



MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

February 11, 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 (<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 8:05 a.m.

Minutes of the January 14, 2020 meeting were reviewed. *On a motion by J. McDonald, seconded by K. Jones, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, S. Hendren, presented a report dated February 8, 2021 indicating:

- Income Statement (Profit & Loss for 2/8/21): \$55,523
- Balance Sheet (as of 2/8/21): \$55,712
- Gross Statement Balance (as of 2/8/21): \$55,713
- Membership Dues: ton of renewals...over \$4,000 since last month. Courtney got renewal letters out right after first of year.
- Veterans' Banners: sold 2 banners for \$581
- Miscellaneous: \$45 from purchase of Bicentennial cards
- Donations: \$10,000 from city

Current allocations presented at last meeting.

We're up 11% versus this time last year. Organization is doing very well going into 2021.

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

President's Report

Co-President Hogan reported:

- Welcoming MJCC Representative Olivia Gilbert as Ex-Officio Board Member
- Main Street Training Updates
 - Main Street Alabama plans “Mini Lab” in Monroeville (March 9-10)
 - Registration is open for Main Street Now (held virtually on April 12-14)
 - \$99/pp or \$75 if 5 or more register
 - Check out on American Main Street website
- Next Month’s Meetings will be held on third week of the month
- Hand Sanitizing Stations Installed
 - Locate where greater number of pedestrians
- 440-432 Middle Street Rezoned to O-I (Office & Institutional)
 - Currently rental houses
 - Near Vine and Alabama
 - Possibility of annexing into Main Street district

Board Committee Reports

Organization Committee – Julie Smitherman/Sarah Hendren

Thank you for membership renewals

Please work to encourage others to join us

One of the best strategies is to talk about what we are accomplishing in the community

Design Committee – Kirk Lightfoot

Exciting news: Rolling out Sarah Hogan’s Youth Banner program

The plan is to start this fall

Guidelines to schools this week

New sculptures at fence by band practice field (Island Street and Main Street)

Trying to get them repainted soon

Valentine’s Day photo frame by post office

Will change to tulips after Valentine’s Day

Thanks to John & Jan McKinnon, who change these every time.

Julie Smitherman joined the committee, and she will direct the Façade Grant initiative

Giving money to American Village as a contribution as a result of Veteran’s Banner sales.

Promotion Committee – Carolyn Garrity

Planning to move forward with Friday nights in the Cove. We will strive to follow proper Covid protocols.

Looking to initiate a Social Media Ambassador Program, where we will encourage people to post about Montevallo and reward people with swag

Also planning to work with Montevallo students to create geo-filters for social media.

Working with American Village to bring Festival of Tulips downtown.

Adele Nelson is working closely with American Village, trying to figure out a solution since the buildings won’t be open.

Adele is also working with local businesses to offer discounts to attendees

Volunteers worked to plant tulips in key locations downtown

We would like to expand Bulldog Pride to all sports, creating semester calendar with all sports, not just football

Valentine photo spot is set up by Owl’s Cove Park, please go check it out.

Also planning to check out the First Friday in Calera for ideas on new events for Montevallo.

Economic Vitality Committee – Ken Jones

Reminded board of the challenge faced by local business community due to Covid

Would like feedback from students on what businesses they would like to see added in the area
Some businesses have opened without doing proper licensing, planning, and zoning.

Please let people know there is a link on City's website that has details and can be found
<https://cityofmontevallo.com/StartingaBusinessinMontevallo.aspx>

The committee is thinking about promoting this info to landlords and realtors to share
with perspective businesses

Chamber and MS jointly to address Planning and Zoning board about existing buildings to fit in with
International building code

Working on parking downtown and not requiring parking minimums

Also would like to see changes for site plans

Working on easier process to submit site plans, especially if similar businesses are going into
existing sites.

Budgeted to go on with arts events downtown

Arts Fest, mid April

Looking at how this might work with Covid restrictions

MMS is open to sponsoring a musical act or something similar to support this event.

University Center for the Arts still not open to outside events

Looking at Eco-tourism as an asset to build vitality

There are many possible locations include Parks, University Lake, and Swamp

This is great timing because under Covid outside activities are popular

Jecca Shumate with UM will offer committee members a tour of Ebenezer Swamp when UM
restrictions are lifted. The committee is considering how we can help promote these assets

Courtney Bennett and Dee Woodham completed mapping out the Pendleton Fire Hydrant Trail

The fire hydrants look great! Please check them out!

Will be up on AllTrails after all the hydrants are completed.

Please post to social media

Ownership of Salem Manor apartments has changed

Currently in research stage for developing a "Digital Downtown" program.

This presents an inexpensive way for businesses to share specials and promotions through an
app. Visitors and residents could pull up on phone as walking/driving downtown.

J. McDonald recommended the Clio App which pulls in historic data via GPS. It's a Wiki
kind of history app, that is easy to add new info. Cary Heatherly at UM library has had
students working on this. Great for historic areas and it's FREE.

Sustainability Committee – Olivia Barone

Many of the committee work plans are based on working with schools.

Meeting with PTO President

Will work in partnership

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - Presented to Shelby County Chamber about Main Street program
 - Only county in AL with 3 designated communities
 - Columbiana is posting a new position for director of program
 - **Opened this month** – Mindful Wellness, 741 Middle Street
 - **Opening soon** –
 - The Soul Spot Wings, 728 Main Street, Grand Opening on February 27 (tentative)
 - Navarro's Fresh Market, (Former TTT Gas Station), date TBA

- Pit 119, 629 Main Street, date TBA
- Slice Pizza & Brew, 1105 Ashville Road, date TBA
- Xcaret Grill, 1032 Main Street, date TBA
- Party Rental Business, Name TBD, 742 Main Street
- **Ownership Transitions** –
- **Property for sale** –Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **For Rent** –
 - 626 Main Street (former Lucky Penny) – call 205-665-0035
 - 1225 Valley Street – call 205-267-8948
 - 951 Island Street – call 205-296-8113
 - 731 Middle Street – call 205-665-2017
- **Business Closing & Relocations** –
 - CM Wireless (746 Main Street) - closed
 - Fotowerks (1259 Valley Street) – studio closing, will still have services
- **Sale of Businesses** – none reported
- **Prospects** – none reported

Old Business

- **Volunteer Hours** – These were collected in the meeting via chat.
- **Membership Renewals** – Sent out to businesses.
 - If any board members have not renewed, please do so now.
- Supporting businesses during this time
 - Regular check-ins with businesses
 - What are their needs?
 - K. 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.
 - K. Lightfoot: Businesses appreciate check-ins from Main Street board members, so please be sure to do so when visiting local businesses.

New/Other Business

- 2020 Taxes
 - Have been submitted to accountant
- Dee Woodham:
 - Shoal Creek Park
 - Sign pointing to downtown is now installed
 - Birding signs are installed (Appalachian Highlands Trail Site)
 - Mike Hardig's signs have been put up, but are bright white and ugly on the back, working on art contest to decorate back of the signs. Probably won't happen until the Fall
 - Also looking at doing a run at the park.
 - Promoting Geocaching in the parks around town.
 - Work going on behind the scenes about a hotel/brewery in the Victory Building
 - Also looking for tenants for Lucky's Foodland building
 - Sims House, University is looking at this site for Community Counseling outreach for this site, looking at Cooperative district to use this property for community outreach. Would only be used to provide services to the local community services.
- Olivia Gilbert (Junior Board)
 - Paper Heart at HS, for people to write what they love about Montevallo.
 - Will take pics and post online

- Next meeting is Monday night...all are welcome
- Sarah Hendren
 - Calera Main Street did Valentine's Day gift boxes and she would like to do something similar for Mother's Day or Father's day
 - Gift boxes could highlight businesses and locations that would be good to celebrate these days.

Announcements

Upcoming Events –

- Saturday, February 13: ValloCycle hosts a group bicycle ride through downtown and beyond! Meet at University of Montevallo on Main (737 Main Street) at 2 PM. The ride departs at 2:30 PM. Do you have any questions, or need to borrow a bike? Email vallocycle@gmail.com!
- Saturday, February 27: Montevallo's Annual Arbor Day celebration will be held at the Recycling Center (1120 Overland Road) from 9 AM - 3 PM.
- Saturday, February 27: (RESCHEDULED DATE) Ribbon Cutting at Soul Spot Wings Montevallo (728 Main Street) at 10 AM, hosted by Montevallo Chamber of Commerce.
- Tuesday, March 9 – Wednesday, March 10: “Mini Lab” training from Main Street Alabama in Monroeville.
- Saturday, March 27: Free County Dump Day. Citizens can take their own items to the Shelby County Dump (4154 AL-70, Columbiana), or they can take items to the Recycling Center (1120 Overland Road, Montevallo).

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, March 10, 2021 via videoconferencing unless otherwise notified.

Adjournment

The meeting was adjourned at approximately at 9:10 a.m.

Respectfully submitted,

Carolyn Garrity
Secretary