

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

August 8, 2019

In Attendance (term expiration)

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

Call to Order and Approval of Minutes

The meeting was called to order by President, Julie Smitherman, at 8:06 a.m. at the Montevallo Chamber of Commerce Office.

Minutes of the July 11, 2019 meeting were reviewed. *On a motion by K. Jones, seconded by C. White, the minutes were approved as presented.*

Treasurer's Report

A report dated August 8, 2019 was presented in the agenda indicating:

- **Total Operating Funds** = \$41,646.93. Because most of our funding is now allocated to work plans, we have \$4,498.85 in unencumbered operating funds.
- **Income Statement (Profit & Loss for Jan. 1 – Aug. 6):** Total Income = \$27,167; Total Expenses = \$8,696; Net Income = \$18,470
- **Income Statement (Profit & Loss for Jul. 12 – Aug.6):** Total Income = \$2,828; Total Expenses = <-\$914>; Net Income = \$3,742
- **Balance Sheet (as of June 12)** – Total Assets = \$41,647; Liabilities = 0 and Equity = \$41,647
- **Approved Work Plan Allocations:** Based on the MMS planning process, the following Work Plan Allocations were presented (with details for each allocation in the agenda):
 - Organization Committee - \$890
 - Design Committee - \$13,680
 - Promotion Committee - \$895
 - Economic Vitality Committee = \$5,700
 - Christmas Tree Ornaments = \$183
 - Façade Grants = \$15,800

- The following work plans were completed this month:

PROJECT	FUNDING APPROVED	ACTUAL EXPENSE
Farmers Market (Promotion)	TBD	\$0

- **Revenue Sources**
 - Membership Dues: \$1,478
 - Façade Grant Fund donations: \$1,100
 - Veterans’ Banners: \$1,500
- **Fund Allocation Requests** = \$250 for “Bring the Tulip Festival Downtown,” an approved Promotion Committee work plan

On a motion by P. Honeycutt, seconded by P. Phagan, the Treasurer’s Report was approved as presented.

President’s Report

- J. Smitherman reported that Just Show Up Show, held on August 1 at Orr Park, went well. An estimated 3,800 people attended. H. Cost reported that a crowd of this size comfortably fit in the pecan grove area of the park and that there was a possibility of another event like this happening in the future based on the success of the initial show. No traffic issues were reported. Restaurants had an uptick in business but retail did not experience a significant uptick. Inclement weather prior to the event was a factor. K. Jones commented that City employees did a great job, and that the morning after the event one could not tell that anything had happened to the park due to its cleanliness.

Board Committee Reports

- **Organization Committee** – No matters to report.
- **Design Committee** – In the absence of Committee Chair, K. Lightfoot, member P. Phagan reported on the following items:
 - Façade Grant Program – Applications for façade grants are now available. Pam is contacting new businesses that are opening about the availability of these grants. The goal is to make the grant awards and get the work done by the end of November in time for the Christmas holiday events. To date, approximately \$15,800 has been donated to the Façade Grant Program with an additional pledge of \$500.
 - Veteran’s Banners – \$3,200 have been donated to date for Veterans’ Banners. Order forms are still available to purchase a banner to honor family members and friends that served in the military.
- **Promotions Committee** – C. Tate reported on plans for the upcoming “Chill on Main” event at Owl’s Cove Park on August 24 from 2 – 6 p.m.
- **Economic Vitality Committee** – Committee Chair, K. Jones, reported the committee met on August 7.
 - Visitors to City – Updated numbers indicate that at present the count of visitors to the city is about 220,000 per year, but this is certainly a low estimate.
 - UM Center for the Arts – contact has been made with Dean Peters on how MMS might help with the opening and events at the new facility. A meeting has been scheduled for the committee to meet with him at 3:00 on Wednesday, August 14 to discuss this matter further.
 - Customer Experience – Contact has been made with the State Tourism Office who indicated that they provide a training workshop for cities that want to improve their profile and promotion of tourism opportunities. The next session will be in late October in Montgomery from 10 a.m. to

2:00 p.m. with lunch provided. Members of the EV Committee plan to attend, S. Gilbert from the Montevallo Chamber was invited along with other MMS Board members.

- Tourism Award – S. Gilbert reported on a new award program by the Shelby County Tourism Work Group. He will distribute a web link to make nominations for events and venues in Montevallo.
- Shoal Creek – D. Woodham reported that she expects Shoal Creek Park will soon be added to the State Birding Trail which should bring significant number of additional visitors to the area. There is also a chance that Ebenezer Woods and Orr Park might be added also. The question was raised as to whether Montevallo is a bird sanctuary as this has been rumored in the past. S. Gilbert that there was an ordinance many years ago prohibiting the killing of birds in the city (per Bill Matthews' research in old newspapers). This needs to be researched and considered further to enhance the profile of the city as a birding tourist venue.
- Student Engagement – K. Jones reported on a meeting with UM student services representatives to discuss how to create stronger links between students and Main Street. Ideas discussed were better coordination of calendars, retailers providing incentives such as “flex points” and gift certificates, communicating via distribution of flyers and sidewalk chalk messages. It is planned to conduct some focus groups with students to further explore opportunities.
- Community Events – H. Cost reported that the Mayor’s Office has initiated a spreadsheet to record and track community events.

● Executive Director’s Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - Opened this month – n/a
 - Opening soon – The Nutrition Spot (Valley Street); Montevallo Makers (Middle Street); Scott Vaughn Owen Studio (Main Street); Goliath Lending (Valley Street); Slice Pizza & Brew House (corner Ashville Road/Wadsworth St)
 - Buildings for sale – old Eclipse Coffee and Books location; 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 – n/a
 - Business closings – none reported
 - Sale of Businesses – Watts on Main has been sold
 - Other transitions – the City of Montevallo is still working on transaction to lease Victory building.
 - Prospects – Report that old Eclipse Coffee and Books location is under contract for potential restaurant.

Old Business

- **Volunteer Hours** – These were collected in the meeting.

New/Other Business

- **Fund Allocation Requests** = \$250 for “Bring the Tulip Festival Downtown” for funding as an approved Promotion Committee work plan. *On a motion by D. Darby, seconded by S. Hendren, the request was approved.*
- **aLABama Downtown Laboratory** – This training event will be held in Decatur August 21-23. A number of representatives of MMS and the City will be attending. Anyone else that would like to attend needs to contact Courtney promptly.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by a number of community organizations during the month.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday September 12, 2019 at the GloCo building.

The meeting was adjourned at approximately 8:55 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary