

# MINUTES OF MEDC REGULAR MEETING

August 20, 2024

## MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

### CALL TO ORDER

President Jeff Angelo called the meeting to order at 6:00 p.m.

Present: Jeff Angelo – President  
Arnette Easley – Vice-President  
Carol Langley - Treasurer  
Casey Olson – Board Member  
Dan Walker – Board Member

Absent: Ryan Londeen – Secretary  
Wade Nelson – Board Member

Also Present: Gary Palmer, City Administrator  
Dave McCorquodale, Director of Planning & Development  
Katherine Vu, WGA, City Engineer

### PUBLIC FORUM

No public comments were made.

### REGULAR AGENDA

1. Approval of the May 8, 2024 meeting and workshop minutes.

Motion to approve the minutes as presented was made by Arnette Easley and seconded by Casey Olson. **All in favor. (5-0).**

2. Approval of the July 31, 2024 Budget Workshop Minutes.

Motion to approve the minutes as presented was made by Casey Olson and seconded by Arnette Easley. **All in favor. (5-0).**

3. Consideration and possible action on the Proposed FY25 MEDC Budget.

Discussion on the Quality of Life Events budget line item related to combining all event funding under a single line item instead of the past MEDC practice of including a specific line item for all anticipated event funding for the coming year. Consensus was to not revert to specific line items for individual event expenses in the budget. A breakdown of expenses for specific events was implemented last year and kept on the MEDC's page of the City's website and is available to the public.

Motion to approve the proposed FY2025 MEDC Budget was made by Casey Olson and seconded by Arnette Easley. **All in favor. (5-0).**

4. Discussion of Economic Development Services by Lacy Beasley of Retail Strategies.

Mr. Palmer introduced the item and reviewed past discussions with the Board and City Council on prioritizing the development of an economic development strategic plan. In analyzing the City's current needs, the staff's recommendation to the Board is to engage a consultant to drive economic development initiatives instead of hiring a full-time staff member to serve as Economic Development Director for the City. Ms. Lacy Beasley, President of Retail Strategies, provided an overview of the services they offer including downtown economic strategic planning and retail recruitment with an emphasis on understanding the community's needs and vision. Ms. Beasley explained that the recruitment process has about a three-year timeline before significant results are seen. Development and construction schedules, business expansion plans, and the national economy each impact the retail recruitment process. Discussion of the proposals from Retail Strategies included the scope of work, the members for the downtown strategies and retail recruitment teams. Also discussed was the three-year terms of the agreements and the 30-day at will cancellation provision of the contract. Mr. Palmer explained this item is discussion only and that action on the corresponding agreements are the next two agenda items.

No formal action was taken.

5. Discussion, consideration and possible action on an agreement for professional economic development services between the City of Montgomery and Retail Strategies Inc. for Strategic Planning.

Motion to approve an agreement for professional economic development services between the City of Montgomery and Retail Strategies Inc. for strategic planning was made by Dan Walker and seconded by Arnette Easley. **All in favor. (5-0).**

6. Discussion, consideration and possible action on an agreement for professional economic development services between the City of Montgomery and Retail Strategies Inc. for Retail Recruitment.

Motion to approve an agreement for professional economic development services between the City of Montgomery and Retail Strategies Inc. for retail recruitment was made by Casey Olson and seconded by Dan Walker. The motion carried with 4-Ayes and 1-Nay vote by Carol Langley. **(4-1).**

7. Consideration and possible action regarding an updated on-street parking concept along south McCown on MEDC-owned property and authorizing the city engineers to prepare construction documents and specification for the project.

Ms. Katherine Vu reviewed the revised on-street parking layout that would provide a total of 14 parking spaces on the southern end of McCown Street. The total estimated project cost was roughly \$190,000 including \$22,000 for contingencies. After discussing the proposal, the Board consensus was to pause the effort to allow the downtown strategic work by Retail Strategies to get underway. The Board thanked Ms. Vu for the thorough work.

Motion to table the item was made by Casey Olson and seconded by Arnette Easley. **All in favor. (4-0).** Carol Langley stepped out of the room and was not present for the vote.

8. Review and discussion of Special Purpose Districts related to economic development.

Ms. Vu presented a summary of Tax Increment Reinvestment Zones (TIRZ) and Municipal Management Districts (MMD) and common ways they are used in economic development. The memo provided by Ms. Vu is attached and part of the minutes.

No formal action was taken.

9. Consideration and possible action on the final design documents as prepared by MERJE Design for the City of Montgomery, Texas Wayfinding Program.

Brief discussion and general consensus that the final documents were thorough and reflected the design ideas expressed by the MEDC and City Council. The next step for the project is approval by City Council, which completes the design phase of the project. The Board consensus was to let the downtown strategic planning process develop priorities before committing funding to a full implementation of the first phase of wayfinding signs. The Board and staff discussed identifying any key signs that could be considered as a small first phase of implementing the wayfinding program.

Motion to approve was made by Carol Langley and seconded by Arnette Easley. **All in favor. (5-0).**

10. Discuss the elements of a large city event, logistics, and private event companies.

Mr. Palmer and Events Specialist Patricia Campuzano discussed the general elements of large events with the Board. Staff is still evaluating the issue to determine a recommendation for holding a large city event similar to wine festivals and concerts that have been held in the City in the past but believes that an outside event promoter will be a component of the recommendation. Additional ideas were discussed related to engaging volunteers, particularly from faith-based organizations. Mr. Palmer said this would be a standing agenda item to keep the Board updated and continue discussions on.

No formal action was taken.

11. Events Report and discussion.

Ms. Campuzano reviewed the Events Report, the upcoming Quilt Walk, and discussion was had on 2,500+ attendees at the Lone Star Street Dance events. Mr. Angelo expressed an interest in helping with a press release to promote the event.

No formal action was taken.

12. Discuss MEDC Capital Project Priorities.

Mr. Palmer said this item would also be a standing item to discuss various capital project needs of the City and opportunities for the MEDC to help meet those needs. It was noted the waterline agenda item following this item was an example of the type of capital project the MEDC could help the City with.

No formal action was taken.

13. Consideration and possible action on approval of a \$75,000 contribution toward the construction and oversizing of a city water main related to MISD's CTE campus development.

The Board referred to the detailed discussion of this at the budget workshop and had no additional questions or comments.

Motion on approval of a \$75,000 contribution toward the construction and oversizing of a city water main related to MISD's CTE campus development was made by Arnette Easley and seconded by Casey Olson. **All in favor. (5-0).**

**BOARD INQUIRY**

No board inquiry at this time.

**ADJOURNMENT**

Motion by Carol Langley and seconded by Casey Olson to adjourn at 8:29 p.m. **All in favor. (5-0).**

Submitted by: \_\_\_\_\_  
Diana Titus, Deputy City Secretary

Date Approved: \_\_\_\_\_

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Jeff Angelo, MEDC President