



**City of Montgomery
Montgomery Economic Development Corporation
Regular Meeting Minutes
May 20, 2025**

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 May 20, 2025, at City Hall 101 Old Plantersville Rd. Montgomery, TX and live video streaming.

With the Board Members present a quorum was established.

Present: Jeff Angelo, President
Arnette Easley, Vice President
Ryan Londeen, Secretary
Wade Nelson, Commission Member
Dan Walker, Commission Member

Absent: Carol Langley, Treasurer
Casey Olson, Commission Member

2. Pledges of Allegiance.

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

PUBLIC FORUM

No comments at this time.

CONSENT AGENDA

3. Consideration and possible action on the Regular Meeting Minutes March 18, 2025.

4. Consideration and possible action on the Regular Meeting Minutes April 15, 2025.

Motion: Board Member Walker made a motion to approve the consent agenda as presented. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

REGULAR AGENDA

5. Update – Downtown Streetscape Project

Zach Timms, WGA Project Manager addressed the MEDC Board to discuss the downtown streetscape project update. Discussion was held among the Board and Mr. Timms regarding ongoing coordination with Ardurra and Kimberley Horn on finalizing the layout, with the next steps involving securing easements or property dedications from downtown property owners, particularly for raised decks that are on private property, but accessible to the public. The project team is working with legal counsel to prepare the necessary documentation, as Ardurra was initially unaware they were responsible for easement coordination, and final design is close to completion pending these easement agreements. There is no current timeline for easement approval, but efforts are underway to expedite the process, and property owners are expected to be receptive since the improvements aim to benefit their businesses. The project team confirmed that easements are on private property, not attached to buildings, and maintenance responsibilities will be clarified in the easement documents, with no significant pushback anticipated from property owners.

6. Update – Wayfinding Project

Code Enforcement Officer/Planning & Zoning Administrator Tilley discussed with the Board on advancing the wayfinding project, focusing on phasing and budgeting, with consideration of whether to proceed with all signs simultaneously or in phases, noting that total costs could reach around \$900,000 if done together, including consultant and construction administration fees. The team plans to coordinate with Merge for bidding, ensuring clear communication to avoid extra charges and considering potential discounts for a comprehensive project. The Board recognized the need for Council approval of costs, likely in next year's budget, and emphasized the importance of moving quickly to meet project timelines, including public hearings and approvals, while addressing delays and responsiveness issues with TxDot. The overarching goal is to expedite sign installation, secure approvals, and effectively communicate progress with an understanding that minor adjustments to signs should not significantly impact costs or timelines.

7. Consideration and possible action on the revisions to the approved marketing logo.

President Angelo addressed the approval of revisions to the marketing logo, which now includes the added line around the flag and the phrase "since 1837," with the final revision ready for approval following last week's review.

Motion: Vice President Easley made a motion to approve the revisions of the marketing logo. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

8. Consideration and possible action on a grant request for the 2025 Freedom Fest. Not to exceed \$3000.

President Angelo discussed a grant request not to exceed \$3,000 to fund the 2025 Freedom Festival. The Chamber, Welcome Center, and the City are all collaborating to merge these two community events with the Montgomery Water Party due to historically low attendance, with both events scheduled for July 5th. The funds will

cover security and public works expenses, with prior funding from the EDC in 2023 and 2024.

Motion: Board Member Walker made a motion to approve a grant request for the 2025 Freedom Festival not to exceed \$3,000. Vice President Easley seconded the motion. Motion carried with all present voting in favor.

9. Consideration and possible action on a partnership agreement with Viewpoint with Dennis Quaid Studio Productions for city marketing/promotions and historical education.

Mayor Sara Countryman addressed the agenda item for a partnership agreement with Viewpoint, Dennis Quaid's production company, to produce three educational and promotional segments showcasing Montgomery for nationwide broadcast, reaching an audience of approximately 67 million viewers. The project cost is capped at \$30,000, covering production and travel expenses, with the potential for the City to utilize the footage for its own marketing efforts. The Board recommends moving forward, pending Council approval, to leverage this high-quality promotion to elevate Montgomery's profile, attract visitors and investors, support economic development, and allowing City staff and the Mayor to finalize the partnership.

Motion: Board Member Nelson made a motion to approve a partnership agreement with Viewpoint with Dennis Quaid Studio Productions for city marketing/promotions and historical education. Board Member Walker seconded the motion. Motion carried with all present voting in favor.

10. Consideration and possible action setting a date for an MEDC Budget Workshop.

Finance Director Maryann Carl discussed scheduling an EDC budget workshop, with proposed dates on Tuesday, June 3rd, Wednesday, June 4th, or Thursday, June 5th, at 5 or 6 p.m., with Tuesday the 3rd at 6 p.m. selected based on staff and Board availability, especially considering Community Events Coordinator Stephanie Johnson's participation. The workshop will be an open environment for Board Members to bring ideas, trends, and projects to help formulate a preliminary budget for review at the end of June, which will then inform the City Council workshop in July. The process emphasizes the importance of early involvement in budget planning to ensure comprehensive input and planning, and staff will send out invitations accordingly.

Motion: Secretary Londeen made a motion to set an MEDC Budget Workshop for Tuesday, June 3rd at 6:00 p.m. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

ECONOMIC DEVELOPMENT REPORTS

11. Financial Reports for March and April 2025

Finance Director Maryann Carl presented the March and April 2025 financial reports. March was originally delayed, but now complete, and noted that sales tax revenue has met expectations for the year, indicating financial stability. The budget remains on track overall, though some professional services funds may be underutilized depending on

project progress, particularly related to the wayfinding project and public hearing requirements.

BOARD INQUIRY

No board inquiry presented at this time.

CLOSING AGENDA

12. Items to consider for placement on future agendas.

Future item agenda discussion on potential grant request for public restrooms in the cemetery.

13. Adjourn.

Motion: Secretary Londeen made a motion to adjourn the Regular Meeting of Montgomery Economic Development Corporation at 6:49 p.m. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

APPROVED:

Jeff Angelo, President

ATTEST:

Ruby Beaven, City Secretary