

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

August 12, 2021

In Attendance (term expiration)

| | | | |
|---|----------------------------|---|---|
| | Jackie Chappell (2021) | √ | Julie Smitherman (2023) |
| √ | Jim McDonald (2021) | | Casie Tate (2023) |
| | Stephanie Shunnarah (2021) | √ | Sarah Hogan (2023) |
| √ | Cheryl White (2021) | √ | Carolyn Garrity (2023) |
| √ | Patricia Honeycutt (2021) | √ | Olivia Barone (2023) |
| √ | Herman Lehman (2022) | √ | Courtney Bennett (<i>Ex officio</i>) |
| √ | Kirk Lightfoot (2022) | | Rusty Nix (<i>Ex officio</i>) |
| √ | Ken Jones (2022) | √ | Adele Nelson (<i>Ex officio</i>) |
| √ | Sarah Hendren (2022) | | MDCD Representative (<i>Ex officio</i>) |
| √ | Clay Nordan (2022) | | John Stewart (<i>Ex officio</i>) |

Call to Order and Approval of Minutes

Co-President Sarah Hogan called the meeting to order at 8:05 a.m.

Minutes of the July 8, 2021 meeting were reviewed. *On a motion by K. Jones, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated July 6, 2021 indicating:

- **Income Statement (Profit & Loss for July 6 – Aug. 9):** \$1,235.37
- **Balance Sheet (as of Aug. 9):** \$54,893.56 in total liabilities and equity
- **Gross Statement Balance (as of Aug. 9):** \$54,893.56
- **Membership Dues:** \$453.68 collected this month (*TOTAL YTD: \$9,187.37*)
- **Veterans' Banners:** \$1,453.35
- **Sponsorship:** \$4,000 in moneys collected for the CO.STARTERS Program (\$3,500 from Spring Creek Investments, and \$500 from Keys to the City Community Coaching)
- **Funding Request:** Promotion Committee has made a request to allocate \$380 to add two new signs to the Photo Spot at Owl's Cove Park.

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

President's Report

Co-President Hogan reported:

- **Main Street Alabama Conference** – This will be held in person in Gadsden on August 18-20. Anyone interested in carpooling should contact Courtney. There is a lot of excitement about the conference. We submitted 10 applications for the Awards of Excellence, and are expecting to receive 4.
- **Elba Main Street** – Their office burned in a fire and they need items and resources to rebuild. Courtney will send a link with individual needs, if you want to give on your own. We would also like to make a monetary donation as a board, and decided to give \$500 from unallocated funds.

On a motion by H. Lehman, seconded by P. Honeycutt, the donation was approved.

Board Committee Reports

Organization Committee – Committee Co-Chair, Sarah Hogan, reported that they are still working on projects presented last month, including

- Mainstreet Coloring Pages. They passed a number of these at the National Farmers Market Week event at the Montevallo Farmer's Market.
- Youth Banner project. The deadline has been extended through end of the month. Working with the schools to get more. The Junior City Council made a banner as part of their retreat this month. If you work with any youth in the area, please encourage them to submit artwork.
- Holiday ornament. Working on getting a mockup for an ornament.
- CBS 42 project. Working with CBS42 to develop 3 commercials supporting Montevallo. There will be 1 larger commercial promoting the city in general, and 2 smaller commercials to support Tinglewood and Art Stalk, and Christmas Tree in the Snow. Commercials will start Labor Day weekend.

Design Committee – Committee Chair, Kirk Lightfoot, reported that 10 new veteran banners are in the works. The committee is hopeful that many existing banners will renew for next year. The committee has also been working with the Façade grants. Progress has been made on Mr. Walker's building, which has been painted should be done this week, and the work on University Baptist Church is close to done, as well. Other improvements are still in the planning phase and being processed, but all should all be done on time. The Design Committee is also asking for help getting artwork for the Youth banners. They have been working with the schools and the new director of the Boys and Girls Club, but would really like to see some more submissions. Finally, it was reported that a group of Montevallo High School alumni (headed by C. Nordan) added a new sign for the Darren Fisher stadium at the High School (on Island Street).

Promotion Committee – Committee Chair, Carolyn Garrity, reported that the Art Studio will host a creative workshop on 8/21 from 3-6 for UM Orientation Week. Students will make a dorm decoration, and Main Street will supply snacks from local business and soft drinks. This has been promoted by UM Student Life Office. Volunteers are needed to help C. Garrity and A. Nelson. Now that school is back in session, the committee is working on a Bulldog Pride calendar that will feature all fall sports, not just football. The committee is also working on a Public Art Brochure. Melanie Poole has agreed to work on this, and it will focus on murals and arts organizations in Montevallo. The final Friday Nights in the Cove event was held on July 30. It was a successful season with average 150 attendees per event. There seems to be a lot of support to extend the season from April through September, but to do so, we need to identify a more sponsors. Several local businesses were recommended, include Bradford, Team Lehman, Trustmark, AmFirst Bank, Central State Bank, Dr. Shunnarah, but other ideas are welcomed. Will also need to work with school because of Fall Football games, or possibly do Thursday nights when school is in session. The committee also requested an increase to its budgetary allocation to support 2 more signs for the photo spot at Owl's Cove Park. This would cover a sign supporting Tinglewood/Art Stalk and one with a Winter/holiday theme. Each sign costs \$115.20 plus graphic design costs. Finally, it's time to start working on Small Business Saturday which will be on November 27th this year. Working on getting a "Swag box" from American Express with items distributed to district businesses. In addition, the committee plans to commission a video from Trent Jones to post on social media and create social media posts highlighting businesses leading up to the day with Small Business

Saturday branding. To build up the event, would like to also put on an event where Main Street projects football games on a screen downtown, and partner with the Chamber, Impact, MJCC and the high school. Finally, new members are needed to serve on this committee; please contact Carolyn or Courtney with nominations.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that University students are returning for Fall, and this should have a big impact on local businesses. He also reported on the CO.STARTERS program, which is an entrepreneurial incubator program. Spring Creek Investments and Keys to the City are providing seed money. The program should kick off in Spring 2022. They are looking for facilitators to work with aspiring business owners in the program, and the first training is set for September 14-16, 2021. There will be a small-scale manufacturing workshop in October, which is a pilot program in conjunction with the National Mainstreet program. EV would also like to partner with the UM Center for the Arts and would like to set up a tour of the facility. Jones also announced that Tiffany Bunt was previously looking into what it would take to make Montevallo “camera ready” for the film industry and we may want to renew those efforts. It was also announced that the UM Golf course is closed because the management company walked away from the contract. EV is looking for additional uses for the facility. Finally, the committee will follow up with the Mayor to see if anything has been decided about how the city will spend the money from the American Rescue Plan. EV had presented and recommended that some of the money be spent on the Main Street District and for high speed internet access in the area, as we are the 290th most connected city in AL (this is behind much of Shelby County. Helena, Alabaster, Calera and Maylene). Currently, high speed fiber is only available to 8% of city and 700 households do not have access to high speed internet in the city.

Sustainability Committee – Committee Chair, Olivia Barone, reported that she would be happy to promote banner project to kids that come to recycling center. She also has giveaways that could be used to promote Montevallo and she likes to tie them into a sustainability pledge. They also applied for Electric Vehicle chargers for the Victory Building. She also is working to promote this on targeted ads on Facebook in the hopes of bringing people into the city.

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** –
 - Daniel & Gladys' Barber Shop (603 Main Street)
 - Hair & Healing Salon & Apothecary (603 Main Street)
 - **Opening soon** –
 - The Soul Spot Wings, 728 Main Street, August 21 (Chamber of Commerce Ribbon Cutting rescheduled to this date)
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA
 - Xcaret Grill, 1032 Main Street, date TBA
 - Strand Coffeehouse, 620 Main Street, date TBA
 - Donuts (Village on Valley)
 - **Ownership Transitions** – none reported
 - **Property for sale** – Lot on Island Street for sale or build to suit
 - **For Rent** – a. 626 Main Street; 746 Main Street; 741 Middle Street; Office space at 951 Island Street, 1225 Valley Street, 731 Middle Street,
 - **Business Closing & Relocations** – Sundial Nutrition closed, might just be temporary
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

- **Volunteer Hours** – These were collected in the meeting.
- Economic Vitality requested \$150,000 from American Rescue Act funds to be spent over a 3-year period for Façade Improvement Grants and other improvements in the District.

New/Other Business

- **Funding Allocation Request** – Promotions Committee requested \$380 for 2 additional signs at the photo spot at Owl’s Cove Park.

On a motion by C. Garrity, seconded by C. Nordan, the motion was approved.

- **Tinglewood Boat Race** – A. Nelson requested that the board buy a fleet of boats for \$250 to support the Tinglewood Festival. It was decided that the organization shouldn’t spend that money, but individual board members could choose to individually buy boats. If enough money is put up by board members, then we will sponsor a fleet.

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, September 9, 2021 in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by K. Lightfoot, seconded by P. Honeycutt, the meeting was adjourned at 9:10 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary