

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

November 14, 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>) asst. Maggie Benson
√	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 the President, Julie Smitherman, at 8:05 a.m.

Mayor's Assistant Maggie Benson was welcomed to the meeting, attending in Mayor Hollie Cost's stead.

Minutes of the October 10, 2019 meeting were reviewed. *On a motion by K. Lightfoot, seconded by K. Jones, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, D. Darby, presented a report dated November 12, 2019 indicating:

- **Income Statement (Profit & Loss for Jan. 1 – Nov. 12):** Total Income = \$29,554; Total Expenses = \$9,976; Net Income = \$19,978
- **Income Statement (Profit & Loss for Aug. 8 – Nov. 12):** Total Income = \$<9,625>; Total Expenses = <1,040>; Net Income = \$<8,585>
- **Balance Sheet (as of Nov. 12)** – Total Assets = \$42,754; Liabilities = 0 and Equity = \$42,754
- **Membership Dues:** \$0 during month
- **Facade Grant Fund Donations** – As of Nov. 12, the total funds available are \$19,234. It is estimated that \$24,566 is needed to complete the approved projects, so an estimated \$5,300 is still needed to fully fund these projects. Donations continue to be accepted. Six new Facade Grant applications were received during the month.
- **Veterans' Banners** – \$900 was received for three banners sold during the month. Printing of the Veteran's banners was paid for this month, which increased expenses in the financial report.
- **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 November 12 - \$42,754

- Organization Committee - \$574

- Design Committee - \$13,931
- Promotion Committee - 995
- Economic Vitality Committee = \$3,700
- Christmas Tree Ornaments = \$183
- Façade Grants = \$19,183

Total Unencumbered Operating Funds - \$4,187

On a motion by H. Lehman, seconded by P. Honeycutt, the financial report was approved as presented.

President's Report

J. Smitherman announced that the ribbon cutting for Montevallo Makers would be held today at 10:15 a.m.

Board Committee Reports

Organization Committee –

- No business to report.

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

- **Make Your Mark Banner** – The design file has gone to the printing company, and these banners will go up as soon as Christmas banners come down.
- **New Photo Opportunity Frame** – This will go up before Christmas and the theme for the frame will change with the seasons.
- **Façade Grants** – A number are underway, but some have applicants have withdrawn.
- **Christmas Decorations** - Christmas Window Decorating is underway. Ten groups are participating. Need help and want to encourage merchants to do their windows. Judging is set for Dec. 4 at 4 p.m. by out of town judges. Will do People's Choice Award on Facebook. Also, volunteers are needed to decorate the community Christmas Tree by the Post Office. Contact Courtney if you can help.
- **Owl's Cover** – A new ornament will be installed at this park as a lawn decoration.
- **Veteran's Banners** – These are up and response has been great. There have been a few problems with poles that have not been used before for banners and there is a need to straighten some banners that have been 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.

Promotions Committee –

- **Meeting** – Scheduled for next week.
- **Small Business Saturday** - Small Business Saturday is on Nov. 30 and we will have swag from American Express to promote the event. We expect some UM students will do interviews for the campus news.

Economic Vitality Committee – Committee Chair, K. Jones, reported the committee met on November 13 and discussed the following items:

- **State Tourism Workshop** – Courtney Bennett, Bob Doyle, and Tom Sanders attended this workshop on October 16 in Montgomery. A number of ideas were identified that might be applicable to increasing tourism in the Montevallo area that will be pursued by the EV committee in the future. Some of the key ideas discussed were:
 - Hotel lodging tax as a source of revenue
 - Get a “dish” in the state restaurant guide for a local venue
 - Need to get venues on the various “Road Trips” published by the state tourism with local attractions and events

- Get on designated “Trails” (i.e., bird, history, civil war, civil right, public art, nature, etc.) as these provide recurring streams of visitors. Want to particularly investigate getting on the civil rights trail with plaque that will be dedicated next year
 - Connect with travel associations to promote local venues and attractions
 - Reach out to social media travel bloggers and hosting them for tours of the area
 - Participate in statewide “Walking Tours” in April of each year – Note: Steve still has scripts and might use these to build up to Forte Festival at end of April
 - Set up a page on the State Tourism website
 - Ecological venues and attractions are growing in popularity – Note: swamp, parks, bird sanctuary, consult with Jessica Shumate (Environmental Education Coordinator at UM) on this
 - Need to focus on experiences vs. attractions For example. firing of “Fat Bastard” ... Capitol City Walkers - box with maps for walking tours ... maybe we can update these and put in other information
 - Apply for matching grants of \$2,500 to \$5,000 per year from state tourism
 - Make sure we have cards in Visitor Centers vs. Rest Centers – Note: we have cards in the Welcome centers, but not Rest Centers - follow-up with Steve on this
 - Geocaching - this not as popular as before ... have some at Shoal Creek Park, but there are enthusiasts
 - Make sure we are on the Public Art trail rack card - updating it
 - Center for Economic Development at UA doing a trail on murals in small towns
 - New Tinglewood and Artfest rack cards
 - Promote Forte Festival
- **Artstalk Donation** – Our donation toward the music will be used to fund music during the event from noon to 5 p.m. as it will be too late for an after-party as was originally planned due to having to change the date of the event. Remaining funds will be used for other events to bring vibrancy to the District; details TBD.

- **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); former Deep Roots space of about 700 sq. ft. on main street.
 - **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** – Emma Gray on December 7
 - **Sale of Businesses** – none reported
 - **Prospects** – n/a
- **Old City Hall Demolition** – no report
- **Victory Building Rental and Renovation** – no report
- **Montevallo Makers Opening** – Ribbon-cutting on Nov. 14th

Old Business

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

- **Funding Allocations** – Several items were presented for approval.
 - **City Map** – There was a request to add \$145 to the \$250 already approved for this project. *On a motion by H. Lehman, seconded by K. Jones, this request was approved.*
 - **Shelby County Reporter Profile** – There was a proposal to fund \$820 for a half page advertisement about the City jointly with the Montevallo Chamber of Commerce funding the other half page. We will have to design the ad jointly. We also want to make sure that there is crossover to their digital platforms with this ad. *On a motion by H. Lehman, seconded by K. Lightfoot, this request was approved contingent on the Chamber of Commerce funding the other half page.*
 - **Bylaws Revision** – *C. Bennett will send out the section on electing Board members and officers for review for any needed revisions for action at the December meeting.*
 - **Election of Treasurer** – Please let Courtney or Julie know if interested in serving as Treasurer. This involves meeting with Courtney before the Board meeting to review the financial records for the month and reporting at the Board meeting.
 - **Board Election** – Nominations are needed for the term being vacated by D. Darby in 2020. Let Courtney know any nominees in anticipation of an election at the December meeting.
 - **Pendleton Hydrant Trail** – This is an initiative to repaint the fire hydrants in town with the unique designs such as have been used in the past. MMS would sponsor this by sending a letter to support this project ... we will not need to provide funding. Ms. Pendleton will donate funds for the paint. This is public art and creates a potential trail ... we need to create a rack card ... there would be 25 hydrants in MMS district. *On a motion by T. Sanders, seconded by S. Hendren, this request was approved.*
 - **Hispanic Outreach** - Herman talked about the importance of reaching out to the Hispanic community. The City is starting to put information in Spanish. Herman suggested some type of festival or event that MMS could support - perhaps linking it to the Forte Festival (e.g., traditional dance group from the Catholic Church to teach dance at the Center for the Arts; and could include traditional food, crafts, art and other activities, creating a “bock party” event as part of Forte by blocking the street next to the center down to main street). *Omar was asked to chair a group to study this and get input from the Hispanic community.*

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 December 12, 2019 at the GloCo building.

Adjournment

On a motion by T. Sanders, seconded by K. Lightfoot, the meeting was adjourned at approximately 9:00 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary