

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

June 11, 2020

In Attendance (term expiration)

√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
	Tate, Casie (2020)	√	Chappell, Dessilyn (20220)
√	Barone, Olivia (2020)	√	Jones, Ken (2022)
	Gutierrez, Omar (2020)	√	Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
	Vacant (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

President Julie Smitherman called the meeting to order via videoconferencing due to the Covid pandemic, at 8:00 a.m.

Minutes of the May 14, 2020 meeting were reviewed. *On a motion by P. Honeycutt, seconded by K. Jones, the minutes were approved as presented.*

Annual Membership Meeting

Montevallo Main Street's Annual Membership Meeting was held by video conference on Thursday, June 11, at 8 AM via GoToMeeting concurrent with the monthly MMS Board meeting.

- 41 voting members were present, constituting a quorum.
 - Per our Bylaws, ten percent (10%) of the active members in good standing are necessary to constitute a quorum (Article V, Section D). Out of a possible 102 voting members, 41 were present at the meeting, which constitutes 40% of our active members.
- Members present unanimously voted to approve our Current Board of Directors and Officers.
- Nominations are now being accepted for up to 8 positions on our Board of Directors (5 terms 2021-2023; 1 term expiring 2021; 1 term expiring 2022). Please submit all nominations to mainstreet@cityofmontevallo.com.

Treasurer's Report

Committee Chair, S. Hendren, presented a report dated June 9, 2020 indicating:

- **Income Statement (Profit & Loss for May 14 – June 9):** Total Income = \$3,592; Total Expenses = <\$647>; Net Income = \$4,239

- **Balance Sheet (as of June 9):** Total Assets = \$49,947; Total Liabilities = 0; Total Equity = \$49,947
- **Gross Statement Balance (as of June 9):** \$49,947, Less outstanding checks of <\$1,500> so Net Operating Funds = \$48,447, less approved Work Plan allocations (see report in agenda) = Unencumbered Operating Funds = \$10,162
- **Membership Dues:** \$35 received during month
- **Façade Grant Fund Donations** – \$0
- **Veterans' Banners** – \$4,410, 15 sold
- **Miscellaneous** - \$230 – 2 Bicentennial note card sets sold and 1 traffic light sold
- **Donation** - \$1,000 from Pendleton Family for supplies for Pendleton Hydrant Trail Project
- **Work Plans Funding** – see Agenda for allocations by committee and project.

It was reported that two projects were canceled – Tinglewood Festival and Shelby County Main Street Website – leaving these funds unspent. Two major expenditures of \$250 for the MMS video and \$2000 for promotional flags for Main Street stores were made.

On a motion by H. Lehman, seconded by K. Lightfoot, the financial reports were approved as presented.

President's Report

President, J. Smitherman, reported on the following:

- **Sustainability Task Force** – Mayor H. Cost was called upon to report on this work. She reported that representatives of the City, County, Chamber, UM, Montevallo Development Cooperative District, and other stakeholders continue to meet regularly to coordinate activities for economic recovery due to the virus pandemic. This group is working on an Economic Sustainability Action Plan for recruiting businesses, supporting existing businesses, recouping losses, and sharing resources.
- **Historic Marker Installation** – Mayor Cost reported that this was installed on Monday June 8 on Main Street across from City Hall. An event was not held due to the pandemic, but information is available on the City website and various social media.
- **Virtual Happy Hour** – C. Bennett reported that approximately eight people attended this event that generated useful casual discussions between Board and Committee members about ideas and issues for community improvement. Additional events are planned.
- **New City Website** – M. Benson provided a demonstration of new features and updates on the new website, including the MMS pages with photos, events, and news ticker, among other information. The Board expressed appreciation to Maggie for her hard work on this project over the past several months.
- **Main Street Alabama Conference** – This statewide meeting is still scheduled for August 19-21 in Monroeville. MMS has budgeted for six attendees. Please contact Courtney if interested in attending.

Board Committee Reports

Organization Committee –

- No new report

Design Committee – Committee Chair, K. Lightfoot, provided the following report:

- **Committee Meeting** – The committee met the previous evening via videoconferencing.
- **New Banners** – A total of 13 new banners went up in April and 17 new banners are being produced and should be up before the July 4th holiday. Orders may still be placed for new veteran banners.
- **Picture Frame** – This continues to be actively used for photos, particularly for graduation pictures. Some updates to the Picture Frame are anticipated.
- **New Lighting** – Work is underway on providing additional utility poles with hook-ups for Christmas lights.

