



- I. **Welcome**
- II. **Call to Order**
- III. **Approval of Minutes – July 13, 2017**
- IV. **Approval of Minutes – August 10, 2017**
- V. **Treasurer's Report**
- VI. **President's Report**
 - a. Board Member Nominations
 - i. Kirk Lightfoot & Mike Galloway
 - b. Main Street Alabama Conference, August 21 – 23, Florence, Al
- VII. **Board Committee Reports**
 - a. Organization
 - b. Design
 - i. Welcome Banners for Main Street – Deadline for Submission – October 10
 - c. Promotion
 - d. Economic Vitality
- VIII. **Executive Director's Report**
 - a. Streetscape Update
 - i. Middle Street Project – Today at 1:00 pm at 731 Middle St.
 - b. Business Transitions
 - i. Frios Gourmet Popsicles – October
 - ii. Coconut Girl Cafe
 - c. Traffic Signals from Streetscape
 - i. 29 total allocated by City Council
 - d. 1% Sales Tax Increase Ordinance & City Budget
 - e. Events
 - Vallo Venture – August 19
 - Bicentennial Bash – September 9
 - MHS Homecoming Parade – Sept. 14
 - Murder Mystery – Postponed
 - Mayor's Breakfast – October 13
 - Fire Prevention Parade – October 14
 - ArtStalk – October 28
 - Holiday Tree Lighting & Parade – Nov. 30
 - Champagne & Chocolates – December 7
- IX. **Old Business**
 - a. Membership Drive
 - i. Membership List
 - ii. Elevator Speech - Talking Points - Tag Line
 - b. Volunteer Hours
 - c. Collaborative Marketing - \$300 for Lucky's benches
 - d. T-shirt Design for Fundraiser – ArtStalk
- X. **New Business**
 - a. New Email Account – mainstreet@cityofmontevallo.com
 - b. Resignation of Executive Director, Sarah Hogan
 - c. Executive Director Job Description
 - d. Executive Director Hiring Timeline
 - e. Executive Committee Responsibilities
 - f. Intern – Liaison to Businesses & Clerical duties
 - i. Stipend -- \$500
 - g. Bank Account Adjustment
 - h. Fund Allocation/Approval
 - i. Streetscape Grant – Frios
 - ii. Rewards Card - \$150
- XI. **Other Business**
- XII. **Announcements**
 - a. Chamber Luncheon, Wednesday, September 20 at 11:30 am – Montevallo Schools
 - b. Next Meeting – Thursday, October 12, 2017 at 8:00 am, Gloco – Founders' Day for the University
- XIII. **Adjourn**

AGENDA ATTACHMENTS:

- **City Budget – Montevallo Main Street Allocations:**
 - \$35,200 – Director’s Salary
 - \$5,000 – Director’s Training & Travel
 - \$20,000 – Montevallo Main Street Program
 - \$1,000 – Main Street Alabama Contract Fee
 - \$22,000 – Holiday Design Proposal – Holiday Decorations for Main Street
 - TOTAL FUNDS: \$83,200 + Director’s Benefits

- **Tag Line/Talking Points:**
 - Description Words – August Board Meeting:
 - Sustaining
 - Identity
 - Economic Development
 - Pride
 - Maintain Character
 - Dynamic
 - Strength
 - Engage
 - Revitalize
 - Transformation
 - Future
 - Fun
 - Fund
 - Promotion
 - Preserving