

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

May 12, 2022

In Attendance (term expiration)

√	Herman Lehman (2022)	√	Happy Smith (2024)
√	Kirk Lightfoot (2022)	√	Jim McDonald (2024)
√	Ken Jones (2022)	NCNS	Cheryl White (2024)
√	Sarah Hendren (2022)	√	Patricia Honeycutt (2024)
√	Clay Nordan (2022)	√	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)
Excused	Anabel Catano (2023)		Junior Mayor Olivia Gilbert (Ex officio)
			MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

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

Minutes of the April 14, 2022 meeting were reviewed. *On a motion by J. McDonald, seconded by P. Honeycutt, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated 5/9/2022 indicating:

- **Income Statement (Profit & Loss for April 12 – May 9):** -\$2,881.13
- **Balance Sheet (as of May 9):** \$60,245.31 in total liabilities and equity
- **Outstanding checks:** \$346.36
- **Gross Statement Balance (as of May 9):** \$60,536.31
- **Membership Dues:** \$885 collected this month (*TOTAL YTD: \$7,506.16*)
- **Spring Fling Food Truck Fest:** \$219.44
- **4 Veteran's Banners:** \$1189.35
- **Sponsorships:** \$1,500

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

President's Report

President Hogan reported that attendees to National Main Street Conference from May 16-18 in Richmond, VA will include Courtney Bennett, Kirk Lightfoot, Patricia Honeycutt, Herman Lehman, Kathy King, and Anabel Catano. Main Street will also have a booth at the Disc Golf Tournament to be held on May 14th to support Shelby Emergency Assistance and at the Arts Fest event that has been rescheduled to June 18th. Volunteers are needed for both events. The Spring Fling Family Food Truck Fest was a great success, she really appreciates all the volunteers who helped, and she looks forward to the board doing the event again next year. In addition, the first Friday Night at the Cove was fantastic, with over 150 people in attendance, and we are looking to do 5 more events this summer. She also reported that Main Street will continue to work with the Thriving Earth Exchange, through which scientists are working to quantify Montevallo's quality of life by examining healthy lifestyles opportunities. She offered thanks to Lance Byrd and the staff of Green Valley Farms, who volunteered to trim our streetscape holly trees earlier this month. She also encouraged everyone to attend the Shelby County 2022 Small Business of the Year luncheon that will be held on May 18. Nominees include Falcon Art Supply, Team Lehman KW Realty, Save My Cell, Soul Spot Wings, and Strand Coffeehouse. Finally, the ALABama Downtown Laboratory Conference will be August 16-19 in Opelika, anyone interested in attending should contact Courtney.

Board Committee Reports

Organization Committee – Committee Chair, Sarah Hogan, reported that our 990 taxes have been filed. Montevallo Main Street also donated items to the UM Shelby County Alumni Scholarship Benefit event. The committee is working on the Christmas ornament, and would the Dogs of Main Street project, that should include another scavenger hunt activity.

Design Committee – Committee Chair, Kirk Lightfoot, reported that applications are now open for this year's Facade Grant Program. The committee walked Main Street during their meeting this month to identify potential Facade Grant projects and hopes all board members will reach out to businesses that could benefit. The grants featuring matching funds up to \$5,000. Work is still underway on planning improvements to the Post Office lawn, the first phase is planting trees and shrubs on the lot. Finally, he reported that the Veteran banners are currently on display.

Promotion Committee – Committee Chair, Carolyn Garrity, reported that the Spring Fling Family Food Truck Fest was a great success. She wanted to thank everyone who helped it turn out so positively. The committee would like to see this become an annual event. The committee is looking forward to the start of the Friday Nights in the Cove on May 27 at 6:30 PM in Owl's Cove Park. Finally, the committee is focused on the next Orientation Week activity for August Welcome Week at UM and would love suggestions for improvement.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that the committee is excited to see Calera Main Street's downtown redevelopment plan announced. The plans will include a park, stage, splash pad and entertainment district. The Montevallo Art Trail is now posted on the AllTrails app. He also reported that there were no updates on ARPA funding request/hotel/Victory projects; Slice Pizza's ABC license was approved by City Council and said they plan to open in June. The committee is also seeking updates on the progress of the bike trails UM is building on the former golf course site; CO.STARTERS classes will begin September 13 and will run for 9 weeks. Maggie Hall is the lead facilitator and UM has offered classroom space for the courses. Finally, the committee would like to work with UM Marketing professors on student marketing projects.

Sustainability Committee – Committee Chair, Jim McDonald, reported that the Environmental Studies Capstone Course has concluded, and the committee will break from meeting in June-July and will resume in August, with plans to conduct another litter cleanup in the fall.

Executive Director's Report

- **Activity Report**
 - Activity Report
 - Courtney reported that the Environmental Studies Capstone Course students had several successful events over the last month, including Earth Fest on April 21 during which Main Street also had a booth; a full presentation of their report on April 25 in the Council Chambers; and a “Finding Nature” event at Shoal Creek Park on May 1. Main Street will possibly be asked to serve as client for this course again next year.
 - She also met with Lana Hill from WBRC this month regarding advertising opportunities.
 - Courtney also reported that the Community Foundation of Greater Birmingham will tour Montevallo on June 15, and MMS is one of the organizations who has been asked to have an informational table during their lunch.
- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened** –
 - Visibil.IT opened at 619 Main Street
 - Country Financial opened at 630 Valley Street.
 - **Opening soon** –
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA (have applied for ABC License)
 - Xcaret Grill, 1032 Main Street, date TBA
 - Main Street Nutrition, 746 Main Street, date TBA
 - Drayer Physical Therapy, 742 Main Street, date TBA
 - **Ownership Transitions** – none reported
 - **Property for sale** – Lot on Island Street for sale or build to suit
 - **For Rent** – 626 Main Street; 616 Main Street; 619 Main Street; 1225 Valley Street
 - **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) Bradford Real Estate Group + Dixie Decorations + Dr. Tom J. Sanders + Team Lehman + Three more slots available.
- RSVP – Still accepting applications if any volunteers 55+ would like to participate.
- On a motion by J. Smitherman, seconded by K. Lightfoot, revisions to the bylaws unanimously approved.
- On a motion by C. Garrity, seconded by K. Lightfoot, Herman Lehman was nominated as President-Elect. He was unanimously approved and will immediately resume the title of President-Elect. He will transition to President of the Board in January 2023.

New/Other Business

- President Elect Herman Lehman has a lot of ideas related to tourism. He would like to reach out to Alabama Tourism office for funding for promotional initiatives.
- The Primary Election will be held on May 24th and will feature School Board elections. Everyone in Montevallo city limits should vote at the Stewart Retreat Center.

Announcements

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

- **Saturday, May 14:** Team Lehman, Keller Williams Realty Metro South and Shelby Emergency Assistance will hold their inaugural disc golf tournament at the Montevallo Disc Golf Course on UM's campus. Proceeds will go to SEA, which provides temporary assistance to residents coping with crises such as job loss, illness or domestic violence. For more details or to sign up, contact Cheryl Patton at 205-746-8721.
- **Wednesday, May 18:** The Shelby Chamber's Small Business Work Group will host the Community Luncheon to celebrate the positive economic impact small business has on Shelby County. Nominees for the Shelby County 2022 Small Business of the Year in five categories will be recognized and the recipients in each category will be announced. Reservations are requested as seating is limited. Reservations will be taken until noon on Monday, May 16. Call the Shelby Chamber at 205-663-4542 or register online.
- **Monday, May 23:** Montevallo High School Graduation at 7 PM at the UM Student Activities Center. Congratulations, graduates!
- **Friday, May 27:** 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 is the perfect way to kick off your weekend. Bring a chair or picnic blanket and make yourself at home on Main Street! Red Mountain Revelers was established on the slopes of Birmingham's most iconic Mountain. They stay true to their roots and have their own sound derived from a Southern fusion of Americana! Sponsored by Bradford Real Estate Group. Featured Food Truck: LaNetta's Pop up Food Shop, M&M's Lemonade Stand
- **Saturday, June 18:** The Montevallo Arts Collaborative will hold its 15th annual Montevallo Arts Fest in Orr Park on Saturday, April 16 from 10 a.m. to 5 p.m. Artists and artisans will line the park to display and sell their work ranging from fine arts to fine craft works. Everything from pottery to woodcrafts, printmaking to painting, and jewelry to glass will be available for purchase at this once-a-year Festival. For more information visit www.montevalloarts.com or the Montevallo Arts Fest Facebook page.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, June 9, 2022, in person at City Hall, with an option to call in with advanced notice.

Adjournment

The meeting was adjourned at 8:58 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary