

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- **Tourism Website:** Removed outdated brochures and businesses no longer in Montgomery ([Visit Montgomery TX](#))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.