

MINUTES

Montevallo Main Street (MMS)

Board of Directors' Meeting

January 14, 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>)

Call to Order and Approval of Minutes

Co-President Sarah Hogan called the meeting to order via videoconferencing due to the Covid pandemic at 8:00 a.m.

City Council members Sonya Swords and Leila Mitchell were welcomed as guests.

Minutes of the December 10, 2020 meeting were reviewed. *On a motion S. Hendren, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, S. Hendren, presented a report dated January 14, 2021, indicating:

- **Income Statement (Profit & Loss for Dec. 9, 2020 – Jan. 11, 2021):** Total Income= \$15,245.35; Total Expense= \$1,249.55; Net Income= \$13,995.80
- **Balance Sheet (as of Jan. 11):** Total Assets= \$40,864.43; Total Liabilities= \$0; Total Equity= \$40,864.43
- **Gross Statement Balance (as of Jan. 11):** \$40,864.43 - \$200.00 (Outstanding Checks)= \$40,664.43; Unencumbered Operating Funds= \$40,664.43
- **Membership Dues:** \$145.35 received during month
- **Veterans' Banners:** \$300 received during month
- **Miscellaneous:** \$15,000 contribution from City of Montevallo received during month

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

President's Report

Co-President S. Hogan reported:

- **Welcome New Members** – S. Hogan is excited to join the Montevallo Main Street Board of Directors as Co-President; she has served on the Design Committee since she resigned as MMS' founding Executive Director in November 2017. She welcomed new board members Carolyn Garrity, Jackie Chappell, Clay Nordan, and Jim McDonald, and returning board members Julie Smitherman, Olivia Barone, and Casie Tate.
- **MJCC Representative** – S. Hogan called for a vote to invite a Montevallo Junior City Council (MJCC) representative to serve on the MMS board in ongoing efforts to engage local youth. Junior Mayor Olivia Gilbert was nominated. *On a motion by S. Hendren, seconded by P. Honeycutt, the motion was approved.*

Board Committee Reports

Organization Committee – Co-President, S. Hogan, indicated that there was no new business to report.

Design Committee – Committee Chair, K. Lightfoot, provided the following report:

- Window Decorating Competition went well again this year.
- Sun Sculpture is currently being refurbished by Robin & Ted Metz, and has been approved by City Council to be installed in Bicentennial Park when completed.
- Highway 25 Snowflakes looked nice this year and were well received.
- Photo Frame – sun disc featuring original art by Robin Metz is currently on display.
- Façade Grant program will be overseen by J. Smitherman this year.
- Youth banner program is a new work plan spearheaded by S. Hogan; it will be under the direction of Impact Montevallo's Morgan Gray.

Promotion Committee – Committee Chair, C. Garrity, provided the following report:

- The Committee requested funds for several work plans, including Social Media Ambassador Program; Printed Promotional Materials; Friday Nights at the Cove (if safe); Bring the Festival of Tulips Downtown; Small Business Saturday; Bulldog Pride (if safe); Social Media Geofilters for Special Events (if safe); Valentine's Day Photo Spot at Owl's Cove; and UM Orientation Week Event.

Economic Vitality Committee – In the absence of Committee Chair, K. Jones, C. Bennett provided the following report:

- The Committee requested funds for several work plans, including supporting Arts Events & Programs; Leverage UM Center for the Arts; Connecting with UM Students; and Augmented Reality/Digital Downtown/Updated Google Photos. They also plan to do the work plans without a budgetary allocation: Enhanced Building Inventory; Tourism Data Capture; Tourism Readiness Development; Succession Planning; Expanding Product Lines; and Expanding Ecotourism (with Sustainability Committee).

Sustainability Committee – Committee Chair, O. Barone, provided the following report:

- The Committee requested funds for several work plans, including the Green Business/Green Church Program (which has been in development for a few months); "Got your bags?" Campaign; Litter Patrol; Artsy Garbage Can; and field trip to Monroeville, which is another Designated Main Street community. They also plan to do two work plans without a budgetary allocation: Expanding Ecotourism (with EV Committee); and Walking School Bus.

- **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 St. (former Frios location) – Feb. 6 (tentative)
 - Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – TBD
 - Xcaret Grill – TBD
 - Pit 119 BBQ on Main Street (Old Tavern location) – TBD
 - Navarro's Fresh Market (former TTT Gas Station) – TBD
 - **Ownership Transitions** – none reported
 - **Property for Sale** – Lot on Island Street for sale or build to suit
 - **For Rent** – Space in the CVS Shopping Center 742 Main Street (Urmish Patel); 626 Main Street (former Lucky Penny location); Office space at 1225 Valley Street
 - **Business Closing & Relocations** – B&M Marketplace (1259 Valley Street) closed
 - **Prospects** – none reported

Old Business

- **Volunteer Hours** – These were collected in the meeting via chat.
- **Membership Renewals** – C. Bennett sent letters to all current and former members and all District businesses with membership information, as well as the 2020 Impact Report, during the week of Jan. 4.
- **Supporting Businesses** – Board members were encouraged to continue to check in with District businesses and to share anything they may need that Main Street can assist with.

New/Other Business

- **2021 Work Plans** – These were proposed for each committee: Organization, Promotion, Economic Vitality, Design, and Sustainability. *On a motion by K. Lightfoot, seconded by J. McDonald, all proposed 2021 Work Plans were approved.*



Approved 2021 Workplans

	Funding Approved
Organization	
District Promotion Videos	\$150.00
Photo Portfolio	\$250.00
Advertising (split full page ad with Chamber in Newcomers' & Visitors' Guide for \$800, + other print ad opportunities as they come up)	\$2,000.00
"Welcome to Montevallo" Packet	\$0.00
Fall Decorations in Bicentennial Park	\$400.00
Christmas Decorations in Bicentennial Park (use surplus merchant wreaths)	\$0.00

Volunteer Training	\$1,000.00
990 Tax Preparation	\$350.00
D&O Insurance	\$620.00
Special Event Fundraiser/Tinglewood Festival	\$1,000.00
Membership Drive/Holiday Party	\$350.00
Street Dogs - Youth Advisory Council/Advertising at School	\$300.00
Montevallo Collectible Christmas Ornament Fundraiser	\$750.00

Promotion

Social Media Ambassador Program	\$300.00
Printed Promotional Materials	\$650.00
Friday Nights at the Cove (if safe)	\$1,000.00
Bring the Festival of Tulips Downtown	\$350.00
Small Business Saturday	\$300.00
Bulldog Pride (if safe)	\$150.00
Social Media Geofilters for Special Events (if safe)	\$60.00
Valentine's Day Photo Spot at Owl's Cove	\$300.00
UM Orientation Week Event	\$100.00

Design

Façade Grant Fund (encumbered)	\$6,467.47
Façade Grant Fund (unencumbered)	\$15,000.00
Christmas Ornament Fund (encumbered)	\$167.55
Veteran Banners (encumbered)	\$3,096.50
Photo Frame - Additional Decorative Discs	\$200.00
Banner and Decoration Storage and Maintenance	\$500.00
Holiday Window Decorating Competition	\$1,500.00
Relocating MES Sculptures	\$600.00
Interactive Art/Scavenger Hunt	\$200.00
Additional Merchant Christmas Wreaths	\$600.00
Youth Banner Project with Impact Montevallo	\$6,700.00

Economic Vitality

Enhanced Building Inventory	\$0
Tourism Data Capture	\$0
Tourism Readiness Development	\$0
Arts Events & Programs (\$700 to be put towards Hydrant Trail; the remainder to support Art Walk and/or other opportunities)	\$5,000
Succession Planning	\$0
Expanding Product Lines	\$0
Leverage UM Center for the Arts	\$500
Expanding Ecotourism	\$0
Connecting with UM Students	\$500
Augmented Reality/Digital Downtown/Updated Google Photos	\$500

Sustainability	
Green Business/Green Church Program	\$600
"Got your bags?" Campaign	\$400
Expanding Ecotourism (with EV Committee)	\$0
Litter Patrol	\$300
Artsy Garbage Can	\$1,000
Walking School Bus	\$0
Monroeville Field Trip	\$500
Total:	\$54,711.52
Account balance as of 1/20/2021:	\$51,748.14
Projected Income from Membership Dues:	\$10,000.00
Total Projected Income:	\$61,748.14
Projected Balance of Unallocated Funds:	\$7,036.62

- **Montevallo Development Cooperative District Update** – MDCD Chair, D. Woodham, provided the following report:
 - Highway 25 Crosswalk Project is now complete.
 - The City received a grant to build a sidewalk on Highway 25 from Lucky's to the new Dollar General; at this point it will cross the street to the other side, then terminate at the Pic N Sav parking lot. Work should be complete within the next couple of years.
 - The Alabama Audubon Society recently did a Facebook live video at Shoal Creek Park and garnered some good publicity for Montevallo. Shoal Creek Park will soon install Birding Trail signs and educational signs. She also indicated that the Shoal Creek Park Foundation would like to invite a MJCC representative to serve as an ex-officio member as well.
 - She also offered her assistance in putting the Pendleton Hydrant Parade on the AllTrails App.
- **Arbor Board** – Trees need to be replaced in Orr Park due to damage from recent storms; D. Woodham asks that O. Barone touch base with Arbor Board Chair John McKinnon.
- **Reuse/Recycle** – An idea was proposed to reuse old street pole banners to create reusable shopping bags; this could be a Sustainability/Design Committee collaborative work plan.

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, February 11, 2021 via videoconferencing unless otherwise notified.

Adjournment

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

Respectfully submitted,

Carolyn Garrity
Secretary