

MINUTES OF REGULAR MEETING
August 16, 2021
MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

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

Present: Rebecca Huss – President
 Ryan Londeen – Secretary
 Jeff Angelo – Board Member
 Byron Sanford – Board Member
 Dan Walker – Board Member

Absent: Carol Langley – Treasurer
 Arnette Easley – Vice-President

Also Present: Richard Tramm – City Administrator
 Amy Brown

OPEN PUBLIC COMMENT

No public comment

APPROVAL OF MINUTES

1. Consider approval of the July 19, 2021 Regular Meeting Minutes

Motion to approve the Regular Meeting Minutes for meeting held on July 19, 2021 was made by Byron Sanford and seconded by Jeff Angelo. All in favor. (5-0)

APPROVAL OF FINANCIAL REPORT

2. Consideration and possible action regarding the August 2021 Financial Report

Presented by Richard Tramm.

Texpool #10 for \$200,000 is set aside for future downtown development in a separate account. It made \$3.85 in interest.

Sales tax revenue of \$116,576.40 was transferred to the MEDC.

8th payment from City to the MEDC for land purchase was made.

Water party event was well received with over 100 in attendance. An example of a low budget item with a lot of fun.

ED Sales tax registration is for EDC sales tax training. This will give the board education on how to properly and legal spend money that comes into the EDC.

Gunda Corporation check for \$10,762.50 was the largest expense. This was for planning services for the downtown and streetscape improvements.

\$2,265 is remaining in Events - Other.

President Huss said the \$910.30 miscellaneous income was a check from sale for memorabilia shirts and the patch. This needs to be revised by around \$300 to reimburse for City expenses and for promotional material.

Sanford asked what the consulting category (56004.6) includes. He noted that the annual budget is \$50,000 with a YTD of \$37,000. President Huss said this is for website and events marketing.

Tramm said the EDC also tapped into this category for the grant that was given to Reflective Life Ministries for their video. They are getting started. They have started script writing and will be starting filming. Angelo said the Hodge Podge Lodge is hosting them for two days (26th and 27th) and they will be doing filming then.

Motion to approve the Financial Report for July 2021 was made by Jeff Angelo and seconded by Dan Walker. All in favor. (5-0)

CONSIDERATION AND POSSIBLE ACTION

3. Consideration and possible action regarding MEDC sponsorship of Ruck for Veterans Event.

Presented by Richard Tramm.

This is a new event. The intent to raise money for the green beret foundation with a 5k ruck (i.e. forced march). They will be going from Point A and point B with gear. This will likely bring people to the City who have not been here before. This is intended to be an annual event is intended.

There will be activities for participants. SH-105 will require safety control up to \$500 per day that the event coordinators were not anticipating. There is some local participation. There is over \$2000 in the budget category to fund this item.

Sanford asked if it's a walk-run? Tramm clarified it is just a march.

Angelo asked if they are active military? Tramm thought they are former or retired.

Angelo noted that it may raise alarm.

Brown noted that they will also be jumping out of helicopters to Ransoms. They'll then march through town. They are expecting 100 to 150 Green Berets coming in for the event.

President Huss said its a great event. It will round out the other events by bringing in a different demographic. It's a great event and would like to see it grow year after year. It's a great organization.

Tramm noted that lot of the social media audience is female. This event may help balance the audience to include more male demographic.

President Huss mentioned that this event is not so much supporting the organization itself, even though it's a great organization, but its also driving economic activity by bringing people here to attend the event.

Angelo said that places like honor café that is focused on veterans is great. It is important to love on veterans. It will be a very patriotic day. He said it is a shame it couldn't be on the same day as flag day.

Motion to allocate \$500 from 56002.3 for sponsorship of the Ruck for Veterans Event made by Dan Walker and seconded by Jeff Angelo. All in favor. (5-0)

4. Consideration and possible action regarding MEDC Draft Budget for Fiscal Year 2021-2022.

Presented by Richard Tramm.

City council needs to approve the MEDC budget every year. The draft budget can be adopted after City Council approval. However, having an early workshop gives the City Council a chance to send back any comments it may have regarding the budget to the MEDC. That will then give the MEDC time to take action before the fiscal year.

Motion to approve the draft MEDC Draft Budget for Fiscal Year 2021 - 2022 as drafted in the workshop and send to City Council for their approval was made by Jeff Angelo and seconded by Byron Sanford. All in favor. (5-0)

5. Consideration and possible action regarding Scheduling the Public Hearing regarding the Fiscal Year 2021-2022 Budget.

Presented by Richard Tramm.

A public hearing is required for the budget to be adopted. Tramm recommended a date of Sep. 20, 2021 at 6:00 PM. This is the same day as the MEDC meeting in September.

Motion to call a Public Hearing regarding the Fiscal Year 2021-2022 Budget at 6:00 PM on September 20, 2021 at 101 Old Plantersville Road was made by Byron Sanford and seconded by Ryan Londeen. All in favor. (5-0)

6. Consideration and possible action to purchase subscription for custom mapping software

19:13

Presented by Richard Tramm. Item was tabled last meeting to review if the app could display a persons position on a smart phone.

Angelo said he thinks it's a waste of money because he doesn't think people will use it. It will be used but wont link with google maps. Londeen asked if that was based on the app or a link in the website. President Huss said it should be based on a map embedded in website.

Angelo reiterated that he thinks it's a waste of money because he doesn't think people will use it. There are other ways to get people interested. He doesn't think it will be that valuable and will not be utilized. He is not sure if people even know how to use it to get directions.

Sanford said the last conversation was about getting some that went above and beyond what the EDC already has. Agreed with Angelo that people already have their own ways for getting around town and he cant see spending money on something they have so much doubt about.

President Huss said Distrx was a colossal waste of money. Only thing that is salvageable from that is the audio files which she was able to get a hold of. The EDC doesn't have anything else to point people to the 20 – 25 points of interest. Google maps doesn't have a layer feature that can show those points of interest.

Angelo said you need to link to a company to lead the effort like a tourist company. You cant force people to not use google maps which is what they are going to use. President Huss said you cant like the individual site of each marker to google maps. Tramm mentioned that there is no map showing where those signs would be. The purpose of the map is to show people where those are around town. Angelo said he understands the goal but this is not a practical use of the EDC money. Its too hard to get users educated how to use it.

President Huss said the goal is to point people to different markers and when they get to the marker they still know where they are in space and how to get to the next one. She needs to know what embedded map can be used to do this. Londeen asked if you could put a google earth link on the webpage and load pins. He has seen it done but said it is a little cumbersome to use sometimes. President Huss asked if it is pretty and user friendly. She wants it to be user friendly and principled and she wants to also include features such as directing people to local restaurants. Londeen said you can already do that on Google Maps. President Huss agreed but that google maps has a bunch other things on there.

Walker asked if the QR codes could be loaded so that there is a map there also at each site? Tramm said it can, but that was the point of this app. President Huss said the QR code brings them to the webpage but asked what is the map on the webpage. Walker suggested linking to Yelp. President Huss said there are too many advertisements on Yelp. It has to be beautiful and user friendly

Angelo asked if you could the get map from the chamber and add pins where the different businesses are. President Huss said that it's a physical picture though. He said you could have pins that bring up the address.

Londeen asked if you could have a historic tour pins layer that a user can click on and it brings up the address. Google maps can then give you directions to the site. He said he can look into it more. He has seen it before. President Huss said it has to look nice. Londeen indicated that he did not want to waste money a mapping service if it's like the Distrx app. He said it took a lot of effort to use.

Angelo said President Huss is spot on what needs to get done but maybe just need to look into different ways of getting it done.

President Huss asked if anyone had any objections to getting a free trial. Londeen said as long as you cancel it. Angelo said there is nothing wrong with free and it is okay with it if President Huss is willing to put the effort into it to see its going to actually work.

President Huss said an extra benefit to this is that it can act like an electronic kiosk as well. Angelo said it's a great idea to take the time to see if it works.

No action on this agenda it was taken.

7. Consideration and possible action for MEDC to sponsor Charlie Diggs Entertainment Fall Festival Event in Montgomery.

Presented by Richard Tramm.

Sanford recapped that the EDC is spending \$8000 with the possibility being paid back 6000. Tramm said he doesn't know what the attendance will be. 6500 is based on attendance of past event in March. There is no way of knowing if more or less will attend this time. The EDC doesn't have a history of getting money back for something like this but it something that the EDC wants to get established. There is even a possibility that the EDC gets more money back than put in.

Walker aske who is working on logistics of parking. Tramm said the event planner is thinking of parking elsewhere and bringing the people in. The City's event person is working with them which also ties in the police department.

Angelo asked if Ransoms is renting out their space? Tramm said this will be located near downtown. It will be near the community center and streets will be closed. They will occupy a lot of the downtown area which will help businesses out.

Angelo asked about the location of the barricades. Tramm said they are still working on a final map. Businesses downtown that are not part of this will still have paths of access and the event should bring in walk-in traffic. Brown said it should not block off Prairie St. Angelo said that would be good and most of the time they don't. Businesses will not be blocked from having people coming and going.

Angelo asked if it was \$6500 that was sponsored last time and if any money was returned? Tramm said that is correct. It had not revision for return. He thought it brought people into the area. This one will get money coming back

Angelo said he likes this model for sponsoring events. It gives them a leg up but not a hand out.

President Huss said the comment was that you act like a business. The EDC is a corporation. The EDC could use the funds and redistribute to sponsor other events. The EDC wants this event to be successful and develop a good relationship if 10,000 people come it will be a fabulous event for everyone and that is what we want. Angelo asked parking would be difficult for 10,000 people. President Huss agreed.

Angelo wanted to clarify that its incumbent on the event planner to plan parking and transportation. President Huss said the EDC is not doing anything with respect to parking.

Walker asked if there is wine festival? Tramm said that it's a chamber event. President Huss said it's a making money making outreach for chamber. Walker asked if the EDC got any return out of it. She said no.

Motion to approve the agreement made with Charlie Diggs Entertainment for the Fall Festival Event in Montgomery including a sponsorship in an amount up to \$8000 to cover the cost of medical personal and security and also include return of funds to the EDC in ticket sales for the event was made by Byron Sanford and seconded by Dan Walker. All in favor. (5-0)

ECONOMIC DEVELOPMENT REPORTS

8. City Administrator's Development Report

Presented by Richard Tramm

Londeen asked if the raised medians on SH-105 will stop before getting to the City. Tramm said they will be in the City as far up as the FM-2854 when coming from the east toward the west.

Sanford asked if lanes would be closed during construction of the 149 northbound turn lane?

Tramm said they are adding the turn lane in an area that is off the road right now. He cannot speak for them whether there will be redirection of traffic but they do have space to the east. The City does not have their construction drawings.

Sanford asked about the location of the new Wendy's. Tramm said it is between the dentist and the orthodontist. He said it is west of Christian Brothers.

Walker asked if discount tire is still going to be placed west of Christian Brothers? Tramm said it is still in review system and they are still in as far as they know.

Sanford asked why Christian Brothers has bad traffic. Discount Tire having access to that property would be good so that it can provide more access to the west.

Walker asked if the City is encouraging a service road on back side of the development? Tramm said that is a good idea. Walker said it'd be nice if it goes all the way to Pizza Shack.

9. City Engineer's Report

Presented by Richard Tramm

EXECUTIVE SESSION

CONSIDERATION AND POSSIBLE ACTION ON ITEMS FROM EXECUTIVE SESSION.

None

BOARD INQUIRY

None

ACTION ITEMS FOR FUTURE MEETINGS

ACTION ITEM	ASSIGNEE	DUE DATE

ADJOURNMENT

Motion by Jeff Angelo and seconded by Ryan Londeen to adjourn the meeting at 6:53 p.m. All in favor. (5-0)

Submitted by: Richard Tramm Date Approved: 09/20/2021
Richard Tramm, City Administrator

Rebecca Huss
Rebecca Huss, MEDC President

