

MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

March 12, 2020

In Attendance (term expiration)

	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
√	Tate, Casie (2020)	√	Chappell, Dessilyn (2022)
√	Barone, Olivia (2020)	√	Jones, Ken (2022)
	Gutierrez, Omar (2020)	√	Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
		√	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-Elect, H. Lehman, called the meeting to order in the absence of the President at the Montevallo City Hall at 8:01 a.m.

Minutes of the February 13, 2020 meeting were reviewed. *On a motion by C. White, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

The Treasurer, S. Hendren, presented a report dated March 10, 2020 indicating:

- **Income Statement (Profit & Loss for Feb. 10 – March 10):** Total Income = \$1,745; Total Expenses = \$597; Net Income = \$1,148
- **Balance Sheet (as of March 10):** Total Assets = \$51,035; Total Liabilities = 0; Total Equity = \$51,034
- **Gross Statement Balance (as of March 10):** \$51,035 less Outstanding Checks (\$6,030), Net Operating Funds = \$45,005
- **Membership Dues:** \$3,213 during month
- **Veterans' Banners** – \$900, three sold
- **Work Plans Funding** – see full report for allocations by committee and project.

On a motion by C. Tate, seconded by K. Lightfoot, the financial reports were approved.

President's Report

Vice President, H. Lehman reported on the following:

- Conveyed appreciation for the service of Board Member David Holloway for his service.
- Reported on a workshop that he and C. Bennett attended, the Community Development Institute.

- Asked C. Bennett to report on the Main Street Alabama Quarterly Training meeting in Ft. Payne on reuse of buildings and property, doing environmental assessments, and attracting developers to available properties. Also, the importance of having accurate demographic data available on the community to attract developers and site selectors to consider the community for new developments.
- Announced the mural ribbon cutting on the side of the Barnes & Nobles Book Store at noon Saturday.

Board Committee Reports

Organization Committee –

- Courtney reported that MMS taxes have been filed.

Design Committee – Committee Chair, K. Lightfoot, reported on the following items discussed the following items from the committee the previous evening:

- **Veteran’s Banners** – Will go up in May for Memorial Day and stay up through July 4 celebration.
- **Census Banners** – We have not received these and do not know when will be available. However, a large sign has been erected at Shoal Creek Park promoting participating in the census.
- **Christmas Decorations** – Investigation is underway to look at putting up lighted decorations on poles depending on availability of electrical service.

Promotions Committee – C. Bennett provided the following report:

- **Friday Nights at Cove** – These are scheduled to start in April for this year. Hope to have food trucks participate and a pizza party at the concluding event. Need sponsors for two of the events, but have budget funds to covers other nights.
- **Social Media Ambassador Program**– D. Chappell will take the lead in developing this work plan.

Economic Vitality Committee – Chair K. Jones provided a report from the March 11 committee meeting:

- **New Businesses** – Discussion of number of new businesses openings and scheduled to open and the need to promote these. There was discussion of the potential impact of the Covid 19 virus on local businesses and the impact on these openings.
- **Local Attractions** – There was discussion of the need to promote local events and attractions and to get these on “trails” and “tours” to attract a stream of visitors on a recurring basis. In addition, the concept of promoting “Staycations” to boost local resident’s participations in events and visiting local attractions is being discussed.
- **Eco-Tourism** – A tour is scheduled for April 8 of Ebenezer Swamp and other locations for members of the committee. Other members of the Board are invited to participate.
- **ArtFest** – The committee discussed how MMS could further engage local businesses with this annual event.
- **Hotel/Motel** – This is still under active consideration for development in the City.
- **Victory Building** – Due to stalled progress on converting this to a hardware store, alternative uses are being pursued. A potential brewing operation with a brew-pub is being explored with a potential tenant.

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

- **Organizing Committee** – Work is underway to recruit members to the committee and organize its activities.
- **April 25th Events** – There will be a “Run” at Shoal Creek that morning. At 10 a.m., there will be a Community-Wide Yard Sale for residents and it is anticipated that there will be locations for other vendors to set up tables to participate.

Executive Director’s Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - **Opened this month** – Psychology Consulting & Evaluations LLC – 620 Main 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 – 728 Main St. (former Frios locations);
 - B&M Marketplace, 1259 Valley St. Suite #400, ribbon cutting April 2 (former Nutrition Spot)
 - Elite Salon, 1215 Valley St. (former Emma Gray)
 - Former TTT Gas Station, new market to open in Village on Valley
 - **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** – none reported
 - **Business closings** – none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

Old Business

- **Volunteer Hours** – These were collected in the meeting.
- **Membership Renewals** – We all need to promote these.
- **National Conference** – Schedules for May 18-20 with approximately a dozen attending from MMS. The City of Montevallo will be presenting at the conference.
- **Bylaws Revision** – At the February Board meeting, 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 taking Office in January. It was also noted that there were two typos that say “Vice President” that should say “President Elect” based on recent revisions. *On a motion by T. Sanders, seconded by K. Jones, these changes were approved.*

New/Other Business

- **Nominations** – These are need for a new Board member to replace D. Holloway’s position.
- **Census** – The online website is now open for use.
- **Day Camps** – These are now being schedules for school classes as part of the UM Environmental Education program.
- **Student Government Representative** – There was discussion of adding a UM student representative to the Board as an “ex officio” member.

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 April 9, 2020 at the Montevallo City Hall.

Adjournment

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

Respectfully submitted,
Tom J. Sanders
Secretary