

Main Street Alabama

Resource Team – Montevallo, Alabama

July 12, 13, 14, 2016

Team Members

Trisha Black, Main Street Alabama (Organization)
Marylon Barkan, Main Street Alabama (Promotion)
Randy Wilson, Community Design Solutions (Design)
Jay Schlinsog, Downtown Professionals, Inc. (Economic Vitality)
Mary Helmer, Main Street Alabama State Coordinator (Team Leader)

Purpose

The Resource Team visit is a service provided by Main Street Alabama to guide local revitalization efforts through the first year of the program's designation and beyond. The Resource Team will provide recommendations for action to the Montevallo Main Street program based on the Main Street Four-Point Approach[™]. The objective is to recommend a course of action with specific activities for each of the four committees and to prepare the organization for the Market Analysis process. Recommendations will be based on information gathered through a review of written materials, interviews and meetings, and a facilitated community visioning session.

The visit will be comprehensive and the team's investigation, observations, recommendations, and presentation will follow all 4-Points of the Main Street process of downtown revitalization:

- **Organization** of broad based local support and leadership, membership and fundraising;
- **Design** of the built environment, signage, streetscape, public spaces and other visual aspects of the downtown;
- **Promotion** to market downtown as a center of commercial and social engagement;
- **Economic Vitality** or the process of helping to strengthen and expand the downtown's economic base.

Process

The Resource Team will gain as much information as possible through meetings, interviews, tours, existing publications and a community visioning session. Each team member will have input on all four points. Each individual team member will present recommendations in the team meeting for discussion and final recommendations. The team will present and leave as a tool, an outline of their findings and first actions for the community to take. A final report & several copies will be printed and distributed as the Montevallo Main Street Strategic Guide. Main Street Alabama will provide a copy of the Design Best Practices Guide in addition to the Resource Report. Any and all final copy from the Resource Team Members should be in the office of Main Street Alabama by 10:00 AM on 7/14/16 for printing.

Main Street Resource Team Visit Schedule

<u>Date/Time</u>	<u>Description</u>	<u>Location</u>	<u>Committee Members</u>
Monday, July 11 By 7:00 pm	Team Arrives	Fox & Pheasant King House	Janice Sarah
Tuesday, July 12			
8:00 – 8:30	Resource Team Mtg.	UMOM Room _____	-----
8:30 – 10:30 am	Guided Tours Walking then Driving (Pick up @ UMOM)	Downtown	Dee Steve Sarah Hollie
11:00 – Noon	Interview Sessions	UMOM Room 325	
Noon – 1:30	Lunch	Eclipse	H.G. McGaughy – Historic Photos
1:30 – 4:00	Interview Sessions	UMOM Room 325	
5:00 – 8:00	Community Vision Session	FBC – Fellowship Hall	
Wednesday, July 13			
8:00 – 8:30	Resource Team Mtg.	UMOM Room _____	-----
8:30 – 12:30	Interview Sessions	UMOM Room 325	
12:30 – 1:30	Lunch	El Agave	
2:00 – 6:00	Interview Sessions	UMOM Room 325	
7:00 -	Dinner	Main St. Tavern	
Thursday, July 14			
8:00 – 8:30	Resource Team Mtg.	UMOM Room _____	-----
9:00 – 10:30	Interview Session	UMOM Room 325	-----
10:30 – Noon	Field Work	Main Street	-----
Noon – 1:00	Lunch	(?)	
1:30 – 4:00	Team Meeting	King House	-----
4:30 – 6:00	Final Recommendations Meeting	FBC – Fellowship Hall	
6:00	Team Departs		-----

UMOM – University of Montevallo on Main – 737 Main Street

FBC – Fellowship Hall – 660 Main Street

Sarah Hogan, Director -- 205.862.0734

Main Street Resource Team

July 12 – 14, 2016

Schedule At-A-Glance

Tuesday, July 12, 2016

8:30 – 10:30	Guided Driving and Walking Tour	
11:00 – Noon	ECONOMIC DEVELOPMENT Interview Session (Bankers, Realtors, Chamber, MDCD, etc.)	UMOM
1:30 – 2:30	CITY DEPARTMENTS Interview Session	UMOM
3:00 – 4:00	CIVIC ORGANIZATIONS Interview Session (Historical Commission, Arts Council, Civic Groups)	UMOM
5:00 – 8:00	COMMUNITY VISION SESSION (Public)	First Baptist Church

Wednesday, July 13, 2016

8:30 – 9:30	EDUCATIONAL, HEALTH, AND MAJOR EMPLOYERS Interviews	UMOM
10:00 – 11:00	ELECTED OFFICIALS Interview Session	UMOM
2:00 – 3:00	DOWNTOWN BUSINESSES Interview Session	UMOM
3:30 – 4:30	RESIDENTS & CONSUMERS Interview Session	UMOM
5:00 – 6:00	BUSINESS DISTRICT Interview Session (Business outside the Main St. District)	UMOM

Thursday, July 14, 2016

9:00 – 10:30	MVP Interview Session	UMOM
4:30 – 6:00	FINAL RECOMMENDATIONS SESSION (Public)	First Baptist Church

Public Presentation

A public presentation of general observations and recommendations will be delivered on the last evening of the Resource Team visit. It's very important to have as many people as possible from the entire town to attend this meeting. Please select a space that is conducive to a presentation (i.e., free of noise, clean and adaptive to audio / visual requirements, preferably not a basement).

RESOURCE TEAM VISIT COMMUNITY CHECKLIST:

Information to be gathered ahead by Montevallo Main Street and given to the Resource Team upon arrival:

- Final interview schedule to include time, meeting place and participants info**
- All Montevallo brochures**
- Business Recruitment packet (if present)**
- Newsletters**
- News articles**
- Market studies / surveys**
- Zoning ordinances / building codes/ zoning maps (relevant sections)**
- Downtown Master Plan (if present)**
- Overall Community Master Plan (if present)**
- Comprehensive Plan**
- Neighborhood or District Plan(s)**
- Trail System Plan (if present)**
- Parks & Open Space Plan**
- Design Guidelines, Architectural Character Guides (if present)**
- Promotion calendar (include other organizations' schedules) ★**
- Property maps of the downtown area showing: parcels, building footprints, curbs, sidewalks, public right-of ways, parking**
- Streetscape plans or engineer drawings from the past**
- Historic photos/photo copies showing street scenes and buildings**
- List of all known civic, non-profits, fraternal, etc. organizations**
- List of successful community fundraisers in the last three years with contact names ★**

Note: In some cases, the material requested may not be available. Please obtain all items that are available.

Come Celebrate In Montevallo!

February

College Night - Annual Homecoming - University of Montevallo
Arbor Day

April

Montevallo Art Festival - Orr Park - Sponsored by the Montevallo Arts Council
Chamber of Commerce Golf Tournament - Montevallo Golf Course

May

Memorial Day Observances - Alabama National Cemetery - American Village

June

Monday Farmers' Market - Fresh Locally Grown Produce - Through August

July

Celebrate Independence Day - American Village – Living History - Fireworks

August

Annual Cars by the Creek - Vintage Car and Truck Show - Orr Park

October

Fire Prevention Parade – Main Street
Founders Day - University of Montevallo
Critters by the Creek - Events for Pets and Vendors – Orr Park
Hometown Halloween - Trick or Treat - Main Street
Art Stalk – Main Street

November

Christmas Parade - Main Street
Christmas Bazaar – Montevallo Elementary School

December

Christmas at the American Village - Various Programs - Luncheons