Promotions Committee – C. Bennett reported on the recent committee meeting:

- **Tinglewood Festival** – Due to the virus pandemic, this major public event has been canceled for this year.

- **Bulldog Promotion** – Work is underway with the local public schools on a joint promotional event.
- **Other Activities** – Other major projects in the work plan are on hold due to the pandemic.

Economic Vitality Committee – The Chair, K. Jones, reported on the committee’s virtual meeting:

- **Information Distribution** – The committee commended C. Bennett and S. Gilbert on their outstanding work to keep local businesses notified about regulatory changes from the health department and the Governor’s Office on Covid protection and concerning financial support programs from Federal and State sources.
- **PR Activities** – The Board was updated on a CBS 42 commercial about the City that will air soon and the visibility that the City is getting from the Fox 6 Weather Cam that is located on the UM Campus.
- **Other Items** – Note was made of the high utilization of all of the city parks and that travel ball tournaments will start soon bringing more tourist to the city.

Environmental Sustainability Committee – Committee Chair, O. Barone, provided an update on the work of this new committee:

- **Barriers to Recycling** – The committee is looking at doing a survey of local businesses to identify how to improve recycling activities.
- **Sustainability Education** – The need for more of these programs was discussed and the opportunities this can provide the city.
- **Social Media** – Adding, updating and expanding sustainability activities on social media venues was discussed.

• 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 reported
 - **Opening soon** –
 - Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – TBD;
 - Cozumel (Main Street) – no known opening date, but renovation work is underway;
 - Pit 119 BBQ on Main Street (Old Tavern location) – renovation underway, building inspection soon;
 - CozBee Wireless (former Russel Cellular location in shopping center on Main Street) – renovation underway;
 - The Soul Spot Wings – 728 Main St. (former Frios locations) – launched Facebook page;
 - Elite Salon & Brick Valley Boutique, 1215 Valley St. (former Emma Gray location) – opening June 16;
 - Navarro’s Fresh Market (former TTT Gas Station), to open in Village on Valley – TBD;
 - **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** – Spaces in the CVS Shopping Center (Urmish Patel); former Southern Vape at 707 Main St.;
 - **Relocations** – Best Cleaners (formerly Montevallo Cleaners) has closed their storefront; Happy’s Variety Store will serve as the drop-off and pick-up point for the cleaners.
 - **Business closings** – It has been reported that the ABC Store will be permanently closed in Montevallo per the State. This will have a material effect on the city tax receipts.
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported
 - **Hotel/Motel** – no report

Old Business

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

- **Membership Renewals** – There was a good response to the first round of notices that were sent out. A second round will be sent out shortly.
- **Covid Response** – It was requested that all Board members reach out to local businesses to show our support and to see if they have special needs. These can be reported to Courtney and Julie.
- **MMS Representation on Tinglewood Committee** – This committee meets once per month. Julie, Kirk, and Courtney serve on this committee and would welcome participation by other MMS representatives.
- **Grants for Weatherizing Senior Citizens Homes** – Funds are available from the Governor’s Office. Rolling applications are being accepted. Olivia has further information on this program. Applications are available at the Chamber, Shelby Emergency Assistance, and the Farmer’s Market.
- **Open for Business Flags** – These will be going up soon on Main Street.

New/Other Business

- **Vacant Board Positions** – Nominations are now open to fill currently vacant positions. Please let Courtney or Julie know of any nominations.
- **Funding Allocations** – No requests this month
- **Shoal Creek Event** – D. Woodham reported that the park will soon host an event with 90 runners expected who will bring a crowd of spectators. Flyers are being done to promote visiting downtown.
- **Rotary Scholarship** – P. Honeycutt noted that the Rotary Club Scholarship program is accepting application through June 15. Recipients must attend UM in the Fall to be eligible.
- **Naming of High School Stadium** – There was discussion of the need to get the sign re-installed that recognizes that it is name for Theron Fisher – long-time coach. Mayor Cost recommended contacting the County Board of Education as they would have control of the stadium.

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 July 9, 2020 via videoconferencing unless otherwise notified.

Adjournment

The meeting was adjourned at approximately at 8:51 a.m.

Respectfully submitted,

Tom J. Sanders
Secretary