

MINUTES

Main Street Montevallo (MSM)

Board of Directors Meeting

October 11, 2018

In Attendance

Courtney Bennett, Hollie Cost, Steve Gilbert, Pam Phagan, Tom Sanders, Stephanie Shunnarah, Julie Smitherman, Herman Lehman

Call to Order and Approval of Minutes

The meeting was called to order by J. Smitherman at 8:05 a.m. Minutes of the September 13, 2018 meeting were reviewed. As a quorum was not present at the time, so approval of the minutes was deferred until the next meeting.

Treasurer's Report

A report was presented indicating:

Total Operating Funds = \$14,710

Revenue Sources = \$11,449 memberships collected, \$535 pending membership collection; \$239 collected for signs that were sold and \$40 pending collection

Fund Reallocation Requests = None

Fund Allocation Requests - \$1,238 for MSM reps to attend 4 Point training, \$300 bicentennial park fall decorations = \$1,538 total

Since H. Lehman was not present at the meeting, C. Bennett reviewed a proposed 2019 Budget request indicating: Total Income = \$34,500 and Total Expenses = \$27,000 and \$7,500 Unallocated. There was discussion of the need to update Travel and Training allocations for sure given expenses in the current year. There was discussion of the need to recruit new members to increase revenue. It was noted that there were still a few more street signs and traffic lights to be sold that will generate some additional revenue.

Due to lack of a quorum at the time, action on this report was deferred until the next meeting.

President's Report

- Deferred to provide more time for Committee Reports

Board Committee Reports

- Organization Committee – J. Smitherman reported no update on the 501(c)6 application.
- Design Committee – P. Phagan report on action at the recent committee meeting:

- Banners – Orders are being placed for additional banners for Main and Middle streets. There was a suggestion that banners to honor Veterans be added to the inventory when additional purchases are made and that the opportunity for individuals to donate banners to honor family members and a design competition by school children might be considered. A rotation plan is being developed to extend the useable life of the banner inventory and trying to avoid overtaxing City workers on frequency of changing them. *On a motion by J. Smitherman, seconded by H. Lehman, the purchase of approximately 12 Christmas banners and 12 history banner for the main intersections was approved.* It was decided that the other needs and suggestions will be evaluated further.
- Façade Grants – The Mary Dodd grant work is complete. An additional \$700 had to be spent for repairs on the building.
- Design Committee will not pursue Christmas ornament workplan this year.
- A set of banners in the 5 designs of “Arts, History, Nature, Education” and “Historic Montevallo” needs to be ordered for Middle Street. At first, a set of 12 will be ordered, with P. Phagan asking UM if they will order 12 additional banners in another design, so that Middle Street will be covered. Each pole has room for 2 banners.
- Pam Phagan will step down as Design Committee Chair in December.
- Promotions Committee –
 - A report was provided on the schedule for upcoming “Friday Nights at the Cove” and “5th Quarter” events.
 - Consideration is underway on developing a “block captain” system to disseminate information.
 - Work is underway to develop a “clip art” book with options for people to purchase designs from the Type Shop – this needs to be promoted.
 - The Community Band may be placed across from the Victory Building for the Holiday parade to provide more activity on that end of town to draw visitors.
- Economic Vitality Committee –
 - H. Lehman reported on a meeting between representatives of the UM College of Business and 58 Inc., the Shelby County business development arm. Discussions of different approaches to development of an Entrepreneurial Center and site visits were discussed.
 - H. Cost reported that architects are looking at options for a Community Pavilion to replace the old City Hall.

● Executive Director’s Report

- Property Activities – C. Bennett reported on properties available for sale or rent; relocations of business in the city; business closings and openings and rumors of potential new businesses. These are documented in the Agenda.
- Upcoming Events – Reports were provided on the following upcoming events: MHS Homecoming Parade; Friday Nights at the Cove; Mayor’s Breakfast; Four Points training in Foley; Quarterly Training meeting in Monroeville; United Way Glow Run; Art Walk; ADEM Workshop; Walkability Audit Student Presentation.

Old Business

- Volunteer Hours – These were collected from Board members.

- Street Dawgs – Work is underway on developing a youth program.
- Downtown Wayfinding – UM is currently working on this project and it should rollout soon.
- Tinglewood Festival – The press release for this successful event was reviewed.

New Business

- Funding Allocation – Two requests were presented: \$1238 was requested to fund travel to Foley for the Four Points Conference and \$300 was requested for Fall decorations for Bicentennial Park. *On a motion by J. Smitherman, seconded by T. Sanders, this funding was approved.*
- Board Position – It was reported that David Holloway of the Montevallo Police Department would be interested in joining the Board. *On a motion by P. Phagan, seconded by S. Shunnarah, it was approved that he will be invited to join the Board for a term that runs through 2021.*
- Board Training with Mary Helmer – Further discussion is needed concerning scheduling this.
- Fundraiser – \$1,000 is still available to put toward an event.
- Block Captain Program – Resurrecting this program will be discussed at the next meeting.
- National Main Street Conference in Seattle (March 25-27, 2019) – Board members were asked to consider attending this informative national meeting.
- Compact 2020 Prevention Team – Board members were invited to attend this presentation on Oct. 16.
- Holiday Parade – This is scheduled for Nov. 29 at 6 p.m. Consideration needs to be given to building/operating a float for MSM.
- MSM Board and Volunteer Holiday Party – This will be held at Bradford Realty on Wednesday December 12.

Next Meeting

The next meeting will be held at 8:00 a.m. on November 8, 2018 at the GloCo building.

The meeting was adjourned at 9:07 a.m.

Respectfully submitted,

Tom J. Sanders
Secretary