

MVP Meeting Notes

March 15, 2016

Attendees: Susan Fulmer, Pam Phagan, Adele Nelson, Hollie Cost, Steve Gilbert, Sarah Hogan

Absent: Suzanne Hurst, Elaine Dellinger, Herman Lehman, Janice Seaman, Tiffany Bunt, Julie Smitherman, Dee Woodham, Cheryl Patton

Updates:

Hollie stated that Mr. J.A. Brown would be recognized by the Alabama League of Municipalities.

Pam stated that the mural would be finalized any day now. She asked for feedback, critiques, and suggestions.

It was discussed that there was a lot of life in town with people celebrating the upgrades/opening of the Boys and Girls Club and the Teen Center. Every field at the park had a game being played. Spring is bringing a lot of opportunities for our citizens and visitors to utilize and enjoy our resources in town.

Main Street Application –

Photos: Steve noted that he had talked with Terry Bruno about photos, however, they were awaiting for the trees to become a little greener. He said that they are currently looking through past photos of events over the years and athletic activities that could be used. He suggested that others look at any available photos and provide them to the group.

Letters of Support: It was suggested that the following stakeholders should be approached to request letters of support.

- Real Estate Developers (Susan)
- Mr. Bailey (Hollie)
- Mitchell Spears (Pam)
- Michael Anderson (Steve)
- Barnes & Noble (Hollie)
- Lucky's (Sarah)
- John Roper (Hollie)
- Harriet – Happy Dollar (Steve)
- Scott Reneau (Hollie)
- Walt Czekleba (Pam)
- Sammy – Smitherman's (Pam)
- Industrial Park (Susan)

It was discussed that Main Street Alabama could not provide a sample letter of support for businesses as they did not want the same letter from every business or individual. The letters need to be personalized. Each committee member can write a draft letter that is tailored to present to each representative. Sarah is to send a sample letter or set of questions that should be answered in each support letter. The letter already provided by Bradford Real Estate was shown as example. Thank you, Bradford!

Budget: Herman and Sarah are currently working on the proposed budget and will meet with the budget committee in the next week.

Map: It was determined that the group needed to define the Main Street district area in order for Dee to proceed with obtaining the correct maps from the county. The discussion included whether to include the shopping centers on Hwy 25 into the Main Street district. Upon discussions with Mary Helmer, any areas within the district must be provided the same services and resources, it was determined that the businesses on Hwy 25 could not be provided the exact same expectations. There was much discussion about the boundaries on Hwy 119 as well. **Hollie Cost made a motion to define the Main Street district as the following area: on Hwy 119 from Triple T's to the Bridge by City Hall, over to Valley street and Island street encompassing everything in between which would include Middle Street. Steve Gilbert seconded the motion. ALL AYES. MOTION APPROVED.** Dee can move forward with obtaining the maps.

Discussion continued about Hwy 25 with Pam stating that the area needed to be cleaned up and softened with plants and greenery. Mayor Cost and Steve Gilbert discussed hosting a Mayor's Business Breakfast with the businesses on Hwy 25 in April. It was determined that the businesses on Hwy 25 would benefit from a separate plan that focused more on their needs as they differ from the vision of Main Street/downtown. It was noted that Mike Garrett had made vast improvements on the property located at Hwy 216 and Hwy 25 and the Mayor would write him a letter of appreciation.

Planning and Zoning: Mayor Cost noted that there have recently been some difficulties with establishing new businesses due to existing ordinances. She reiterated that as we pursue new businesses the first step should be to identify interested store fronts and then produce an inspection of the property with the current owner. Most buildings downtown do not meet code and require a lot of money to bring the property to code. The city cannot bend on code enforcement although it brings much frustration. Individuals contact the county for information on permit and code requirements. There are current issues with the old Tavern building with mold in the basement, the old Spiller building with wiring issues and the most recent issue with the Victory property where the current ordinance required hard surface parking. Incorrect information is being provided to potential buyers and they become frustrated and back out when issues cannot be easily addressed. A comprehensive business packet needs to be established to ensure potential buyers know the correct steps and requirements before they get in over their heads. We also need to educate area realtors on the issues we are facing. Ordinances regarding parking and signage are currently being reviewed and discussed by the Planning and Zoning Board.

Main Street Revitalization Project: Mayor Cost updated the group that the project was delayed due to negotiations with a citizen for a temporary construction easement. If a solution is determined and signatures are obtained quickly, the project will begin in June. If a solution is not obtained, the project would most likely be delayed until September.

Livability Survey: A professor from the University of North Alabama is conducting a research project on our community and ask that we share a livability survey link with residents. The final analysis will be

shared with the City. The link will be sent via facebook and has already been submitted to Chamber members.

UMOM Park: Steve updated the committee on the proposed park at UMOM. He is serving as chair of the park committee and they are currently discussing elements that will be encompassed in the park as well as a proposed budget for the project. Discussions include moving the time capsule to the location and installing a clock in recognition of the bicentennial. It was recommended that the local banks be approached about the clock as they may have access to community service monies.

Kudzu and Cotton: Steve also discussed the Kudzu and Cotton project he is working on which incorporates a video of a series of interviews that produce an oral history of a community. He asked for suggestions of individuals to request their participation. The following were recommended: Jade Higgins, Patricia White Honeycutt, Sally Sears, and Clay Nordan.

Shoal Creek: Sarah gave an update regarding the parking lot project at Shoal Creek. The county is assisting with providing a parking lot area at the property however, the project has been delayed until May.

Hotel/Dorm: Sarah reported that the Hotel/Dorm project was moving forward through MDCD. The facility will have rooms for approximately 60 students, 15 suites, 29 hotel rooms, and conference rooms.

Special Meetings: Meeting dates have been determined as follows until the Main Street Application is submitted:

- March 29
- April 5
- April 12
- April 19
- April 26