



**City of Montgomery
Joint Public Meeting
Special Meeting Agenda
June 16, 2025**

OPENING AGENDA

1. Call Meeting to Order.

The City Council Joint Public Special Meeting of the City of Montgomery was called to order by Mayor Countryman at 6:00 p.m. on June 16, 2025, at City Hall 101 Old Plantersville Rd., Montgomery, TX and live video streaming.

With Council Members and MEDC Members present a quorum was established.

Present:

Mayor	Sara Countryman
Council Member Place 1/MEDC Treasurer	Carol Langley
Council Member Place 2/MEDC Board Member	Casey Olson
Council Member Place 3	Tom Czulewicz
MEDC President	Jeff Angelo
MEDC Vice-President	Arnette Easley
MEDC Board Member	Dan Walker
MEDC Board Member	Wade Nelson

Absent:

Council Member Place 4, Mayor Pro-Tem	Cheryl Fox
Council Member Place 5	Stan Donaldson
MEDC Secretary	Ryan Londeen

2. Pledges of Allegiance.

Mayor Countryman led the Pledges of Allegiance.

PUBLIC FORUM

No comments received.

SPECIAL AGENDA

3. Discussion with Retail Strategies regarding the two contracts: (1) Downtown Strategies and (2) Retail Recruitment.

The discussion highlighted ongoing retail recruitment efforts for Montgomery, Texas, emphasizing strategic market analysis, demographic profiling, and targeted outreach to potential retailers, especially emerging and trendy brands. Madison Neal and Megan Jimenez of Retail Strategies presented a comprehensive update on their three-year plan, trade area analysis, and ongoing engagement activities, while also addressing concerns about the effectiveness of current strategies amid rapid local growth. They underscored

the importance of communication, confidentiality, and community involvement in attracting retailers and maximizing property utilization. The conversation also touched on the timing of outreach, the need to review confidential prospect lists, and the balance between proactive marketing and organic interest, all aimed at solidifying Montgomery's position as a desirable retail destination despite challenges posed by nearby markets and internal growth dynamics.

4. Discussion and review of Retail Strategies – Downtown Strategies initiative and the 5-Year Strategic Action Plan.

The discussion centered on evaluating the value and effectiveness of the current downtown redevelopment and retail strategies, with some members expressing skepticism about the \$25,000 allocated for retail support, suggesting it might be better spent on matching grants or direct community involvement rather than paying for external consultants who haven't demonstrated substantial value. There's a consensus that ongoing efforts should focus on grassroots initiatives, volunteer engagement, and leveraging local stakeholders and developers to drive beautification and revitalization projects, rather than relying heavily on external agencies. The group emphasized the importance of actionable plans, accountability, and community-driven progress, with some members advocating for a cautious approach to spending and strategic planning to ensure resources are used efficiently and effectively to meet tangible goals.

5. Consideration and possible action on the Professional Services Agreement to Provide Consulting Services between the Montgomery Economic Development Corporation (MEDC) and Retail Strategies, LLC for Downtown Strategies.

The discussion centered on the Professional Services Agreement to Provide Consulting Services between the Montgomery Economic Development Corporation (MEDC) and Retail Strategies, LLC for Downtown Strategies.

Motion: Council Member Czulewicz made a motion to reject the continuation of the Professional Services Agreement to Provide Consulting Services between the Montgomery Economic Development Corporation (MEDC) and Retail Strategies, LLC for Downtown Strategies. MEDC Board Member Walker seconded the motion. Motion carried with all present voting in favor.

6. Consideration and possible action on the Professional Services Agreement to Provide Consulting Services between the Montgomery Economic Development Corporation (MEDC) and Retail Strategies, LLC for Retail Recruitment.

The discussion centered on the Professional Services Agreement to Provide Consulting Services between the Montgomery Economic Development Corporation (MEDC) and Retail Strategies, LLC for Retail Recruitment.

Motion: Council Member Olson made a motion to reject the continuation of the Professional Services Agreement to Provide Consulting Services between the Montgomery Economic Development Corporation (MEDC) and Retail Strategies, LLC for Retail Recruitment. MEDC Vice-President Easley seconded the motion. Motion carried with all present voting in favor.

COUNCIL INQUIRY

No Council Inquiry discussed during this meeting.

CLOSING AGENDA

7. Adjourn.

Motion: Council Member Langley made a motion to adjourn the Joint Public Special Meeting of the City of Montgomery at 7:18 p.m. MEDC Vice-President Easley Seconded the motion. Motion carried with all present voting in favor.

APPROVED:

Sara Countryman, Mayor

ATTEST:

Ruby Beaven, City Secretary