

MINUTES OF REGULAR MEETING

June 20, 2022

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

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

Present: Rebecca Huss - President
 Byron Sanford – Board Member
 Carol Langley - Treasurer
 Ryan Londeen – Secretary
 Dan Walker – Board Member
 Wade Nelson – Board Member

Absent: Jeff Angelo – Board Member

Also Present: Dave McCorquodale, Interim City Administrator

OPEN PUBLIC COMMENT

Mrs. Duncan, Worsham Street, Montgomery, Texas said she is concerned about spending \$600,000 for a vacant lot on the northeast corner of Eva and Liberty Street. Mrs. Duncan said the City already has two vacant lots and asked why we need a third. Mrs. Duncan said the City has already spent \$944,000 on the other two lots which are not being used for anything. Mrs. Duncan said she cannot see having a \$600,000 welcome to Montgomery lot with a possible monument and concrete seats which few people will use. Mrs. Duncan said maybe \$200,000 and why not put the rest of the money toward people who need a better quality of life, especially the people north of town who are suffering from heat and possibly a leaky roof. Mrs. Duncan said it would be better used for those people. Mrs. Duncan said the City already has a welcome garden on SH 105 that has been there since 1986 and asked why we need a \$600,000 one. Mrs. Duncan said it would be better used for sidewalks. Mrs. Duncan and the only time a bench or two would be used at the location being considered to purchase would probably be during an event. Mrs. Duncan thinks it is too much money just to say welcome to Montgomery.

Mrs. Galt, Friends of the Library, C.B. Stewart West Branch said a lot of people do not know the City of Montgomery has a library. Mrs. Galt said she wants to make sure the library is part of the whole Wayfinding issue. Mrs. Galt said they brought 94,425 people into the City of Montgomery in 2018 and just imagine what that number will be in 2028. Mrs. Galt said it is a great draw, it's free, and it's great for those people who do not have computers at home. Mrs. Galt said the library does so much for the City. Mrs. Galt said Friends of the Library has a very small budget which is less than \$15,000 a year, but they aim to fill in the cracks that the County cannot provide. Mrs. Galt said they provide all the children's programs. Mrs. Galt said if they have to be part of the Wayfinding signage they will not be able to do it. Mrs. Galt said their budget is maintained strictly through fundraisers. Mrs. Galt said it is important to let this part of the County know the library is here. Mrs. Galt said 7,595 people used the public computers at the library in 2018.

Mrs. Galt said she would like to request the City to consider putting the library on the City website as things to do or to explore in Montgomery.

APPROVAL OF MINUTES

1. **Consideration and possible action regarding the Minutes of the Special Meeting Minutes of May 11, 2022, Regular Meeting Minutes of May 16, 2022, and MEDC Budget Workshop of June 9, 2022.**

Motion to approve the minutes as follows: Special Meeting Minutes of May 11, 2022, Regular Meeting Minutes of May 16, 2022, and MEDC Budget Workshop of June 9, 2022, was made by Carol Langley and seconded by Byron Sanford. All in favor. (6-0)

APPROVAL OF FINANCIAL REPORT:

2. **Consideration and possible action regarding the MEDC Financial Report.**

Presented by Carol Langley.

Motion to approve the Financial Report through May 2022 was made by Ryan Londeen and seconded by Dan Walker. All in favor. (6-0)

CONSIDERATION AND POSSIBLE ACTION:

3. Presentation by Mr. Charlie Diggs of Charlie Diggs Entertainment.

Rebecca Huss stated Mr. Diggs was out of town. No action was taken.

4. Consideration and approval of Amendment to the MEDC Budget FY 2021-2022.

Rebecca Huss said this is regarding wanting to adjust the name of the budget item from downtown development improvements to downtown and corridor development improvements so they can invest their funds more than in just the downtown area.

Wade Nelson asked if those parameters are from FM 2854 to the high school. Rebecca Huss said yes.

Ryan Londeen asked why not make them two separate items, one downtown, and the other corridor. Rebecca Huss said given the way their budget and spending have worked out it seems like these bigger ticket items come in waves and it is difficult to budget for something they do not see in advance specifically so it makes sense to have a basket you would expect to be used for either/or but specifically for that type of item. Rebecca Huss said if they were to break it up into two different items they may not get as much as a move for one or the other and have some expiring. Rebecca Huss said if it was for a corridor and was only budgeted for downtown you would not be using it for a corridor, whereas if you keep it then you have the firepower that can be used for either depending on the project. Rebecca Huss said they could go for a budget amendment later should that happen but it is easy to not have to do a budget if you do not have to.

Byron Sanford said it makes sense with the general overall plan to be able to tie people into the downtown and it makes sense to have the dual capacity there.

Rebecca Huss said definitely with their downtown master plan it is clear that it is not just downtown that is impacted but is the approaches to Montgomery that are important. Rebecca Huss said you look at where the City generates taxpayer dollars and their economic drivers are

not downtown but outside so it makes sense to include those other areas for enhancing and making the overall appearance strong outside of downtown. Wade Nelson said the natural growth is coming from outside so you create those gateways. Rebecca Huss agreed and said also look at what TxDOT has done to them.

Motion made to approve the amendment to the MEDC Budget line item from downtown development improvements to downtown and corridor development improvements by Byron Sanford and seconded by Ryan Londeen. All in favor. (6-0)

Rebecca Huss stated, just to note, that City Council has already approved this budget amendment.

5. Presentation on the update of the MEDC Budget FY 2022-2023.

Rebecca Huss said on Thursday a quorum of them met at the Community Center and created the first draft of the 2022-2023 budget. Rebecca Huss said the main highlights were they decided on a top-line sales tax increase of four percent which felt conservative at the time and given more news and more economic data seems potentially a little frisky which they can discuss at a later time.

Rebecca Huss said there is a significant increase in the downtown corridor development improvements line item to account for the investments being made in the McCown Street phase of the downtown design master plan. Rebecca Huss said they have also added two additional line items in category two which are the downtown and corridor façade and environments enhancement and investment incentives for road fund. Rebecca Huss said they will have another budget workshop scheduled for the end of this month and the initial suggestions are on page C54.

6. Consideration and possible action for MEDC to sponsor the Montgomery Chamber of Commerce's Freedom Fest Parade, including sponsorship of up to \$3,000 towards costs of Public Works and Police Security.

Mr. Dave McCorquodale, Interim City Administrator said security is a cost associated with City events. Mr. McCorquodale said as a way to participate in and sponsor the event this would be a financial contribution from the EDC that would be going directly to the security costs that would not necessarily be passed through the chamber to reimburse anything, as this would be the actual personnel cost that City employees are essentially used for.

Carol Langley asked if this has been done in the past. Rebecca Huss said quite a few events are paid directly through the MEDC, but not for the Freedom Fest, although it would be in line with what has been done in the past. Rebecca Huss said it is one way of making sure the money they spend is specifically geared towards what it is intended for, especially for an event like this where they do not raise any money. Rebecca Huss said the fourth of July event is a hometown celebration that is not supposed to raise money but some costs are put on by the City which is a big expense.

Carol Langley asked if they had the police and security at Freedom Fest in the past. Rebecca Huss said in previous years the City has absorbed all of the security costs for all of the events and the taxpayers have done it without any accounting for how much the City ever absorbed for any event. Rebecca Huss said four or five years ago the City started charging for that to at least account for it. Rebecca Huss said outside events needed to start paying for city services they were using and for internal events the City would decide how to budget it. Rebecca Huss said events like this that are outside but integral to the City's image cause a question of how to cover that cost when it is not an official city event.

Mr. McCorquodale said as a City it is their role to analyze the situation and make sure to have adequate security forces in place to cover anything that may happen. Mr. McCorquodale said it is not like a wine fest where there is a revenue component to it. Mr. McCorquodale said it is the most discussed hurdle for some of the smaller events that happen within the City.

Wade Nelson said the event is not a revenue generator by itself but it is contributing to other businesses.

Mr. McCorquodale said these costs would go specifically toward the paychecks of the employees that are out on the street on duty. Mr. McCorquodale said it would not necessarily cover the police department's time on a Wednesday to have a staff meeting about this.

Mr. Walker said it looks like SH 105 and FM 149 will be shut down so security will be needed.

Motion made by Byron Sanford to approve the expenditure of not to exceed three thousand dollars to cover the expense of Montgomery public works employees and Montgomery police officers to work the Freedom Fest Parade, which is scheduled for July 2, 2022, and seconded by Wade Nelson. All in favor. (6-0)

7. Discussion and possible action on the purchase of real property located at 21050 Eva Street, Montgomery, TX in the amount of \$600,000.

Rebecca Huss said this has been discussed before in executive session. Rebecca Huss said the description of the action item is as follows: MEDC's downtown design master plan vision is to create a beautiful historic downtown that provides an enjoyable customer experience throughout the week and enables businesses to thrive. Rebecca Huss said one of the opportunities identified in the plan was the corner at SH 105 and FM 149 which is currently leased by the City of Montgomery and contains an electronic sign. Rebecca Huss said this corner is highly visible with an estimated 25,000 to 35,000 people traveling past it per day. Rebecca Huss said their long-term lease access to the corner has given the City the ability to communicate with residents and visitors and provide a hint that the corner is the gateway to the historic downtown. Rebecca Huss said purchasing the property would provide the opportunity for a larger, highly visible landmark to be constructed that welcomes visitors and celebrates historic Montgomery, Texas. Rebecca Huss said additionally, the purchase of the property by the City would prevent the construction of what would likely be a fast-food restaurant, gas station, or another commercial establishment that would be attracted to the high-traffic corner. Rebecca Huss said while the commerce would be welcome, it would detract from the historic nature of our downtown and prevent the establishment of the gateway to downtown which is needed. Rebecca Huss said at this time there is no plan for a monument or any change to the electronic sign. Rebecca Huss said the City and MEDC are content with the terms of the lease on the property, but the property owner wishes to sell which is driving the timing of the transaction.

Rebecca Huss said she would also like to point out that the MEDC has been represented by Wade Nelson who is a board member. Rebecca Huss said he has very graciously waived his fee for this transaction.

Rebecca Huss said the price being paid for the property which is slightly over 0.4 acres will be \$600,000. Rebecca Huss said it is a high price point for raw land in the downtown area but the high traffic volume and corner lot make it particularly valuable. Rebecca Huss said the purchase should be paid out of accumulated funds at this price point. Rebecca Huss said it would not be in MEDC's best interest to borrow as the origination fees would be too high.

Rebecca Huss said the recommendation is to approve the purchase of Adams Park for \$600,000 to be purchased with MEDC's bank balance. Rebecca Huss said the contract for the item has been signed by both the MEDC President and Ms. Adams.

Carol Langley stated she is not agreeing with it being called Adams Park at this time. Rebecca Huss said she thinks that is fair. Carol Langley said she is sure that is what it is going to be called but she is not calling it that at this time. Rebecca Huss said she thinks they should have either a naming contest or an item on the next agenda to decide what to name it once it legally becomes the City's because at no time were the naming rights discussed in the purchase price of the item.

Ryan Londeen stated it is a high price point and asked if they know publicly what the average going price for vacant land in the downtown area is. Wade Nelson said he thinks it reflects that amount based on the location itself. Wade Nelson said there are opportunity costs involved and once this transacts, whether it becomes something they do not want there or if it is something that the City gets control of, at some point a decision needs to be made whether it is worth it or not. Ryan Londeen said the reason for a higher price point is opportunity costs and thinks that should be clear. Wade Nelson said very much so, but also there are a lot of comps in the \$ 30.00-foot range and we are at \$24.00. Ryan Londeen said some potential commercial real estate could come in such as a gas station. Wade Nelson said it is not a desirable use because there is not a lot that can fit on that site and if you get a fast-food user, it is not the highest and best use of that location.

Rebecca Huss said also the last few years have shown them the flexibility and creativity of some of the developers that have said no that could never fit on that land. Wade Nelson said yes they can make it happen.

Ryan Londeen said MEDC is limited on what one can prevent from being developed there so their hands are tied in that respect. Ryan Londeen said he thinks it would be a shame to have some type of gas station or donut shop on the corner especially with it being right next to the historic building. Ryan Londeen said he is for it and thinks it is a high price point but they are paying for the opportunity cost. Ryan Londeen said it would be a huge, missed opportunity if they let it slip by.

Ryan Londeen asked if Virginia Adams owns the properties to the north. Rebecca Huss said the Historical Society owns the one immediately to the north. Ryan Londeen asked if it was leased. Rebecca Huss said as a gift fee to the Historical Society and the Society will still own a piece of property that is bounded by 149 Caroline Street and McCown Street.

Ryan Londeen asked if there are any updates on the situation. Wade Nelson asked if there was a default clause if they do not own up to what they agreed to do. Rebecca Huss said she is not exactly sure what the status is at this time.

