asked if it's on City property. Tramm said its on City leased property.

Angelo asked if the covering is waterproof. President Huss said no. It has holes.

Angelo asked if it could use an update. Langley said it could use an update.

Angelo asked if bands show up there. Langley said every Thursday. President Huss would like to have a gospel brunch every Sunday.

Angelo asked if it is an open book on how to spend the money. Tramm said that is correct.

President Huss said if the MEDC does not spend the money, the money just goes into the bank account that is accumulated to fund projects in the future.

Londeen indicated that the MEDC has some cash stored up and he'd like to see those funds firmly allocated. He asked if it would be best to save these funds for a future, larger project. The pavilion improvements could be wrapped up into the bigger scope of improving all of downtown.

Angelo asked about seating in the area. Langley said there is some seating. Everyone agreed the seating is limited.

Londeen stated he wants to make sure the improvements make sense from the big picture. Tramm agreed that you don't want to do much before the downtown plan but you still want to do improvements. President Huss said the pavilion is in their plan and there are things that can be done now to improve it.

Angelo asked if there was storage for items. Tramm said there is only a little storage available.

Angelo suggested even doing a movie night at the pavilion.

Londeen said he is definitely for improving downtown, but he wants to make sure the MEDC is considering the bigger plan. President Huss agreed. Londeen said its better to do the project right at a later date rather than partial piecemealing it now.

Londeen asked if Gunda Corporation will be providing estimated costs and if it will be phased. Gunda Corporation indicated that they will be providing cost estimates. The items can be prioritized as the MEDC sees fit.

President Huss moved the board on to the next item.

ECONOMIC DEVELOPMENT REPORTS

8. City Administrator's Development Report

Presented by Richard Tramm.

9. City Engineer's Report

Presented by Richard Tramm

Angelo asked for updates on the food truck park, Moons Over Montgomery, and the Kameron Tract. Tramm said it is rumored that the food truck park may not develop but that the last he heard it is still in consideration. The Moons over Montgomery is rumored to be having trouble getting financing due to the pandemic causing banks to not lend out funds for hospitality. Tramm is not sure if the project will be put on hold or closed. The Kameron tract developers closed on the property last week. The development will include around 400 to 500 homes. It will require a portion of the property to be annexed into the City. Angelo asked if it will be strictly homes. Tramm said it will most likely be large lot homes.

Londeen asked about HEB. Tramm said there is some movement going forward and was reached out by some of the property owners closer to the road with regard to water, sewer, and growth in the area. They will reach out to HEB to see about their schedule. Tramm said it is encouraging but there is no development.

Tramm said the area outside of the City along FM 2854 is growing steadily. Londeen said HGAC indicated that the southwest region of Montgomery County should double in population by 2040. Tramm said the population of the City of Montgomery has pretty much doubled in the last 4 to 5 years.

Londeen said the MEDC needs to focus on keeping the small town feel in Montgomery that everyone loves about the City. Angelo agreed. Angelo said it's a dichotomy of trying to grow yet feel small.

EXECUTIVE SESSION

CONSIDERATION AND POSSIBLE ACTION ON ITEMS FROM EXECUTIVE SESSION.

None

BOARD INQUIRY

None

ACTION ITEMS FOR FUTURE MEETINGS

<i>ACTION ITEM</i>		<i>ASSIGNEE</i>	<i>DUE DATE</i>

ADJOURNMENT

Motion by Carol Langley seconded by Ryan Londeen to adjourn the meeting at 8.54 p.m. All in favor. (6-0)

Submitted by: _____ Date Approved: _____

Richard Tramm, City Administrator

Rebecca Huss, MEDC President