

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

November 18, 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)		OPEN
	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 8:07 a.m.

Minutes of the October 14, 2021 meeting were reviewed. *On a motion by K. Lightfoot, seconded by C. White, the minutes were approved as presented.*

Treasurer's Report

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

- **Income Statement (Profit & Loss for October 11-November 15):** - 2,950.35
- **Balance Sheet (as of Nov 15):** \$42,935.17 in total liabilities and equity
- **Outstanding checks:** \$0
- **Gross Statement Balance (as of Nov 15)** \$2,935.17
- **Membership Dues:** \$537.80 collected this month (*TOTAL YTD: \$10,980.17*)
- **Veterans' Banners:3 banners** \$ 1,102.70
- **Co-starters sponsor:** \$500
- **12 hydrant posters:** \$809.25
- **Funding allocation request.** Support Elf Scavenger Hunt by providing \$200 for prizes. The goal is to help bring people downtown.

On a motion by J. McDonald, seconded by K. Lightfoot, financial reports were approved as presented.

President's Report

Co-President Hogan reported on Red Ribbon Week Report big week around town. Great support from businesses. Design committee helped with changing disk on photo frame. Great partnership to enhance community engagement.

She also reported on the Forbes House Update. They have prepared an informational flyer for city council meeting on November 22 at 6 PM at City Hall. Please support at city council on Monday night. The work session is at 5:30 and it is recommended that you come for work session. Ken will be presenting the plan, and he would love support. The inspection on the house has been completed, with only minor issues, no big surprises. Roof and heating/air is fine. Hogan will share a copy of inspection if requested. Appraisal came back at \$300,000. We are ready to move forward and are working on bringing in strong support. The next step is the MDCD meeting on December 6 at 1 PM at City Hall. All are welcome to attend. Proposed plan is for MDCD to buy property and Mainstreet to rent it back for 10 years, at the point Mainstreet would purchase the property. The plan is to close on December 31, so please make sure to watch email in case votes are needed over the holidays.

Board Committee Reports

Organization Committee – Committee Co-Chair, Sarah Hogan, reported that they are working towards producing coloring book for Christmas. They will be perfect for gifts or stocking stuffers. Impact might partner with us and include information on positive activity/choices. There will also be a spot for a photo op where people can become an elf. The Volunteer Holiday Party has been rescheduled to Tuesday, December 7th from 5-7pm. We are also offering Ornaments for sale for the city tree where purchasers can personalize the ornaments and then put on tree for \$5. Volunteers are needed to help put up city tree Monday 11/29 at 9:00 am (Back up day is Tuesday)

Design Committee – Committee Chair, Kirk Lightfoot, reported that we have 108 personalized veteran banners on display. Work is still underway on the youth banner project, and the committee is close to getting final numbers to get up and hanging. Likely 60 banners will be selected. Thanks to Julie Smitherman for getting artwork at Art Stalk and help from Boys and Girls Club. Darlene Baker is working with Karen Kelly on Christmas Window decorating project. This year we had more groups than places to put windows. Wish we had more merchants willing to put things in their windows. The college has been really involved in window project. The chamber is going to do something with Chuck King's windows. He also reported on the "Elf Project." Sarah Hogan is going to talk to print shop about photo display. This will be attached to wall to create photo op. Finally, had a façade grant wrap up, only one business still needs to be paid (Strand) and they will receive the money as soon as they open. Overall, the program allowed for \$34,000 on improvements on Main Street with this project, of which Mainstreet provided \$11,171. There is still \$10,000 in reserves. If anyone is interested, there is a list of all the grant recipients.

Promotion Committee – Committee Chair, Carolyn Garrity, reported that Small Business Saturday will be 11/27. Team Lehman is hosting the Alabama vs. Auburn game starting at 2:30. Looking for a large TV to borrow for the daylight start time. Committee members are working to encourage businesses to be open. Be on the lookout and share social media posts. We're also excited to distribute Shop Small swag to local businesses. The committee is working on new sponsorship levels and hope to present new ideas at December meeting. The committee is also looking towards 2021 work plans and thinking about adding a Food Truck event and a non-denominational business prayer breakfast.

Economic Vitality Committee – Committee Chair, Ken Jones, reported didn't have a formal meeting. Forbes House is a big focus of the committee right now. Meeting this afternoon with university and council to discuss high speed internet access in the Montevallo area. Focused on areas that do not have access to high-speed internet. They are also working diligently on the Co-starters program. They met with 58 Inc., the Mayor and

City Council, Chamber and Mainstreet In a brainstorming discussion about priorities for Montevallo and how to drive economic growth. The focus on attracting a hotel, high speed internet, infrastructure, and key development areas. 58 Inc is also working with other communities in Shelby County, which could help bring some synergies.

Sustainability Committee –Courtney Bennett reported that she will be serving as interim chair, while the committee searched for a new chair. Their meeting focused on work plans for 2022.

Executive Director's Report

- **Activity Report**
 - **Trainings:**
 - Main Street Alabama Quarterly Training in Promotion; (8 people attended) Learned a lot. Great ideas to being back to Montevallo
 - Community Development Institute (attended year 3) Certification for community developers. Attended with Herman, Certification test at end, haven't gotten results yet. Opportunity to retake test. There is a separate economic development course. The Executive director appreciates the city making it a priority to fund ongoing training and board supporting volunteers.
 - **Presentations:**
 - Montevallo First Baptist Church Silver Club
 - National Night Out
 - Garden Club
- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** –
 - Mom's Magic Events and Decorations LLC (742 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; Office space at 951 IslandStreet, 1225 Valley Street, 731 Middle Street
 - **Business Closing & Relocations** – CC Event Center (742 Main Street)
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

Old Business

- **Volunteer Hours** were collected in the meeting.
- EV request for funds for high-speed internet is ongoing.
- CO.STARTERS Program (EV Committee) Sill looking for sponsors. (Check with agenda)

- 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
- Nominations are being sought for new committee members, while most people with expiring terms are interested in serving again, there are at least 2 slots that need to be filled. Please make recommendations so that we can vote in December. We are also looking for sustainability committee chair.

New/Other Business

- Funding Allocation Request – \$220 for Elf Project to include elf, photo op and prizes.

On a motion by J. McDonald, seconded by K. Lightfoot, the motion passed.

- The EV committee closed out workplan for house and was \$1,000 under budget.
- Mary Dodd the business owner at Hair Station had a quadruple bypass surgery and a stroke and remains in the hospital. Please keep her in your thoughts. Her business and subletters might need our support.
- University making golf course a mounting biking racing course, which is a very popular sport right now. Other universities have done a similar thing. The goal is for it to be completed by Fall 22. The school is also adding a scholarship team. The course will also open to high school and middle school teams and open to the public.

Announcements

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

- Saturday, November 27: Small Business Saturday.
- Tree decorating at 9 AM. Less than an hour.
- Thursday, December 2: Annual Holiday Parade and Tree Lighting. More information to be announced soon! Tree lighting at 5:30 parade at 6
- Tuesday, December 7: Holiday Party for Montevallo Main Street supporting members and volunteers at Bradford Real Estate. More information to be announced soon!
- 9th Chamber of commerce open house.
- Church grand opening of new sanctuary...Sunday and reception from 2-4
- Rotary Club is doing a Feed the Hungry service project Saturday 11/20 at 1:00 at the Elementary school
- Montevallo is hosting the ribbon cuttings for the College of Business and the Performing Arts Center, today, 11/18.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, December 9, 2021 in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by J. McDonald, seconded by J. Chappell, the meeting was adjourned at 9:13 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary