

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

March 11, 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>)
		√	Olivia Gilbert (<i>Ex officio</i>)

Call to Order and Approval of Minutes

Co-President Sarah Hogan called the meeting to order via videoconferencing, due to the Covid pandemic, at 8:02 a.m.

Mayor Rusty Nix and Council member Leila Mitchell were welcomed.

Minutes of the February 11, 2021 meeting were reviewed. *On a motion by Jones, seconded by Honeycutt, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, S. Hendren, presented a report dated March 10, 2021 indicating:

- **Income Statement (Profit & Loss for 3/10/21):** \$1,818 (up 12% from this time last year), \$650 in outstanding checks
- **Balance Sheet (as of 3/10/21):** \$57,199
- **Net Statement Balance (as of 3/10/21)** \$56,549 up \$1,500
- **Membership Dues:** \$1,518
- **Veterans' Banners:** one banner sold for \$300 and \$500 donated to American Village
- **Miscellaneous:** \$0
- **Donations:** \$0

On a motion by Garrity, seconded by McDonald, the financial reports were approved as presented.

President's Report

Co-President Hogan reported:

- Thanked Dee Woodham for her service as an ex-officio member of our board. Dee Woodham has resigned from the Montevallo Development Cooperative District and will no longer be on our board.
 - Vital member since 2016.
 - Appreciate her service as ex-officio member.
 - She will still be involved in the program.
- Main Street Training Updates
 - Main Street Alabama “Mini Lab”
 - Registration is open for Main Street Now (held virtually on April 12-14)
 - Everyone is invited to attend. Anyone interested in attending national conference should contact Courtney Bennett.
- Advertising Update
 - 2021-22 Visitors' Guide Ad – in development
 - Courtney Bennett and Adele Nelson have developed a combination ad for the profile
 - Also did one last year, making a few changes to this year's
 - Publication is now focused on just visitors (not visitors and new comers to the area)

Board Committee Reports

Organization Committee –

See President's Report

Design Committee – Kirk Lightfoot

- Inviting and recruiting new members on the committee (Deeleen Baker just joined)
- John McKinnon fixed the sculpture at the football field.
 - Funding has been secured for repainting.
- Committee approved youth banner project.
 - Working on flyer/paperwork for schools admin and art teachers.
 - Art should be submitted by end of the school year.
- Julie Smitherman will now oversee façade grants.
- Working with Sustainable Montevallo for Earth Day event of some sort.
 - Thinking about a scavenger hunt.

Promotion Committee – Carolyn Garrity

- Committee members attended Calera's First Friday event, and there is interest in Montevallo to begin Second Saturday Events soon, possibly in collaboration with the Chamber.
- Friday Nights at the Cove will begin soon, with the first event being April 30.
- Handbills and posters have been distributed for the "Blooming Bargains" program conducted in partnership with the Chamber, and American Village's Festival of Tulips is now open.
- "Love Montevallo" photo spot will remain at Owl's Cove Park until the end of March.
- Work will be underway soon on an updated mural map.

Economic Vitality Committee – Ken Jones

- Big news is that people are feeling better in general because of the warmer spring weather, decreases in COVID results, and expanded access to vaccines is bringing greater optimism.
 - People want to get out and do things.
- Continuing projects:
 - Financial support of Art Fest in April, thinking about sponsoring a music act or something else

- Supporting Friday Nights at the Cove
- Promoting eco-tourism in Montevallo to take advantage of the great parks and resources we have available.
 - Talking about a Swamp tour, but University isn't allowing tours right now.
 - Encouraging everyone to get out and explore.
- Also looking to help perspective businesses trying to open. Committee wants to know what they can do to help them these businesses get open. Trying to make contact and see what their issues are, hoping to help them overcome obstacles.
 - For example, having a "Code Team" meeting with Shelby County.
- Many small businesses are still applying for PPP program.
- Mayor Nix:
 - Sales tax revenue is up this year versus last year. March is looking really strong in terms of sales tax (especially with Navarro's Fresh Market and two Dollar Generals opening)
 - Planning and Zoning Commission has a Work Session on 3/11/21 to address parking minimums, etc. The goal is to try to clean up some of the code requirements on parking and other issues.

Sustainability Committee –Olivia Barone

- Committee is meeting next week, the meeting was moved because of the training this week
- Free County Dump Day: March 27th (items can be taken to Recycling Center or landfill)
- The Recycling Center has received 40 tons of recyclables in first 2 months of 2021, compared to 60 tons is all of 2020.
 - There is also a thrift store bin to make it easier to people to donate.
 - Electronics recycling: materials used to be accepted on the last Friday, but now they are accepted all the time.
 - Can't take big tube TV monitors
- 11th anniversary of Earth Day is April 22, 2021
 - Committee is partnering with Impact Montevallo to plan a family friendly event.

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** –
 - Navarro's Fresh Market opened this month.
 - **Opening soon** –
 - The Soul Spot Wings – 728 Main St. (former Frios location) –March 27
 - Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – TBD
 - Xcaret Grill – TBD
 - Pit 119 BBQ on Main Street (Old Tavern location) – TBD
 - Navarro's Fresh Market (former TTT Gas Station) - to open in Village on Valley – TBD
 - **Ownership Transitions** –
 - **Property for sale** –Lot on Island Street for sale or build to suit
 - **For Rent** – 620 Main Street; 626 Main Street; Office space at 1225 Valley Street; Office space at 951 Island Street; Office space at 731 Middle 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** – if you haven't already, please renew, and invite friends and family to become members.

New/Other Business

- Sarah Hogan reports that Montevallo was asked to talk about our wayfinding signage in Main Street Alabama's training session.
- Shout out to Jr. City Council and Olivia Gilbert
 - Birdhouse project. Different clubs at MHS will decorate birdhouses made by Ag Club. There will be prizes and then birdhouses will be displayed in local parks.
 - They also recognize a different youth each Saturday. Check out Jr. City Council's Facebook page for more info and to recommend someone.

Announcements

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

- Thursday, March 18: ValloCycle hosts a group bicycle ride! Meet at University of Montevallo on Main (737 Main Street) at 6 PM for a ride that departs at 6:30 PM. Questions, or need to borrow a bike? Email vallocycle@gmail.com! Their next ride will be held on Thursday, April 15.
- Saturday, March 27: Free County Dump Day. Citizens can take their own items to the Shelby County Dump (4154 AL-70, Columbiana), or they can take items to the Recycling Center (1120 Overland Road, Montevallo).
- Saturday, March 27: (NEW RESCHEDULED DATE) Ribbon Cutting at Soul Spot Wings Montevallo (728 Main Street) at 10 AM, hosted by Montevallo Chamber of Commerce.
- Saturday, April 17: Montevallo Arts Collaborative plans to present their Annual Arts Fest event in Orr Park on April 17. For more information, visit their website or email contact@montevalloarts.com.
- Friday, April 30: Montevallo Main Street presents Friday Nights at the Cove! Bring your own chair and make yourself at home at Owl's Cove Park (737 Main Street). Live music by Cam Spinks begins at 6:30 PM. Our next event will be Friday, May 28.

Next Meeting

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

Adjournment

The meeting was adjourned at approximately at 8:42 a.m.

Respectfully submitted,

Carolyn Garrity
Secretary