

MINUTES OF REGULAR MEETING

November 20, 2023

MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION

CALL TO ORDER

Byron Sanford called the meeting to order at 6:01 p.m.

Present: Carol Langley - Treasurer
Ryan Londeen – Secretary
Arnette Easley – Board Member
Wade Nelson – Board Member
Byron Sanford – Board Member
Dan Walker -Board Member

Absent: Jeff Angelo – President

Also Present: Dave McCorquodale, Assistant City Administrator
Diana Cooley, Deputy City Secretary

CALL TO ORDER

OPEN PUBLIC COMMENT

No public comments were made.

CONSIDERATION AND POSSIBLE ACTION:

1. Status of Regular Meeting Minutes of October 23, 2023.

Mr. McCorquodale said there were no minutes to present from the last meeting. Mr. McCorquodale said Carol Langley was kind enough to supply her notes she took from the meeting and a copy was placed at everyone's seat. Mr. McCorquodale asked if over the next week or two the notes could be reviewed to determine if anything needs to be added. Mr. McCorquodale said they have video recording of the meeting but no audio.

Carol Langley said she knows item #6 was discussed on the grant request for the Historical Society but she did not write anything down and did not want to just think off the top of her head on what they did discuss. Carol Langley asked Ryan Londeen and Byron Sanford if they remembered anything. Ryan Londeen said he did not take any notes but would take a look and see if there is anything he can remember to add. Ryan Londeen asked if they were supposed to follow up on this one or to reach out to the Historical Society for verification. Dave McCorquodale said the note he had from Mr. Palmer was the use of the funds were for advertising or marketing expenses versus regular upkeep. Carol Langley said yes she remembered that.

Carol Langley said regarding item #7 she did not elaborate on either of the projects so they will need to see

what everyone can remember. Carol Langley said she knows the second project they said had already been torn down but she did not have that in her notes and did not want to go by just her thoughts.

Carol Langley said Mr. McCorquodale mentioned in his memo about turning the minutes back over to EDC. Carol Langley said no. Mr. McCorquodale said he just wanted to put that out there, but he will continue with the way they are doing things now and make sure they are receiving minutes. Mr. McCorquodale said he knows it had been mentioned. Carol Langley said she does not mind helping if they need to call her and see if she took notes on a particular item. Mr. McCorquodale said he does not want to put them in a position where they feel this is just not working and they need to do something different. Mr. McCorquodale said he would hope the Board would give them a chance to correct this and get back on track ensuring the EDC members have minutes that are timely and accurate. Byron Sanford said he thinks that is a good idea.

Mr. McCorquodale said there is no action needed for this item and thanked Carol Langley for providing her notes on the previous meeting.

2. Consideration and possible action on selection of a design scheme for the Wayfinding signage project.

Mr. McCorquodale said the EDC has contracted with Wayfinding Signage a design program where custom signage is placed within the city directing one to find specific locations such as a cemetery or historic district within the city.

Mr. McCorquodale said a joint workshop was held between City Council and the EDC which took place to review four or five different design options. Mr. McCorquodale said the design team tried to purposefully provide a lot of options and what they are looking at tonight is a combination of various elements based on the feedback the consultants received from the workshop. Mr. McCorquodale said the next step is to make a final selection on the design.

Byron Sanford said if he remembers correctly from that meeting, some of the bigger statements that continued to be echoed throughout from the people present was to add symmetry to it to balance each option. Byron said there was also the idea of continuity so that what you have on the road is aesthetically very similar to when they turn or when they are arriving in the city. Byron Sanford said he thinks it would be wise to have continuity in that. Byron Sanford said there are pros and cons of each. Byron Sanford asked if they should start with the Gateway Option where they have three choices. Mr. McCorquodale said they could begin with the Gateway Option.

Byron Sanford said people spoke about the desire for red, white, and blue because of the Texas flag and liked the first Option 1A. Mr. McCorquodale said he feels like Option 2 did not get a lot of traction in the workshop and asked if that was correct. Ryan Londeen said he did not care for that one.

Carol Langley said on Option 1A on page eight where it is red and the next page is blue, when you see it the blue is not bad but when you scroll down and see it out in the field the blue does not look good. Carol Langley said she personally would like to go with option 1A. Ryan Londeen agreed and said it is not contrasting enough with the background.

Motion to approve the Gateway Sign Option 1A was made by Byron Sanford and seconded by Ryan Londeen.

Byron Sanford said the only possible adjustment that was discussed before that type of option was in lieu of the star being silver or maybe it needed to be white. Byron Sanford asked if everyone was okay with the way it is. Ryan Londeen said he is okay with the way it is and mentioned the silver made it look like a Dallas Cowboy star. Wade Nelson said he is good either way but in his opinion the blue looks classier.

Byron Sanford asked if anyone had any issues with the stone. Wade Nelson said no and Dan Walker said he liked it. Wade Nelson said he thinks once you start trying to add too much more it starts to look cluttered.

All in favor. (5-0)

Byron Sanford said for the overall design scheme there is 4A and 4B. Mr. McCorquodale said a few things that came out of the workshop was that a silver pole was an option but the general consensus was the black poles looked better and the way the City wanted to go.

Arnette Easley asked if they were aluminum. Mr. McCorquodale said he would assume the signs themselves are aluminum. Dan Walker asked if the poles were a cast base with a steel pole in it. Mr. McCorquodale said he does not have the specifications on the kind of construction. Mr. McCorquodale said he knows part of what they will be doing is specking these out so they know exactly what the materials are. Mr. McCorquodale said they would be building to TxDOT's specifications.

Ryan Londeen said he likes option 4B. Mr. McCorquodale said the header is a bit different than the initial header with the angled sides. Mr. McCorquodale said he thinks the intent for that is to mirror some of the downtown parapet walls and tops of buildings. Ryan Londeen said it is like a throwback to the old buildings. Byron Sanford said he thinks the transition would be nice with option 4B.

Byron Sanford said he knows they are choosing the style for tonight but asked where they are at in terms of what they have the ability to do first and when would they make that selection. Mr. McCorquodale said he knows they intend on providing them with a recommended phasing plan but he has not seen that yet. Mr. McCorquodale said he has seen the 50 percent drawings they have for the locations which have not changed since they discussed it in the workshop.

Wade Nelson asked what is the scheduled timing once they approve. Mr. McCorquodale said he does not know. Mr. McCorquodale said this was just for a design contract. Mr. McCorquodale said they are going to advise them on the phasing plan. Mr. McCorquodale said it is going to come down to the cost of it and they have money in the budget to do the design but they do not have the money in the budget to build any signs. Mr. McCorquodale said when you look at the whole sign program for every sign they recommend it is going to be a tall price tag but that is the basis for phasing things out. Wade Nelson asked if it would be done over time and not all at once. Mr. McCorquodale said he does not know of the funding on it yet or how Mr. Palmer intends on trying to partial this out. Mr. McCorquodale said a lot of the tourism signs can come from the EDC and they can come from the City so it will be a joint conversation on the price tag and what fits in the EDC budget in terms of it being a tourism sign or not. Ryan Londeen said at least they have a game plan for five signs this year and five signs next year and they know they are going to look the same because they have a designated schematic of how they are supposed to look. Mr. McCorquodale said exactly and that is the intent of this so they do not look five years down the road and no one really remembers what the exact color values were or where the specification is.

Carol Langley asked if their decision is 4B. Byron Sanford said he thinks 4B is the best.

Motion to approve option 4B for the overall sign schematic was made by Ryan Londeen and seconded by Arnette Easley. All in favor. (5-0)

3. Discussion of downtown Trick or Treat Event.

Mr. McCorquodale said Jeff Angelo requested this item to be on the agenda but asked if they could delay it until he returns since he was unable to attend the meeting. Mr. McCorquodale said he did not have any issue with it but told Jeff Angelo he would provide the Board with a handout of the results of the survey they did regarding feedback with the businesses after the event. Mr. McCorquodale said to review the survey and they will bring this item back. Ryan Londeen said it is nice to receive the feedback and is okay with tabling the item until Jeff Angelo returns at the next meeting.

Motion to table item #3 for the next meeting was made by Ryan Londeen and seconded by Dan Walker. All in favor. (5-0)

BOARD INQUIRY

Ryan Londeen asked if Patricia Campuzano is in coordination with the Historical Society on coordinating marketing for the Christmas event. Mr. McCorquodale said he does not know the answer to that. Mr. McCorquodale said the City manages the parade event but does not know that the City is necessarily specifically pushing a vendor market or the cookie walk and does not know if there are specific marketing considerations between the two. Mr. McCorquodale said he knows they are pushing the parade.

Ryan Londeen said he saw they had to move the snow party to a separate day. Mr. McCorquodale said he does not have any information on why but knows the intent for next year is to go back to the same day. Ryan Londeen said he feels that is going to be a waste of money to do that on a separate day. Ryan Londeen asked what day the snow party will take place. Carol Langley said December 16th from 1:00 pm to 4:00 pm. Carol Langley said she received a text message asking if the snow party had been moved back to the day of the parade because something was posted on Facebook from the City that combined it. Carol Langley asked if that could be verified because at the front desk there is a piece of paper that says the snow party is December 16th. Mr. McCorquodale said he will double check to make sure they are not putting out conflicting information. Carol Langley said from reading it, it sounded like it was all on the same day.

Byron Sanford asked if Patricia Campuzano was not able to attend this evening. Mr. McCorquodale said Mr. Palmer told him that he did not need her to attend the meeting. Byron Sanford said he thinks it would be good to have her attend and he will talk with Mr. Palmer.

Byron Sanford said tomorrow is the first of two meetings for the parade at 6:00pm and then again on November 28th. Byron Sanford said the meetings are reserved for instruction for those people in the parade with the same information being covered at both meetings.

ADJOURNMENT

Motion by Carol Langley and seconded by Arnette Easley to adjourn at 6:27 p.m. All in favor. (5-0)

Submitted by: Diana Titus
Diana Titus, Deputy City Secretary

Date Approved: 2-20-2024

[Signature]
Ryan Londeen, Secretary