

# MINUTES

## Montevallo Main Street (MMS) Board of Directors' Meeting

September 8, 2022

### In Attendance (term expiration)

√	Herman Lehman (2022)	Excu.	Happy Smith (2024)
√	Kirk Lightfoot (2022)	√	Jim McDonald (2024)
√	Ken Jones (2022)	√	Cheryl White (2024)
√	Sarah Hendren (2022)	√	Patricia Honeycutt (2024)
√	Clay Nordan (2022)		Jackie Chappell (2024)
√	Julie Smitherman (2023)	√	Courtney Bennett (Ex officio)
	OPEN	√	Adele Nelson (Ex officio)
√	Sarah Hogan (2023)	√	Kathy King (Ex officio)
√	Carolyn Garrity (2023)		Mayor Rusty Nix (Ex officio)
Excu.	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 8:08 a.m. Council member Lelia Mitchell was welcomed as a guest.

Minutes of the August 11, 2022 meeting were reviewed. *On a motion by J. Smitherman, seconded by J. McDonald, minutes were approved as presented.*

### Treasurer's Report

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

- **Income Statement (Profit & Loss for Aug. 5 - Sept. 6):** -\$6,779.59
- **Balance Sheet (as of Sept. 6):** \$47,089.05 in total liabilities and equity
- **Outstanding checks:** \$7,885.77
- **Gross Statement Balance (as of Sept. 6):** \$47,809.05
- **Membership Dues:** \$1,785.00 collected this month (*TOTAL YTD: \$9,970.54*)
- **Veteran Banners:** \$300 (1 sold)
- **Sponsorships:** \$500
- **CO.STARTERS:** \$467.52 (Tuition)

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

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## President's Report

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President S. Hogan reported that we had a group of 8 attend the aLABama Downtown Laboratory Conference. Montevallo Main Street won 3 Awards of Excellence, including Main Street Hero: Patricia Honeycutt, Excellence in Public Relations: Main St. News, Excellence in Promotion: Spring Fling Family Food Truck Fest. Next Year's event will be held in South Huntsville, and all are encouraged to attend. Copies of presentations are available if anyone is interested. In November, the National Main Street will visit Birmingham on September 12 & 13 and are considering hosting a future national conference in Birmingham.

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## Board Committee Reports

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**Organization Committee** – Committee Chair, S. Hogan, reported that we have some movement on our Dogs of Mainstreet workplan. Local artist Shannon Veitch is creating coloring book pages for the project and dogs have been identified.

**Design Committee** – Committee Chair, K. Lightfoot, reported that youth banners are at ready to go, should be put up after the Tinglewood Festival, and should be up until October 31. The committee hopes to do an event around these banners in association with ArtWalk. They would like to reach out to the State Arts Council and the Tourism Board as partners with this event. They would also like to hire a photographer to take pictures of the banners going up and the event, and all banners throughout the year. They would like to request additional funding to pay a professional photographer. He also reported that the Post Office project will kick off in October. Similarly, the Façade Grant projects are almost finished, and should be completed by the end of September. The committee is also working on the Christmas Window Decorating project. The Committee voted to amend the rules and now allow all Main Street District business owners to participate, regardless of whether or not they also serve on our Board of Directors. The 50 new flags have been received and should be put up soon. In addition, the committee submitted a proposal for the upcoming National Main Street Conference in support of our banner project. Finally, the committee is considering putting together a holiday decorating starter kit for main street businesses that could be sold by local organizations.

**Promotion Committee** – Committee Chair, C. Garrity, reported that the "make and take" craft event for UM's Welcome Weekend was a huge success and far exceeded our expectations, with 74 students participating. In addition, the inaugural Community Prayer Breakfast is scheduled for September 30 starting at 8:30 AM at the Stephens College of Business lobby. The committee is also looking forward to the planning an event for Small Business Saturday scheduled for November 26.

**Economic Vitality Committee** – Committee Chair, K. Jones, reported that CO.SARTERS kicks off this Tuesday. There are 5 participants currently, but there is room for 5 more. Committee member Dee Woodham shared info on proposed housing development in Alabaster at 119 and Smokey Rd. This development could bring in over 1,000 homes, which could bring economic development. But it could also impact the swamp flooding in Orr Park in Montevallo. Currently, the project is undergoing impact studies. The committee would also like to do a marketing seminar for our small businesses and would like to link with Center for the Arts to partner and promote events and downtown.

**Sustainability Committee** – Committee Chair, J. McDonald, reported that committee is meeting tomorrow. There is still an update on dog park. Working with Steve Gilbert, and they've toured city-owned properties to identify some possible locations. Also got advice from Ken Jackson. They are going to visit dog park in Mt. Brook, who placed a dog park in a very small space.

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## Executive Director's Report

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- **Activity Report**
  - Main Street Now! 2023 Proposal Submitted
  - Falcon Art Supply nominated for Alabama Retailer of the Year (Alabama Retail Association). They didn't win, but still deserves recognition.
  - Assistance with planning Tinglewood Festival (Sept. 10), Fire Prevention Parade (Oct. 8) and National Night Out (Oct. 18). Please mark your calendars.
  - Submitted City Budget Request – FY23. City has not yet voted on budget, but our request has made it into the proposed budget.
  - Montevallo Main Street Polo Shirts are in.
- **Business Transitions** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
  - **Opened** –
    - Boho Tea Bar, 1225 Valley Street, soft opening this week. Assuming the Chamber will do a ribbon cutting in the near future.
  - **Opening soon** –
    - Pit 119, 629 Main Street, date TBA
    - Xcaret Grill, 1032 Main Street, date TBA
    - Strand Provisions, 620 Main Street, date TBA
  - **Ownership Transitions** – none reported
  - **Business closing & relocating**
    - Goliath Lending moving to 720 Middle Street
  - **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.

## New/Other Business

- **Nominations**
  - On a motion by H. Lehman, seconded by J. McDonald, the board reviewed a nomination to make Kathy King a full Board member, and was unanimously approved.
  - Nominations for secretary were accepted. Julie Smitherman was nominated and unanimously approved. Carolyn Garrity will continue to serve as Promotion Committee Chair.
- On a motion by H. Lehman, seconded by P. Honeycutt, the board agreed to allocate \$1,500 out of

unencumbered funds to cover cost of photographer to capture banners over the next year (Organization Committee).

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## Announcements

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

- Thursday, 9/8 Montevallo H.S. Homecoming Parade at 6:00, with Pep Rally following featuring Homecoming Court.
- Friday, 9/9 Montevallo H.S. Homecoming Game, kick-off at 7:00.
- Friday, 9/9 Friday Nights at the Cove from 6:30 – 8:30 PM in Owl's Cove Park (737 Main Street featuring Swanglish. Sponsor: Team Lehman – Keller Williams Metro South.
- Saturday, 9/10: Tinglewood Festival in Orr Park from 9 AM - 5 PM
- Thursday, 9/15: ValloCycle monthly "Glow Ride"! Fallin Hall (737 Main Street) at 5:30
- Wednesday, 9/21: Montevallo Chamber of Commerce \ monthly luncheon 11:30 at Parnell Memorial Library.
- Thursday, 9/22 - Sunday, 9/25: Montevallo Main Street Players present "The Boxcar Children" at Parnell Memorial Library Theatre.
- Saturday, 9/24: ValloCycle hosts a drop-in bike maintenance clinic from 11 AM - 2 PM in front of Strand Coffeehouse (620 Main Street).
- Friday, 9/30: Community Prayer Breakfast from 8:30 - 10:00 AM, at the Michael E. Stephens College of Business lobby (1010 Farmer Street)

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## Next Meeting

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

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## Adjournment

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The meeting was adjourned at 9:04 a.m

Respectfully submitted,

Carolyn Garrity, Secretary