

MINUTES

Main Street Montevallo (MSM)

Board of Directors Meeting

November 8, 2018

In Attendance

Courtney Bennett, Steve Gilbert, Pam Phagan, Stephanie Shunnarah, Herman Lehman, Casie Tate, Kirk Lightfoot

Call to Order and Approval of Minutes

The meeting was called to order by C. Bennett at 8:11 a.m. Minutes from the September 13, 2018 and October 11, 2018 meetings were reviewed. As a quorum was not present at the time, so approval of the minutes was deferred for a vote by email. (The vote was sent out by email and the Board approved the minutes.)

Treasurer's Report

A report was presented indicating:

Total Operating Funds = \$21,301

Revenue Sources = \$11,984 memberships collected, \$535 pending membership collection; \$239 collected for wooden street signs that were sold and \$400 collected for traffic lights sold

Fund Reallocation Requests = \$500 for Design Committee Christmas Ornaments; \$1,000 for Organization Committee Fundraiser

Fund Allocation Requests - \$900 for Empty Storefront Holiday Window Decorating Competition (Design Committee); \$378.19 for 2 feather flags (Organization Committee)

C. Bennett reviewed a proposed 2019 Budget request, asking that Board members propose where our funding priorities should be in 2019. There was discussion of the need to update Travel and Training allocations for sure given expenses in the current year, as well as an Advertising budget. There are 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 a vote by email. (The vote was sent out by email and the Board approved both funding allocation requests.)

President's Report

- President was not present.

Board Committee Reports

- Organization Committee – C. Bennett reported no update on the 501(c)6 application.
- Design Committee – P. Phagan reported on:

- Façade Grant: former Main Street Tavern project is nearly complete; the last detail is repairing tile in the entranceway.
 - Reminder that 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.
 - P. Phagan recommended that Main Street representatives visit Cullman’s downtown to view their newly redone warehouse district that features repainted historic ads, pavilion, and food court. They seem to be moving in a similar vein to Montevallo but are a few years ahead of us.
- Promotions Committee –
 - Block Captains are needed to distribute Small Business Saturday (Nov. 24) materials.
 - Economic Vitality Committee –
 - No report.

● 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 – These are documented in the Agenda.

Old Business

- Volunteer Hours – Board members were asked to submit by email.
- Street Dawgs – No report.
- Downtown Wayfinding – No report.

New Business

- Funding Allocation – Votes were requested by email.
- Board Openings- Recommendations are requested for up to 5 openings for 3 year terms spanning 2019-2022. These can include the board members rolling off in 2019: Herman Lehman, Kirk Lightfoot, and David Darby.
- Board Training with Mary Helmer – Further discussion is needed concerning scheduling this.
- Block Captain Program – Board members are asked to volunteer to serve.
- National Main Street Conference in Seattle (March 25-27, 2019) – Board members were asked to consider attending this informative national meeting. At the time of the meeting, a maximum of 2 spots are left that MMS can cover financially.
- Holiday Parade – This is scheduled for Nov. 29 at 6 p.m. The tree lighting ceremony will be held at 5:30 p.m.; during this time, winners of the window decorating competitions will be announced. Board members present decided that Main Street would not create a float and not participate in the parade as previously discussed.
- P. Phagan discussed the possibility of raising funds to create a mural on the side of Walt Czeskleba’s building that depicts different Montevallo community members standing in line to wait their turn to use the phone. She and/or Design Committee would coordinate the project and potentially ask Wes Hardin to be the mural artist. Ted Metz found materials to help recreate the phone booth that was

previously at the building. Potentially an old Bell South sign could be found; perhaps Bell South could donate to this project. P. Phagan estimates that \$800-\$1,000 needs to be raised per figure standing in line, and ideally this donation would be in honor of a specific person who would be painted from photographs supplied to the artist.

- P. Phagan recommended that we streamline our reporting process regarding workplans, and C. Bennett said that she and J. Smitherman plan to supply binders with all approved workplans to board members beginning in 2019.
- K. Lightfoot recommended we have a process by which we share information that we learn from conferences with the rest of the group.

Next Meeting

The next meeting will be held at 8:00 a.m. on December 13, 2018 at the GloCo building.

The meeting was adjourned at 9:22 a.m.

Respectfully submitted,

Courtney Bennett

Executive Director