

**MINUTES OF REGULAR MEETING**  
**JUNE 15, 2020**  
**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION**

**CALL TO ORDER**

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

Present:       Rebecca Huss - President  
                  Dan Walker – Vice-President  
                  Amy Brown – Secretary  
                  Arnette Easley – Board Member

Absent:         Julie Hutchinson – Treasurer  
                  Tom Cronin – Board Member  
                  Bob Kerr – Board Member

Also Present:  Richard Tramm – City Administrator  
                  Dave McCorquodale – Assistant City Administrator  
                  Susan Hensley – City Secretary

**OPEN PUBLIC COMMENT**

No public comment.

**APPROVAL OF MINUTES**

Minutes of May 18, 2020 Regular Meeting –

President Huss asked for comments on the minutes as presented. Mrs. Huss made a motion to accept the minutes as presented, seconded by Mr. Easley. All in favor. (4-0)

## MONTHLY FINANCIAL REPORT

### Report for May, 2020

Mr. Tramm noted the sales tax transfer on June 10, 2020 which will show on the June Financial Report.

Mr. Tramm said a reimbursement of a wire transfer was received back into the General Fund.

Mrs. Huss reminded the Board of an item discussed during the May meeting concerning the total obligated expenses the MEDC has for the remainder of the fiscal year. Mrs. Huss said Mrs. Hutchinson sent an explanation, stating \$153,500 is the total amount due. This figure is comprised of \$33,750 in General & Administrative transfers for the final two quarters, \$80,000 in debt service transfers and \$39,750 in sales tax transfers. Mrs. Huss said, looking at the Year to Date amount in the budget, there will be another \$150,000 paid before the end of the fiscal year.

Mrs. Huss asked Mr. Tramm about the sales tax revenue being increased 14% over last year.

Mr. Tramm said sales tax revenue has increased 14% over the same period from last year. He said the details are not yet available to explain the increase. Mr. Tramm said the figures on the report are for businesses from the month of April, but could include businesses filing late for March which appears on the April report. He said the increase could also be due to consumers shopping online, which sends the sales tax to Montgomery. Mr. Tramm said more details should be available in the next two weeks.

Mr. Easley asked if the sales taxes have been increased since the first of the year.

Mr. Tramm said, "Generally speaking, yes." He said 2020 has been between 12.5% to 15% over 2019 figures.

Motion by Mr. Easley, seconded by Mr. Walker to approve the May 2020 Financial Report as presented. All in favor. (4-0)

## CONSIDERATION AND POSSIBLE ACTION

### 5. Discussion, consideration and possible action regarding Southern Rum Runners festival.

Mr. Rob Holbrook and Jennifer Linker of Southern Rum Runners were in attendance to give an update on the proposed festival in Montgomery.

Mr. Tramm reminded the Board of Southern Rum Runners planned craft beer festival to benefit the Montgomery Meals on Wheels. Mr. Tramm presented the draft contract for the event to the Board for review.

Mr. Tramm reminded the Board of City Council's required approval of any street closures. He said he has the proposed street closure information, which was not included in the Board's packet of information, and presented it visually to the board.

Mr. Tramm said the City Attorney has reviewed the contract, and recommended one primary change. Mr. Tramm said the change involves making the City a party to the agreement because the City has the ultimate authority to close the roads.

Mr. Tramm said the City Attorney also wished to remind the Board it can not spend more than 10% of the revenue on a single event. Mr. Tramm verified for the City Attorney, the EDC is contributing \$7,500, which is not 10% of its total revenue.

Mrs. Huss asked if anyone with the City or the EDC had any questions for Mr. Tramm or Mr. Holbrook. She specifically asked Mr. Walker and Mr. Easley if they had any questions, since they were not on the Board when this matter was first discussed. Neither had any questions.

Mrs. Huss said she believes this is the first time the EDC has had a festival contract that laid out the responsibilities of both parties so clearly. She said this is something she would like to see repeated in the future. Mrs. Huss said a contract, such as this one, allows clarity on "what both parties bring to the table" as well as stating what the EDC and the City receives in return for participating. Mrs. Huss said she would like to use this contract as a template going forward with other events.

Mr. Holbrook said SRR has had good communication with the City during the preparation of this contract. He said he hopes this will be the beginning of a continued relationship with the City. Mr. Holbrook stated next year's event will be easier to organize as they build on this year's contract and event.

Mr. Holbrook said, even with the Covid-19, he still is hoping for 3,000 to 3,500 tickets sold. He said the proposed area downtown could easily hold 5,000 people.

Mrs. Huss said if 3,000 to 3,500 tickets are sold, people will be arriving and leaving throughout the event, so not all 3,500 people will be in the area at the same time. Mrs. Huss said this event is also a longer day event, so the actual number of people in the area will fluctuate throughout the day.

Mr. Holbrook said in past events, 1,500 people is the most they have had attend at one time. He said some people arrive early and some arrive later in the day.

Mr. Easley asked Mr. Holbrook if the non-profit will change each year.

Mr. Holbrook said the events will always be with a non-profit. He said this year Meals on Wheels was chosen, but a different non-profit could be chosen in future years.

Motion by Mrs. Brown, seconded by Mr. Easley to approve the updated contract with the inclusion of the City of Montgomery as a party to the contract. All in favor. (4-0)

6. Report on utility grant program to support local businesses in the City of Montgomery.

Mr. Tramm stated two grants have been approved and funded, but there have been no new grant applications since the previous meeting. He said two other businesses have contacted City Hall, but have not turned in paperwork.

Mr. Tramm reminded the Board of the discussion in May of placing a notice of the utility grant program in with the utility bill. He said the notice will be included with the next utility bill.

Mr. Tramm said the City is preparing to send out written letters to businesses within the City on another matter and will include an insert on the utility grant with those letters.

No action taken on this item.

7. Update on the Montgomery Mudbugs & Music Festival.

Mr. Tramm said he has been in communication with Charlie Diggs, the promoter of the event.

Mr. Tramm said Mr. Diggs announced the event will be rescheduled for March 27, 2021.

Mr. Tramm said the EDC has not expended any funds for the original 2020 event.

Mrs. Huss asked if the event needs to be placed in the 2020-2021 budget as a specific line item since it has been approved but not spent. She expressed some concern on whether the funds could be spent next year without specifically allocating the funds and/or requiring another vote for funding.

Mrs. Brown suggested asking Mrs. Hutchinson, the EDC Treasurer, for comment at the next meeting.

Mrs. Huss said it was a procedural question.

No action taken on this item.

8. Discuss and consider approving MEDC funds reserved for blight removal for use in an additional City heavy trash pickup.

Mr. Tramm said the previous, regularly scheduled, heavy trash pickup had three dumpsters which were completely filled before the end of the first day. He said three dumpsters usually are filled over the course of two days.

Mr. Tramm said approximately seventy percent of the items in the dumpsters were outdoor, household materials. Mr. Tramm said, because of this, utilizing blight removal funds to pay for an additional heavy trash pick-up would be appropriate.

Mrs. Huss asked if "outdoor" meant brush and grass, because the Public Works employees take these items to a different location to be burned. She asked if these "outdoor items" were items such as lawn chairs.

Mr. Tramm said that was correct. He said these were items which can not be thrown away with a households normal trash.

Mr. Tramm said he heard of one person who brought in a large amount of debris at the previous heavy trash pickup day. He said he would instruct city personnel to not allow one person to monopolize the dumpsters and eliminate others from having the opportunity to use the service.

Mr. Tramm said there is twelve thousand dollars currently available in the blight removal line item of the current fiscal year budget.

Mr. Tramm said Mr. Muckleroy, the Director of Public Works, suggested two dumpsters for an additional heavy trash pickup day. Mr. Tramm said the dumpsters cost approximately five hundred dollars per dumpster. Mr. Tramm suggested the EDC pay for the cost of the two dumpsters and the City will pay for the labor cost of City employees. He said the labor cost is approximately six hundred dollars a day.

Mrs. Huss said it was a good value, even though it is not blight as the word has been previously used, it is a service which would spread the clean up of blight over the whole city.

Mr. Walker asked how the EDC would notify people since this is not a normally scheduled event.

Mr. Tramm said notices would be posted on social media, the sign board and in the insert of the next utility bill.

Mr. Tramm said he would like to schedule for July 11<sup>th</sup>, the second Saturday of the month. He said this date would give plenty of time to notify people of the event and also would be halfway between the regularly scheduled heavy trash pickup dates.

Mr. Walker asked if the City has considered sending notices to individuals who have been hesitant to remove blight from their property.

Mrs. Huss said in the past, the EDC has paid to have a dumpster delivered to a property for a weekend to aid in blight removal. Mrs. Huss said she did not remember if the individuals contacted the City or if the City contacted the individuals.

Mrs. Huss asked Mr. Tramm if the EDC could hire City personnel to collect large quantities of trash from specific, curbside locations around the city, then place the trash into the large dumpsters. Mrs. Huss asked if that was something the EDC would want to get involved with. Mrs. Huss said transportation is often a problem when hauling large items to the dumpsters.

Mr. Tramm said he had not thought of that, but would be willing to consider it.

Mrs. Brown said scheduling pickup times could cause problems as the Public Works employees may have to make more than one trip to avoid items not remaining on the curb after the event.

Mr. Easley said the problem, as he sees it, is some people do not want items removed. He said the City doesn't want to "strong-arm" anyone, but people may not part with debris on their own. Mr. Easley said some people are just hoarders and must have a reason to move the debris. He said if that means a ticket or a letter, it must be done.

Mrs. Brown said if the Board wishes to start scheduling pickup of heavy trash, it should be only offered to specific property owners. She said offering the service to the general public would be a "nightmare".

Mrs. Huss said in specific instances of extreme blight, and when those people have no transportation to remove the blight, this may be an option to consider.

Mrs. Huss asked Mr. Tramm to look into other opportunities of encouraging people to clean their properties.

Motion by Mr. Easley, seconded by Mr. Walker to move approximately one thousand dollars from Category Three, Account 56429 Blight Removal, to pay for two dumpsters to be delivered to City Hall for an interim heavy trash pickup weekend. All in favor. (4-0)

9. Discuss and consider MEDC funding of painting concrete car stops in the City of Montgomery.

Mr. Tramm shared a photo of one of the car stops previously painted by the City's Public Works Department. Mr. Tramm said five car stops have been painted to honor the City's heritage as the birthplace of the Texas flag.

Mr. Tramm said there are ninety to one hundred car stops located on city property.

Mr. Tramm said the Public Works Department estimates the cost of painting each car stop to be in the fifty to fifty-five dollar range. He said this is contingent on the department being able to paint multiple car stops at one time.

Mr. Tramm reminded the Board of a discussion during the last meeting on funding the painting of the car stops on city property.

Mrs. Brown said the car stop in the picture presented is located on McCown Street. She said, since the plan is to redesign McCown Street, she is asked if the plans included car stops remaining on McCown Street.

Mr. Tramm said it depends on the final design. Mr. Tramm said painted car stops could be retrieved and moved to other locations. Mr. Tramm said the EDC could choose to paint just a few car stops either in scattered locations or in a limited area.

Mrs. Brown said the EDC shouldn't paint car stops in the areas expected to be affected by the Downtown Plan until the plan is finalized.

Mrs. Brown said at fifty dollars apiece, for one hundred car stops, the expense would be approximately five thousand dollars. She noted this cost is only for the original painting, not the upkeep of the car stops. Mrs. Brown asked if the EDC would be responsible for paying to have the car stops repainted each year. She said the car stops look pretty now, but they will not look as nice in ten to twelve months. Mrs. Brown said that would cost the EDC five thousand each year.

Mr. Tramm said there will be maintenance costs, but the City is unaware of how long the paint will last. Mr. Tramm said he believes the upkeep costs would end up being a City expense. He said the City would need to decide if they wished to take on that future liability.

Mr. Easley said the maintenance would be determined by what type of paint is used.

Mr. Tramm said the City is still experimenting in terms of speed and paint.

Mr. Easley asked if the City had a volunteer group who could paint the car stops.

Mr. Tramm said there were no volunteers at this time. He said currently City staff have been painting the car stops in between other projects. Mr. Tramm said he would be concerned with the quality of the work if done by a volunteer group.

Mrs. Brown asked if the majority of the one hundred car stops are located in the downtown area.

Mr. Tramm said that was true.

Mrs. Brown said since the majority are in the downtown area, and the downtown plans have not been finalized, it does not make sense to start painting the car stops downtown. She said it would make more sense to finalize plans, then start painting the car stops in locations that would not be affected by the plans.

Mr. Tramm said that certainly would make sense. He asked if the Board would want to fund painting some of the car stops in areas not affected or postpone discussion until the next fiscal year.

Mr. Easley said it would make sense to incorporate the car stop paintings with the downtown plan.

Mrs. Brown said she would support painting car stops at City Hall, because there are not plans to redesign that area.

Mrs. Huss said she thinks the question on weathering is an important question and should be addressed before the majority are painted. She said she also likes the "hidden nature" of the current car stops and suggested painting just a few more around town. Mrs. Huss suggested painting one at Cedar Brake Park, one at Memory Park and another one at the Community Center parking lot.

Mrs. Huss reminded the Board the two parking lots downtown are leased and not owned by the City. She said painting all of the car stops in those lots could result in a large number of car stops which will need to be rehomed when the leases expire.

Mrs. Huss said adding a few more for a decorative effect and the enjoyment of visitors searching for the car stops. She said this would also give the Public Works Department the ability to experiment on different paints and painting techniques.

Mrs. Huss suggested asking the owner or painter of the Montgomery sign what was used to seal the paint because that has lasted for many years.

Mrs. Brown said she would support painting five more car stops, but believes the Board should postpone the remaining one hundred. She said the City could test paint, techniques and sealers. Mrs. Brown said postponing would also give time to see how often the car stops would need to be repainted.

Motion by Mrs. Brown, seconded by Mr. Easley to fund the painting of up to five additional car stops, with the funds from Public Infrastructure line item 56000.7 . All in favor. (4-0)

#### 10. Update on Downtown Development Planning

Mr. McCorquodale said he and Mr. Tramm have met with Walter Peacock from Texas A & M. Mr. McCorquodale said Mr. Peacock has an editor working on the Comprehensive Plan, as well as a grad student who is working on the RFQ for the downtown design.

Mr. McCorquodale showed the Board a map of the proposed area to be the focus of the downtown renovation. The area covers Jim's Hardware and the Larry Jacobs property on the north side of the current downtown area.

Mr. McCorquodale said if the City wants a pedestrian friendly area, it is vital to include the areas that link the downtown businesses to a large residential area.

Mr. McCorquodale said a draft of the RFQ should be ready at the end of this week.

Mr. McCorquodale said the A & M students provided a good direction for the design work.

Mr. McCorquodale said using this plan will allow the City to focus on capital projects which will need to be included in the next fiscal budget. Mr. McCorquodale said these capital projects would include water, sewer and storm drains.

Mrs. Brown said installing drains and covering up ditches would benefit the look as well as the safety of pedestrians in the downtown area.

Mr. McCorquodale said there are areas where that could happen.

Mr. Walker said covering the ditches would certainly look better, but he questioned Mr. McCorquodale if the City would be able to preserve some of the old trees down in the area.

Mr. McCorquodale said trees would be saved when possible, but some trees are not good species, planted too closely together or obstructing the storm sewers.

Mrs. Huss said strategically planting some quality trees would be beneficial.

Mr. McCorquodale said he would keep the Board updated on any progress.



Mr. Easley asked Mr. McCorquodale for the timeline of completion of the downtown project.

Mr. McCorquodale said a realistic expectation would be two years. He said this was ballpark guess. Mr. McCorquodale said the infrastructure design would take at least nine months and would need to be completed first.

Mrs. Huss said it would be nice if Entergy could be rerouted from Highway 149 to Prairie Street.

No action taken on this item.

11. Discuss and consider Social Media Marketing Planning and Development Options.

a. Consider options for updated social media profile image/logo

Mr. Tramm showed the Board three options for a new social media image/logo featuring the historic Montgomery goat overlaid with the Texas flag. Mr. Tramm said the main area of discourse is the type of font to be used on the icon. Mr. Tramm asked for input from the EDC Board.

Mrs. Brown asked if the icon should say City of Montgomery Texas instead of Montgomery Texas.

Mrs. Huss said adding the extra wording may make the wording appear too busy.

Mrs. Brown said she liked the smaller font because the goat becomes the focal point.

Mrs. Huss asked if that was the image labeled "Original".

Mrs. Brown said yes, but she still doesn't like the font used.

Mrs. Huss said there are other fonts to choose from.

Mrs. Brown said her thought on the smaller font, is for people to instinctively associate the goat with the City of Montgomery without having to rely on the wording.

Mr. Tramm agreed saying a goat with a Texas flag would be unique to Montgomery. He said he can't think of anyone who would consider using a goat and a Texas flag together.

Mr. Tramm said the history of the goat makes it very emblematic of the City.

Mr. Walker said the EDC is using this as their branding, so until the City sells the goat as an emblem, the font should be large enough to educate nonlocals.

Mrs. Brown said this logo would be put on the Montgomery Facebook page, the Montgomery YouTube channel and other Montgomery social media, so people would already associate it with the City of Montgomery because they are on the City's platform.

Mrs. Huss said if the City made t-shirts or hats, the larger font could be used.

Mr. Tramm agreed, depending on the use of the logo, the wording and size of the font could be adjusted.

Mrs. Huss agreed with Mr. Walker on branding. She said the current seal of the City is not going to "cut it" in today's market. Mrs. Huss said the current alternative logo featuring the rectangle with rounded edges, is not something conducive to use on a t-shirt. She said this is an attempt to be more current. Mrs. Huss said everything on social media is very visual, and neither the current seal or logo suit that media.

Mrs. Huss asked Mr. Walker and Mr. Easley if this logo was something they could support. She said MEDC has been funding the social media campaigns, so this would be something the MEDC would be responsible for.

Mr. Walker said the MEDC should be funding the social media campaigns because it is for growth. Mr. Walker said he could live with the goat.

Mr. Easley said an image of C. B. Stewart holding the flag would be great. He said he is okay with the goat, but people can relate to C. B. Stewart and know what he was to Montgomery.

Mrs. Brown said the social media is trying to get an audience outside of the City of Montgomery to encourage tourism. She said, unfortunately, most Texans do not know of C. B. Stewart. Mrs. Brown said the goat is a very humorous, unusual icon. She said it is something people will not forget. Mrs. Brown said she believes it will be more attractive to a younger crowd.

Mr. Easley asked about people wanting to bring a business to Montgomery.

Mrs. Huss said in that circumstance, the City would send stationary with the serious logo on it.

Mr. Tramm said this logo is aimed at the social media market. He said that is the reason we are trying to keep it simple.

Mrs. Huss said from a tourism standpoint, being a historical town, there is a problem with putting history into today's lens. Mrs. Huss said when the goat is introduced, the story will need to be told to hopefully avoid potential controversy. She said nothing is without controversy.

Mr. Walker said when you are driving people to your social media platforms, you have about two seconds to grab their attention. He said the goat would raise questions on why the goat was chosen, which would prompt the telling of the City's history.

Mrs. Huss said there are a lot of different activities which could be centered around the goat.

Mrs. Huss asked Mr. Easley, since he has lived in the city longer than the other members of the Board, if he knows of any reason the goat would be a nonsuitable candidate.

Mr. Easley said he doesn't know of anything. He said he thinks it will be alright.

b. Consider social media budget

Mr. Tramm said options are being looked at to expand the City's social media reach. He said one of the primary items discussed is utilizing the existing social media such as Facebook and Instagram, branching out to YouTube videos, as well as using Nextdoor as a messaging option.

Mr. Tramm said one of the significant items to look at regarding social media is a software package to try to coordinate multiple platforms. He said Hootsuite is one program designed to do that. Mr. Tramm said there is a twenty-nine dollar a month option he believes will work for the EDC, at least in the near future.

Mr. Tramm said one benefit of Hootsuite is the ability to schedule posts across all platforms. He said managing each account live takes considerable time.

Mr. Tramm said there are courses to help design and work with social media platforms. He suggested setting some money aside for that training. Mr. Tramm said there are some free options available on the internet, but to get a significant benefit, the Board should consider spending for some of these courses on social media marketing. He said two hundred to two hundred fifty dollars each is a small price to pay for the value which can be received from these courses.

Mr. Tramm said because of the pandemic situation, the EDC has not spent a lot of money on training this fiscal year. He said the money is already in the budget, it is only a matter of redirecting it from its original intended training use to a new type of training. Mr. Tramm said there is currently approximately four thousand four hundred dollars in this fiscal year's budget which will go unused at this point.

Mr. Tramm said there is one course on EDC training coming up in October, which he is required to attend which costs seven hundred dollars. He said after paying for that course, about three thousand seven hundred dollars will be left in the budget for other training.

Mrs. Huss said if Mr. Tramm's training course is in October, those funds will come from the 2020-2021 fiscal year budget.

Mr. Tramm said he was taking the conservative approach. He said he can not see spending three thousand dollars in the next few months for online courses. Mr. Tramm said there are two or three people for whom he believes the courses would be valuable. He said even if in the future the Board decides to contract out the work, we would still have a better understanding of the work which needs to be done, and a better way to be able to manage that work.

Mrs. Huss said volunteers have been involved in our social media. She asked Mr. Tramm if he envisions volunteers taking some of the training as well.

Mr. Tramm said he would especially those who have already been involved with the EDC's social media because they already have the necessary background.

Mrs. Huss said, for full disclosure, that includes MEDC Board members, City Council members and Mayor. She asked Mr. Tramm if that was something that needed to be

discussed with the City Attorney, or is that something the Board needs to specifically approve.

Mr. Tramm said that is entirely up to the Board. He said, he believes that is normal in a Board environment, for Board members to attend paid training sessions. Mr. Tramm said if this was a taxed based training, he doesn't think that question would be asked. He said the money has been budgeted for training, without the specifics of what kind of training. Mr. Tramm said he doesn't believe it is necessary, but does not see the harm in the Board approving a motion to authorize the City's Administrator to initiate training activities that may include City staff, EDC and/or City Council officials.

Mrs. Huss said that would make it clear. She said, she knows Mrs. Brown went several years ago to a sales tax training, which was incredibly valuable. Mrs. Huss said that was a specific requirement, where social media training is not.

Mr. Tramm said it certainly does not hurt to be very transparent. He said, because of his inability to attend a training class, the most value he has received on economic development is Mrs. Brown loaning him her training materials from her course. Mr. Tramm said Mrs. Brown has been an important resource for him during his first year as City Administrator, because of the education she had through the one course. He said he would encourage any Board member to receive training, because it helps the entire Board and members of staff.

Mr. Tramm said in many social media environments, there is payment which can be made to boost posts. He said these boosts are basically advertising to show posts to prospective viewers. Mr. Tramm said he has seen, through City posts, a much wider circulation.

Mr. Tramm gave the Board an example of a post encouraging people to not flush flushable wipes. He said manufacturers label the wipes as flushable, but very often, these wipes clog up sewage systems which require the Public Works Department extra labor to clear the pipes by pulling up pumps. Mr. Tramm said paying for a promotion on this post could lower operating expenses for the City. He said not every post promotion would benefit a City department, but social media advertising can magnify the number

of people seeing a post. Mr. Tramm suggested some money being paid toward advertising on social media for the remainder of this fiscal year.

Mr. Tramm said there is some money left in this fiscal year's budget for advertising through printed material as well as money in the events category. He said using those funds would require Board action. Mr. Tramm said one thousand dollars should be enough to last through the end of the current fiscal year, with most of the money going unspent. He also said it will show a need for inclusion in the 2020-2021 fiscal year budget.

Mrs. Huss said there has also been discussion on contests and activities which may need a financial boost to pay for props or rewards.

Mr. Tramm said recently the EDC Facebook page has run two contests. He said the first contest centered around the painted car stops, while the current contest focuses on several labeled rocks placed around town. Mr. Tramm said the prizes given were the Texas flags which were previously purchased by MEDC.

Mr. Tramm said with both of these contests were completed very inexpensively, but to entice more people to be involved, new prizes need to be considered. He said a budget needs to be created for the prizes.

Mr. Tramm said a budget of one thousand dollars is more than he expects to be spent. He said he is willing to take suggestions from the Board. Mr. Tramm said contributions from City businesses is also an option, with the EDC paying fifty percent of the prize offered by the business.

c. Consider budget for updates to website

Mr. Tramm said there was a meeting earlier in the day with the website committee. He said the meeting was beneficial in creating some minor changes to the Tourism page on the City's website.

Mr. Tramm said in order to create major changes, the budget is going to start around four thousand dollars. He said the committee does not believe there is an urgent need to do that at this point in time.

Mrs. Brown said the four thousand is only to create the website. She said there is an additional six hundred a year to maintain the website.

Mr. Tramm said these small changes should suffice for the time being, but the subject may be revisited for the next fiscal year budget.

Mr. Tramm said while social media is the way to create contacts, the website is the hub of activity. He said the goal is to drive people to the website.

Mrs. Brown said the committee agreed the four thousand dollar update could be postponed, but she felt there was no clear plan for the immediate future.

Mr. Tramm said one thing would be to make the page more visually appealing by adding more photos as well as changing current photos. He suggested obtaining more photos by turning to City employees, EDC volunteers or running a photo contest on social media.

d. Consider other social media options

Mr. Tramm said his main focus for this section would be understanding what is needed to begin implementing the social media plans. He said smart phones are generally adequate for most basic video and photos, and City staff already has these. Mr. Tramm said the EDC could add microphones, lighting and other equipment for under one hundred fifty dollars.

He said, based on the research he has done, expensive equipment is not needed.

Mr. Tramm said small videos could be produced in a quality manner for social media.

Mr. Tramm said all of the equipment could be purchased for under two hundred dollars.

Mr. Tramm said there is always the option of contracting out to a professional. He said other cities he has reached out to are maintaining their own social media.

Motion by Mrs. Huss, seconded by Mrs. Brown to spend twenty-nine dollars per month on Hootsuite or general social media management to come from the website budget; to allow training on social media knowledge-based expansion to include City of Montgomery staff, MEDC Board, City Council members and Mayor as the City Administrator so designates them to take the training; to establish a new category called Social Media Advertising under Category Four with the line item budgeted at one thousand dollars which comes from line item 56003.5

Brochures/Printed Literature whose annual budget will decrease from ten thousand dollars to nine thousand dollars; to have a new category called Contest/Activities/Prizes with a budget of one thousand dollars as a subcategory under Events and will decrease Events Other from thirty-five thousand dollars to thirty-four thousand dollars in line item 56434; and to approve the purchase of video equipment not to exceed two hundred dollars to come from a newly created line item named Technology which will be under Administration and created with money from line item 56004.6 Consulting Professional Services decreasing that category from ten thousand dollars to nine thousand eight hundred dollars. All in favor. (4-0)

12. Economic Development Reports

a. City Administrator's Development Report

Report presented

b. City Engineer's Report

Report presented

**BOARD INQUIRY**

No Board inquiry.



### ACTION ITEMS FROM MAY MEETING

ACTION ITEM	ASSIGNEE	RESULT

### ACTION ITEMS FOR FUTURE MEETINGS

ACTION ITEM	ASSIGNEE	DUE DATE
Update on reasons for 14% sales tax increase	Tramm	July meeting
Report on taxable construction costs	Tramm	

**ADJOURNMENT**

Motion by Mrs. Brown, seconded by Mr. Walker to adjourn the meeting at 8:13 p.m. All in favor. (4-0)

Submitted by:  Date Approved: 07-20-2020

Amy Brown, MEDC Secretary





Rebecca Huss, MEDC President