

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

December 9, 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. Councilor Lelia Mitchell was welcomed as a guest.

Minutes of the November 18, 2021 meeting were reviewed. *On a motion by J. McDonald, seconded by C. White, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, reported that the November report had some revisions due to having the incorrect cut-off date. She offered a revised report for approval. She also presented a report dated December 6, 2021 indicating:

- **Income Statement (Profit & Loss for November 15 - December 6):** -\$6,012.91
- **Balance Sheet (as of December 6):** \$36,922.26 in total liabilities and equity
- **Outstanding Checks:** \$1,639.87
- **Gross Statement Balance (as of December 6)** \$36,922.26
- **Membership Dues:** \$35 collected this month (*TOTAL YTD: \$11,015.17*)
- **CO.STARTERS Sponsorship:** \$500
- **Fundraising:** \$25

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

President's Report

Co-President Hogan reported on organization activity, including the holiday activities. The tree lighting was a huge success and we saw the largest crowd she's ever seen. The Main Street Montevallo Holiday party was held on Tuesday. Courtney provided board members with thank you notes and ornaments from Alison at the Art Studio. The promotion with Arty the Downtown Elf was launched. It features a photo spot with a 7-foot tall Arty the Elf. There was also a scavenger hunt to find a smaller Arty that will be hidden throughout town, and hints will be posted on social media. First set of clues already led to the first Arty discovery. New clues will be provided all month. People who find the elf will receive gift certificates to local businesses and get to keep Arty. Hogan also gave a merchandise report that the Montevallo coloring books are now available for \$5/book. While they cost \$6.50 to print, Impact is covering the cost of production, and the sales will be straight profit for us. There are also Hydrant Posters available for \$25 each.

Board member nominations are also open. While there are six open spots, 4 of the board members with expiring terms are returning (J. Chappell, J. McDonald, C. White and P. Honeycutt). That leaves 2 spots to be filled. It was decided that our slate would be James "Happy" Smith and Anabel Catano with a backup of Jarvis Davis.

On a motion by C. Garrity, seconded by K. Lightfoot, the slate of board members was approved unanimously.

Board Committee Reports

Organization Committee – Committee Co-Chair, Julie Smitherman, reported that she will be stepping down as board president. She is very proud of all we've accomplished and believes we are a showcase for Main Street Alabama.

Design Committee – Committee Chair, Kirk Lightfoot, reported that the committee would like to recognize Lela Mitchell for being so active with city. In addition, the holiday window displays were well received and had great support from the community. 12 local groups decorated empty windows in downtown (out of 17 who signed up). In addition, 19 local businesses also decorated their windows. The committee also appreciates all the work Karen Kelly, Darlene Baker and Courtney Bennett did to pull this together. It was also reported that we are almost finished with the youth banners. 70 are ready to go, but we still need to complete about 20 more. Also there is only 1 Façade Grant project that still needs to finish up. But the committee is ready to close out or façade grants for a full report.

Lightfoot also lead a discussion about if we wanted to share our banner designs with other municipalities. It was decided that we are happy to use our veteran's banner templates for other places, so they don't need to go through the design process. Other banners our designed just for our town. Won't share those, but after they are retired, we would consider selling some of those designs. Another options would be licensing, by adding a licensing price per banner, which would make for an easy fundraiser.

Promotion Committee – Committee Chair, Carolyn Garrity, reported that the committee didn't meet, but that Small Business Saturday had a good turnout for a first-time event. Thanks to Team Lehman for hosting and to Czeskleba Tv Service for loaning a TV.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that we are no longer pursuing the Forbes House project because we couldn't get on the council's agenda. The committee is still pursuing high speed internet by encouraging that city to use CARES Act money for broadband and to focus on pockets that don't have it. A big problem is that it is expensive to find out who doesn't have access. Currently the city is waiting for the county to address it, and the county is hoping that state will address it first.

The committee is also working to get a tour of the UM Center for the Arts. Tentatively arranged for Jan 12th at 1:30, and the board is invited. Goal is to see the center and see how we could partner with Arts Center and try to benefit the downtown area. The committee is also looking to do some free Hospitality Training hopefully in

mid-February. They are looking to possibly offer a luncheon for those who are interested in attending. Also looking into online training to help merchants get websites and improve their digital marketing. The committee is also considering Ecotourism and other recreational draws for this upcoming year. Some ideas include developing a Swamp Tour, tapping into local parks and working with the observatory as well. They are also excited about the new announcement that the University is opening a new mountain biking course in place of old golf course. The committee is looking for opportunities with the University to promote the course and Main Street businesses. The committee is also looking for ways to improve the wayfinding signs. Finally, they are looking towards a fall kick off for CO.STARTERS.

Sustainability Committee –Courtney Bennett reported that she will be serving as interim chair, while the committee searched for a new chair. Meeting today at 3:30. Jim McDonald is considering serving as Chair. Tom Sanders is also interested in joining the committee as well. Because of the transition, the committee will have the same workplans as last year, although it is possible that they might add a few more projects. Not sure if the City will hire a sustainability coordinator. Susan Caplow also approached about Main Street serving as client for Capstone project, focused on ecotourism and litter reduction.

Executive Director's Report

- **Activity Report**

- **Trainings:**

- H. Lehman and C. Bennett both attended Year 3 of the Community Development Institute and passed their Certification tests (PCED – Professional Community and Economic Developer), but they will need to do continuing ed to keep certification. Bennett appreciates that the city paid for her to participate.
- Incremental Development Webinar was sponsored by Main Street Alabama. This program focuses on people who seek to improve properties in their own community, like the renovation of existing buildings by people in the community. Not the same as relying on big developers. For example, our Façade grants program would fit in this description. The Incremental Development Association that helps with this.

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.

- Opened this month – none reported
- **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 \$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

- 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 + Dixie Decorations + Five more slots available.

New/Other Business

- Forbes house—appreciate support. They were very excited, and it would leave organization in a strong position. Unfortunately, it did not work out. Did not get support that we were hoping from community.
 - Need to send a letter to get out of contract and let church move forward with selling.
 - Did spend money on Inspection and Appraisal that we would like to share to help the church with selling the property.

On a motion by H. Lehman, seconded by K. Lightfoot, a motion to send a request for mutual release to church today and to provide the church with appraisal and inspection report for their use was approved unanimously.

- C. Garrity wants the committee to start thinking about how we could attract a Hallmark Christmas movie, to be filmed at the American Village and in Montevallo.
- Impact and MJCC are holding Toy Drive partnering with SEA now through Dec 20. Impact has families in need. Partnered with Lucky's to provide dinners for Thanksgiving, will do this again for Christmas.
- Thanks to Julie for all her hard work. She has been President for 5 years, since we received the Main Street designation. Big thanks!! She is staying on the board, just stepping down as president. THANK YOU!!

Announcements

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

- Thursday, December 9: Annual Montevallo Chamber of Commerce Open House from 5-7 PM.
- Thursday, December 9: Montevallo Arts Collaborative will host a Members' Reception from 5:30-7 PM at the UM Center for the Arts.
- Sunday, December 12: Join ValloCycle for a brisk ride through town on a sunny winter day! Festive attire encouraged, but not required.
- Tuesday, December 14: Montevallo Chamber of Commerce and The Shelby County Chamber will co-host "Holiday Business After Hours" at the University of Montevallo Center for the Arts, starting at 5:30 PM.
- Thursday, December 16 – Sunday, December 19: Montevallo Main Street Players present "A Christmas Chaos" at Parnell Memorial Library Theater.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, January 13, 2022 in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by H. Lehman, seconded by K. Lightfoot, the meeting was adjourned at 9:09 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary