

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

March 10, 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 8:05 a.m. Council member Lelia Mitchell, Executive Assistant to the Mayor Lisa Shapiro, and Montevallo Historical Preservation Commission Chair Kathy King were also welcomed as guests.

Minutes of the February 10, 2022 meeting were reviewed. *On a motion by C. White, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated 3/5/22 indicating:

- **Income Statement (Profit & Loss for Feb 8-March 5):** \$10,026.32
- **Balance Sheet (as of March 5):** \$ 67,365.34 in total liabilities and equity
- **Outstanding checks:** \$311.54
- **Gross Statement Balance (as of March 5)** \$67,365.34
- **Membership Dues:** \$1,415.00 collected this month (*TOTAL YTD: \$6,437.48*)
- **Donations:** \$10,500

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

President's Report

President Hogan reported that we had many visitors for the Main Street Alabama Quarterly training. Thank you to Dixie Decorations and Bradford Real Estate group for support. Thanks to Team Lehman for the help sprucing up Mainstreet with painting and planting flowers. She also reported that promotional items were purchased to support this event as well as 2 foam boards that were used to highlight what we're doing. Hogan also share progress on re-accreditation. The surveys have been submitted and we are waiting for the state staff to schedule interviews. These interviews require that 60% of board are present. Be on the lookout of the proposed date and please respond ASAP if you can attend or not. Hogan shared that the Interstellar Brewery project in the Victory Building was on hold due to increased cost of construction. The hotel project is now priority. She also reported that the National Main Street Conference will be held May 16-18 in Richmond, VA. Attendees: Courtney Bennett, Kirk Lightfoot, Patricia Honeycutt, Leila Mitchell, Herman Lehman, Susan Lehman. Hogan also welcomed Kathy King, Chair of the Montevallo Historical Commission, as guest. They are rebooting after COVID disruption with new committee members and King serving as the new chair. Ms. King hopes continue attending our meetings and would like to partner with Main Street. Hogan announced that the Bylaw Review will resume next month. The goal is to work on to set a standard of excellence for our board. Board was asked to review bylaws and write down questions and concerns.

The board also heard a special presentation from Pamela Raines, Shelby County Coordinator of RSVP (Retired Senior Volunteer Program). Their goal is to Enhance, Engage and Empower out seniors in Shelby County. Seniors report hours once a month to your station manager, use those hours to request grants. They can be formal or informal volunteer opportunities (helping neighbors or helping Main Street). Benefits include access to passenger van, and backup insurance if someone has an accident while volunteering and personal insurance doesn't cover. They recognize volunteers and all services provided are free of charge. We can also request volunteers (Shelby County RSVP Facebook page) and they also offer an email and newsletter. They have the largest database of volunteers in Alabama (over 900 volunteers).

Board Committee Reports

Organization Committee – Committee Chair, Sarah Hogan's, report was covered in President's report.

Design Committee – Committee Chair, Kirk Lightfoot, reported that youth banner program now has 84 banners ready to print. The committee is excited because the current batch are beautiful and colorful. While they still have room for 6 more, the plan is to secure them from the coloring books that were printed for the holidays. Recommended that we do PR around these banners and get attention from around the state. He also reported on plans for beautification project around the Post Office. It is still in discovery process, but they are moving forward and hoping to partner with others. The Façade Grant program, still need to follow up with 1 business from 2021. They are looking to start a new funding round and will have a roll out soon to target Main Street for improvements. They are also hoping to use money from American Rescue act to include in the program for bigger improvements on Main Street. He brought up new committee business of improving the safety of sidewalks on Main Street. They've painted steps to make them more visible, but would like to apply special reflective tape created for this purpose. It would cost approximately \$350 to cover the cost of this tape. It was suggested that we get approval from the city before applying the tape. Lightfoot also reported that committee is following up the success of the Christmas scavenger hunt with Find a Rainbow Day on April 3, which will feature a scavenger hunt around a rainbow theme.

Promotion Committee – Committee Chair, Carolyn Garrity, reported that spring Bulldog Pride posters have been created and printed, and committee members will be taking them to local businesses She also announced that planning is underway on our April 23 "Spring Fling Food Truck Fest." We are partnering with UM Athletics, and there are 5 sporting events on the Saturday. This will be the first time we've hosted this event and we are hoping to make it an annual event. The Business Prayer Breakfast has been postponed until the fall, but Impact Montevallo Youth Coordinator Maurice Valentine has been brought on as a partner,

which will most likely be held in the fall at the UM College of Business lobby. She also announced that Blooming Bargains is underway with the Festival of Tulips. Courtney also has been working on securing bands and sponsors for Friday Nights at the Cove. Finally, she announced that planning is underway for the UM Orientation Week Event, which will be formatted similar to last year.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that small scale manufacturing workshop was held this week. Looking to get all the economic development groups together and work on building up the infrastructure. They need to inventory what services are available as well as study the resources that are available in the community (nonprofit, government and for profit). This would really help all these small-scale manufacturers and those thinking about starting. The organization that did the workshop will also do a development plan for specific properties for free. He also reported that the Co-starters program is looking to start in late summer/early fall; although they need more people to go through training. Will look to partner with surrounding communities and they still have fundraising to do.

Sustainability Committee –Committee Chair, Jim McDonald, reported that they are revisiting what the group is doing. They currently have 2 proposals from Environmental Sciences capstone course at UM. They are planning to shift their funds away from green business to these proposals. They are also planning to be more focused more on eco-tourism. He also shared the CLIO app, which allows people to chronical historic building and share with GPS systems. Another concern is the need for litter clean up in key areas such as the creek in Orr Park and Ebenezer Swamp. He also announced his enthusiasm for the Food Truck event that coincides with Earth Day. He added that the UM Sustainability committee is looking to do a Earth Day event on Campus.

Executive Director's Report

- **Activity Report**

- Hosted a successful Main Street Alabama Quarterly Training. They had a day dedicated to the state directors on Monday followed by a reception at Bradford Real Estate. On Tuesday they had training that brought 60 people to town. Thanks to First Baptist for allowing us to use their facilities for free.
- Environmental Studies Capstone Course is hosting a Litter Cleanup on Friday, March 18 from 1-3 PM; meet at Owl's Cove Park (737 Main Street). We will provide gloves and everyone is welcome to participate. They will also host an event at Shoal Creek Park on Sunday, May 1, from 1-4 PM. It will be a casual event to highlight the park, and are hoping to offer food trucks and kids activities.
- Offered Hospitality Training with Shelby County Extension on Feb. 15. They would like to continuing partnering with us.
- She attended the Women Leading Government Conference on Feb. 24 with other leaders in Shelby County.
- She announced 2 Business Celebrations:
 - Strand Coffeehouse Ribbon Cutting – Feb. 12
 - Hair & Healing Expansion Launch – March 5

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.

- **Opening soon** –
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA
 - 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; Valley Street
- **Business Closing & Relocations**
 - Mom’s Magic Events and Decorations (742 Main Street)
- **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) Bradford Real Estate Group + Dixie Decorations + Dr. Tom J. Sanders + Team Lehman + Three more slots available.
- Nominations are still being accepted for President-Elect.
- The Small-Scale Manufacturing Report prepared by Matt Wagner of Main Street America is still under review by EV Committee.

New/Other Business

Fulfill request for \$350 for Streetscape grit tape. On a motion by K. Lightfoot and seconded by J. Smitherman, the motion passed unanimously.

Include a representative from the Montevallo Historical Commission as ex-officio member of our board. On a motion by H. Lehman and seconded by J. McDonald, the motion passed unanimously.

Mainstreet will become a station for RSVP and that Courtenay takes on extra duties. On a motion by H. Lehman and seconded by P. Honeycutt, the motion passed unanimously.

Announcements

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

- Daily until further notice: American Village invites you to experience the Festival of Tulips from 10 AM to 4 PM Monday through Saturday, and on Sundays from noon to 4 PM, weather permitting.
- Sunday, March 13: ValloCycle invites you to join them for a ride through the former Montevallo Golf Course! Mountain bikes strongly recommended. Meet at UMOM at 10am, ride at 10:30am - ride to the former Montevallo Golf Club via University Lake, up Middle Street – total round trip approximately 2 miles, not including any trail riding at the former golf course.
- Wednesday, March 16: Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Guest speaker Susan Lehman of Team Lehman - Keller Williams Metro.
- Arts Fest is April 16
- Friday nights at the Cove begins April 29.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, April 14, 2022, in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by J. Smitherman seconded by K. Lightfoot, the meeting was adjourned at 9:31 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary