

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

November 12, 2020

In Attendance (term expiration)

√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
	Tate, Casie (2020)		Vacant (2020)
	Barone, Olivia (2020)	√	Jones, Ken (2022)
	Gutierrez, Omar (t2020)	√	Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
	Vacant (2021)		Rusty Nix (<i>Ex officio</i>) asst. Maggie Benson
	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 8:00 a.m.

City Council members Lelia Mitchell and Sonja Swords were welcomed as guests.

Minutes of the October 8, 2020 meeting were reviewed. *On a motion by K. Lightfoot, seconded by P. Honeycutt, the minutes were approved as presented.*

President's Report

President Smitherman reported:

- **Covid Workshop** – Board members were invited to attend a workshop being offered to local businesses by Main Street Alabama concerning strategies for coping with business disruption related to the Covid pandemic. The Workshop was scheduled from 8:00 – 10:00 a.m. on Friday November 13 at Providence Church on Main Street. There are plans to live-stream the program on the MMS Facebook page for those that cannot attend.

Treasurer's Report

The Committee Chair, S. Hendren, presented a report dated November 11, 2020 indicating:

- **Income Statement (Profit & Loss for Oct. 6 – Nov. 11):** Total Income = <\$1,306>; Total Expenses = \$10,340; Net Income = <\$11,645>
- **Balance Sheet (as of Nov. 11):** Total Assets = \$28,908; Total Liabilities = 0; Total Equity = \$28,908
- **Gross Statement Balance (as of Nov. 11):** \$28,908, less approved Work Plan allocations (see report in agenda for details) = Unencumbered Operating Funds = \$774

- **Membership Dues:** \$0 received during month
- **Façade Grant Fund Donations** – \$0
- **Veterans’ Banners** – \$250 was expended to replace some banners that were damaged in the recent storm.
- **Miscellaneous** - \$0
- **Donations** - \$15

The Treasurer explained that an expenditure of \$10,290 was made that was approved by the Board of Directors during the October 8 meeting. This was done to purchase “Snowflake Lights” for the utility poles on Highway 25 for the holiday season. These funds will be reimbursed by the City of Montevallo in early 2021 as soon as the funds are available in the City budget.

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

Board Committee Reports

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

Design Committee – The committee met earlier in the week. Committee Chair, K. Lightfoot, provided the following report:

- **Christmas Decorations** –
 - The Committee is working with the City on installation of the “Snow Flakes” on the utility poles on Highway 25.
 - Christmas Decorations will be up on Main Street before the Christmas Parade on December 3.
 - Christmas wreaths are being distributed to business on Main Street for decoration that do not have them or need replacement - as in past years.
 - The Christmas window decorating competition is underway. Community groups have been invited to decorate vacant store windows. To date, six groups have volunteered. There are a total of 20 windows to decorate. Judging of these decorations will be done based on what is seen from the street; excluding decorations within the stores. A unique innovation this year is that the decorations are digital with designs being submitted by the groups and the Type Shop printing them for installation in the stores. The Design Committee is funding this project from its approved budget.
- **Veteran Banner PR** – CBS 42 did a news story on the MMS Veteran’s banner program, which should be posted on their website shortly. It included a great interview with Courtney and some students. Three banners blew away during Tropical Storm Zeta and replacements were purchased.

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

- **Small Business Saturday** – This will take place in November. We will support it by doing a video and providing local PR and support services. Promotional materials from American Express just arrived to promote the program.
- **Tulips Downtown** – The goal of this project is to extend the American Village Tulip Festival to downtown Montevallo. Adele is working on an order for the bulbs and then will work out a plan for their planting.

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

- **Building and Parking Codes** – The City Planning and Zoning Commission will meet tonight at 6 p.m. where they will consider changes to the building code recommended by MMS and the Chamber of Commerce. Anyone that can attend is invited.
- **Pendleton Fire Hydrant Trail** – Repainting fire hydrants in the city with artistic designs is about 80% complete. There was a discussion of different ways to promote the opening of the trail when the project is complete. Due to the pandemic, any event will have to be Covid safe. It was suggested that a

scavenger hunt be considered to get the community out to view the new trail. It was also suggested that a brochure be prepared with details on the artists and their designs that can be used as a handout and provide the basis for information to be included on the City website.

- **Chuck King Studio** – There was a brief discussion about talking with Chuck King concerning redecorating his studio façade. *Adele knows him and will discuss this idea.*

Environmental Sustainability Committee – Courtney indicated that O. Barone, the committee chair, could not be present. She noted the committee will meet the next week. She provided the following other announcements:

- **Recycling Week** – The committee will sponsor this event in the near future.
- **Orr Park Clean-up** – The committee is sponsoring a community clean-up of the park.

• 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) – is installing the pad for their pizza oven;
 - Xcaret Grill (1032 Main Street) – additional renovations are being done on the building and landscaping;
 - Pit 119 (629 Main Street) – TBD;
 - The Soul Spot Wings – (728 Main St.) – TBD;
 - Navarro's Fresh Market (former TTT Gas Station) - to open in Village on Valley – TBD;
 - The Dive – some interest had been expressed in moving into the old House of Serendipity store location on Main Street;
 - **Ownership Transitions** – none reported
 - **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** – 742 Main Street in the CVS Shopping Center (Urmish Patel); Former Lucky Penny Boutique site at 626 Main Street
 - **Business Closing & Relocations** – none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

Old Business

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

New/Other Business

- **Bylaw Review – Article XII on Indemnification** was reviewed in detail. It was decided that no changes are needed. In addition, it was reported that MMS has "Officers and Directors" insurance in place.
- **Vacant Board Positions** – A list of nominations was provided in the agenda along with supplemental information on some nominees. It was noted that we have more nominees than open slots for the first time. It was suggested that we consider these nominations in regard to current members that cannot attend Board meetings regularly and in regard to members that will be rotating off the Board in the near future.
- **President** – It was noted that nominations for President 2021-2023 and President Elect 2023-2025 are needed. Any nominations should be sent to Courtney and/or Julie.

- **Decorating Windows for Ballgames** – A question was asked about whether this could be done before major ballgames. It use suggested that students would need to ask the individual businesses to participate.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by community organizations during the month. Special attention was directed to a fundraiser for local schools after the Christmas Parade.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday December 10, 2020 via videoconferencing unless otherwise notified.

Adjournment

The meeting was adjourned at approximately at 8:55 a.m.

Respectfully submitted,

Tom J. Sanders
Secretary