

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

July 14, 2022

In Attendance (term expiration)

Excu.	Herman Lehman (2022)	√	Happy Smith (2024)
√	Kirk Lightfoot (2022)	√	Jim McDonald (2024)
√	Ken Jones (2022)	√	Cheryl White (2024)
Excu.	Sarah Hendren (2022)	√	Patricia Honeycutt (2024)
√	Clay Nordan (2022)	NCNS	Jackie Chappell (2024)
√	Julie Smitherman (2023)	√	Courtney Bennett (Ex officio)
NCNS	Casie Tate (2023)	√	Adele Nelson (Ex officio)
√	Sarah Hogan (2023)	√	Kathy King (Ex officio)
√	Carolyn Garrity (2023)		Mayor Rusty Nix (Ex officio)
√	Anabel Catano (2023)		Junior Mayor (Ex officio)
			MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

President S. Hogan called the meeting to order at 8:05 a.m.

Minutes of the June 9th meeting were reviewed. *On a motion by K. Lightfoot, seconded by P. Honeycutt, minutes were approved as presented.*

Treasurer's Report

President, S. Hogan, presented a report dated July 11 indicating:

- **Income Statement (Profit & Loss for 6/3-7/11):** \$-3,925.09
- **Balance Sheet (as of 7/11):** \$55,723.24 in total liabilities and equity
- **Outstanding checks:** \$496.36
- **Gross Statement Balance (as of 7/11):** \$55,723.24
- **Membership Dues:** \$250 collected this month (*TOTAL YTD: \$7,936.51*)
- **Veteran Banners:** \$1,175.20 (4 sold)
- **Donations:** \$560.62

On a motion by P. Honeycutt, seconded by C. Garrity, financial reports were approved as presented.

President's Report

President S. Hogan reported that Main Street Conference is coming up in August, and board members are still able to join for all or part of the events. She especially suggests attending the Awards Ceremony on Thursday night, since our organization is up for several awards. Board members interested in attending, please contact Courtney Bennett. She also reported that we were again given national accreditation from Main Street America, and the accreditation visit from Trisha Black was very positive in terms of performance and effectiveness. Both the Shelby County Reporter and the Montevallo Chamber Chatter did stories on this success.

Board Committee Reports

Organization Committee – Committee Chair, S. Hogan, included the Organization Committee report in the President's Report.

Design Committee – Committee Chair, K. Lightfoot, reported that the finishing touches are being made to the youth banners and they should be installed this fall. Right now there are 125 personalized veteran banners in the rotation. After Veterans' Day this year, the first round of banners will "age out" and families are invited to take possession of their banner, with the option to renew at the original price. They are hoping to get some news coverage surrounding these banners, maybe focused on family impact. Another option is to collect these stories ourselves and share them on our Facebook page.

The committee also awarded new façade grants to Strand Coffeehouse, El Agave, and the Flower Shop. The Watermelon disk is up at the photo spot to help support "Watermelon Day" at the Monday Farmer's market. The next disc will be in honor of the Tinglewood Festival. The post office project is moving along and designs are in the final stage. The next step is to meet with the Postmaster, and getting final approval. Hopefully installation will begin in the fall. He also thanked the Garden Club for donating \$200 towards this improvement project.

Promotion Committee – Committee Chair, C. Garrity, reported that the Business Prayer Breakfast is scheduled for September 30th in the lobby of the Michael E. Stephens College of Business. The committee is also working on an activity for Freshman Orientation, with a focus on a make and take craft that could be displayed in dorm rooms. She also encouraged everyone to attend the upcoming Friday Nights in the Cove and encouraged member to volunteer to help set up/take down.

Economic Vitality Committee – Committee Chair, K. Jones, reported that CO.STARTERS is moving forward, and the first round of classes will begin the week after Labor Day. The committee is working on promoting the program to participants and setting up speakers. It will cost participants \$99 and is great for startups or those already in business that want to grow or change direction. Participants do not have to live in Shelby County.

The committee also had a conference call with Chris Frye from Opportunity Alabama and learned more about their Accelerator Program. This program tries to leverage local assets to help with development, especially in rural communities. Their programs target downtown revitalization, housing, industrial development, food access, place based entrepreneurship. The committee is considering applying. The committee also met with Sam Kellett with Saber Finance, which seems like a good opportunities for our businesses. They aren't a traditional bank, but they do have funding to help support small businesses financing and they provide consulting. They've worked with businesses that went through the Birmingham CO.STARTERS program. They also work with Main Street programs. The committee is interested in sharing this with local businesses and possibly hosting a seminar with more information.

Sustainability Committee – Committee Chair, J. McDonald, reported that the committee is on hiatus until August.

Executive Director's Report

- **Activity Report**
 - Visit with Community Foundation with Foundation of Greater Birmingham went very well. The foundation brought several large donors that have funded things in the community. Visited the new Center for the Arts and the Cahaba lillies. There was also a panel on how people are working together in the community. Learned about the Cahaba Riverkeeper's "Swim Guide" to keep people aware of cleanness of water.
 - Arts Fest was June 18th and it was great day and good contact with the public. This event will return to April next year.
 - Informational call with Opportunity Alabama. We're welcome to apply for the accelerator program.
- **Business Transitions** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened** – Drayer Physical Therapy opened June 13th
 - **Opening soon** –
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA (they will be the speaker and caterer for next chamber luncheon)
 - Xcaret Grill, 1032 Main Street, date TBA
 - Montevallo Nutrition, 746 Main Street, date TBA
 - **Ownership Transitions** – Sweet Ink now owned by Randall Noel Moseley.
 - **Property for sale** –Lot on Island Street for sale or build to suit
 - **For Rent** –none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported

Old Business

- **Volunteer Hours** were collected in the meeting, Courtney created an electronic sheet to do this, please use this form or let Courtney know your hours.
- 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 is still outstanding
- 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 + Dr. Tom J. Sanders + Team Lehman + Trustmark Bank + 2 more slots available.
- Still working on travel policy. J. Smitherman offered to draft the policy and email out for comments.

New/Other Business

- The board voted to approve a slate of nominations for the 2021 Awards of Excellence presented by Main Street Alabama, including:
 - Excellence in Promotion: Spring Fling
 - Excellence in Business Promotion: Arty the Elf

- Excellence in Fundraising: Make Your Mark on Montevallo Main Street Coloring Book
- Excellence in Public Relations: Main St. News
- Excellence in Public/Private Partnerships: Team Lehman SEA Disc Golf Tournament

On a motion by J. Smitherman, seconded by C. Garrity, the board approved the application for these awards.

Announcements

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

- Every Monday until August 15: Montevallo's Farmers' Market from 3-6 PM at 660 Main Street
- Courtney's birthday is Tuesday 7/19
- Wednesday, July 20: Montevallo Chamber of Commerce monthly luncheon at Parnell Memorial Library. 11:30AM-1:00PM. Speaker will be Jason Bajalieh, co-founder of Slice Stone Pizza & Brewhouse. Slice will be catering lunch.
- Wednesday, July 20: ValloCycle: Glow Ride! Meet at Fallin Hall (737 Main Street) at 5:30 PM for a ride that departs at 6 PM.
- Saturday, July 23: The "Bench for Earl Cunningham Committee" Fish Fry ToGo fundraiser at George Dailey Park (245 Selma Road). 11 AM - 6 PM.
- Friday, July 29: Friday Nights at the Cove from 6:30 – 8:30 PM in Owl's Cove Park (737 Main Street). This family-friendly, free admission event featuring Twelve. Sponsored by Alabama Public Television
- Monday, August 8 National Famer's Market Week at the Montevallo's Farmer's Market.
- National Farmer's Market Week...we usually do an event.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, August 11, 2022, in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by C. Garrity, seconded by J. Smitherman, the meeting was adjourned at 8:54 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary