

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

August 11, 2022

In Attendance (term expiration)

Excu.	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)	Excu.	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)
√	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 8:06 a.m. Council member Lelia Mitchell was welcomed as a guest.

Minutes of the July 14, 2022 meeting were reviewed. *On a motion by J. McDonald, seconded by K. Lightfoot, minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated August 5 indicating:

- **Income Statement (Profit & Loss for 8-5):** \$-698.25
- **Balance Sheet (as of 8-5):** \$55,024.99 in total liabilities and equity
- **Outstanding checks:** \$696.36
- **Gross Statement Balance (as of 8-5):** \$55,024.99
- **Membership Dues:** \$249.03 collected this month (*TOTAL YTD: \$8,185.54*)
- **Veteran Banners:** \$291 (1 sold)
- **Fundraising:** \$25 (1 hydrant poster)

On a motion by J. Smitherman, seconded by J. McDonald, financial reports were approved as presented.

President's Report

President S. Hogan reported that that AL Downtown Lab Conference is next week and 8 people attending as representatives of Montevallo Main Street.

Board Committee Reports

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

Design Committee – Committee Chair, K. Lightfoot, reported that potluck party last night. Youth banners had examples from the Print Shop...look really good. Plan: Banners will be put up by September 12-October 31. EV suggest that they do a roll-out/celebration for the banners to bring people down along with ArtStalk event. Have youth artists take pics with banners. Going to repaint the frame downtown. Looking to put a stand in front of the frame to hold cameras for photos at frame. Meeting with post Master about updating lot adjacent to post office. Trees have been ordered for Arbor Day kick-off. Post Master (John Grisham) will sponsor the knock out roses for the project. Arbor Board and Centrala Garden club are also contributing to the project. He also reported that they committee is getting started on setting up the stripping/gripping tape when the temperature cools down. The committee is also getting the word out about the holiday window decorating contest. Finally, the committee purchased 50 new flags to replace faded flags.

Promotion Committee –Committee Chair, C. Garrity, reported that a "make and take" craft event will be held for incoming UM students on Saturday, August 20 at Parnell Memorial Library from 3-6 PM. In addition, there are still two upcoming Friday Nights at the Cove events scheduled for September 9 and October 7. The committee is also working on the inaugural Community/Business Prayer Breakfast event that will be held on September 30 from 8:30-10:00 AM at the Michael E. Stephens College of Business Lobby, and advertisement will begin for that soon.

Economic Vitality Committee – Committee Chair, K. Jones, reported that they've noticed an increase in energy in town; especially last week with the Friday Night in the Cove, and Slice opening, and just a lot going on in town. Herman went to visit a community in Arkansas for a workshop, and Tom went the Helen GA, to see some examples of striving small communities. The committee has been brainstorming about what we can do here and how to keep the energy going. They would like to do something to celebrate the Youth Banners that could help bring people to town. Other ideas include hosting a mural painting event and additional music event. The Committee will continue flushing out ideas to build on this increased energy! He also announced that Co-Starters is kicking off in a month. There are already 7 people signed up for this program, but more promotion is coming. He asked board members to encourage people to sign up. He also announced that they are still looking for speakers and there will be an email about needs.

Sustainability Committee – Committee Chair, J. McDonald, reported that they met this week. Over the summer, he has been working on sustainability adjacent idea: creating a dog park in Montevallo. He's been in discussions with the Mayor and Ken Jackson. Moving forward, next steps include finding possible spaces and sponsors. The highest costs would be the fencing. It would also be a great economic development effort, because it's a feature that people want. Could tie in with Dogs of Main Street.

Executive Director's Report

- **Activity Report**
 - Very busy month!

- Falcon Arts Supply nominated as Retailer of the Year. Link of social media to vote for FAS.
 - Donated items to UM Faculty Welcome Bags and the Shelby Spring District Convening event
 - Attended the REACH women's Business Center Ribbon Cutting
 - The National Farmer's Market week celebration was held on August 8th. The event featured a petting zoo.
 - Helping with planning the Fire Prevention Parade and National Night out. Partnering with fire department, police, Impact and others.
 - City doing regular budget planning process. Requesting the same amount as last 2 year. Hopefully will pass that budget.
 - Polo Shirts: Trying to get shirts, but supply conflicts due to school uniforms. Will be printed as soon as she can get stock.
- **Business Transitions** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened** –
 - Slice Pizza + Brewhouse, 1105 Ashville Road, July 25
 - Montevallo Nutrition, 746 Main Street, July 30
 - **Opening soon** –
 - Pit 119, 629 Main Street, date TBA
 - Xcaret Grill, 1032 Main Street, date TBA
 - Strand Provisions, next to Strand Coffeeshop. Wine bottle shop
 - **Ownership Transitions** – Freddie's Books and More replaced Barnes and Nobles at 845 Main Street
 - **Closed**—The Art Studio, 720 Middle Street, July 31
 - **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)
 - Speakers 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.
- Travel policy will hopefully be presented next month

New/Other Business

Funding request for \$200 for boat race at Tinglewood Festival.

On a motion by K. Lightfoot, seconded by Jim McDonald, a motion to support the boat race using organizational funds was passed unanimously.

Nominations are open for a Board Position with a term expiring next year.

Announcements

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

- Today, first day of school for Shelby County Schools
- Friday, August 12 - Sunday, August 28: Celebrate Alabama Restaurant Week
- Wednesday, August 17: Montevallo Chamber of Commerce luncheon at Parnell Memorial Library. Networking begins at 11:30 AM, and lunch (\$12) begins at noon. This month's speaker is Cheryl Patton from Shoal Creek Park Foundation,
- Saturday, August 20: Montevallo Main Street hosts a "Craft Party" for incoming UM students at Parnell Memorial Library from 3-6 PM.
- Monday, August 22: First day of classes at the University of Montevallo.
- Saturday, August 27: Ribbon Cutting at Country Financial (630 Valley Street) at 10 AM.
- Sunday, August 28: "The Art of Robin Nance Metz" will be featured at Montevallo Presbyterian Church (510 Shelby Street) with a celebration from 2-5 PM.
- Friday, September 9: Friday Nights at the Cove from 6:30 – 8:30 PM in Owl's Cove Park (737 Main Street) with Swanglish (Swahili+English)
- Saturday, September 10: Join us for the 4th Annual Tinglewood Festival in Orr Park from 9 AM - 5 PM!
Every Monday until August 15: Montevallo's Farmers' Market from 3-6 PM at 660 Main Street

Next Meeting

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

Adjournment

On a motion by K. Lightfoot, seconded by J. Smitherman, the meeting was adjourned at 9:02 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary