

MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

December 12, 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)	√	Chappell, Dessilyn
√	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 8:04 a.m.

Minutes of the November 14, 2019 meeting were reviewed. *On a motion by P. Honeycutt, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, D. Darby, presented a report dated November 9, 2019 indicating:

- That the format of the report has been revised to recognize outstanding checks to track revenues and expenses more accurately. Thus, totals on prior financial statements cannot be directly compared to those in the new format.
- **Income Statement (Profit & Loss for Jan. 1 – Dec. 9):** Total Income = \$28,870; Total Expenses = \$13,134; Net Income = \$15,735
- **Income Statement (Profit & Loss for Nov. 12 – Dec. 9):** Total Income = \$<684>; Total Expenses = \$3,039; Net Income = \$<3,723>
- **Gross Statement Balance (as of Dec. 9) = \$38,939** – Less Outstanding Checks \$<7,314> = Net Operating Funds of \$31,624 – Less Work Plan Allocations (see Agenda for details) = Total Unencumbered Operating Funds of \$3,537
- **Membership Dues:** \$0 during month
- **Façade Grant Fund Donations** – \$300
- **Veterans' Banners** – \$316, with one banner sold and one partial payment
- **Work Plans Update** - C. Bennett reviewed the status of all work plans and noted that most were completed for the year and that all of these were completed on or under budget. Details on each work plan are in the Agenda. *On a motion by H. Lehman, seconded by P. Honeycutt, the financial report was approved as presented.*

It was noted that this was the final Board meeting for Treasurer David Darby. David was thanked for all his service to Montevallo Main Street.

President's Report

J. Smitherman thanked all who were able to attend the Christmas Reception at Bradford Realty to recognize MMS Board members and volunteers.

Board Committee Reports

Organization Committee –

- No business to report.

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

- **Make Your Mark Banner** – New banners are in production. The new history/nature themed banners will be installed shortly after the Christmas holidays.
 - 2020 Census banners will tentatively be installed in early to mid-February to promote the Census and will be removed in April when Veteran's banners will be installed for Memorial Day.
- **New Photo Opportunity Frames** – These were installed by the Post Office and in Owl's Park and have received excellent feedback.
- **Façade Grants** – Almost all are complete. Three applicants withdrew their applications.
- **Christmas Decorations** – Excellent feedback on window decorations, particularly those in vacant buildings.
- **Veteran's Banners** – Response to these continues to be excellent. Five more orders have been received. Additional orders are being accepted and banners will be produced until the next installation in April for Memorial Day recognition. There was discussion of promoting these banners by placing flyers at the upcoming wreath laying at the National Cemetery and placing flyers at American Village.
- **Blue Star Highway** – There was discussion of seeking recognition of Highway 119 as a Blue Star Highway to further Veteran recognition and the work of the National Cemetery and American Village by extending the placement of banners further along Highway 119 and leading into the City where a memorial might be placed. The Design Committee was asked to review the potential of such a proposal.

Promotions Committee – Chair David Holloway provided the following report on their recent meeting:

- **Friday Nights at the Cove** – This program will be sponsored again in the coming year.
- **"Just Show Up" Show** – This event may be held again in August 2020.
- **Social Media** – There was discussion of strategies to enhance our social media presence.

Economic Vitality Committee – Committee member T. Sanders reported on behalf of Chair K. Jones on the December 11 meeting:

- **Environmental Education** – Jessica Shumate, UM Environmental Education Coordinator, attended the meeting to explain her work and discuss the potential for promoting environmental tourism – one of the fastest growing forms of tourism. Jessica coordinates eco-camps for public schools; tours of the Ebenezer Swamp, the Observatory, and the college lake; and special programs for public groups. A number of ideas were discussed including eco-tours within the City and its parks; promoting "birding"; incorporating eco-events into plans for the Forte Festival (e.g., eco-tours on the Saturday leading up to Forte). Jessica noted that this year will be the 50th anniversary of Earth Day and that a celebration of this could be an event to incorporate into the Forte Festival.

This report led to a discussion of adding attention to environmental issues and initiatives to the MMS strategic plan. It was proposed that Olivia Barone, newly hired Sustainability Coordinator for the City of Montevallo, be invited to join the MMS Board. It was also proposed that a Sustainability Committee be created as a new standing committee of the MMS Board and that Jessica Shumate and Sarah Hogan, who recently joined the City of Montevallo as Drug Prevention Coordinator, be invited to join this

committee. *On a motion by H. Lehman, seconded by C. Tate, this proposal was approved. Courtney will check with Mary Helmer at Main Street Alabama to assure that this action does not conflict with any of their policies and/or if any changes would be appropriate.*

- **Executive Director's Report**

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - **Opened this month** – Scott Vaughn Owen Studio (Main Street) is now open by appointment and for special events.
 - **Opening soon** – Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – projected opening in March; Cozumel (Main Street) – no known opening date, but renovation work is underway
 - **Property 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; three 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; former Frios shop now vacant
 - **Relocations** – none reported
 - **Business closings** – Emma Gray on December 7; Kimble's Boutique. (It was reported that five businesses closed in the Main Street District in 2019, but 10 new businesses and 1 church were added, for a net gain of five businesses.)
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported
 - **Old City Hall and Police Department Demolition** – This is underway.
 - **Victory Building Rental and Renovation** – Renovation plans and cost estimates have been completed. A final decision by a potential tenant is expected by mid-January.
 - **Hotel Development** – No new developments

Old Business

- **Volunteer Hours** – These were collected in the 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. The Economic Vitality Committee approved providing \$1500 toward sandblasting and priming the hydrants for repainting from its funding allocation.
- **Bylaws Revision** – Article VI relating the Board of Directors was reviewed. It was agreed that Section "i (1)" will be amended to indicate that nominations can be accepted by email. It was agreed that Section "i (2)" will be retained as it is on attendance. It was agreed that Section "j" on vacancies will be eliminated in its entirety as it conflicts with section "i (1)". *On a motion by T. Sanders, seconded by D. Darby, these decisions were approved.*

New/Other Business

- **Nomination of Treasurer** – Sarah Hendren agreed to accept the nomination for this position. *On a motion by K. Lightfoot, seconded by H. Lehman, this was approved.*
- **Nominations for Board of Directors** – Dessilyn Chappell and Olivia Barone were nominated to serve on the Board.
- **Other**
 - **Pop-up Businesses** – There was a discussion of potentially promoting pop-up businesses in empty stores, or within current stores, during special events. We need to identify spaces that might be used for this purpose and investigate the availability of pop-up containers or other equipment that can be used.

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 January 9, 2020 at the GloCo building.

Adjournment

The meeting was adjourned at approximately at 9:23 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary