



**City of Montgomery
Montgomery Economic Development Corporation
Regular Meeting Agenda**

June 17, 2025 at 6:00 PM
Montgomery City Hall – Council Chambers
101 Old Plantersville Rd. Montgomery, TX 77316

NOTICE IS HEREBY GIVEN that a Regular Meeting of the Montgomery Economic Development Corporation will be held on **Tuesday, June 17, 2025 at 6:00 PM** at the City of Montgomery City Hall, 101 Old Plantersville Road, Montgomery, Texas.

www.montgomerytexas.gov Members of the public may view the meeting live on the City's website under Agenda/Minutes and then select **Live Stream Page (located at the top of the page)**. The Meeting Agenda Pack will be posted online at . The meeting will be recorded and uploaded to the City's website.

OPENING AGENDA

1. Call meeting to order.
2. Pledges of Allegiance.

PUBLIC FORUM

The Montgomery Economic Development Corporation will receive comments from the public on any matters within the jurisdiction of the MEDC. Speakers will be limited to three (3) minutes each. Persons wishing to participate (speak) during the Public Forum portion of the meeting must sign-in to participate prior to the meeting being called to order. Please note that the MEDC's discussion, if any, on subjects for which public notice has not been given, are limited to statements of specific factual responses and recitation of existing policy.

CONSENT AGENDA

All Consent Agenda items are considered to be routine by Board and will be enacted by a single motion. There will be no separate discussion on these items unless a Board Member requests an item to be removed and considered separately.

- [3.](#) Consideration and possible action on the Regular Meeting Minutes May 20, 2025.

REGULAR AGENDA

All items on the Regular Agenda are for discussion and/or action.

- [4.](#) Update on ISCS event.
- [5.](#) Updates on community events May 2025.
- [6.](#) Update on Downtown Streetscapes Project.
- [7.](#) Consideration and possible action on setting the meeting time for the MEDC Budget Workshop scheduled for July 09, 2025.

BOARD INQUIRY

Pursuant to Texas Government Code Section 551.042, Montgomery Economic Development Corporation members may inquire about a subject not specifically listed on this Agenda. Responses are limited to the recitation of existing policy or a statement of specific factual information given in response to the inquiry. Any deliberation or decision shall be limited to a proposal to place on the agenda of a future meeting.

EXECUTIVE SESSION

Adjourn into Closed Executive Session as authorized by the Texas Open Meetings Act, Chapter 551 of the Government Code:

8. Closed Session

Montgomery Economic Development Corporation will meet in Closed Session pursuant to the provisions of Chapter 551 of the Texas Government Code, in accordance with the authority contained in:

A. Section 551.072 Deliberations about Real Property for potential purchase of land.

9. Open Session

Montgomery Economic Development Corporation will reconvene in Open Session at which time action on the matter(s) discussed in Closed Session may be considered.

A. Section 551.072 Deliberations about Real Property for potential purchase of land.

CLOSING AGENDA

10. Items to consider for placement on future agendas.

11. Adjourn.

The Montgomery Economic Development Corporation reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed below, as authorized by the Texas Government Code Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberation Regarding Prospective Gifts), 551.074 (Personnel Matters), 551.076 (Deliberations regarding Security Devices), and 551.087 (Deliberation regarding Economic Development Negotiations).

I, Ruby Beaven, City Secretary, the Undersigned Authority, do hereby certify that this notice of meeting was posted on the website and bulletin board at City Hall of the City of Montgomery, Texas, a place convenient and readily accessible to the general public at all times. This notice was posted at said locations on the following date and time: **June 13, 2025 by 4:00 p.m.** and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

/s/ Ruby Beaven

City Secretary

This public notice was removed from the official posting board at the Montgomery City Hall on the following:

Date: _____ Time: _____

By: _____
City Secretary's Office
City of Montgomery, Texas

This facility is wheelchair accessible and accessible parking spaces are available. Please contact the City Secretary's office at 936-597-6434 for further information or for special accommodations.

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: June 17, 2025	Budgeted Amount: N/A
Department: Administration	Prepared By: Ruby Beaven

Subject

Consideration and possible action on the Regular Meeting Minutes May 20, 2025.

Recommendation

Staff recommend approval of the meeting minutes, as presented.

