

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

October 10, 2019

In Attendance (term expiration)

	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
√	Tate, Casie (2020)	√	Darby, David (2022)
	Phagan, Pam (2020)	√	Jones, Ken (2022)
√	Gutierrez, Omar (2020)		Hendren, Sarah (2022)
√	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
√	Holloway, David (2021)	√	Cost, Hollie (<i>Ex officio</i>)
√	White, Cheryl (2021)	√	Gilbert, Steve (<i>Ex officio</i>)
√	Honeycutt, Patricia (2021)		Stewart, John (<i>Ex officio</i>)
√	Lehman, Herman (2022)		Woodham, Dee (<i>Ex officio</i>)

Call to Order and Approval of Minutes

The meeting was called to order by Herman Lehman, in the absence of the President, at 8:02 a.m.

Minutes of the September 12, 2019 meeting were reviewed. *On a motion by K. Jones, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, D. Darby, presented a report dated October 8, 2019 indicating:

- **Income Statement (Profit & Loss for Jan. 1 – Oct. 8):** Total Income = \$30,179; Total Expenses = \$11,016; Net Income = \$28,164
- **Income Statement (Profit & Loss for Aug. 8 – Oct. 8):** Total Income = \$4,803; Total Expenses = <\$531); Net Income = \$5,334
- **Balance Sheet (as of Oct. 8) –** Total Assets = \$51,340; Liabilities = 0 and Equity = \$51,340
- **Membership Dues:** \$0 during month
- **Façade Grant Fund Donations** - \$650 and P. Phagan reported that an additional \$500 has been pledged and that donations are still being accepted.
- **Veterans' Banners** - \$4,783 with 16 banners that have been sold this month.
- **Approved Work Plan Allocations:** Based on the MMS planning process, the following Work Plan Allocations were presented (with details for each allocation in the agenda):

Subtotal Operating Funds as of October 8 - \$51,321

- Organization Committee - \$609
- Design Committee - \$25,227
- Promotion Committee - \$995

- Economic Vitality Committee = \$3,700 – it was reported that \$2000 that was approved will be expended to support the ArtStalk event in late October
- Christmas Tree Ornaments = \$183
- Façade Grants = \$17,250

Total Unencumbered Operating Funds - \$3,317

On a motion by K. Lightfoot and seconded by T. Sanders, the financial report was approved as presented.

President's Report

President-Elect H. Lehman provided this report in the absence of the President, Julie Smitherman.

There was a ribbon-cutting for the opening of the Provenance Church on Main Street in the past week.

Efforts are underway promoting preparation of a City of Montevallo Comprehensive Plan.

D. Holloway reported that there was an estimated 300 people present at the National Night Out event. It was noted for future planning that this conflicted with an event at Montevallo Elementary School. There were a number of booths with information at National Night Out. Overall, the event was a success.

There was some discussion concerning the need for an "Events Trailer" to support the many activities in the community. It was suggested that we might look at a potential grant for the City to acquire one.

Board Committee Reports

Organization Committee –

- C. Bennett reported that the workplan for Decorations at Bicentennial Park has been closed out.

Design Committee – Committee Chair, K. Lightfoot, reported on the following items:

- **Façade Grants** – A number are underway. The major need is to raise \$6700 to fully fund the program for this year. Checks can be dropped off at City Hall. *C. Bennett will check on a whether online donations can be accepted.*
 - There was discussion of the need to breakdown silos in order to get all committees raising funds for the projects that need to be funded.
 - There was also discussion of the need to sell MMS memberships as they create an ongoing stream of income into future years.
 - It was noted that if we cannot raise the \$6700 then we will need to cut funding other planned expenditures to meet this commitment.
 - There was substantial discussion of the need for a strategy to make up this money. *D. Darby, J. Smitherman, and J. Smitherman were asked to develop such a strategy by the end of the year.*
- **Photo Frame** – It was reported that a photo frame is being built to be used for making photos in front of the Post Office with the "Make Your Mark" tag used and this tag will be changed for various holidays as appropriate.
- **Storage of Banners** – Space is needed in the Victory Building as soon as possible.
- **Christmas Decorations** – Students and Church groups will be invited to help with window decorations and a prize will be given.
- **Veterans' Banners** – These are being ordered with 47 in the initial order to honor individuals. These are still for sell and we expect this will pick-up once the initial order is installed.
- **New Banners** – Designs for a new series of banners were reviewed and discussed. These will go up after the holidays. A vote on these designs is needed and will be done by email in a couple of weeks and then go to the City Council.

- **Promotion Committee** – No report.
- **Economic Vitality Committee** – Committee Chair, K. Jones, reported the committee met on October 9 and discussed the following:
 - **ArtStalk Event** – MMS will sponsor a party after the ArtStalk event on October 26 and provide financial support to the event.
 - **Forte Festival** – The committee will work with Dean Peters in the College of Fine Arts on coordinating MMS involvement with promoting and supporting this as a Spring signature event for the community similar to the Tinglewood Festival for Fall.
 - **Building Codes** – The committee is looking at the potential flexibility that promoting use of the International Building Code might provide for renovation projects in the City.
 - **Retail Challenges** – There was substantial discussion the difficulties that local retailers face and how MMS can be supportive.
 - **State Tourism Workshop** – This will be held on October 16 in Montgomery and three members of the EV committee will be attending to get information on programs for promoting tourism and coordinating with ongoing programs of the State. There will be more information on this at next month's meeting.

• Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - **Opened this month** – none to report
 - **Opening soon** –; Scott Vaughn Owen Studio (Main Street); Slice Pizza & Brew House (corner Ashville Road/Wadsworth St); Cozumel (Main Street)
 - **Buildings for sale** – Office building at 951 Island St. listed by Nathan Stamps; Lot on Island Street for sale or build to suit (Bob Nesbitt)
 - **For Rent** – vacated Emma Gray space on main street; several 1300 to 2000 sq. ft. spaces in the CVS Shopping Center (Urmish Patel)
 - **Relocations** – The Licensed Professional Counselor in the Montevallo Medical Clinic is expect to relocate to space in the University Investment building on Middle Street.
 - **Business closings** – none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – n/a
- **Old City Hall** – this will be demolished once a 911 emergency telephone lines is relocated.
- **Victory Building** – Bids will be opened today on renovation costs for building.
- **Montevallo Makers** – Ribbon-cutting on Nov. 14th

Old Business

- **Volunteer Hours** – These were collected in the meeting.

New/Other Business

- **Main Street Quarterly Training** – A training event will be held in Wetumpka on October 23 for any members that would like to attend.
- **Treasurer** – D. Darby announced that he will need to step down from the office of Treasurer by the end of December due to health issues. A volunteer is needed to assume this role. David was thanked for his fine service.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by a number of community organizations during the month.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday November 14, 2019 at the GloCo building.

Adjournment

On a motion by D. Holloway, seconded by H. Lehman, the meeting was adjourned at approximately 8:42 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary