

MINUTES OF REGULAR MEETING

November 16, 2020

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

President Rebecca Huss called the Zoom Teleconference meeting to order at 6:03 p.m.

Present: Rebecca Huss - President
 Dan Walker – Vice-President
 Julie Hutchinson - Treasurer
 Amy Brown – Secretary
 Tom Cronin – Board Member
 Arnette Easley – Board Member (arrived at 6.56)

Absent: Bob Kerr – Board Member

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

OPEN PUBLIC COMMENT

No public comment.

APPROVAL OF MINUTES

Minutes of October 19, 2020 Regular Meeting and Special Meeting of November 9, 2020 –

President Huss asked for comments on the minutes as presented for both the October 19, 2020 Regular Meeting and the Special Meeting of November 9, 2020. Motion to approve both the

Regular Meeting Minutes and Special Meeting Minutes was made by Mrs. Hutchinson and seconded by Mr. Walker. All in favor. (5-0)

MONTHLY FINANCIAL REPORT

Report for October 2020

TX Pool is hovering at 0.13% but is still in positive territory.

\$104,139.36 sales tax was transferred to our account and will show up in our financials in December. All monthly accruals have been transferred as well.

Actual to Budget – MEDC sales tax is 9% decrease from October 2019.

Motion by Mr. Cronin, seconded by Mrs. Brown to approve the October 2020 Financial Report as presented. All in favor. (5-0)

CONSIDERATION AND POSSIBLE ACTION

4. Discuss and Consider Allocating Previously Approved Funds for Southern Rum Runners and Montgomery Music & Mudbugs Festival Events That Were Cancelled in the Past Fiscal Year

Mr. Tramm mentioned that both event promoters intended to hold these events in 2021 despite having to postpone them due to COVID in 2020. The amounts previously approved were \$8,000 for the Music & Mudbugs Festival and \$7,800 for the Southern Rum Runners Food Truck Festival.

Mrs. Brown inquired whether there had been an answer from the attorney as to whether we have the authority to rescind the sponsorship should the events not end up happening – is this an open ended liability or we able to close the liability out? Mr. Tramm says that it would be cleaner to take a formal action if an event is clearly not going to take place or meet our standards of performance.

Mr Cronin inquired whether any funds had been given to either entity at this time. Mr Tramm said that they had not. Mr Cronin asked whether dates have been rescheduled. Mr Tramm said 2nd or 3rd weekend in March for the Music & Mudbugs Festival. SRR festival is considering 3rd or 4th weekend in October. All dates are tentative at this time. Mrs Huss asked the Board to recall that the funds approved by MEDC were specifically for submitted receipts and internal expenses such as security and public works that are related to an event actually happening. If the event doesn't happen, the expenses will not incurred.

Mr Tramm asked the Board to approve the same amounts to be allocated to the specific events for the current fiscal year.

Motion by Julie Hutchinson to allocate previously approved funds of \$7,800 out of the parent account of Events to the Southern Rum Runners sub account of Events and \$8,000 out of the

parent account of Events to the Music & Mudbugs sub account under the same conditions as previously approved. Motion seconded by Mrs Brown. The motion passes by majority with Huss, Hutchinson, Brown, and Walker voting in favor and Cronin voting against. (4-1)

5. Provide Report on Downtown Development and Streetscape Planning Project

Recap of the November 10 City Council approval of the contract \$ amount with Gunda Corp. The City Attorney is currently finalizing the contract with Gunda and Gunda and the City will be quickly ready to move forward.

6. Discuss and Consider Amending Authorized Bank Account Signer List by Resolution.

Mr. Tramm would like to add Mr Walker to the bank account as he is the only officer who is not a signatory on the bank accounts. All of the paperwork is already ready should the Board approve.

Motion by Mr Cronin to add Mr Walker to the MEDC bank accounts by resolution, seconded by Mrs Hutchinson. Motion passed unanimously. (5-0)

7. Discuss and Consider Setting Revised Holiday Meeting Schedule

Mr Tramm noted that the December meeting is during the week of Christmas, the January meeting is on the Dr Martin Luther King, Jr holiday, and the February meeting is on the Columbus Day holiday (both City and federal holidays). Would like to move both the January and February meetings to the following Tuesday.

Motion by Mr Cronin to cancel the December meeting, reschedule the January regular and annual meetings to January 19, 2021, and reschedule the February regular meeting to February 16, 2021 seconded by Mrs Brown. All in favor. (5-0)

8. Discuss and Consider Approval of MEDC Licensing Agreement.

Mrs Huss stated that she would be abstaining from voting due to her intention to pursue a licensing agreement, should it pass. Mr Tramm stated that the licensing of the City's images is primarily focused on extending the brand recognition rather than revenue generation. Idea is to push the name and identity of the City outside of our border and possibly generate a bit of income. Initial thought is that cost will be:

\$25 for up to \$1,000 in sales

\$50 for sales between \$1,000 - \$50,000 of sales

1% for sales in excess of \$50,000

1 year term with a \$25 renewal fee

This is a starting point and MEDC can review and revise as necessary.

Mrs. Brown inquired about the City having control over what the logo is used on. Mr Tramm agreed that it was important to keep control over how the logo was used. Mr Cronin asked whether anyone has been in touch regarding licensing. Mr Tramm said that there has been interest on social media when samples have been used as prizes in contests. Mr Cronin thought that cross merchandising might be successful, that there might be interest for items at Sip N Stroll, or a city store with a few items, but said that he did not have any big ideas. Mr Tramm said that he prefers dealing with the free market and utilizing the ideas generated through that route and having them take on the risks and the effort. Mrs Brown said that starting off, it would be good to have private businesses create the inventory and put those expenses out first because it will be expensive to start.

Mr Tramm does not feel that potential sales are currently large enough to add territory concerns to the contract (Mrs Brown pointed out the contract, as written, does include that language). Mrs Hutchinson asked how sales would be reported? Mr Tramm said that it was largely self-policed but they would agree to open their books to us.

Motion by Mr Walker to direct the City Administrator to incorporate the fee structure and comments from the MEDC Board into a draft final agreement, work with the City Attorney for his approval with that final licensing agreement, then work with local businesses to get goat products into the community, seconded by Mrs Brown. The motion passed by majority. Mrs Brown, Mr Walker, and Mrs Hutchinson voted in favor, Mr Cronin voted against, and Mrs Huss abstained. (3-1-1)

9. Consideration and Possible Action on Request by Montgomery County United to Use Up to \$3,000 in Blight Removal Funds to Improve the Visual Look of Several Properties on the North Side of the City.

Mr Tramm said that he did not have paperwork on this item. This is similar to an item that was on the agenda the previous year and was focused on improving homes on the north side of Montgomery. There is no application paperwork or summary so the Board can either table the item or approve contingent upon the City Administrator receiving receipt. Mr Cronin asked what Montgomery County United was. Mr Tramm stated that it was a group that assists local area residents – they have a broad reach that does reach outside of the city. Mr Cronin stated that he would prefer to keep the MEDC money specific and local to the city. Mrs Huss asked if the motion was to table the item until receipts were received and then process it as a reimbursement. Mr Cronin asked if that was a motion. Mrs Huss said sure and made a formal motion.

Motion by Mrs Huss to table the request by Montgomery County United to use up to \$3,000 in blight removal funds and revisit the item in January as a reimbursement, seconded by Mr Cronin. All in favor. (5-0)

10. Economic Development Report – Richard Tramm

- a. City Administrator’s Development Report
presented
- b. City Engineer’s Report
presented

EXECUTIVE SESSION:

11. Consideration and possible action on items from Executive Session.

None

BOARD INQUIRY

Mrs Hutchinson asked for an update on the radios? Mr Tramm said they were “two weeks out”. Mrs Hutchinson asked about date of invoice as it will impact availability of funds in Events category. Mrs Huss said to encourage the correct billing date by telling them that it will not be paid if it doesn’t have the correct date on it.

Mrs Brown said that her To Do List includes a question about copyright/licensing activities. Mr Tramm said that we are still on the 3-4 month timeline that was originally discussed. The attorney is going back and forth with the people at the Trademark office.

Mr Easley asked whether the Montgomery County United item had been placed on the Agenda. Mr Tramm stated that the Board had decided to table the item for the next meeting and act as a reimbursement item.

Mrs Hutchinson asked about goat cutouts. Mr Tramm said that there are 5 available and as of yet there are no applications.

ACTION ITEMS FOR FUTURE MEETINGS

<i>ACTION ITEM</i>	<i>ASSIGNEE</i>	<i>DUE DATE</i>
Licensing Agreement Contract	Tramm	
Trademark Update	Tramm	

ADJOURNMENT

Motion by Mr Cronin, seconded by Mrs Brown to adjourn the meeting at 7.11 p.m. All in favor. (6-0)

Submitted by: Richard Tramm Date Approved: 02-16-2021

Richard Tramm, City Administrator



Rebecca Huss

Rebecca Huss, MEDC President