Discussion

Please see the accompanying minutes:

Regular Meeting Minutes of May 20, 2025

Approved By

City Secretary/Director of Administrative Services	Ruby Beaven	Date: June 09, 2025
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City of Montgomery
Montgomery Economic Development Corporation
Regular Meeting Minutes
May 20, 2025

OPENING AGENDA

1. Call meeting to order.

The Regular Meeting of Montgomery Economic Development Corporation was called to order by Jeff Angelo at 6:00 p.m. on May 20, 2025, at City Hall 101 Old Plantersville Rd. Montgomery, TX and live video streaming.

With the Board Members present a quorum was established.

Present: Jeff Angelo, President
 Arnette Easley, Vice President
 Ryan Londeen, Secretary
 Wade Nelson, Commission Member
 Dan Walker, Commission Member

Absent: Carol Langley, Treasurer
 Casey Olson, Commission Member

2. Pledges of Allegiance.

President Angelo led the Pledge of Allegiance and Pledge of Allegiance to the Texas State Flag.

PUBLIC FORUM

No comments at this time.

CONSENT AGENDA

3. Consideration and possible action on the Regular Meeting Minutes March 18, 2025.

4. Consideration and possible action on the Regular Meeting Minutes April 15, 2025.

Motion: Board Member Walker made a motion to approve the consent agenda as presented. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

REGULAR AGENDA

5. Update – Downtown Streetscape Project

Zach Timms, WGA Project Manager addressed the MEDC Board to discuss the downtown streetscape project update. Discussion was held among the Board and Mr. Timms regarding ongoing coordination with Ardurra and Kimberley Horn on finalizing the layout, with the next steps involving securing easements or property dedications from downtown property owners, particularly for raised decks that are on private property, but accessible to the public. The project team is working with legal counsel to prepare the necessary documentation, as Ardurra was initially unaware they were responsible for easement coordination, and final design is close to completion pending these easement agreements. There is no current timeline for easement approval, but efforts are underway to expedite the process, and property owners are expected to be receptive since the improvements aim to benefit their businesses. The project team confirmed that easements are on private property, not attached to buildings, and maintenance responsibilities will be clarified in the easement documents, with no significant pushback anticipated from property owners.

6. Update – Wayfinding Project

Code Enforcement Officer/Planning & Zoning Administrator Tilley discussed with the Board on advancing the wayfinding project, focusing on phasing and budgeting, with consideration of whether to proceed with all signs simultaneously or in phases, noting that total costs could reach around \$900,000 if done together, including consultant and construction administration fees. The team plans to coordinate with Merge for bidding, ensuring clear communication to avoid extra charges and considering potential discounts for a comprehensive project. The Board recognized the need for Council approval of costs, likely in next year's budget, and emphasized the importance of moving quickly to meet project timelines, including public hearings and approvals, while addressing delays and responsiveness issues with TxDot. The overarching goal is to expedite sign installation, secure approvals, and effectively communicate progress with an understanding that minor adjustments to signs should not significantly impact costs or timelines.

7. Consideration and possible action on the revisions to the approved marketing logo.

President Angelo addressed the approval of revisions to the marketing logo, which now includes the added line around the flag and the phrase "since 1837," with the final revision ready for approval following last week's review.

Motion: Vice President Easley made a motion to approve the revisions of the marketing logo. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

8. Consideration and possible action on a grant request for the 2025 Freedom Fest. Not to exceed \$3000.

President Angelo discussed a grant request not to exceed \$3,000 to fund the 2025 Freedom Festival. The Chamber, Welcome Center, and the City are all collaborating to merge these two community events with the Montgomery Water Party due to historically low attendance, with both events scheduled for July 5th. The funds will

cover security and public works expenses, with prior funding from the EDC in 2023 and 2024.

Motion: Board Member Walker made a motion to approve a grant request for the 2025 Freedom Festival not to exceed \$3,000. Vice President Easley seconded the motion. Motion carried with all present voting in favor.

9. Consideration and possible action on a partnership agreement with Viewpoint with Dennis Quaid Studio Productions for city marketing/promotions and historical education.

Mayor Sara Countryman addressed the agenda item for a partnership agreement with Viewpoint, Dennis Quaid's production company, to produce three educational and promotional segments showcasing Montgomery for nationwide broadcast, reaching an audience of approximately 67 million viewers. The project cost is capped at \$30,000, covering production and travel expenses, with the potential for the City to utilize the footage for its own marketing efforts. The Board recommends moving forward, pending Council approval, to leverage this high-quality promotion to elevate Montgomery's profile, attract visitors and investors, support economic development, and allowing City staff and the Mayor to finalize the partnership.

Motion: Board Member Nelson made a motion to approve a partnership agreement with Viewpoint with Dennis Quaid Studio Productions for city marketing/promotions and historical education. Board Member Walker seconded the motion. Motion carried with all present voting in favor.

10. Consideration and possible action setting a date for an MEDC Budget Workshop.

Finance Director Maryann Carl discussed scheduling an EDC budget workshop, with proposed dates on Tuesday, June 3rd, Wednesday, June 4th, or Thursday, June 5th, at 5 or 6 p.m., with Tuesday the 3rd at 6 p.m. selected based on staff and Board availability, especially considering Community Events Coordinator Stephanie Johnson's participation. The workshop will be an open environment for Board Members to bring ideas, trends, and projects to help formulate a preliminary budget for review at the end of June, which will then inform the City Council workshop in July. The process emphasizes the importance of early involvement in budget planning to ensure comprehensive input and planning, and staff will send out invitations accordingly.

Motion: Secretary Londeen made a motion to set an MEDC Budget Workshop for Tuesday, June 3rd at 6:00 p.m. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

ECONOMIC DEVELOPMENT REPORTS

11. Financial Reports for March and April 2025

Finance Director Maryann Carl presented the March and April 2025 financial reports. March was originally delayed, but now complete, and noted that sales tax revenue has met expectations for the year, indicating financial stability. The budget remains on track overall, though some professional services funds may be underutilized depending on

project progress, particularly related to the wayfinding project and public hearing requirements.

BOARD INQUIRY

No board inquiry presented at this time.

CLOSING AGENDA

12. Items to consider for placement on future agendas.

Future item agenda discussion on potential grant request for public restrooms in the cemetery.

13. Adjourn.

Motion: Secretary Londeen made a motion to adjourn the Regular Meeting of Montgomery Economic Development Corporation at 6:49 p.m. Board Member Nelson seconded the motion. Motion carried with all present voting in favor.

APPROVED:

Jeff Angelo, President

ATTEST:

Ruby Beaven, City Secretary

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: June 17, 2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Update on ISCS event

Recommendation

Discussion only

Montgomery Economic Development Corporation

AGENDA REPORT

Discussion

May 18–20 | Las Vegas Convention Center

I had an amazing experience—walking over 30 miles across three days as I explored the show floor and connected with countless industry professionals. I had the opportunity to meet many fellow Economic Development Directors from our region and beyond, visiting as many booths as possible to gather ideas, forge new connections, and collect a wide range of creative swag that sparked inspiration for potential trademark and branding concepts.

What stood out most was the genuine kindness and willingness to help expressed by nearly everyone I met. Whether at booths or networking at the workshops, people in the industry were eager to offer support.

In the evenings, I attended two private networking social events, which provided a more relaxed setting to engage with key players in the industry. Notable connections included:

- Retail Strategies
- Holder Properties
- City of Magnolia
- East Montgomery County
- Port Aransas
- As well as directors from numerous other cities and regions

The energy, insights, and relationships developed at ICSC 2025 will be incredibly valuable as we continue advancing our economic development mission.

Key Themes and Takeaways

1. Robust Deal-Making Amid Economic Uncertainty

Despite challenges such as tariffs and interest rate volatility, leasing activity remained strong, particularly in open-air shopping centers.

2. Strategic Retail Expansion

Retailers are not retreating but reoptimizing their portfolios, focusing on long-term growth strategies.

3. Redevelopment Over New Construction

High construction costs and financing challenges have limited new retail development. As a result, redevelopment and repositioning of existing spaces have become central to growth strategies, with former tenant spaces being repurposed for new uses.

4. Emphasis on Experiential Retail

Retail is evolving beyond merchandise to focus on creating memorable experiences. Brands are integrating fitness, wellness, and interactive concepts to attract younger demographics, particularly Gen Z and millennials.

Montgomery Economic Development Corporation

AGENDA REPORT

5. Integration of Technology and AI

Technology, especially AI, is playing an increasingly significant role. Companies are leveraging AI for location intelligence, predictive modeling, and enhancing customer experiences.
6. Focus on Community and Connection

Keynote speaker Kendra Scott emphasized the importance of creating retail spaces that foster community and connection. This aligns with a broader industry trend of prioritizing people-first cultures and customer engagement

Approved By

City Secretary & Director of Administrative Services Riby Beaven

Interim City Administrator & Police Chief Anthony Soloman

Date:

06/09/2025

06/09/2025

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: June 17, 2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Updates on community events May 2025

Recommendation

Staff recommend approval

Montgomery Economic Development Corporation **AGENDA REPORT**

Discussion

Monty's Well – Sip, Sud and Stroll RECAP A Unique Upscale Experience Coinciding with the Antique and Unique Festival

Monty's Well: Friday 4–8 PM, Saturday 11 AM–7 PM

Antique & Unique Festival: Friday 10 AM–6 PM, Saturday 9 AM–7 PM, Sunday 10 AM–4 PM

Overview

Monty's Well made its debut as an elevated community experience offering curated sips, local brews, and a lively atmosphere in historic Downtown Montgomery. The event was timed to complement the annual Antique & Unique Festival, drawing in both locals and visitors for a weekend full of charm, culture, and celebration.

Weather & Turnout

Unfortunately, Friday's festivities were impacted by inclement weather. Monty's Well was effectively rained out due to heavy thunderstorms, and the Antique Fest faced high winds, requiring vendors to secure their setups.

However, Saturday delivered perfect festival weather — sunny skies and a comfortable 80°F. The result was an exceptional day filled with vibrant activity, laughter, and music, with a solid turnout of local residents and guests who embraced the atmosphere and offerings.

Monty's Well Highlights

Ambiance: Hosted by Gracepoint, the venue offered an upscale, welcoming environment that elevated the event's social and aesthetic appeal.

Entertainment: Live music by Josh Brown Band, Jason Wagoneer, and Drew Troubadour brought energy and authenticity to the experience.

Bar Service: Laura's Bartending provided professional cocktail and beverage service, achieving the required \$2,500 minimum sales threshold. Guests enjoyed a curated selection of drinks, many served in the now-iconic branded GOAT cups.

Atmosphere: "Good times and good vibes" was the sentiment of the day, with attendees praising the relaxed yet upscale feel of the event.

Expenses & Financial Notes

- Estimated Total Cost: Just under \$5,000 — final accounting is still pending.
- Bar Sales Goal: Achieved through strong turnout and steady beverage sales.
- Custom Branding: GOAT cups added a touch of fun and marketing value, serving as mementos and social media props.

Next Steps

A department meeting will be scheduled soon to debrief and evaluate the Antique & Unique Festival.

Conclusion

Despite a rough weather start, Monty's Well proved to be a vibrant addition to Montgomery's event calendar. Saturday's success highlighted the community's enthusiasm for sophisticated yet accessible gatherings. With strong engagement, memorable performances, and promising vendor outcomes, this event sets the stage for future iterations and continued growth.

Lone Star Street Dance- Despite the heat and numerous events in May the Lone Star Street Dance had a good turnout.

Montgomery Economic Development Corporation
AGENDA REPORT

Approved By	
City Secretary & Director of Administrative Services Ruby Beaven	Date:
Interim City Administrator & Police Chief Anthony Soloman	06/09/2025
	06/09/2025

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: 2025.05	Budgeted Amount: N/A
Department: Admin	Prepared By: WGA

Subject
Update on Downtown Streetscapes Project.

Recommendation
Discussion Only

Discussion
General Updates on status of project.

Approved By		
Interim City Administrator	Anthony Solomon	Date: 06/12/ 2025

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: June 17, 2025	Budgeted Amount: N/A
Department: Administration	Prepared By: Ruby Beaven

Subject

Consideration and possible action on setting the meeting time for the MEDC Budget Workshop scheduled for July 09, 2025.

Recommendation

Staff recommend the Board to set the start time for the meeting.

Discussion

The Budget Workshop has been rescheduled for Wednesday, July 9, 2025. Staff is request the MEDC Board Members to assign the start time for the Budget Workshop.

Approved By

Interim City Administrator	Anthony Solomon	Date: June 12, 2025
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