

# MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

April 11, 2019

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## In Attendance (term expiration)

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	Black, Jason (2021)	√	Sanders, Tom (2021)
√	Darby, David (2022)		Shunnarah, Stephanie (2021)
	Gutierrez, Omar (2020)		Smitherman, Julie (2020)
√	Holloway, David (2021)	√	Tate, Casie (2020)
√	Hendren, Sarah (2022)	√	Bennett, Courtney ( <i>Ex officio</i> )
√	Jones, Ken (2022)		Cost, Hollie ( <i>Ex officio</i> )
√	Lehman, Herman (2022)	√	Gilbert, Steve ( <i>Ex officio</i> )
	Lightfoot, Kirk (2022)		Stewart, John ( <i>Ex officio</i> )
√	Phagan, Pam (2020)		Woodham, Dee ( <i>Ex officio</i> )

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## Call to Order and Approval of Minutes

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The meeting was called to order by President-elect Herman Lehman in the absence of the President, Julie Smitherman, at 8:05 a.m.

Minutes of the March 14, 2019 meeting were reviewed. *On a motion by D. Darby, seconded by K. Jones, the minutes were approved as presented.*

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## Treasurer's Report

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A report dated April 11, 2019 was presented in the agenda indicating:

- **Total Operating Funds** = \$25,989 (unencumbered funds) – C. Bennett indicated that the primary reason for the decrease in funds from last month's report (\$40, 201) was due to paying expenses for Board and Committee members attending the National Main Street Conference in Seattle in March. With a budget of \$10,000, actual expenses were \$9,300 for positive variance to budget of approximately \$700.
- **Revenue Sources** –
  - Total membership funds collected in 2018 - \$13,815 from new or renewing members; total collected in 2019 = \$244 (names or organizations and members joining or renewing is in the agenda)
  - Pending collection – n/a;
  - T-Shirt sales = \$79
  - Other revenue (to date) – sale of street signs \$418, sale of traffic lights \$400, sale of Christmas Tree ornaments \$183; none of these changed since last meeting
- **Fund Reallocation Requests** = None
- **Fund Allocation Requests** = see proposed Work Plans later in the agenda

*On a motion by K. Jones, seconded by C. Tate, the financial report was approved as presented.*

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## President's Report

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- No items

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## Board Committee Reports

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- **Organization Committee** – The pending 501(c)6 application was APPROVED!
- **Design Committee** – In the absence of the Chair of this committee, K. Lightfoot, there was no report; however the following items related to the committee were discussed:
  - Former Emma Gray Shop – there was discussion of the need to remove the “fringe” on the awning to restore it to the condition that was funded by the Façade Grant Program. *This will be discussed with the owner of the shop.*
  - Patel Awning – the need for cleaning awnings on some of the shops in the shopping center owned by Mr. Patel are in substantial need of cleaning. Since these were not funded by MMS, we can only ask the owner to clean them or offer to solicit volunteers to do the cleaning if he is agreeable. P. Phagan said she would call Mr. Patel. *It was noted that we need to once again solicit Mr. Patel to join MMS.*
- **Promotions Committee** – Committee Chair, D. Holloway, indicated there was no report.
- **Economic Vitality Committee** – Committee Chair, K. Jones, reported:
  - The committee met on March 10 to consider Work Plan initiatives for the coming year based on priorities identified in the MMS “Transformation Strategies” strategic planning meeting earlier this year.
  - A number of Work Plan proposals were identified. He indicated these would be discussed later in the Board meeting under a separate items of business.
  - Leveraging Local Events – there was an extensive discussion of the need to leverage the opportunities presented by the numerous events held in the City. Examples such as the Forte’ Festival each Spring (3800 expected attendance this year); numerous sporting events throughout the year; summer camps help by UM; along with concerts, plays at UM, Arts Council events, Parnell theater productions, etc. are all opportunities to generate more economic impact. There was also discussion of forming an “Arts Alliance” with Montevallo, Columbiana and Alabaster Arts Councils to jointly promote events. With the opening of the new UM Performing Arts Center in October 2019, we agreed we need to work on a plan to leverage this new community asset to maximize its economic impact. *S. Gilbert volunteered to invite Dr. Steve Peters, Dean of the College of Fine Arts, to a future meeting to discuss the new facility and how we might work together to promote events there for mutual benefit.*

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## Executive Director’s Report

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- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
  - Opened this month – La Conchita Bakery;
  - Soft Openings – Team Lehman/Keller Williams Realty; Custom Homes office by Jason Pickleseimer
  - Opening soon – Expected in the spring to summer timeframe: The Dive (Bar); former Pizza Hut location; The Art Studio (in Casie building); Art Gallery (by Scott Owen for personal gallery in old Hughes Construction Co. office);
  - Buildings for sale – old Eclipse Coffee and Books property; Office building at 951 Island St. listed by Nathan Stamps; Lot on Island Street for sale or build to suit (Bob Nesbitt)
  - For Rent – vacated Emma Gray space on main street; several 1300 to 2000 sq. ft. spaces in the CVS Shopping Center (Urmish Patel);
  - Relocations – Emma Gray Shop (from main street to 1215 Valley by C’s Coffee Shop);
  - Business closings – none reported
  - Sale of Businesses – none reported

- Other transitions – the City of Montevallo completed purchase of the Victory building. An architect is now working on designs for a potential tenant. (The old Police station and storage building adjoining Victory will be demolished and the space used for parking, along with the lots behind and across the street in front of Victory are included.)
- Prospects – none reported
- **Upcoming Events** – Board members were encouraged to support the events listed in the agenda by a number of community organizations during the month.
  - “Friday Night’s at the Cove” will be presented on April 26 (Sponsor-Team Lehman), May 31 (Shelco Legislative Delegation), June 28 (Emma Gray), and July 26 (Rausch Coleman Homes).
  - Arts Fest on Saturday April 20 in Orr Park.
  - Chapter of Commerce Golf Tournament in April.
  - MJCC Moonlight Movies at Owl’s Cove Park, Saturday May 11

### Old Business

- **Volunteer Hours** – These were collected from Board members.
- **Downtown Wayfinding** – No report.

### New/Other Business

- **Bylaws Review and Revision** – Article VI: (a) – (f) – Voting was tabled until the next meeting as some board members left by the time this was discussed and a quorum was no longer present.
- **Netflix Movie** (“The Devil All the Time”) – Filming has wrapped. Only one day of filming occurred. Location assistants that Courtney worked with expressed their gratitude to the City of Montevallo and said they would like to work on more productions here in the future if possible.
- **Historic Preservation Conference** – Board members were invited to explore this opportunity if interested.
- **2019 Work Plans / Funding Allocations** – There was extensive discussion of Work Plans for the coming year based on the Board’s strategic planning meeting with Mary Helmer and Trisha Black of Main Street Alabama. *On a motion by C. Tate, seconded by P. Phagan, the funding allocations for 2019 work plans were approved as presented below.*

The following Work Plans were approved for 2019:

Organization	Funding Approved
Visitors' Guide Ad (approved 2/14/19)	\$800
Branded Pop-Up Tent (approved 3/14/19)	\$1,500
D&O Insurance	\$577
Photo Portfolio	\$500
Volunteer Name Tags	\$176
Membership Drive	\$350
Volunteer Training	\$1,600
“Welcome to Montevallo” Packet	\$0
Holiday Party	\$300
Promotion	
Tinglewood Banners (approved 3/14/19)	\$2,000
Friday Nights at the Cove	\$0
Bring the Tulip Festival Downtown	REVISE

4th of July	REVISE
Weekly Business Profile	\$0
Small Business Saturday	\$100
Farmers' Market	REVISE
Bulldog Pride	\$150
Printed Business Guide/Map	\$600
Contribution to new map of city	\$250
<b>Design</b>	
Banner and Design Supply Maintenance	\$500
Holiday Window Decorating Competition	\$1,500
Veteran's Banners	\$500
Interactive Photo Displays	\$1,000
New Street Banners	\$7,500
Façade Grants	\$2,500
<b>Economic Vitality</b>	
Enhanced Building Inventory	\$0
Lodging Inventory	\$0
Tourism Data Capture	\$700
Customer Relationship Management	\$0
Arts Events & Programs	\$5,000
Succession Planning	\$0
Expanding Product Lines	\$0
Leverage UM Center for the Arts	\$0
<b>Total:</b>	<b>\$28,103</b>

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### Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday May 9, 2019 at the GloCo building.

The meeting was adjourned at approximately 9:57 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary