

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

October 14, 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 8:06 a.m.

City Clerk Steve Gilbert and Council Member Lelia Mitchell were welcomed as guests.

Minutes of the September 9, 2021 meeting were reviewed. *On a motion by P. Honeycutt, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated October 11, 2021 indicating:

- **Income Statement (Profit & Loss for Sept. 9 – Oct. 11):** -\$7,304.92
- **Balance Sheet (as of Oct. 11):** \$46,673.27 in total liabilities and equity
- **Outstanding checks:** \$234.50
- **Gross Statement Balance (as of Sept 8):** \$46,673.27
- **Membership Dues:** \$185 collected this month (*TOTAL YTD: \$10,442.37*)
- **Veterans' Banners:** \$694.68 collected this month
- **Other Revenue Sources:**
 - **5th Place Prize in Tinglewood Wooden Boat Race:** \$250
 - **Misc. Donation:** \$1
 - **Hydrant Poster Sales:** \$97.94

On a motion by H. Lehman, seconded by C. Garrity, financial reports were approved as presented.

President's Report

Co-President S. Hogan shared the floor with H. Lehman, who reported on Small-Scale Manufacturing Workshop held on Oct. 6 (see appendix 1 for full details). It was noted that this is part of a push by Main Street America to create “entrepreneurial ecosystems” that are focused on supporting small scale manufacturing (woodworkers, craft breweries, makers’ spaces, etc.). This will be an ongoing process.

Hogan reported that Red Ribbon Week will be held October 23-30th with events every day of the week from Saturday to Saturday. There is a disc for our photo frame that recognizes this. The theme is “Drug Free Looks Like Me.” Please support the effort by take pictures and posting to social media. In addition, signs have been given to businesses, and there will be raffles. Local gift cards especially welcomed as prizes. She also asked for input to red ribbons to be given to local businesses downtown.

She also announced that Impact Montevallo has a community survey out right now on Facebook & Instagram that is focused on perceptions about what is happening in our community. Please keep an eye out and participate. In addition, the MJCC is relaunching the Refresh Card. They are looking for businesses who would like to offer discounts for high school students from 3-6 pm (after school). Please encourage business owners to participate.

Thank you to Olivia Barone for her service to the board. She is moving back to her home state of New Jersey for a position with the state’s Economic Development office.

Board Committee Reports

Organization Committee – Committee Co-Chair, Sarah Hogan, reported that work is underway on a coloring book that Main Street will sell as a fundraiser during the holiday season. There is also a Pendleton Hydrant Parade poster currently being sold as a fundraiser. There was a desire to do an ornament fundraiser but that was not possible due to issues with the vendor. She also reported on concerns from the city council about temporary wayfinding signs around town. It was noted that they are pedestrian-oriented (not driver-oriented). They were designed to be interchangeable and allow for versatility. The main point of the signs was to attract attention of people walking. In the past, the City designed a wayfinding system that was not permissible due to ALDOT regulations on our Main Street, which is a state highway. Now that there is a new ALDOT contact for our region, we might have better response. It was suggest that we reach out to the county highway department as well. It was also noted that we’ve gotten positive comments from people who have come into the community (especially Main Street visitors). Finally, she reported that the Christmas party is December 9th.

Design Committee – Committee Chair, Kirk Lightfoot, reported that Youth banners are moving forward and Sarah has gotten a large stack of drawings and many were approved at the meeting. He also reported that Christmas windows are underway. Karen Kelly and Deeleen Baker working to get information out to student groups to decorate empty storefronts. Decorations will begin right after Thanksgiving and judging will happen on December 1. There are some funds to reimburse groups (\$25-50 per group). If you know a group that is interested, have them reach out to Courtney. At the meeting they visited the 10 businesses that were awarded façade grants. It was great to see the outcomes and see the impact they have on downtown. They also met with 5 business owners and took pictures. Courtney will go back around and take more pictures of outcomes. The committee is also planning a field trip to Wetumpka for the Quarterly Training on “Promotion” offered by Main Street Alabama on 10/20. Finally, he reported that Adele talked to Chuck King about getting access to the windows at “Studio of Kings” to clean up and decorate for Christmas.

Promotion Committee –Committee Chair, Carolyn Garrity, reported that the Public Art Brochure has been ordered from Type Shop; will be ready for pickup soon. In addition, 60 Bulldog Pride Posters were distributed. Thanks to Jim and Jackie for distributing! And thanks to Adele for getting Chamber volunteers to hit the outskirts. Will do this again for spring sports. Carolyn and Calvin are working on ideas for creating a new sponsorship level list. This would be separate from our memberships. They are recommending a top tier of sponsors should be \$5,000 (banks, funeral homes, other service businesses may be potential members at

that level). Small Business Saturday is scheduled for 11/27, which is also the Alabama vs. Auburn game. Garrity confirmed that we can legally play any game we want as long as we aren't charging admission. Team Lehman has offered to host, provide hot dogs/hamburgers and non-alcoholic beverages. We can use MJCC projector and inflatable screen at no charge—not sure about daylight though (it's hard to see the screen before sunset). We won't know what time the game will be until about 2 weeks before. We also need to encourage businesses to be open. Adele says Chamber volunteers can deliver a poster with Chamber Chatter on 10/29. Finally, she reported that the committee is starting to think about 2022 work plans. They would like to add a food truck event as a work plan next year and a non-denominational business prayer breakfast to engage churches with our organization.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that H. Lehman did a great job presenting information on the small scale manufacturing workshop. They are also trying to kick off the CO.STARTERS program. Herman and Maggie Hall are trained facilitators, and they are hosting trainings every month. It will be a 10-week program for participants and it will be open to surrounding areas. Hopefully the result will be that they will do their business in Montevallo. Some costs associate with this, will try to get proposals out for sponsorships. It presents a great opportunity for entrepreneurship with the small business manufacturing workshop. He also reported that there is a lot of discussion about new uses of the golf course that closed. While many things are being considered, there is an interest in an outdoor venue of some sort. The goal is to find something that would bring people to Montevallo. Jones also reported that the EV Committee unanimously voted to support moving forward with the Forbes house project.

Sustainability Committee –Committee Chair, Olivia Barone, reported that online applications for Green Business programs didn't work, so she created a paper application to hand out. Thinking about work plans for 2022. Will work with committee to find a replacement Sustainability Committee Chair.

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** –
 - The Soul Spot Wings, 728 Main Street
 - **Opening soon** –
 - Strand Coffeehouse, 620 Main Street, date TBA
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA
 - Xcaret Grill, 1032 Main Street, date TBA
 - Donuts (name TBD), 1105 Ashville Road, date TBA
 - **Ownership Transitions** – none reported
 - **Property for sale** –Lot on Island Street for sale or build to suit
 - **For Rent** – 626 Main Street; 746 Main Street; 745 Middle Street; Office space at 951 Island Street, 1225 Valley Street, 731 Middle Street
 - **Business Closing & Relocations** – none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

Old Business

- **Volunteer Hours** were collected in the meeting.
- EV: Request \$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
 - K. Jones reported he met with the Mayor, who said that our request was still being considered, and the City at this point does not have concrete plans or an answer regarding our request.
- CO.STARTERS Program (EV Committee)
 - Facilitators needed
 - Sponsors needed

- Community Builder (\$5,000+) (One slot available)
- Innovator (\$2,500) Spring Creek Investments + Three more slots available
- Promoter (\$500) Keys to the City + Bradford Real Estate Group + Six more slots available

New/Other Business

- Forbes House – Board discussed the purchase of Forbes House. Motion to approve letter of intent, and if accepted move forward on the contract, and allocate funds up to \$2,500 for appraisal and inspection. *Motion by K. Jones (on behalf of EV) seconded P. Honeycutt. Motion passed by unanimous vote.*
- Nominations now being accepted for:
 - New Board member with term to end Dec. 2023
 - Sustainability Committee Chair
 - Five Board member positions with terms effective Jan. 2022 – Dec. 2024

Announcements

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

- TODAY, Thursday, October 14: The University of Montevallo celebrates 125 years of excellence during Founders' Day! Open House Tours of the Center for the Arts and Stephens Hall will be held from 2-4 PM.
- TODAY, Thursday, October 14: 6:00 Homecoming Parade and community pep rally at stadium.
- TOMORROW, Thursday, October 15: Homecoming Football Game.
- Wednesday, October 20: Main Street Alabama hosts their Quarterly Training, focused on “Promotions in 2021 and Beyond” with speaker Bridgette Kelsch, in Wetumpka. Contact mainstreet@cityofmontevallo.com if you're interested in attending!
- Wednesday, October 20: ValloCycle hosts their monthly "Glow Ride," a group bicycle ride that meets at UMOM (737 Main Street) at 5:30 PM, and departs at 6 PM. Questions, or need to borrow a bike? Email vallocycle@gmail.com!
- Chamber luncheon
- October 23: Montevallo Art Stalk on Main Street from 11 AM to 6 PM. For more information, contact Art Walk Coordinator Emily Gill at montevalloartwalk@gmail.com. Also community pharmaceutical take back day during ArtStalk. Bring medicines you no longer need/use.
- October 23 – 30: Red Ribbon Week! National Night Out will be celebrated from 5-8 PM on Tuesday, October 26, at the Orr Park Pecan Grove. The Chief's Challenge will be held on Wednesday, October 27. Contact Sarah Hogan with Impact Montevallo at shogan@cityofmontevallo.com for more information!
- Friday, October 29: Montevallo Chamber of Commerce hosts “Hometown Halloween” on Main Street from 3:30 to 5 PM. Contact montevallochamber@gmail.com for more information!
- ValloCycle hosts their annual "Witches Ride"! Costumes are encouraged on this group bicycle ride, which meets at Victory Auto at 5:30 PM for a ride that departs at 6 PM.
- Saturday, October 30: MJCC hosts a drive-in Halloween Double-Feature movie at Shoal Creek Park. The movies begin at sunset. For more information, visit the “Montevallo Junior City Council” Facebook Page.
- Saturday, November 27: Small Business Saturday.
- Thursday, December 2: Annual Holiday Parade and Tree Lighting. More information to be announced soon!
- Thursday, December 9: Holiday Party for Montevallo Main Street supporting members and volunteers at Bradford Real Estate. More information to be announced soon!

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, November 18, 2021 in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by K. Jones, seconded by K. Lightfoot, the meeting was adjourned 9:35 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary