

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

January 13, 2022

In Attendance (term expiration)

	Herman Lehman (2022)	√	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)
√	Casie Tate (2023)	√	Adele Nelson (Ex officio)
√	Sarah Hogan (2023)		Mayor Rusty Nix (Ex officio)
√	Carolyn Garrity (2023)		Junior Mayor Olivia Gilbert (Ex officio)
	Anabel Catano (2023)		MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

President Sarah Hogan called the meeting to order at 8:06 a.m. Council member Lelia Mitchell was also welcomed as a guest.

Minutes of the December 9, 2021 meeting were reviewed. *On a motion by K. Lightfoot, seconded by K. Jones, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, reported that the current financials are pending workplan allocations. She presented a report dated 1/13/022 indicating:

- **Income Statement (Profit & Loss for Dec 7 - Jan 12):** \$1,681.96
- **Balance Sheet (as of Jan 12):** \$38,594.35 in total liabilities and equity
- **Outstanding checks:** \$346.54
- **Gross Statement Balance (as of Jan 12)** \$38,594.35
- **Membership Dues:** \$788.68 collected this month (*TOTAL YTD: \$11,015.17*)
- **Veterans' Banners: 2 banners** \$584.20
- **CO.STARTERS Sponsorships:** \$1,000
- **6 hydrant posters:** \$148.97
- **Coloring books:** \$1,209.04

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

President's Report

President Hogan reported on organization activity, including welcoming new and returning Board members. Happy Smith of The Flower Shop was welcomed as a new board member, and new member Anabel Catano of El Agave Bar & Grill was unable to join the meeting but was welcomed as well. Returning members are Jim McDonald (UM, retired), Cheryl White (Team Lehman), Patricia Honeycutt (Dixie Decorations), and Jackie Chappell (Lucky Penny Boutique). President Hogan also presented the 2021 Impact Report that highlighted what we accomplished over the last year. She also gave a special thanks to Julie Smitherman for successful Holiday season especially for the Elf scavenger hunt which was very popular. The Montevallo Coloring books very popular as well. It is our feeling that we ended year on a high note.

Board Committee Reports

Each Committee Chair presented their 2022 proposed work plans and the Board of Directors voted. Approved 2022 work plans are as follows:

- Organization:
 - District Promotion Photos and Videos
 - Advertising
 - "Welcome to Montevallo" Packet
 - Fall Decorations in Bicentennial Park and Owl's Cove
 - Christmas Decorations in Bicentennial Park
 - Volunteer Training
 - 990 Tax Preparation
 - D&O Insurance
 - Special Event Fundraiser/Tinglewood Festival
 - Membership Drive/Holiday Party
 - Montevallo Collectible Christmas Ornament Fundraiser
 - Promotional Items
 - Dogs of Main Street Promotion
- Promotion:
 - Prayer Breakfast
 - Social Media Ambassador Program
 - Printed Promotional Materials
 - Friday Nights at the Cove
 - Bring the Festival of Tulips Downtown
 - Small Business Saturday
 - Bulldog Pride
 - Social Media Geofilters for Special Events
 - Photo Spot at Owl's Cove
 - Food Truck Event
 - UM Orientation Week Event
- Design
 - Façade Grant Fund

- Christmas Ornament Fund
- Veteran Banners
- Photo Frame - Additional Decorative Discs
- Banner and Decoration Storage and Maintenance
- Holiday Window Decorating Competition
- Scavenger Hunt - Spring and Christmas
- US Post Office Landscaping
- Youth Banner Project with Impact Montevallo
- Economic Vitality:
 - Training
 - Supporting Arts Events & Programs
 - Leverage UM Center for the Arts
 - Expanding Recreation & Ecotourism
 - CO.STARTERS
 - Connecting with UM Students
 - Tourism Readiness
 - Succession Planning
 - Expanding Product Lines
 - Accurate Business Information Online
 - Wayfinding Signs
- Sustainability
 - Green Business/Green Church Program
 - Expanding Ecotourism
 - Anti-Litter Initiatives
 - Walking School Bus

Additional details for the work plans can be found below:

Organization Committee – Committee Chair, Sarah Hogan, reported that the committee proposed a new project, the Dogs of Mainstreet to highlight dogs of people who work/own Main Street businesses and they would like to produce a follow-up coloring book. The committee is also thinking about moving money from CBS 42 “Living Local” ad package and finding a more targeted approach. Hogan also discussed the fall decorations in Bicentennial Park. The committee would like to expand from park into Owls Cove and possibly other areas. To do so would require they add a bit more to budget to cover the expansion.

On a motion by P. Honeycutt, seconded by J Smitherman, Organizational Committee budget and workplans were approved.

Design Committee – Committee Chair, Kirk Lightfoot, reported that they were going to continue with the façade grants. While they still have 1 remaining grant to pay for 2021 (\$1,000), they budgeted another \$15,000 for the program next year. They also added that they would like to partner with the post office and the Arbor Day Foundation to plant trees.

On a motion by J. Smitherman, seconded by J. McDonald, Design Committee budget and workplans were

approved.

Promotion Committee –Committee Chair, Carolyn Garrity, reported that the committee would like to add a business prayer breakfast as an additional networking event. The committee also proposed an increase in Friday Nights at the Cove budget to expand from 4 to 6 concerts. The committee also added a food truck event that could be held in conjunction with some busy UM sports weekend events.

On a motion by J. Smitherman, seconded by P. Honeycutt, Promotions Committee budget and workplans were approved.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that they would like to do more training with our district members, already planning a seminar on customer service in April. The committee wants to continue supporting arts and events in town, like the Tinglewood Festival, Art Walk, Main Street Players. They would also like to work on leverage events at the new UM Center for the Arts. The committee is also focused on Recreation and Ecotourism and are actively looking for ways to support the new mountain biking facility, but would also like to get people downtown and helping promote other events at our resources. The committee is still looking for sponsors for CO.STARTERS.

On a motion by C. Garrity, seconded by J. Smitherman, Economic Vitality Committee budget and workplans were approved.

Sustainability Committee –Interim Chair, Courtney Bennett, reported the committee is allotting \$800 for a green business and church program that will assessing where organizations are currently and support them starting more ecofriendly initiatives. The committee is also going to partner with the Economic Vitality Program to push for more ecotourism initiatives. They are working with Environmental Studies students at UM to identify some projects infrastructure or education projects. Finally, the committee is considering a walking school bus project where adults help children walk to school to encourage walk-ability and healthy options.

On a motion by J. Smitherman, seconded by C. Garrity, Sustainability Committee budget and workplans were approved.

Executive Director's Report

- **Activity Report**
 - **Presentations**
 - Gave an economic development report to Leadership Shelby highlighting the many partnerships that Montevallo Main Street is engaged in.
- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - Opened this month – none reported
 - **Opening soon** –
 - Strand Coffeehouse, 620 Main Street, date TBA
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA
 - Xcaret Grill, 1032 Main Street, date TBA
 - Sunrise Doughnuts, 1105 Ashville Road, date TBA
 - Main Street Nutrition, 746 Main Street, date TBA
 - **Ownership Transitions** – Tavern building sold
 - **Property for sale** –Lot on Island Street for sale or build to suit

- **For Rent** – 626 Main Street; Office space at 951 Island Street, 731 Middle Street
- **Business Closing & Relocations** – Scott Vaughn Owen Gallery, Ideal Insurance
- **Sale of Businesses** – none reported
- **Prospects** – none reported

Old Business

- **Volunteer Hours** were collected in the meeting.
- 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 + Five more slots available.

New/Other Business

- New 2022 Board Member Contracts were reviewed and signed. Reviewing them in the meeting helped reinforce board member duties and responsibilities.
- It was requested that President-Elect Nominations be sent to Sarah or Courtney
- K. Jones suggested that we might want to develop an exit interview for businesses that close/relocate. This would help us learn how to help businesses better.
- A. Nelson reported that the AL State Agriculture department was planning to do a story on fire hydrant that was that had a Farmer's Market theme. This is nice because it will highlight the fire hydrant trail statewide.

Announcements

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

- Wednesday, January 19: Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Mayor Rusty Nix will give the annual State of the City address.
- Wednesday, January 19: ValloCycle hosts their monthly "Glow Ride"! Meet at UMOM at 5 PM for a group bicycle ride.
- Saturday, January 22: Legacy of Service 2022 event with Birmingham Service Platoon/The Mission Continues from 8 AM to 1 PM at George Dailey Park.
- Saturday, January 29: Ribbon Cutting at Strand Coffeehouse (620 Main Street) from 10 AM - 11 AM, hosted by Montevallo Chamber of Commerce.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, February 10, 2022 in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by K. Lightfoot, seconded by C. White, the meeting was adjourned at 9:06 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary