



MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

April 8, 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)		Dee Woodham (<i>Ex officio</i>)
√	Clay Nordan (2022)		John Stewart (<i>Ex officio</i>)
√	Olivia Gilbert (Jr. Board)	√	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 8:04 a.m. Councilor Mitchell was also welcomed.

Minutes of the March 11, 2020 meeting were reviewed. *On a motion by K. Lightfoot, seconded by C. Nordan, the minutes were approved as presented.*

Treasurer's Report

In the absence of Treasurer S. Hendren, Co-President S. Hogan presented a report dated April 8, 2021 indicating:

- Income Statement (Profit & Loss for 4/6/21): -\$1,477
- Gross Statement Balance (as of 4/8/21): \$55,572
- Net Statement Balance (as of 4/6/21): \$54,922
- Membership Dues: \$1,115 collected this month (\$7,114 YTD)
- Work Plan Report:
 - The Organization Committee work plan "D&O Insurance" was completed this month. \$620 was budgeted, with the actual costs being \$612; this work plan was completed \$8 under budget.

On a motion by H. Lehman, seconded by K. Lightfoot, the financial reports were approved as presented.

President's Report

Co-President S. Hogan reported:

- Main Street Now Conference to be held virtually on April 12-14; 7 to attend
 - Will have brainstorming/what was learned session
- Participated in the OLLI (Osher Lifelong Learning Institute) tour last week with Hollie Cost
 - Walked through Orr Park and the Business District
 - It was a great opportunity to show off Montevallo
 - Great reception...lots of kudos
- It was discussed and decided that for the May Meeting, we will resume having meetings in person in the Council Chambers, socially distanced and with masks.
 - We will have the option for folks to call in. If you prefer to call in instead of joining us in person, please let Courtney know if advance.

Board Committee Reports

Organization Committee – Julie Smitherman/Sarah Hogan

The committee is looking for creative ideas for promotional items that could be given away or sold for fundraisers. Some ideas included: buttons and magnets, art/project kits for either kids or adults (including coloring pages of downtown Montevallo scenes), Christmas ornament, Bicentennial note cards, selling bricks from old city hall, Hydrant key chains and t-shirts, and wall calendars.

The goal is to make sure everything can be tied back to our brand, supporting local, celebrating art, and being unique.

Design Committee – Kirk Lightfoot

Design Committee will participate as a team in the Earth Day Scavenger hunt organized by Impact Montevallo and Sustainable Montevallo. It's a team activity that will run April 17-24.

The Youth Banner Project underway and features student artwork for banners on Main St.

The committee cleaned out the storage unit where city Christmas decorations are kept.

The committee wanted to thank to Courtney for all she does for them.

The committee requested additional for funding for a new project. The goal is to install new signage to make the currently unoccupied Montevallo Office Plaza building look better and welcome people to downtown.

Promotion Committee – Carolyn Garrity

Need help updating the list of murals in Montevallo. Please review the list on the Google drive and add any information that you can [at this link](#).

The committee is recommending that we brand ourselves as “Montevallo: Mural City”/“Alabama’s Mural City”

The Pendleton Hydrant Parade was featured in Bham Now [in this article](#).

Festival of Tulips was shorter this year (13.5 days) but still successful

Blooming Bargains program went well. The committee would like to thank Adele and all the businesses who participated!

Adele put tulips in vases at all participating businesses; positive feedback from businesses.

Working on Second Saturday event called “Middle Street Market”

Text “MARKET” to 205-964-5413 for updates (from The Art Studio Facebook page)

Casie and Alison recently discussed this. They are working on artist applications at this time.

We would also like to work with the Art Department at UM to offer a shared a “Student Corner” for student artists.

Upcoming Events

April 17: Arts Fest

Sign up for a volunteer shift at the Main Street booth [at this link](#).

April 30: Friday Nights at the Cove

Facebook Event ([link](#))

Courtney will set up MMS tent and bring table/chair/bug spray/bottled water

Food truck TBD (Courtney will arrange); Jackie Chappell will bring lemonade stand

We are going to change out artwork at photo spot at Owl's Cove Park to advertise Friday Nights at the Cove.

Economic Vitality Committee – Ken Jones

Last Friday night, town was hopping...

Softball tournament and food trucks

People sitting outside eating, lots of traffic

People walking, full parking lots

People waiting to get into Tavern.

Good feeling, the committee wants to build on.

The committee provided support for Arts Fest by sponsoring the “Montevallo Main Street Music Stage” for \$500 and will provide a banner to be displayed at the stage.

Map of the Fire Hydrant trail is available online at [AllTrails](#)

If you Google “AllTrails Montevallo Alabama” you will find multiple trails including the Swamp that has been changed from Alabaster address to Montevallo address.

The committee encourages board members to share the page on the City website with any interested parties: “[Starting a Business in Montevallo.](#)”

Slice Pizza is moving forward

Planning & Zoning Commission voted to eliminate parking minimums on the 600 block of Main Street only; this proposal will be voted on by City Council once wording is finalized. This is in response to the letter presented to them by Main Street and Montevallo Chamber of Commerce in November 2020.

Committee plans to bring groups together to strategize/brainstorm for economic development project ideas that could be funded with the stimulus money coming down from the federal government through the American Rescue Plan.

Sustainability Committee – Olivia Barone

Committee will meet on April 20.

Jecca is working on the “Got your bags?” campaign.

Olivia met with Montevallo Presbyterian Church to talk about the Green Church Program.

Earth Day scavenger hunt event is planned for Earth Week. Some groups have already signed up:

Boys and Girls Club

UM Environmental Club

Falcon Flight Program

Want it to be for all ages. ...cash prizes for points at the end. (\$250, \$150 and \$100)

Points will be awarded, with points also available for creativity of pictures

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** – none
 - **Opening soon** –
 - The Soul Spot Wings, 728 Main Street, Ribbon Cutting on May 1
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA
 - Xcaret Grill, 1032 Main Street, date TBA
 - CC Event Center, 742 Main Street, date TBA
 - JPH CPA LLC, 1259 Valley Street, date TBA
 - Sundial Nutrition, 1259 Valley Street, date TBA

- Coffee Shop, 620 Main Street, date TBA
- **Ownership Transitions** – none
- **Property for sale** – Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **For Rent** –
 - Office space at 1225 Valley Street – call 205-267-8948
 - Office space at 951 Island Street – call 205-296-8113
 - Office space at 731 Middle Street – call 205-665-2017
- **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.
- Supporting businesses during this time
 - Regular check-ins with businesses
 - What are their needs?
 - Jones: If businesses need financial assistance, 2nd round of PPE loans are still open and available. Encourage them to get in the process, and there are a number of businesses in this community that have taken advantage of this. We'll include this in the newsletter.
 - Lightfoot: Businesses appreciate check ins from Main Street board members, so when you're there, make sure you check in.

New/Other Business

Funding Allocation Requests – Vote

Allocate up to \$170 to put welcome sign on Main Street at Montevallo Office Plaza to replace the defunct “Absolute Vape now open” banner

On a motion by K. Lightfoot, seconded by C. Garrity, this motion was unanimously approved.

Allocate \$250 for items for promotional items ArtsFest (Herman and Carolyn)

On a motion by H. Lehman, seconded by C. Garrity, this motion was unanimously approved.

Arts Fest April 17 – Main Street booth volunteers needed.

This is our first big event since the pandemic and we have over 65 vendors. Please come out and support!

Montevallo Junior City Council – Report from Olivia Gilbert, Junior Mayor

Volunteered at Shelby Humane

Volunteering at Arts Fest

Birdhouse project

Clubs at MHS are signing up to decorate

Cash prize

The birdhouses will be displayed in the park

Also working on a bookmark project

Winning bookmarks will be displayed at Parnell Library

Still working on a Skate park project.

Announcements

Upcoming Events –

- **Thursday, April 15:** ValloCycle: the Montevallo Bike Share hosts a group bicycle ride! Meet at 6 PM at UMOM (737 Main Street). Need more information, or want to borrow a bike? Email vallocycle@gmail.com.
- **Saturday, April 17:** Montevallo Arts Collaborative presents their Annual Arts Fest event in Orr Park from 10 AM to 5 PM. For more information, visit their website or email contact@montevalloarts.com.
- **Saturday, April 17 through Saturday, April 24:** Earth Day events hosted by Sustainable Montevallo and Impact Montevallo. Contact obarone@cityofmontevallo.com for more information.
- **Thursday, April 22:** Montevallo Chamber of Commerce presents their Annual Golf Tournament, benefitting the Mary Lou Williams Scholarship Fund. For sponsorship and registration information, email montevallochamber@gmail.com or call 205-665-1519.
- **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.
- **Saturday, May 1:** Ribbon Cutting at Soul Spot Wings (728 Main Street) at 10 AM, sponsored by Montevallo Chamber of Commerce.
- **Saturday, May 8:** The University of Montevallo will host in-person commencement for spring 2020, fall 2020, and spring 2021 graduates at Flowerhill on campus.
- **Saturday, May 15:** Impact Montevallo presents POP into Summer! This free, family- friendly event will feature music, giveaways, food trucks, bubbles, and informational booths. The event will be held from 10 AM to 2 PM at Montevallo High School.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, May 13, 2021 in person and via videoconferencing.

Adjournment

On a motion by K. Lightfoot, seconded by H. Lehman, the meeting was adjourned at approximately at 9:05 a.m.

Respectfully submitted,

Carolyn Garrity
Secretary