

**MINUTES OF SPECIAL AND ANNUAL MEETING**

**January 19, 2021**

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION**

**1. CALL TO ORDER**

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

Present:        Rebecca Huss - President  
                  Arnette Easley – Vice-President  
                  Carol Langley - Treasurer  
                  Ryan Londeen – Secretary  
                  Dan Walker – Board Member  
                  Tom Cronin – Board Member  
                  Jeffrey Angelo – Board Member

Absent:

Also Present:    Richard Tramm – City Administrator  
                  Amy Brown – former Board Member

**2. OPEN PUBLIC COMMENT**

No public comment.

**3. APPROVAL OF MINUTES**

Minutes of Regular Meeting held on November 16, 2020

President Huss asked for comments on the minutes as presented. Motion to approve the Regular Meeting Minutes was made by Mr. Walker and seconded by Mr. Cronin. All in favor. (7-0)

#### **4. APPROVAL OF FINANCIAL REPORT**

##### Report for November 2020

Report presented by Mr. Tramm.

Sales tax transfer of \$61,541.64 was received and transferred on January 8<sup>th</sup>. This will show up in the December financials.

MEDC had loaned 750,512.50 to the City for a property purchase. The first payment has been received. Payments will occur over a 12-month period. The payment was over \$63,000. The loan rate is at 1.5%. This rate benefits both the City and the MEDC.

TexPool investments is paying 0.09%. This is probably near the bottom, but Mr. Tramm is still monitoring as we don't want it to move into a negative interest territory without considering alternatives. Mrs. Huss mentioned that short term deposit rates are in fact negative in some countries.

Two Kroger transfers are posted to the reimbursement account. First transfer of the month was based on the previous fiscal year.

Southern Rum Runners not-to-exceed amount were updated. This was approved at the meeting on Nov. 16<sup>th</sup>.

Mr. Angelo inquired into the location of the property that was purchased by the City. Mr. Tramm stated that the land is immediately east of the MISD primary education center on the Clepper side.

Mr. Angelo inquired into the purpose of the property. Mr. Tramm stated that there is no final determination on its purpose. He stated it could potentially be parking or a future City Hall site. There are multiple options for the property.

Motion by Ms. Langley, seconded by Mr. Angelo, to approve the November 2020 Financial Report as presented. All in favor. (7-0)

#### **5. RECOGNITION OF OUTGOING MEDC DIRECTORS**

The terms of Amy Brown, Julie Hutchison, and Bob Kerr have all come to end. The term of Rebecca Huss also ended but is continuing to serve with a reappointment to the MEDC Board.

Mrs. Huss read aloud the proclamations of appreciation for Amy Brown. It was noted that Amy Brown was in attendance.

Mrs. Huss read aloud the proclamation of appreciation for Julie Hutchison. It was noted that Julie Hutchison was not able to attend the meeting due to a family emergency.

Mrs. Huss noted Bob Kerr's years of service. Mrs. Huss read aloud the proclamation of appreciation for Bob Kerr.

Mrs. Huss thanked all who served and are serving the MEDC.

## 6. CONSIDERATION AND POSSIBLE ACTION

### a. MEDC Overview Presentation

Mr. Tramm presented an overview of the MEDC covering

1. History & Legal Standing
  - a. Income Sources (sales tax, interest on investment accounts, and contracts)
  - b. MEDC Management
  - c. EconDev Sales Tax
2. Economic Development
  - a. what it is and what it may include
  - b. primary and non-primary jobs
  - c. larger concentration of non-primary jobs in the City
3. MEDC Budget
  - a. Prepared by City Admin
  - b. Adopted by MEDC Board of Directors
  - c. \$10,000 and greater must also be approved by City Council
  - d. Income (0.5% sales tax, investments accounts, and contracts) and Expenses (Cat. 1 – 5)
4. Expense Category 1 - Public Infrastructure
  - a. Downtown Design and Development
  - b. Streets and sidewalks
  - c. Utility Extensions
  - d. City Capital Project Contributions
5. Expense Category II – Business Development and Retention
6. Expense Category III – Quality of Life
  - a. Community Events (parades, festivals, etc.)
  - b. Minor projects like removal of blight
7. Expense Category IV – Marketing & Tourism
  - a. Increased focus on Social Media
  - b. The Parade brought in a good amount of business to the downtown district
8. Expense Category V – Administration
9. MEDC 2020 Events
  - a. Some events canceled due to pandemic
  - b. Did have Light up the Park and Christmas Parade
10. MEDC 2021 Tentative Events
  - a. Montgomery Mudbugs & Music Festival
  - b. Water Party
  - c. Craft Food Truck Festival
  - d. Flag Festival
  - e. Light up the Park
  - f. Christmas Parade
11. MEDC Social Media

- a. MEDC helped expand the social media presence of the City
- b. Developed a social media icon with local history of the Texas Flag and town goat.

Mr. Londeen inquired about developer agreements and whether they go through the MEDC or the City. Mr. Tramm noted that they can go through both and that there are currently two reimbursement agreements including MEDC (Kroger and Shoppes of Montgomery). Mrs. Huss mentioned that historically the City is the main driver and that the MEDC essentially had been told how to participate. Mrs. Huss suggested that for future agreements, someone on the MEDC board who is also not on the governing body should represent the MEDC alongside the City.

b. Report of 2020 Activities and Goals

Mrs. Huss mentioned that funding sources have not been determined for the Historic Downtown Master Plan. Mr. Tramm said that going forward into 2021, focus will be made on identifying funding sources.

Mr. Londeen inquired if the Gunda corporation contracted directly with the MEDC. Mr. Tramm indicated it is.

Mr. Londeen inquired if the scope of work is available. Mr. Tramm said he will get that to Mr. Londeen.

Mr. Londeen inquired if the scope of work included identifying funding sources. Mrs. Huss indicated that it was brought up by Gunda, but that it was not explicitly stated in the scope. They indicated that they would tailor the project to get specific funding. Mr. Tramm said Gunda brought it forward and touted experience with identifying potential sources funding. Mrs. Huss said there is incentive for them to assist in identifying funding sources since it will be needed for project completion and it will be a nice project. She indicated that there may be additional assistance through the Sea Grant with assistance Walter. She also suggested HGAC and to look into whether Texas Main street is a possibility.

Continue to anticipate future utility projects. If a certain business need comes along, then MEDC is available to participate. Road work, utility lines, etc. to help with business development. Shoppes of Montgomery as an example.

Mrs. Huss mentioned there is lot of planning and coordination to make the downtown redevelopment happen. Mr. Tramm indicated that there is a lot underground utility coordination that will be required. Huss indicated that she'd like to see the overhead utilities moved underground.

Add a marketing and tourism coordinator to the staff. The City did have this position but was laid off when there was a lot of economic uncertainty. MEDC has refocused to have a strong social media push ever since pandemic started.

Mr. Londeen inquired if a consultant could be hired to handle social media. Mr. Tramm said the City does do that now.

Event radios were purchased and were successfully used in the parade.

Only one business so far applied for the plywood goats. Several others expressed interest.

Mr. Angelo inquired how many people know about the goat. Suggested new ways to get the story out such as reaching out to schools. Mr. Tramm said you can only educate the people who are in a position to receive the information such as being subscribed to the social media pages. The goat story is not part of the 7<sup>th</sup> grade project. Mrs. Huss indicated that they had 1,200 responses back from local elementary schools for the goat naming contest.

Mr. Angelo stated he loved the fact that it represented the warmth of the community. Stated that the logo is important because it is the face of the city.

Mrs. Huss suggested doing school related activities to help disseminate info on the icon.

Mr. Londeen inquired if there is a webpage for the goat. Suggested using a QR code for the webpage and putting on the plywood goats as an example. Mrs. Huss requested to add that idea to the 2021 goals.

Mrs. Huss asked to have the Distrx tour on the website as a 2021 goal.

Mr. Angelo said the goat should be the center of the events and festivals. He likes the idea of putting the QR code on the goat and suggested a goat decorating event.

Light up the park had roughly 700 people in attendance. This was the first time to institute fee of \$25 to decorate the poles. Only the poles along the main roadway incurred a charge and most were free to decorate. 45 out of 47 total poles were reserved for decoration and all of the poles with a fee were also reserved. The overall event was over on expenses by \$138.

Christmas parade was successful despite a couple of last minute pull outs (Lake Creek and Montgomery High Schools due to playoffs and competition).

c. 2021 Planning Items and Goals

- a. Downtown Development
- b. Utility and Road Extension Projects
- c. Develop a Calendar of Events
- d. Respond to a changing environment in both attracting business and marketing / tourism
- e. Add town goat to website

Mrs. Huss recommended focusing efforts on conveying more information about the goat to the public. Also develop a system using QR codes. Maybe use QR codes generally to point people to the website. QR codes need to be permanent and more research needs to be done on QR codes.

Mr. Angelo suggested asking people to submit email or phone number when the QR codes are accessed to help build a database of people to use for future event promotion. He also suggested getting a social media company to help navigate through social media.

Mr. Angelo inquired into who manages the social media accounts. Mrs. Huss mentioned that she handles the social media efforts. Mr. Angelo suggested reaching out to local companies who can

do a lot to push social media content at little cost. He also suggested getting a company to look at the website and to get the most out of it. Mr. Angelo offered to lead the effort to reach out to these marketing companies.

Mrs. Huss and Mr. Tramm indicated that the sales tax for 2020 was better than expected considering the pandemic.

d. Annual Financial Report

Larger sum was put into the events category. When the events didn't happen, the money was not allocated. Similar for the current fiscal year.

Having less expenses for the year, there was a larger surplus than expected mostly due to unspent revenue.

e. Election of Officers

Four officers up for election: Secretary, Treasury, President, and Vice President.

Mr. Easley nominated Mr. Angelo for secretary. Mr. Angelo declined the nomination. He asked to not be nominated to an officer position this year.

Mrs. Huss nominated Mr. Londeen to the position of Secretary. Mr. Londeen consented. No other nominations were brought forward. Mr. Londeen was confirmed to the position of Secretary.

Mr. Walker nominated Ms. Langley to the position of Treasurer. Ms. Langley consented. No other nominations were brought forward. Ms. Langley was confirmed to the position of Treasurer.

Mr. Walker nominated Mr. Easley to position of Vice President and Mr. Easley nominated Mr. Walker to position of Vice President. Mrs. Huss asked Mr. Walker if he consented. Mr. Walker declined the nomination. Mrs. Huss asked Mr. Easley if he consented to the nomination. Mr. Easley consented. No other nominations were brought forward. Mr. Easley was confirmed to the position of Vice President.

Mr. Angelo nominated Mrs. Huss to the position of President. Mr. Walker seconded the nomination. No other nominations were brought forward. Mrs. Huss was confirmed to the position of President.

f. Election of Signor for Banking Accounts

Mr. Tramm recommended that all of the officers and himself be elected signatories for banking accounts.

Motion by Mrs. Huss, seconded by Mr. Walker, to approve by resolution Ms. Huss, Mr. Easley, Ms. Langley, Mr. Londeen and Mr. Tramm as signatories of the bank accounts for the MEDC. All in favor. (5-0). Mr. Londeen and Mr. Easley were absent at the time of the vote.

**7. Consideration of Economic Development Grant from Troy Tep LLC for a sign at FM 1097 and consider calling a Public Hearing, if necessary.**

Mr. Tramm indicated that, after conversation with the City Attorney, this grant application as well as agenda item 8 need to be read publicly at two separate MEDC meetings and needs to be subject to a public hearing. Agenda items need to be read and a public hearing will need to be called at the next MEDC meeting on February 16<sup>th</sup>.

Mr. Tramm noted that both grant applicants were notified that there would not be an action on the agenda items 7 and 8, and they may not have attended as a result.

Motion by Mrs. Huss to call a public hearing on Feb 16<sup>th</sup> 2021 via Zoom for the Economic Development Grant from Troy Tep LLC for a sign at FM 1097, seconded by Mr. Easley. All in favor. (7-0).

**8. Consideration of Economic Development Grant for Montgomery Historic Society Regarding Old Montgomery Cemetery improvements and consider calling a Public Hearing, if necessary.**

Motion by Mr. Angelo to call a public hearing on Feb 16<sup>th</sup> 2021 via Zoom for the Economic Development Grant for Montgomery Historic Society Regarding Old Montgomery Cemetery improvements, seconded by Mr. Walker. All in favor. (7-0).

**9. Economic Development Report – Richard Tramm**

**a. City Administrator’s Development Report**

Mrs. Huss inquired on the status of the Kameron tract feasibility study. Mr. Tramm indicated he expects to get it back within the next several weeks. Mr. Walker inquired into the location of the project. Mr. Londeen asked if that was the property that has potential water issues. Mr. Tramm indicated that the City has water improvements underway that will potentially provide sufficient water pressure but that that will be looked at in the feasibility study. Mrs. Huss said the development would change the dynamics on the City. Mr. Tramm agreed and added that it would attract commercial development to the western portion of the City as well as change traffic patterns.

Mr. Walker inquired into any updates on Discount Tire development. Mr. Tramm said he would follow up on that.

**b. City Engineer’s Report**

Presented

**EXECUTIVE SESSION:**

**10. Consideration and possible action on items from Executive Session.**

None

**11. BOARD INQUIRY**


None

**ACTION ITEMS FOR FUTURE MEETINGS**


ACTION ITEM	ASSIGNEE	DUE DATE

**12. ADJOURNMENT**

Motion by Mr. Cronin, seconded by Mr. Angelo to adjourn the meeting at 7:44 p.m. All in favor. (6-0)

Submitted by:  Date Approved: 03/15/2021  
Richard Tramm, City Administrator



  
Rebecca Huss, MEDC President