

MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

February 13, 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>)
√	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 President, Julie Smitherman, called the meeting to order at the Montevallo City Hall at 8:05 a.m.

Minutes of the January 9, 2020 meeting were reviewed. *On a motion by H. Lehman, seconded by C. White, the minutes were approved as presented.*

Treasurer's Report

In the absence of the Committee Chair, S. Hendren, H. Lehman presented a report dated February 10, 2020 indicating:

- **Income Statement (Profit & Loss for Jan. 1 – Feb. 10):** Total Income = \$25,984; Total Expenses = \$5,398; Net Income = \$2,585
- **Gross Statement Balance (as of Feb. 10):** Total Assets = \$49,767; Total Liabilities = 0; Total Equity = \$49,767
- **Annual Contribution from City of Montevallo** = \$20,000
- **Membership Dues:** \$5,384 during month
- **Façade Grant Fund Donations** – \$0
- **Veterans' Banners** – \$600, two sold
- **Work Plans Update** - C. Bennett reviewed the status of Work Plans. The "Self-Watering Planters" project was tabled as suitable locations were not available.

On a motion by P. Honeycutt, seconded by T. Sanders, the financial reports were approved.

President's Report

J. Smitherman reported that the State Tourism Office is paying for each Main Street community featured in State Main Street video to reedit the video for their community to use for promotional purposes. There will be a new voiceover prepared for the reedited video for MMS and the City to use.

Board Committee Reports

Organization Committee –

- No business to report.

Design Committee – in the absence of Committee Chair, K. Lightfoot, C. Bennett reported on the following items:

- **Veteran’s Banners** – Orders are still being accepted. We need to continue to promote these.
- **Census Banners** – We are still waiting to receive these to display for the Census in April.
- **New Banners** – The Christmas banners are down and the new historical/nature banners are now up for display. C. Bennett is doing an article for the Shelby County Reporter on these banners.
- **Community Column** – Courtney has been asked to contribute a regular column to the Shelby County Reporter on events in the Montevallo community. She welcomes ideas for stories.

Promotions Committee – Chair David Holloway provided the following report:

- **Tulip Festival** – The annual Tulip Festival launches on February 22 at American Village and the City and MMS are connecting with this event though plantings in the city and cross-promotion of the festival to draw visitors to downtown.

Economic Vitality Committee – Chair K. Jones provided a report from the January 8 committee meeting:.

- **Tour Brochure** – S. Gilbert of the Montevallo Chamber requested a donation to support production of a brochure that can be mailed to Churches and other tour groups to promote visiting Montevallo.
- **Eco-Tourism** – Jessica Shumate, Environmental Education Coordinator at UM, reported on upcoming visits to the “Swamp” and “Observatory” and that these and other tours can be arranged with her for visiting groups.
- **Victory Building** – H. Lehman reported that discussion are still underway with ACE Hardware, but are progressing slowly, if at all. The City has spent about \$100,000 on plans for the building and that renovation costs are approximately \$1.7 million, so a lease would have to be signed to finance this project. Discussions are being held with other potential tenants as a backup option.
- **Weather Cam** – S. Gilbert reported that this installation will costs between \$3000 and \$4000. Potential locations are being scouted.
- **Hotel** – H. Lehman reported that discussion are still underway on attracting a hotel to Montevallo and that a developer is preparing a pro forma.
- **New Dollar General Store(s)** – There was substantial discussion about the relocation of Dollar General from Lucky’s Shopping Center to a new building. One would be constructed on Hwy 119 just past American Village, near the fire station. A public hearing indicated that the new store would be built to resemble a barn to fit in with the neighborhood. This is a permissible use of the land per current zoning and they are following all City codes and guidelines. Their site plan is pending approval. If a new store is also built on Highway 25, it is expected it will be like their traditional store format in design.

• Executive Director’s Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - **Opened this month** – Ideal Insurance Agency – 1225 Valley Street
 - **Opening soon** – Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – projected opening in Spring; Cozumel (Main Street) – no known opening date, but renovation work is underway; Pit 119 BBQ on Main Street (Old Tavern); CozBee Wireless (former Russel Cellular

location in shopping center on Main Street); The Soul Spot Wings Restaurant (former Frios locations); Psychology Consulting and Evaluation LLC, 620 Main Street.

- **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; Spaces in the CVS Shopping Center (Urmish Patel); vacated Nutrition Spot location;
- **Relocations** – none reported
- **Business closings** – Nutrition Spot in Village on Valley
- **Sale of Businesses** – none reported
- **Prospects** – none reported

Old Business

- **Volunteer Hours** – These were collected in the meeting.
- **Work Plans** – A listing of the Work Plans along with Funding Allocations for each plan was provided in the agenda for review.
- **Funding Allocation Requests** – A request was presented to increase the previously approved funding for attending the National Main Street Conference from \$7,000 to \$8,000 and to the Increase previously funding from \$400 to \$600 to purchase additional merchant Christmas wreaths. *On a motion by H. Lehman, seconded by P. Honeycutt, these revisions were approved.*
- **Bylaws Revision** – Article VIII relating to “Officers of the Board of Directors” was reviewed. There was discussion of changing the wording to indicate that officers will be elected in October and take Office in January. *It was agreed that this will be considered and revisited again at the next meeting. It was also noted that there were two typos that say “Vice President” that should say “President Elect” based on recent revisions.*

New/Other Business

- **National Main Street Meeting** – We have 13 people that have confirmed that they will be attending this meeting in Houston and MMS will be presenting at the meeting.
- **Quarterly Training** – This will be held in Ft. Payne on “Adaptive Reuse of Buildings.” Let Courtney know if you’d like to attend.
- **City-Wide Yard Sale** – This event is planned for April 25 with the City waiving the permit and fee to encourage everyone in the community to participate in their own yard. There was discussion of potentially finding some common areas where individuals could set up to participate if they do not have a yard to use. Ken suggest Region Bank’s back parking lot as one potential location.

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, March 12, 2020 at the Montevallo City Hall.

Adjournment

The meeting was adjourned at approximately at 9:00 a.m.

Respectfully submitted,
Tom J. Sanders
Secretary