



Volume 7, Issue 5 September 2021

# The Insider



# STOP DOING LIST



Here is a little personal thing about me you may not be aware of: occasionally, even though it is an unusual approach, it is important to take a look at a “stop doing” list. This does not mean that we do not have a “to do” list, but it does mean that from time to time, we should evaluate activities and work habits to determine whether stopping them would make us more efficient and better able to accomplish our “to do” list. I typically do this every September. It’s not always a pleasant task, but I have found that it is a beneficial exercise and has made me better at managing my time and producing a more efficient work environment.

I recall one time in the military in which I was pushing for such a quick solution, and when the end state developed more quickly than I anticipated, we weren’t ready to implement because the financial resources were not yet in place. Possibly “stop doing” such aggressive management approaches would have allowed more time for an even better solution and financial resources to be in place. In the meantime, other “to do” tasks could have been completed.

Another example is changing the way we market our industrial park. Many years ago, we would market the East Montgomery County Industrial Park in New Caney as a great place for a business to locate due to an available workforce and a great quality of life for their employees. We focused solely on what was inside the district. That approach was short-sighted, and we terminated that marketing approach and implemented an approach that included highlighting international business opportunities with close proximity to Bush Intercontinental Airport and the Port of Houston. Any community can be a great place to live and have a supply

of workers, but does it offer easy access to transportation nodes? Pointing out these incredibly important logistical efficiencies — even though these amenities were outside of our boundary lines — made a huge difference to businesses in understanding how being at our park would give them better logistical access than, say, the city of Houston. In “stop doing” this marketing approach resulted in a “to do” marketing approach that has been tremendously successful in recruiting international businesses and rapidly-growing domestic businesses.

Some may view this “stop doing” as a negative, but overall it is a good exercise to implement at least once a year. It allows you to reflect on your successes and failures and analyze the positive and negative attributes in your activities to formulate a strategy to accomplish your to do list for the next year. I want you to try it and see how it works; and I hope you will mentally be challenged with some creative thinking and a more efficient environment for you to tackle your personal and work environment goals.



# Businesses Bloom in EMC

Dozens of business owners continue to flock to East Montgomery County to open boutiques, restaurants, spas, gyms, and food truck parks — all to provide more options for residents. While many are preparing to open in the next few months, here are a few that recently opened:

## The Nest of Kingwood

Featuring faith-based wooden signs, jewelry, clothing, local artisans, and a place to sit with a friend to enjoy a cup of coffee; The Nest of Kingwood, located at 1599 B Northpark Drive, opened in July next to Northpark Christian Church. The idea to open the boutique blossomed from a group of women who wanted to open a place to get coffee, visit, shop, and a place that would be a breath of fresh air for the community. The Nest of Kingwood features 20 percent of local artisans wares and 80 percent of items from retailers.



## PuebloRitaville Tex-Mex Kitchen

PuebloRitaville Tex-Mex Kitchen, a sister restaurant of the Pueblo Viejo restaurants, opened a new restaurant located at 25069 FM 2090 in Splendora. PuebloRitaville will focus on providing some of the best Tex-Mex dishes and margaritas in town. Live music will play on the stage frequently.



## Euro Glow & Fit Spa

Euro Glo & Fit Spa opened in the Centre at Northpark located at 1414 Northpark Drive, Suite B, next to El Tiempo Cantina-Kingwood. The spa features infrared fitness saunas, salt therapy, tanning, and red light therapy. The fit bomb rooms feature an infrared heated fitness sauna with virtual training from a touchscreen monitor for everything from



Yoga or Zumba to kickboxing exercises. The spa also offers a resistance band workout from 20-100 pounds.

## Russo's New York Pizzeria

Russo's New York Pizzeria - New Caney opened a new location in East Montgomery County at 21572 Market Place Dr., Suite 100 in Valley Ranch Town Center. Diners can stop in the restaurant next to Yummy



Tummy Bakery to enjoy a slice of pizza or the whole pie along with other menu favorites such as fresh salads, pasta, sandwiches, calzones, and desserts.

## Food Truck'n Park

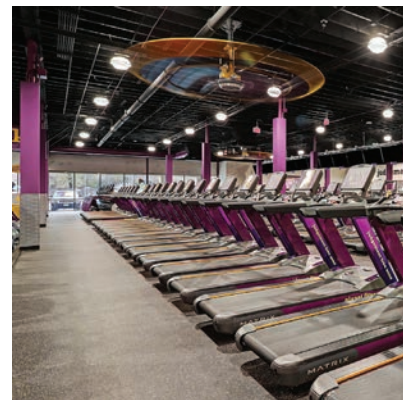
Food Truck'n Park opened in Splendora at 24900 Hill and Dale Ave. to provide different food trucks serving everything from pupusas, tacos, snow cones, egg rolls via visiting food trucks on the weekends. Throughout the week, a taco truck serves up breakfast tacos, omelets, and other breakfast items for passersby. The Food Truck'n Park has live music on the weekends.



  **FOODTRUCKNPARK**

## Planet Fitness New Caney

Planet Fitness opened its newest location in New Caney at 20185 Hwy. 59. The gym offers low-cost memberships with plenty of perks such as free fitness training, hydromassage and massage chairs, and unlimited access to the New Caney gym.



# Electronics Recycling To Be Held Sept. 18

EMCID will host an Electronics Recycling Event Saturday, Sept. 18 in the EMCID parking lot located at 21575 Hwy. 59 in New Caney from 8 a.m.-2 p.m. It is free for anyone interested in dropping off their electronics for recycling with CompuCycle Electronics Recycling.

**Accepted items:** Computers, Servers, Routers, Hubs, Switches, DVD Players, Laptops, Cable Boxes, Power Cords, Cables, InkJet Cartridges, UPS, TVs (CRT TV's up to 36"), Cellular Phones, Mice and Keyboards, VCRs, Telephones, Scrap Metal/Wire, Toner Cartridges, Monitors, Desktop Copiers, Printers, Scanners, Fax Machines, Flat Panel TVs (up to 55").

Acceptable items must be removed from packaging materials.

**Not Accepted:** Vacuum cleaners, Kitchen Appliances, CRT TVs larger than 36", Freezers, Weedeaters, Microwaves, Radios, Medical/Biohazard Waste, Thermostats (any type,) Household Alkaline Batteries (AA, AAA, C, D, 9V,) Smoke and Carbon monoxide Detectors, Home Appliances, Fluorescent Light Bulbs, Space Heaters, Appliance (Refrigerators, Stoves, Washer/Dryer,) Rice Cookers, Clocks, Air Conditioners, Paint Cans, Oil Waste.



# Tricks & Treats Haunts EMC on Oct. 26

The Creepy Crops Farm comes alive this year at EMCID's FREE Tricks and Treats Drive Thru on Tuesday, Oct. 26 at Randall Reed Stadium located at 21360 Valley Ranch Pkwy. in New Caney.

Spooky scarecrows will greet guests during the family ride-a-long through the parking lot. There may be a few tricks but more treats as EMCID staff and volunteers pass out candy to passersby. The treats are first-come, first-served starting at 5 p.m.



# EMCID Donates Picnic Tables to EMC Cities



As more people hit the roads as a mode of travel, the East Montgomery County Improvement District wanted to provide more seating for residents or those traveling through the area.

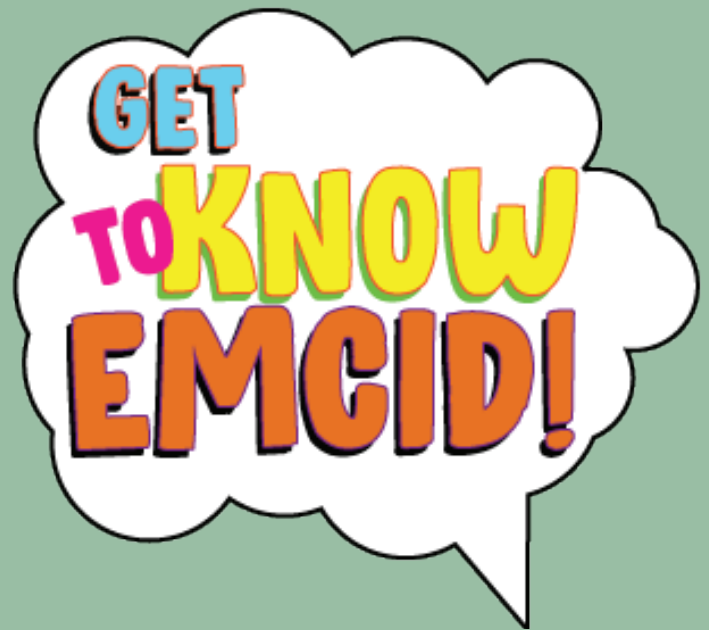
EMCID donated picnic tables to Patton Village, Roman Forest, Splendora, and Woodbranch Village. The cities chose to place the tables in convenient locations for those watching children play on playground equipment or visitors at city hall for council meetings or business.



