



# Thrive

December 2016

Volume 1, No. 1

## Board of Directors

Montevallo Main Street's Board of Directors has been selected.

The MonteVallo Project (MVP) was the organization which worked towards achieving an Main Street Alabama designation. Since Montevallo was selected in June 2016, MVP has been working toward establishing a Board of Directors for our Main Street program. In November, the board elected the following members, officers, and terms. In January 2018, the Montevallo Main Street membership will elect members for the Board of Directors as outlined in the approved program bylaws. A copy of the bylaws can be accessed on the Montevallo Main Street website. A membership campaign will be launched in the spring of 2017. All board members are committed to producing and sustaining a healthy, vibrant, energetic main street. Please know that you can reach out to any member for assistance or information.

*Ex Officio Members:*

**Executive Director**, Sarah Hogan  
**Mayor**, Hollie C. Cost  
**Chamber President**, Steve Gilbert  
**UM President**, John W. Stewart  
**MDCD Chairperson**, Dee Woodham

*Members:*

Julie Smitherman, President	January 2017-2020
Pam Phagan, Vice President	January 2017-2020
Carol Bruser, Secretary	January 2017-2020
Adele Nelson, Treasurer	January 2017-2020
David Darby	January 2017-2019
Bear Jones	January 2017-2019
Lydia Godwin	January 2017-2019
Calvin Meadows	January 2017-2018
Janice Seaman	January 2017-2018
Herman Lehman	January 2017-2018
Susan Fulmer	January 2017-2018

## Streetscape Project Update

The City of Montevallo is hosting a town hall meeting **Thursday, December 15th at 5:00 p.m.** at Montevallo City Hall. The purpose of this meeting is for proper introductions between those leading the project and those who will benefit from and be impacted by the project. The project manager and contractor will present project logistics as well as respond to any questions or concerns. We are incredibly excited that we are so close to fully realizing the downtown vision set forth by our citizens for downtown Montevallo.

**Public Meeting Open To All Who Are Interested**

### *A Note from our President:*

I am so excited to begin 2017 in full swing with Montevallo Main Street! We have so much on the books for the coming months with the streetscape project grants, the wood working festival and reaching out to all of our Main Street businesses to connect and let them know we are here to help them! I am so proud of the roles that we are each taking on and the forward momentum of this effort. Thank you to each and every one of you who volunteer your precious time and effort to make Montevallo a better place for everyone. Thank you to Sarah for all that you do in all of your efforts balancing everything that you have to do and working harder than anyone to make sure that all goes as planned! I'm looking forward to connecting more people to Montevallo Main Street in 2017!

Spread the Excitement!

*Julie Smitherman*

### **NEW LOGO**

Please join me in thanking Tiffany Bunt for sharing her talents by creating a new logo for Montevallo Main Street that will be utilized until Main Street Alabama provides branding services in year three of the program.

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## Streetscape Assistance Grant

Application Available Now



Montevallo Main Street is pleased to offer funding through our Streetscape Assistance Grant to businesses that will be impacted by the upcoming construction. Businesses may need assistance with projects that may include but are not limited to: hiring valets to assist with customer parking, hiring delivery drivers, construction or improvement of rear entrances, improving signage, purchasing and distributing promotional items, façade improvements, marketing/advertising campaigns, and/or hosting special events. Any business located within the Montevallo Main Street district that is interested to apply will be eligible. Funding priority will be provided to locally owned and independently operated businesses.

The Streetscape Assistance Grant will consist of awarding up to ten total grants for no more than \$500 each. It is our hope that these funds will help businesses prosper during the construction period. All interested businesses will be required to submit an application to the Montevallo Main Street Board of Directors.

**Applications** are available at the Montevallo Main Street office located within City Hall at 541 Main Street or the Montevallo Main Street website at <http://www.cityofmontevallo.com/331/Montevallo-Main-Street>. Applications will be accepted via email to the Montevallo Main Street Executive Director, Sarah Hogan at [shogan@cityofmontevallo.com](mailto:shogan@cityofmontevallo.com) or hand/postage delivery to the Montevallo Main Street office.

## Committee News

Montevallo Main Street Committees are established based on the proven 4-point approach of the National Main Street Center. A brief description of each along with the chair of each committee is listed below. Please contact us if you are interested in volunteering for a committee.

**Organization Committee:** *Julie Smitherman, Chair*

The Organization Committee plays a key role in keeping the board, committees, staff, and program-of-work in good shape by attracting people and money to the organization. The Board of Directors serves at the Organization Committee.

**Design Committee:** *Pam Phagan, Chair*

Design Committee works to get Main Street into top physical shape— capitalizing on its best assets and creating an inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer.

**Promotion Committee:** *Adele Nelson, Chair*

Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district.

**Economic Vitality:** *Herman Lehman, Chair*

Economic Vitality strengthens a community's existing economic assets while expanding and diversifying its economic base.

## Wooden Street Signs Fundraiser— Own a piece of Montevallo history!



The City of Montevallo has offered to sell the wooden street signs that were previously used on city streets to benefit the Montevallo Main Street program. The signs will be sold for \$20 each on a first come, first serve basis. A list of available street signs can be viewed on our webpage. Most signs are weathered and were actually used within the city, there are a few new signs that were never installed. The funds raised will support our efforts to promote economic growth in the main street district, such as revitalizing facades and empty store fronts through clean up projects and window displays, hosting events to remind citizens that we are open for business during construction, and promoting the district within the region to increase our customer base. All money received by Montevallo Main Street will be used to directly impact the district.

Street signs are available for purchase by contacting Sarah Hogan at [shogan@cityofmontevallo.com](mailto:shogan@cityofmontevallo.com) or 205.665.2555 ext. 106.

## Holiday Shopping Guide

Thank you to Calvin Meadows for his assistance in producing a Holiday Shopping Guide Video for our Main Street District. The video can be viewed on our webpage and Facebook page. We have so much to offer we had to create multiple videos to showcase all the great items.



## Montevallo Main Street District

The District encompasses all businesses on Main Street from the intersection of at Valley Street (across from the Fire Department) to City Hall and Island and Valley Streets including everything in between such as Middle Street.

Phone: 205.665.2555 ext. 106 ★ Email: [shogan@cityofmontevallo.com](mailto:shogan@cityofmontevallo.com) ★ Facebook: Montevallo Main St.

Address: 541 Main Street ★ Website: <http://www.cityofmontevallo.com/331/Montevallo-Main-Street>