

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

July 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) | | 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.

Lisa Shapiro, Assistant to the Mayor, was welcomed as a guest.

Minutes of the June 10, 2021 meeting were reviewed. *On a motion by J. McDonald, seconded by H. Lehman, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated July 6, 2021 indicating:

- **Income Statement (Profit & Loss for June 7 – July 6):** **-\$37.59**
- **Balance Sheet (as of July 6):** \$53,658.19 in total liabilities and equity
- **Gross Statement Balance (as of July 6):** \$53,658.19
- **Membership Dues:** \$316.35 collected this month (*TOTAL YTD: \$8,733.69*)
- **Veterans' Banners:** \$991 (3 sold, plus \$100 down payment on another)
- **Sponsorship:** \$800 (Bradford Real Estate Group Sponsorship of July Friday Nights at the Cove)

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

President's Report

Co-President Hogan reported:

- **2nd Annual Shelby County Tourism & Recreation All Starts Awards Program** – The Shelby Chamber has asked us to sponsor this event again this year. There is no financial contribution required, and we will help advertise this opportunity to potential applicants.
- **Main Street Alabama Conference** – This will be held in person in Gadsden on August 18-20. Anyone interested in attending should contact Courtney.

Board Committee Reports

Organization Committee – Committee Co-Chair, Sarah Hogan, reported that the “Street Dogs” work plan has been wrapped into the work Impact Montevallo is doing with our local youth; mural camp will be held next week at the Art Studio, featuring an inclusive design promoting Bulldog pride; the youth banner project continues to accept designs (find the template online or ask Sarah for a copy); Morgan Gray continues to work on the coloring book and will do so until the end of July, when she leaves her position as Youth Coordinator for Impact Montevallo; our Annual Holiday Party will be held on December 9, location to be determined; a proof has been ordered for our Collectible Christmas Ornament, which will feature a design of the community Christmas tree in snow.

Design Committee – Committee Chair, Kirk Lightfoot, reported that 94 personalized veteran banners are now on display, and committee members will identify new locations to display others since orders are still being accepted; a watermelon disc will be installed at the photo frame at the post office for summer; the Empty Storefront Holiday Window Decorating Competition will go back to a 3D format this year; Julie Smitherman, Project Chair of the Façade Grant program, reported that all grantees have received their letters of authorization to proceed, and work is underway on several of the projects; she has been in contact with the grantees and will continue to do so on an ongoing basis. Sarah Hogan reported that the youth banner project was advertised through the schools last spring, and has now been opened to the public for submissions; applications are available online or at Parnell Library and City Hall. Please share with any artists in your network who are ages 5-18.

Promotion Committee – In the absence of Committee Chair Carolyn Garrity, Courtney Bennett reported that Main Street will sponsor a musician at the August 2 Farmers’ Market, at the request of the Chamber of Commerce, to commemorate National Farmers’ Market Week. Main Street will also have a booth at this event. Our June Friday Nights at the Cove event was well attended; we have averaged 150 attendees per event. Our last event of the season will be held on July 30 featuring live music by Red Hot Rodeo, sponsored by Bradford Real Estate Group, featuring Wasabi Juan’s food truck and M&M’s Lemonade Stand. We have also heard some comments that there is interest in extending our Friday Nights at the Cove season; let’s consider this for next year. Middle Street Market will be held on July 10 from 10 AM – 2 PM at Owl’s Cove Park; please help spread the word. Courtney will contact Melanie Poole regarding an updated version of the Public Art Trail map. Committee members are asked to nominate local social media “influencers” to help promote downtown activities and assets. Discussion was also had regarding our UM Orientation Week event and Bulldog Pride fall sports poster, as well as some locations for string lights downtown. Finally, new members are needed to serve on this committee; please contact Carolyn or Courtney with nominations.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that the American Rescue Plan request to the Mayor and City Council approved by the Board of Directors this month will be presented by Julie Smitherman to the Council at their next meeting; Main Street Alabama has selected Montevallo as a pilot site for a small scale manufacturing workshop in October, with more details coming soon; Herman Lehman reported that initial sponsors have been secured for the CO.STARTERS program, and we hope to offer two cohorts of the program in spring and fall 2022; more sponsors are needed to reach our full fundraising goal. This fits into Main Street’s goal of creating a supportive ecosystem for entrepreneurs.

Sustainability Committee – Committee Chair, Olivia Barone, reported that the Chamber allowed us to post signage at the Farmers’ Market reminding customers to bring their reusable bags, which was an idea that came out of her committee’s discussions; the Monroeville field trip was a great success, and many of the volunteers who attended were inspired by the initiatives they are doing; next week, 10 students at the

Montevallo Presbyterian Church's "Eco Warrior Camp" will visit the recycling center and Olivia will be speaking with them about sustainability.

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 reported
 - **Opening soon** –
 - The Soul Spot Wings (728 Main Street)
 - Pit 119 (629 Main Street)
 - Slice Pizza & Brew (1105 Ashville Road)
 - Xcaret Grill (1032 Main Street)
 - Strand Coffeehouse (620 Main Street)
 - **Ownership Transitions** – none reported
 - **Property for sale** – Lot on Island Street for sale or build to suit
 - **For Rent** – 746 Main Street; 741 Middle Street; Office space at 951 Island Street, 1225 Valley Street, 731 Middle Street, and 603 Main Street
 - **Business Closing & Relocations** – Mindful Wellness Massage (741 Middle Street)
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

Old Business

- **Volunteer Hours** – These were collected in the meeting.

New/Other Business

- **Funding Allocation Request** – For the Organization work plan "Volunteer Training," a request was made to increase the allocation from \$572.52 (current balance) to \$1,924.44, using \$1,351.92 from unencumbered funds. This would allow Main Street to send 3 additional volunteers to the Main Street Conference in Gadsden, above and beyond those who have already committed to attend. *On a motion by H. Lehman, seconded by O. Barone, the funding allocation request was approved.*
- **Awards of Excellence Nominations** – The Board reviewed 10 nominations for the Main Street Alabama Awards of Excellence. *On a motion by K. Lightfoot, seconded by J. Chappell, the nominations were approved.*
- **CO.STARTERS Program** – Sponsors have been secured for the initial \$3,500 startup cost, with more fundraising efforts to follow. *On a motion by H. Lehman, seconded by J. McDonald, the board approved to move forward with this program.*

Announcements

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

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, August 12, 2021 in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by C. Tate, seconded by K. Jones, the meeting was adjourned at 9:12 a.m.

Respectfully submitted,

Courtney Bennett, Executive Director
In the absence of Carolyn Garrity, Secretary