

**MINUTES OF REGULAR MEETING**  
**September 21, 2020**  
**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION**

**CALL TO ORDER**

President Rebecca Huss called the Zoom Teleconference meeting to order at 6:01 p.m.

Present:       Rebecca Huss - President  
                  Dan Walker – Vice-President  
                  Julie Hutchinson - Treasurer  
                  Amy Brown – Secretary

Absent:        Tom Cronin – Board Member  
                  Arnette Easley – Board Member  
                  Bob Kerr – Board Member

Also Present:  Richard Tramm – City Administrator  
                  Dave McCorquodale – Assistant City Administrator

**OPEN PUBLIC COMMENT**

No public comment.

**Convene into Public Hearing for the Proposed Budget for the Fiscal Year 2020-2021.**

Adjourn Public Hearing at 6:02 p.m.

Mrs. Huss stated the sales tax budget is set at \$675,000, which is a 10% drop from the estimated 2019-2020 budget.

Mrs. Huss said Category One is roughly similar to last year's budget. She said the EDC will be reallocating additional funds to the Downtown Development Improvement within this category. Mrs. Huss said the new line item will be called Capital Projects. She stated previously budgeted amounts from Transfer to Debt Services will be moved into this new line item. She said the dollar value will remain the same at \$160,000.

Mrs. Huss said Category Two will increase quite significantly. She said this large increase affects an actual increase in sales tax dollars, most of which has been received to date.

Mrs. Huss said Category Three largely unchanged.

Mrs. Huss said Category Four is roughly similar, but the EDC will be placing more of an emphasis on website spending.

Mrs. Huss said Category Five will be slightly lower than the 2019-2020 budget, and more emphasis will be placed on outsourcing to achieve results, which are regularly inspected for quality and compliance with Board goals. She said the EDC will be emphasizing reaching visitors through social media rather than print media.

Mrs. Huss asked if any Board members or the public would like to comment or discuss the 2020-2021 budget.

Mrs. Hutchinson noted the Board members in attendance are the same Board members who participated in the Budget Workshop.

No comments from the Board or the public relating to the budget.

Reconvene into Regular Meeting at 6:05 p.m.

## **APPROVAL OF MINUTES**

### **Minutes of August 17, 2020 Regular Meeting, and August 7, 2020 Budget Workshop –**

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

## **MONTHLY FINANCIAL REPORT**

### **Report for August, 2020**

Mrs. Hutchinson reviewed the presented financial report.

Mrs. Hutchinson stated she expects, after the fourth quarter expenses, a year over year increase of \$562,000 in the checking accounts.

Mrs. Hutchinson said Mr. Lasky informed her the TexPool rate has slowly been declining, but over the last week they have slightly been improving. She said Mr. Lasky is monitoring the rates very closely.

Mrs. Hutchinson said the August 2020 sales tax revenue is approximately a 6% decrease from August 2019 sales tax revenue. She informed the Board the year over year sales tax revenue remains 15-16% above the 2019 figures.

Mrs. Hutchinson said the numbers for September appear to be very similar to the September numbers from 2019.

Mrs. Hutchinson said she and Mr. Lasky discussed the \$7,800 approval by MEDC for the Southern Rum Runners festival, and the \$8,000 approval by MEDC for the Mudbugs and Music Festival. She said there was a question during the July meeting concerning whether these approvals would carry over into the 2020-2021 budget or new grant applications would be required. Mrs. Hutchinson said Mr. Lasky suggested noting in the minutes these items were previously voted on and approved by MEDC and will likely take place during the 2020-2021 fiscal year. Mrs. Hutchinson said Mr. Lasky did not see a need to reapprove these two items which were delayed due to the pandemic.

Mrs. Huss said these items are liabilities on the 2020-2021 budget which were previously encumbered by the previous year's decision.

Mrs. Hutchinson said the items will not be on the books until the event coordinators turn in the bills to MEDC.

Mrs. Huss suggested those amounts should be removed from the Events parent account and allocate them to the subaccounts.

Mrs. Hutchinson said she was fine with the suggestion.

Mrs. Huss suggested bringing the item up at the next meeting in order to pass the budget cleanly and adjust it later.

Mr. Tramm said moving amounts less than ten thousand dollars within the same category would only need approval by the EDC Board, not City Council. He said the EDC would be operating within the parameters of the approved budget.

Mrs. Hutchinson asked if these liabilities would remain on the books indefinitely if the events never came to fruition, or if the EDC could vote to rescind the approval.

Mr. Tramm said he would discuss that with the attorney.

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

## CONSIDERATION AND POSSIBLE ACTION

6. Consideration and possible action to approve the proposed budget for fiscal year 2020-2021.

Mr. Tramm said the MEDC held a budget workshop on August 7, 2020 during which a draft budget was created. He said the draft budget was reviewed by the MEDC Board of Directors on August 17, 2020. He said the Montgomery City Council reviewed and approved the MEDC draft budget on August 25, 2020. He said the budget public hearing was earlier on this agenda and now the draft budget is presented to the MEDC Board of Directors for consideration to approve.

Mrs. Huss said the members at tonight's meeting were the members who attended the budget workshop. She said City Council approved the draft budget without any questions or comments. She said there were no questions or comments during the public hearing. She asked if any Board members had any questions or comments before the vote. There were none.

Motion by Mrs. Brown, seconded by Mrs. Hutchinson to approve the MEDC budget for fiscal year 2020-2021 as presented. All in favor. (4-0)

7. Consideration and possible action to set a review process for SOQs received on Downtown Development Planning RFQ.

Mr. Tramm said the Requests For Qualifications went out and Statements Of Qualifications have been received from seven firms.

Mr. Tramm said discussions need to be held determining the review process. He said a lot of the work is typically done by staff, but it is staff's recommendation to include the City Administrator, the Assistant City Administrator, Public Works Director as well as including two MEDC members.

Mr. Tramm said the proposed timeline would include determining a basic review process and review committee today, September 21, 2020; present the MEDC Board with a finalist recommendation on October 19, 2020; negotiate a contract between October and November for MEDC approval; and present it to City Council if necessary.

Mrs. Huss and Mr. Walker volunteered to be on the MEDC representatives on the review committee.

The Board and staff agreed the Mayor should be included on the review committee if she has time.

Mr. Tramm said he was satisfied with the direction from the Board.

No other action was taken.

8. Consideration and possible action to partner with Historic Montgomery Business Association on use and visibility of social media icon Goat with businesses in the Downtown Montgomery area.

Mr. Tramm presented an opportunity for the City and MEDC to partner with HMBA to get greater visibility for the goat social media icon. He said the HMBA approached the MEDC President looking for ways to work together using the goat icon.

Mr. Tramm said staff suggest producing up to twelve additional wooden goat cut-outs which would be distributed in plain form to businesses in the downtown Montgomery area.

Mr. Tramm said the cut-outs would be produced in groups of three as needed.

Mr. Tramm said he would develop an application form which would specify the goat's display location, design concept, and an acknowledgement that the goat cut-out remains the property of the City, with the City having the final approval for design and use.

Mr. Tramm said the estimated cost for MEDC is around \$1,200, approximately \$240 for the plywood and \$960 for staff labor.

Mr. Tramm said the businesses receiving the goats would paint and decorate them in unique ways to be displayed at their businesses providing increased public visibility for the City's historical ties to the goat story and the goat icon.

Mr. Tramm said one long-term use for the goats would be to have them at events, photo opportunities, and conversation pieces to help increase the visual identity of the goat with the City.

Mrs. Huss said there seems to be a slight discrepancy on who is responsible for distributing the cut-outs. She said she would like it clarified on who would be directing the program. She said she would like the City to be responsible for approving the applications and keeping track of the goats.

Mr. Tramm said he had no problem with that being the case. He said the HMBA can direct businesses to the City to apply for a goat cut-out. He said it is important the City ensures the avoidance of designs which would not be well received in the community.

Mrs. Huss requested a stipulation that the cut-outs be stored indoors.

Mrs. Brown suggested an annual or bi-annual accounting of the goats in order to have an accounting of where the funds have been spent.

Mr. Tramm said he wishes to have three goats available for disbursement at all times.

Mrs. Hutchinson asked if the funds would be taken from the Events category.

Mr. Tramm said using the Events category would make sense as the goats would be displayed during festivals.

Motion by Mrs. Brown, seconded by Mrs. Hutchinson to approve up to \$1,200 in MEDC funds utilizing category III – Events from the current fiscal year, for up twelve goat cut-outs with three initially created, to be overseen by City staff, produced in groups of three, an application for

which is produced by City staff including the design concept, acknowledging it is still City property and the goats will be accounted for on an annual basis. All in favor. (4-0)

9. Consideration and possible action on licensing the Montgomery Goat social media icon image.

Mr. Tramm said City staff has been continuously asked for goat merchandise. He asked the Board if they would like to get licensing on the Montgomery Goat social media icon image to have control over how the image is used on merchandise and possibly increasing revenue for the EDC.

Mrs. Huss said the icon will be used regardless and for the City to maintain control over the image, it will need to be licensed.

Mrs. Hutchinson asked if it was a license for use or a trademark.

Mrs. Huss said both should be done.

Mrs. Hutchinson asked the cost of licensing and trademarking the icon.

Mr. Tramm said it should be around eight hundred to nine hundred dollars.

Mrs. Huss said pricing is also an issue and suggested a flat fee schedule.

Mrs. Brown suggested starting the trademark process and working on specifics while that is happening.

Motion by Mrs. Brown, seconded by Mrs. Huss to direct the City Administrator to pursue licensing and trademarking the Montgomery Goat social media icon image with an amount up to \$1,500 to be coded to account 56004.6. All in favor. (4-0)

**Item #10 discussion was postponed until after the Closed Session**

11. Economic Development Report – Richard Tramm

a. City Administrator's Development Report

Presented

b. City Engineer's Report

Presented

12. Adjourn into Closed Session at 7:27 p.m. as authorized by the Texas Open Meetings Act, Chapter 551 of the Government Code, in accordance with the authority contained in the following:
- a) Section 551.071 (consultation with attorney); and
  - b) Section 551.072 (deliberation regarding real property).

Reconvene into Open Session at 7:51 p.m.

10. Consideration and possible action on Montgomery Economic Development Corporation providing a loan to the City of Montgomery for property acquisition.

Motion by Mrs. Brown, seconded by Mrs. Hutchinson to continue to move forward providing a loan to the City of Montgomery for property acquisitions and direct the Board President to execute associated contracts and documents. All in favor. (4-0)

13. Consideration and possible action(s), if necessary, on matter(s) deliberated in Closed Executive Session.

No action taken.

#### **BOARD INQUIRY**

No Board inquiry.

ACTION ITEMS FOR FUTURE MEETINGS

<i>ACTION ITEM</i>	<i>ASSIGNEE</i>	<i>DUE DATE</i>
Home Grant update	Tramm	
Discuss rescinding event sponsorship with lawyer	Tramm	
Allocating previously approved event funds to subaccounts	Tramm	October Agenda

**ADJOURNMENT**

Motion by Mr. Walker, seconded by Mrs. Hutchinson to adjourn the meeting at 7:54 p.m. All in favor. (4-0)

Submitted by:  Date Approved: 10-19-2020  
 Amy Brown, MEDC Secretary



  
 Rebecca Huss, MEDC President