Ryan Londeen asked if the Montgomery Historical Society owns that piece of property and if the one on the north of that which is vacant is Ms. Adams's property. Rebecca Huss said correct and believes the City's lease covers that northern piece as well. Rebecca Huss said she believes their lease with Ms. Adams would endure after the purchase of the southern piece.

Dan Walker asked if that is a yearly lease or a 10-year lease. Mr. McCorquodale said it is a three-year lease and every three years they negotiate. Mr. McCorquodale said they had a five-year term in the past and thinks it went to a three-year just recently.

Dan Walker asked if the owners are showing favor toward the City to collaborate with us in the future. Wade Nelson said yes.

Ryan Londeen asked if this piece of property was on the downtown improvement plan and it did include a sign but also there are some alternatives that included other facilities so he would not say it is just benches and a sign as they had other plans for it and had it planned to connect through the neighboring properties at some point as well. Rebecca Huss said there are a lot of different options, none of which has to happen immediately. Rebecca Huss said if they could leave the electronic sign there for 30 years she thinks that would make people very happy. Rebecca Huss said they do not have to do anything, but they cannot do anything if it changes hands and that is the big number where they find themselves. Ryan Londeen said the good thing about land in this area is it is going to continue appreciating. Ryan Londeen said maybe we have a recession here in the short-term but in the long-term, they know this is a growing area and it is always going to be appreciating. Ryan Londeen said even if they are paying a higher price now, he thinks at some point they will be able to get a return on it. Wade Nelson said he agrees and you cannot go wrong with a corner property at the light of an intersection on a major thoroughfare.

Carol Langley said she did not read in the lease if they got a survey or are getting a survey. Rebecca Huss said they will need to get a survey as it would be foolish for them not to.

Ryan Londeen asked if this was a cash transaction. Rebecca Huss said she believes it should be as they have the bank balance to do it. Rebecca Huss said the cost for the origination fees would be outrageous if they were to borrow to make this happen.

Ryan Londeen asked if they needed City Council approval. Rebecca Huss said yes. Carol Langley asked if it goes to City Council on the next meeting date. Rebecca Huss said it will be considered at Tuesday's meeting.

Ryan Londeen asked if they needed to conduct public hearings on this. Rebecca Huss said she does not believe they do.

Carol Langley asked what the discussion was regarding the graves. Carol Langley asked if they think it is all just hearsay or are they going to find out about it, or do they not need to find out about it if they are not going to do any improvement. Rebecca Huss said they do not need to if they are not doing any improvement. Rebecca Huss said anything they have envisioned

at this point would not be butting up against the edge of the fence. Rebecca Huss said Jim's vision has the monument more on the east side of the west corner. Rebecca Huss said she thinks it is very low risk and in terms of bank funding if they are doing it themselves they are not required to ascertain that one way or the other.

Carol Langley asked if the building that is owned by the Historical Society is a registered building. Rebecca Huss said she believes it is registered with the Texas Historical Society. Ryan Londeen said it has the plaque and registration. Carol Langley said there should not be anything about the graves with the sale of the property. Carol Langley said she does not want that to come up if there is someone here that knows about it. Wade Nelson said without doing an archaeological survey he has no idea. Rebecca Huss said Ms. Adams told her that was always just a family story and that the marker was put there without her permission by some students some time ago.

Byron Sanford said he thinks it would be reasonable to believe the City would not be inclined to make any kind of move whatsoever until whatever is going to happen with the two northerly pieces of property happens. Byron Sanford said it may be a few years before that happens. Wade Nelson said it is a gray area so they need to be careful about the graves. Carol Langley said she knows the property at FM 2854 which she will call "the hill" when HEB and Home Depot were planning to come to the City, somehow the monument that is behind there was involved and they could not do any more work on the property that they wanted to because of the monument. Carol Langley said that was not connected to them at all but did get involved in their work at that time. Carol Langley said she does not know exactly what happened but does remember that. Ryan Londeen said the cottage is a registered Texas historic landmark with a medallion and plate on the building. Ryan Londeen said it is in the Texas historical commission atlas.

Rebecca Huss said if they wanted they could pay for an archaeological survey. Wade Nelson said it is not an expensive study and it comes into play a lot of times if you have a lender but in this case, we do not have a lender involved. Wade Nelson said it is not required since we are not looking at a resale or development. Wade Nelson said in the future if they do decide to sell and that comes to the forefront, they may have an issue.

Carol Langley said she does not want this board to not be here when something is going to happen to the land and they find the graves and say why did someone not do it before now. Carol Langley said she does not have any idea of what you do. Wade Nelson said you always plan for the future and it is an expensive piece of real estate, but the idea that it would sit there as a park for the next 50 years is not ideal as the best use. Wade Nelson said the City could benefit from developing something there and leasing it out in the future or it could be a city building. Wade Nelson said it would be a worthwhile study. Wade Nelson said there are all kinds of things that help prevent a property from being developed. Rebecca Huss said at the very least, if those are Ms. Adams's relatives then she needs to decide what happens to them. Rebecca Huss said it is an antiquated version but if they were babies that died before they were baptized then they were buried outside of the consecrated ground, people have a much different attitude towards that. Rebecca Huss said if they are there Ms. Adams may prefer to have them buried in a churchyard.

Motion made to approve the purchase of real property located at 21050 Eva Street Montgomery, Texas for \$600,000 pending the due diligence and the approval of City Council by Ryan Londeen and seconded by Wade Nelson. All in favor. (6-0)

8. **Discussion and possible action regarding a Professional Services Agreement between the MEDC and Gunda Corporation, LLC for Engineering Services for McCown Street Improvements (RFQ 2022-01).**

Ryan Londeen said he would abstain from the discussion.

Rebecca Huss said this scope of work covers what they are doing and where. Mr. McCorquodale said in general this goes all the way through the proposals, construction, and administration. Mr. McCorquodale said they are looking at including two things. Mr. McCorquodale said one is a potential reroute of the northbound traffic there next to the steakhouse area as well the pedestrian plaza in between 401 College Street and the Steadman building on McCown Street. Mr. McCorquodale said there are the two intersections on the north and south at Caroline and College Streets as well as the public space. Mr. McCorquodale said where Naughty by Nature and Wine and Design is on the map you will notice that is a

private parking lot that is included. Mr. McCorquodale said they realized that a rerouting of that parking lot traffic would have to happen if they are going to turn the northern half of McCown Street into a plaza and use the area by the steakhouse to exit to Maiden Lane. Mr. McCorquodale said they have to essentially turn that parking lot into a one-way heading south. Mr. McCorquodale said if you are heading north on McCown Street you will run into the plaza so you are going to turn into the steakhouse parking lot and either go straight over to Maiden Lane where hopefully a parking lot will exist at some point, or you enter the steakhouse parking lot but it reverses the flow of that parking lot. Mr. McCorquodale said it is a one-way parking lot now and needs to be turned to go the other way. Mr. McCorquodale said that is a design improvement to private property, but it is the clinch to making the vehicular circulation on McCown Street work.

Dan Walker asked if that includes resurfacing or restriping. Mr. McCorquodale said yes that would be the minimum. Dan Walker asked how that plays into the drainage plan. Mr. McCorquodale said City Council will be considering at the next meeting a downtown drainage master plan study that takes the existing condition of today and ensures that any improvements made to the storm system account for future add-ons to that system either as some of these sites develop and start with something different or whether or not it is a new parking lot or something like that. Mr. McCorquodale said there is an area drain down there at the corner at the bottom of the hill in the parking lot but it needs improvement. Mr. McCorquodale said the direction of the circulation of this parking lot would not come into play.

Byron Sanford said that even though there is some carryover between the two bits of work they approved \$50,000 for the engineers going into that study already, that is separate from all of this. Byron Sanford said this is all above ground and they have already initiated these studies underneath the ground.

Mr. McCorquodale said the City Engineer sent back comments today on the Professional Services Agreement regarding questions for clarification on a handful of items. Byron Sanford said it is good to see the ADA in there because that has been a matter of public comments lately regarding some places not being ADA accessible. Rebecca Huss said that generally speaking McCown Street has been dangerous for people of all abilities with the various levels

and the fact that it dips in the middle. Byron Sanford said it is somewhat hazardous. Rebecca Huss said the shop entrances are all off-kilter with the street.

Mr. McCorquodale said concerning the budget it is a substantial number that spans two years and in terms of the budget planning, there is \$168,000 in this year's budget and the draft budget for next year to have enough months to be planning on this after this project is through. Mr. McCorquodale said one of the things they want to clarify is what happens when and where that timeline is and if it is going to tighten up the timeline of the project so they know where those financial milestones are going to be.

Rebecca Huss said her preference would be to put a sizable chunk of the downtown money into this early and not pay very much for next year until they get some major milestones to pay upfront and use the money for the next fiscal year since they are three-quarters of the way almost through this fiscal year. Rebecca Huss said they know they have a lot of room in their budget this year but do not know what next year will bring. Rebecca Huss said it makes sense to spend more of their money from this budget which means they need a bill dated before September 30th. Rebecca Huss asked if that sounded like it would be a problem. Byron Sanford said he did not think so. Byron Sanford asked if the total of this proposal is around \$286,000 and if they are wanting to approve the \$168,000 that they have. Rebecca Huss said she would say \$150,000 or \$160,000 and then not pay again until they are 75 percent complete. Byron Sanford said if they want \$150,000 then the next year they have \$130,000 to \$135,000 to pay. Mr. McCorquodale said you do not have to pin it down unless there is a direction you want to go which it sounds like you do. Rebecca Huss said when you are building a construction project you have milestones. Byron Sanford said this work is nine months and he thinks \$150,000 is a suitable number. Rebecca Huss said the rationale would be the circulation of parking and then also the pedestrian circulation which was something that was generally brought up in the downtown design master plan. Byron Sanford said it is nice to see they have buildings there where plans and design are possible to get the traffic off of McCown Street. Byron Sanford said traffic is on Pond Street and there is potential on Prairie Street. Dan Walker said they have had conversations with the owners of the businesses this is going to impact. Mr. McCorquodale said those they have spoken with are all onboard. Mr. McCorquodale said the big question is going to be the steakhouse and the circulation there for the parking because anytime you are effectively looking to reroute all of the traffic on a street it is something that

has to be worked out. Rebecca Huss said if they can help people make their businesses look better while rehabbing and it all looks better when it is redone they could also do some work with business skill classes that may be a way to help people boost their business so they will not be hurt as badly by lost traffic and also do more with signage.

Motion made to move forward on the Professional Services Agreement between the MEDC and Gunda Corporation, LLC for the engineering services for McCown Street improvements and also to front-load the fees from the fiscal year 2022 budget by Rebecca Huss and seconded by Byron Sanford.

Dan Walker asked if this is to upfront \$150,000 or \$286,000. Rebecca Huss said from \$150,000 to \$160,000 from the downtown corridor enhancement budget line item.

All in favor with Ryan Londeen abstaining. (5-0)

9. Discussion and possible action on setting a date for the Montgomery Snow Party.

Rebecca Huss said it was discussed if it was best to have the snow party on the same day as the Christmas parade when there were thousands of people downtown or whether they should have it on a different day when they might be able to draw more people separately to downtown.

Rebecca Huss said December 3, 2022, is Light Up The Park and it is also heavy trash day, the Christmas parade will be on December 10, 2022, and December 17, 2022, is the weekend before New Year's Eve. Wade Nelson said his personal opinion is to have it on the same day as the parade. Dan Walker said if it is costing \$20,000 you want to have people out there. Ryan Londeen said if they were going to split up the days there would be less of a draw. Ryan Londeen said the whole idea is to make it one big event and if they have to split it up, they should eliminate the snow party. Rebecca Huss said they do not have to split it up as it was just thought whether they draw more people just for that event or whether people are just coming for the parade and then leaving because of the parking and traffic or whether we are better off to have it at the same event. Ryan Londeen said he would like to keep the Christmas parade and snow party together. Rebecca Huss said they will keep the Christmas parade and snow party on the same day.

No action is needed.

10. Discussion and possible action on placement of an advertisement within the Montgomery Area Chamber of Commerce Map.

Rebecca Huss said the Montgomery Area Chamber of Commerce has a foldaway map product and their piece is down by the street finder. Rebecca Huss said they did it last year and the City paid for it although the City should not be paying for things like that. Rebecca Huss said the MEDC has the budget for brochures and printed literature. Rebecca Huss said it costs \$1,500 for the map.

Carol Langley asked if they are doing this map once a year. Rebecca Huss said yes. Rebecca Huss said it is \$1,300 for 5,000 copies. Dan Walker said it sounds like a bargain. Rebecca Huss said for the money digital advertising goes so much further but there is a time when the place for a physical copy is needed. Rebecca Huss said it is a useful product.

Motion made to spend \$1,350 for an ad on the Montgomery Area Chamber of Commerce map and seconded by Byron Sanford. All in favor. (6-0)

11. Consideration and possible action on publishing the RFP for Wayfinding.

Rebecca Huss asked if board members think this meets the goals of Wayfinding.

Wade Nelson asked if there are going to be conceptual drawings of the Wayfinding. Rebecca Huss said yes and this includes design guides of materials and layouts as well as all the fonts and colors. Rebecca Huss said they should be giving them layouts of the items themselves. Ryan Londeen asked if it would include a layout of where the signs should be placed and then a schematic or section view of what the signs would look like as far as colors and details. Rebecca Huss said yes. Rebecca Huss said on page 111 is a site plan which indicates the location of the science scale and is broken into subtypes as needed. Rebecca Huss said listed are recommended terminology and or design icons and branding for primary and secondary destinations designed for each type of proposed sign including materials and digital specifications, sign content, and type for each location, cost estimates for fabrication and installation, shop or construction drawings with all necessary information to supply a fabricator and installer, full-color renderings including line art file, color profiles, the master list printed

digital copy of fonts, icons, colors and materials used in branding and commercial rights to professional use of all fonts and colors used in branding and implementation.

Carol Langley asked if this is the downtown area. Rebecca Huss said yes and no. Rebecca Huss said part of the plan is to get people out of their cars while downtown but the signage would be used throughout the City to get people to our various destinations. Ryan Londeen said they would want Wayfinding signage to the library and Fernland and places like that which are outside of downtown. Rebecca Huss said there is specific signage on SH 105 but that does not mean they cannot negotiate with private property owners to place signs on their private property. Rebecca Huss said the TxDOT signage only works for the TxDOT right-of-way so they could have a mixture.

Dan Walker asked if FM 149 is considered TxDOT. Rebecca Huss said yes, in the right-of-way. Ryan Londeen said for instance you could put a sign within the Community Center lot that is outside the right-of-way. Rebecca Huss said there are usually different size signs for how fast people are driving so the information you put on them is different. Rebecca Huss said the idea is to get people to go where you want them to go and provide them with more information depending on how they are being transported.

Motion made to publish an RFP for Wayfinding by Wade Nelson and seconded by Dan Walker. All in favor. (6-0)

ECONOMIC DEVELOPMENT REPORTS

12. City Engineer's Report. June 2022.

13. Monthly Development Report.

Both City Engineer's and Monthly Development Reports were presented by Mr. McCorquodale.

Mr. McCorquodale said there are some economic development activities on the east end in the Shoppes and Kroger with several pad sites under development such as Express Oil Change in the Shoppes and Discount Tire which is going to be a mobility improvement when the private drive is connected that will take you over to Kroger without having to drive on SH 105. Mr. McCorquodale said Shipley's has been on again and off again at the fire station. Mr.

McCorquodale said they have a corner lot and they are looking to use half of it to be able to subdivide and sell the other half of the lot.

Mr. McCorquodale said on the north side of town in Summit Business Park they have one new reserve that is on FM 1097 that is currently under engineering review and they should be getting five new buildings in Summit Business Park.

Mr. McCorquodale said residential activity seems high. Mr. McCorquodale said with the interest rates rising and the continued cost of construction, locally they are not seeing things starting to fall off a cliff but the whole notion of either a financial recession which some argue we are in now because we have two-quarters of negative growth or whether or not one is coming, certainly the housing market here is fairly stable.

Mr. McCorquodale said on the residential side, eight new houses were completed and 11 new permits were completed in May. Mr. McCorquodale said they have gone anywhere from 20 a month on new starts and the average is around eight houses a month so there is still plenty of residential activity here. Mr. McCorquodale said Redbird Meadows in the southwest corner of the City, about 400 acres with 550 rooftops are now in the design process and are getting ready to go through the platting as they get closer to getting started on phase one.

Mr. McCorquodale said they have received the easement documents back from the attorneys regarding Clepper sidewalks. Mr. McCorquodale said City Council will be making a selection of the contractor for that project at their meeting next Tuesday.

Ryan Londeen asked if the electrician's drawings for Clepper are complete. Mr. McCorquodale said yes.

EXECUTIVE SESSION

The MEDC Board of Directors reserves the right to discuss any of the items listed specifically under this heading or for any items listed above in executive closed session as permitted by law including if they meet the qualifications in Sections 551.071(consultation with attorney), 551.072 (deliberation regarding real property), 551.073 (deliberation regarding gifts), 551.074 (personnel matters), 551.076 (deliberation regarding security devices), and 551.087 (deliberation regarding economic development negotiations) of Chapter 551 of the Government Code of the State of Texas.

Rebecca Huss convened into Executive Session at 7:17 p.m.

Rebecca Huss reconvened into Regular Session at 7:48 p.m.

POSSIBLE ACTION FROM EXECUTIVE SESSION:

1. 551.072 Consideration and possible action on real property.
2. 551.074 Personnel Matters.

No action was taken.

BOARD INQUIRY

Byron Sanford said he came into contact with Ms. Felicia Steen from Business Sweden, the Swedish Trade and Investment Council. Ms. Steen asked what would their interest be in a battery-related manufacturing plant. Byron Sanford told her he would present it to MEDC first. Byron Sanford said this is a high-tech type of business and with 500 plus custom homes about to be built, he is looking for something that pays well and brings in jobs for well-paying customers. Byron Sanford said he does not know where he would envision this being but thinks Lone Star Loop might be part of that. Byron said there is a battery manufacturing plant probable need somewhere in Houston and does not know if there is one nearby. Byron Sanford said Ms. Steen would not have contacted them if she did not think it was plausible.

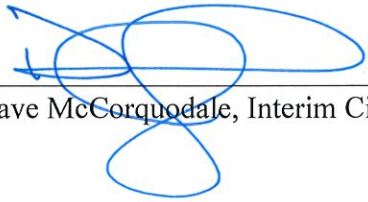

Rebecca Huss said the thing to ask would be how much land would be needed for it and utility hookups because that might be between the two, a determining factor because their water services do not reach to the EJT and they have very few out-of-city customers, and the transfer of transportation links because that is a big limitation for the City since they are not on any rail lines. Ryan Londeen said he was trying to envision where they would put it and if it would need to be near a rail line. Dan Walker said they would love to hear more as they are interested but have questions.

Ryan Londeen asked if there has been any consideration of having a water park for quality of life purposes. Rebecca Huss said she has personally been interested in it for a while and the minimum price for a decent size is \$250,000. Rebecca Huss said if you look at where they have the parks and land, Fernland is out, Memory Park is out, and personally thinks Cedar Brake Park is out just because it is so close to the road and parking is such an issue. Rebecca Huss said that leaves Homecoming Park which she thinks would be wonderful although parking is limited there too.

Dan Walker said the City has property by the fire station. Ryan Londeen said he sees it as an amenity the City would benefit from as far as attracting families to the City. Rebecca Huss said the redevelopment of the ISD property could be an interesting thing for their future to make it a multi-use especially if it does not end up becoming developed for a specific building but to have it be a multi-use grounds for a park or pavilion, for a farmers market or other gatherings and even for some of their festivals to remove pressure from downtown but to keep it close to downtown so the downtown receives the benefit of people coming to the City. Dan Walker said with the growth in this area with just the development side and knowing what is coming in with the homes and even to Plantersville, between downtown and Kroger is the area that is going to explode in the next five years. Byron Sanford said splash pads are the types of things corporate people may be interested in sponsoring with a sign acknowledging they built it. Rebecca Huss said it is a possibility and Texas and water use are a touchy subject but splash pads are good because they are generally safe since the water does not cool and it is not a high use of water and wasting water. Rebecca Huss said generally the water is not recycled although it could be turned into gray water and used. Mr. McCorquodale said most systems now are not designed as a recirculating system which then leaves you with a monthly maintenance cost. Dan Walker said there are small fees such as memberships and summer passes to offset some of the costs. Rebecca Huss said the cost of having an employee there to check might offset the cost and value of the fees. Rebecca Huss said it may work out better renting it in the evenings. Rebecca Huss said it is a great idea and feels the ISD property is a perfect location.

ADJOURNMENT

Motion by Ryan Londeen and seconded by Byron Sanford to adjourn the meeting at 7:57 p.m. All in favor. (5-0)

Submitted by:  Date Approved: 08/15/2022
Dave McCorquodale, Interim City Administrator

Rebecca Huss, MEDC President