

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

December 10, 2020

In Attendance (term expiration)

√	Smitherman, Julie (2020)		Lightfoot, Kirk (2022)
√	Tate, Casie (2020)		Vacant (2020)
√	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)	√	Rusty Nix (<i>Ex officio</i>)
√	White, Cheryl (2021)	√	Adele Nelson (<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 8:01 a.m.

Mayor Rusty Nix and Council member Leila Mitchell were welcomed.

Minutes of the November 12, 2020 meeting were reviewed. *On a motion by C. White, seconded by P. Honeycutt, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, S. Hendren, presented a report dated December 8, 2020 indicating:

- **Income Statement (Profit & Loss for Oct. 6 – Dec. 8):** Total Income = \$225; Total Expenses = <\$2,265>; Net Income = <\$2,040>
- **Balance Sheet (as of Dec. 8):** Total Assets = \$26,869; Total Liabilities = 0; Total Equity = \$26,869
- **Gross Statement Balance (as of Dec. 8):** \$26,869 - \$1,468 (outstanding checks) = \$25,401, less approved Work Plan allocations (see report in agenda for details) = Unencumbered Operating Funds = \$668
- **Membership Dues:** \$0 received during month
- **Façade Grant Fund Donations** – \$0
- **Veterans' Banners** – \$225 banner sales during month
- **Miscellaneous** - \$0
- **Donations** - \$0

The Treasurer explained that there were a number of transactions during the month related to – the training workshop for local businesses, Christmas window decorations, replacing damaged Veterans banners,

merchant Christ wreaths, purchase of tulips, Small Business Saturday promotion, Fire Hydrant trail materials, the Green Business logo. All of these were funded via the various committee budget allocations.

On a motion by P. Honeycutt, seconded by C. White, the financial reports were approved as presented.

President's Report

President Smitherman reported:

- **Board Resignation** – The President reported that Dr. Tom Sanders submitted his resignation from the Board. She expressed the Board's appreciation for his service.
- **2020-2021 Workplans** – Members were asked to contribute to revising new workplans for the January Board meeting. Courtney will distribute information and material via email shortly.

Board Committee Reports

Organization Committee – President, J. Smitherman, indicated that there was no new business to report.

Design Committee – In the absence of the Committee Chair, K. Lightfoot, C. Bennett provided the following report:

- **Christmas Decorations** –
 - The Committee decorated the Community Christmas Tree, replaced damaged decorations, and hosted the tree lighting event.
 - The Photo Frame next to the Christmas Tree was redecorated with seasonal decorations.
 - Christmas Window decoration banner designs were solicited from community groups for vacant storefronts and local merchants decorated their windows. A panel of independent judges reviewed the windows and awards were presented.
- **Veteran Banners** – Two were sold this month and one had to be replaced due to storm damage.
- **Relocation of Sculptures** – Sculptures installed at Montevallo Elementary School must be relocated. Several sites are being evaluated by the Committee.

Promotion Committee – Interim Chair, C. Bennett, reported on the following items:

- **Small Business Saturday** – This was an outstanding promotion again this year. Thanks were offered to Adele Nelson of the Montevallo Chamber for her great work leading this project.
- **Tulips Downtown** – Adele reported that 500 tulip bulbs were planted by volunteers to extend the American Village Tulip Festival to downtown. These bulbs should bloom in late February to Early March.
- **2021 Workplan** – The Committee decided to repeat the workplans from 2020 in the coming year as many were delayed due to the Covid pandemic.

Economic Vitality Committee – Chair, K. Jones, reported that the committee met via videoconferencing. The following items were discussed:

- **Building and Parking Codes** – The proposal to change building code standards for existing construction was well received by the City Planning and Zoning Commission. This proposal is being considered and the Economic Vitality will continue to follow-up to be of assistance.
- **Pendleton Fire Hydrant Trail** – Artistic repainting of the City fire hydrants around the downtown area is about complete. The Committee is now looking at funding a printed brochure and webpage for the City website and for the State trails tourist website.
- **Building Inventory** – Work is underway to update the Main Street building inventory.
- **Future Events** – There was discussion of the need to plan ahead for post-Covid events, such as the Tinglewood Festival, the UM Center for the Arts availability, Artswalk, and the Forte Festival. The

Committee wants to focus on further developing the “arts” culture in Montevallo to build tourism and working with the Environmental Committee to promote “ecotourism”.

Environmental Sustainability Committee – Committee Chair Olivia Barone, reported on the following activities:

- **Green Business Initiative** – Design of a logo for this program has been developed. In addition, there has been substantial interest in the program by several faith-based groups, such as University Baptist Church.
- **Trash Issues** – The Committee is working on a trash problem on Island Street. Working with the local school is being explored so as to get students engaged in addressing this problem.
- **Ecotourism Initiative** – The Committee plans to work on this jointly with the Economic Vitality Committee.

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
 - Xcaret Grill – TBD
 - Pit 119 BBQ on Main Street (Old Tavern location) – TBD
 - The Soul Spot Wings – 728 Main St. (former Frios location) – TBD
 - Navarro's Fresh Market (former TTT Gas Station) - to open in Village on Valley – TBD
 - **Ownership Transitions** – Office building at 951 Island St. sold to C&W Concrete Construction for their offices. There may be additional office space available to lease in the building.
 - **Property for sale** – Lot on Island Street for sale or build to suit
 - **For Rent** – Space in the CVS Shopping Center 742 Main Street (Urmish Patel); 626 Main Street (former Lucky Penny location); Office space at 1225 Valley Street
 - **Business Closing & Relocations** – none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported
 - **Hotel/Motel** – see above report
 - **Other** – Lucky Penny is doing a “pop-up” shop several days a week at Montevallo Makers location; The Hair Station has added a bilingual salon;

Old Business

- **Volunteer Hours** – These were collected in the meeting via chat.
- **Membership Renewals** – Courtney is working on these.

New/Other Business

- **Vacant Board Positions** – There is a need to select eight new members. Four current members are rotating off, but are willing to be reappointed. There are more nominees than vacant positions. Background information on new nominees was distributed and discussed. *Courtney will send out a ballot by email.*
- **President** – It was noted that nominations for President 2021-2023 and President Elect 2023-2025 are needed. There was discussion of a co-presidency option for a limited period to facilitate a smooth transition in these offices. *Courtney will send out a ballot for these positions.*

- **Delay in School Openings** – There was discussion of the potential for school opening delays for Shelby County schools. It was also reported that UM will open with online classes for the first two weeks of the Spring semester. These events may have implications for local businesses.
- **Covid Support for Local Businesses** – Board members were asked to continue check-in contacts with local businesses and let Courtney and Julie know of any particular needs.

Announcements

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

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday January 14, 2021 via videoconferencing unless otherwise notified.

Adjournment

The meeting was adjourned at approximately at 8:45 a.m.

Respectfully submitted,

Tom J. Sanders
Secretary