# THE ATRIUM CENTER



now booking for  
2022



With so much growth and activity in East Montgomery County, we thought we'd start a new Insider feature that outlines what our organization does, how it fits in with development, and some common misperceptions.

Q: What is the difference between the EMCID and the Greater East Montgomery County Chamber? ~ Elena

A: EMCID is a political subdivision of the state of Texas, created by the legislature. We are governed by 8 locally elected directors. We collect half a cent to one-and-a-half cents sales tax on items sold within our boundaries. The money is used to recruit businesses (retail, commercial, and industrial) through the use of incentives. It's also used to help businesses within our boundaries expand. Typically, incentives are provided when jobs are created or the business hires residents from within our boundaries. Aside from that, we also provide grants to nonprofits, as well as our fire departments and police, for example, and provide scholarships to all high school graduates within our boundaries as part of community development initiatives.

The chamber is a 501(c)6, non-profit membership-based organization, typically made up of business owners and other people in the workforce. The mission of the chamber is to provide networking and educational opportunities to help the members grow their businesses. It's very common for a business to be a member of several area chambers of commerce.

So one way to think about it is EMCID gets the business here, and once that happens, the chamber provides the educational and social tools to help the business owner succeed.

Do you have a question for us? Scan the QR code and submit your question to be answered in a future *Insider*.



# Dixie Bell Youth Baseball Wins World Series



Dixie Bell Youth Baseball — managed by Matt Gray and coached by Ryan Stephens, Jared Smith, and Tim Zumwalt — is the first EMC T-ball team to win a World Series.

"I'm so proud of how hard these kids worked through the baseball season. They are a true testament to the grit and what we stand for in East Montgomery County," said Gray.

The players are #1 Bo Gray, #2 Aiden Vanegas, #3 Hudson Teal, #4 Julian Luna, #6 Brady Zumwalt, #7 Connor Arrendell, #10 Allie Griffin, #12 Parker Lafferty, #22 Briggs Stephens, #27 Jaime Aguilar, #42 Aaron "Deuce" Dixon-Hogg, and #99 Jett Smith.

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East Montgomery County Improvement District 21575 U.S. Highway 59, Ste. 200, New Caney, TX 77357 281.354.4419

## Important Dates

September-October 2021

Labor Day (EMCID Closed)	September 6		
EMC Scholarship Foundation Meeting	September 9*	12 p.m.	The Atrium Center, Suite 200A
EMC Economic Development Corp. Meeting	September 9*	1:30 p.m.	The Atrium Center, Suite 200A
EMCID Regular Board Meeting	September 9*	5:30 p.m.	The Atrium Center, Suite 200A
Electronics Recycling Event	September 18	8-2 p.m.	The Atrium Center Parking Lot
EMCID Regular Board Meeting	October 14*	5:30 p.m.	The Atrium Center, Suite 200A
Tricks & Treats Drive Thru	October 26	5-8 p.m.	Randall Reed Stadium

*\*Dates subject to change*

Please visit [www.emctx.com/calendar](http://www.emctx.com/calendar) for an up-to-date listing of events.

The Insider is a bi-monthly newsletter produced by the East Montgomery County Improvement District. Please direct questions or comments to: Kelley Mattlage, Chief Communications Officer, [kmattlage@emctx.com](mailto:kmattlage@emctx.com).