

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

February 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 was also welcomed as a guest.

Minutes of the January 13, 2022 meeting were reviewed with one minor correction: the design committee budgeted \$15,000 for grant program this year, not \$4,000. *On a motion by K Lightfoot, seconded by C. White, the minutes were approved with correction.*

Treasurer's Report

Treasurer, S. Hendren, presented a report dated 1/13/022 indicating:

- **Income Statement (Profit & Loss for Jan 12-Feb 8):** \$18,744.67
- **Balance Sheet (as of Feb 8):** \$57,339.02 in total liabilities and equity
- **Outstanding checks:** \$311.54 from 2021, but will appear in P&L for 2022
- **Gross Statement Balance (as of Feb 8)** \$57,339.02
- **Membership Dues:** \$4,248.80 collected this month (*TOTAL YTD: \$5,072.48*)
- **Veterans' Banners:** 1 banner \$291
- **1 hydrant poster:** \$25
- **4 Coloring books:** \$20
- **Donations:** \$15,065 (Including \$15,000 from City of Montevallo)

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

President's Report

President Hogan began her report by welcoming Anabel Catano of El Agave Bar & Grill to the board. She also shared that Montevallo was chosen as one of 27 cities to work with the Thriving Earth Exchange to do a Quality of Life assessment that can be used in recruitment efforts. In addition, they are considering different approaches to marketing Montevallo. One idea is to place an ad in the new Helena Magazine, and will meet with Shelby Country reporter. She also reported that the Junior City Council is again offering their Refresh Cards which offer students discounts at participating business on school days from 3:00-6:00, and the businesses' support is really appreciated. The Junior City Council is also working on creating an Art Box (modelled after the little libraries) where people can donate or borrow art supplies. Hogan also reported that 58 Inc met with the City Council to discuss interest from Cobblestone Hotel about adding a small boutique hotel. Main Street is in support of this because the large number of visitors we have each year (260,000+) demonstrates a hotel would be highly successful in our city retaining tourism dollars. It was also reported that Main Street America is changing their accreditation process, but we have already started working on this for 2022. In addition, the National Main Street Conference will be held in Richmond, VA from May 16-18, and anyone interested is invited to contact Courtney Bennett. Finally, Montevallo Main Street is hosting the quarterly training for Mainstreet Alabama on March 8th, and will focus on small-scale manufacturing. We will host a reception the evening before (March 7 at 5:00 at Bradford Real Estate) and board members are strongly encouraged to participate.

Board Committee Reports

Organization Committee – Committee Chair, Sarah Hogan, requested ideas for promoting Montevallo. One idea she had was developing some kind of puzzle.

Design Committee – Committee Chair, Kirk Lightfoot, reported that Happy Smith has joined the Committee. He also reported that there is going to be an increase in cost of producing new veteran banners, but the committee decided not to pass cost onto purchasers. There are a lot of banners coming up for renewal and 6 new banners are being added for May roll out for Memorial Day. They are still accepting youth art submissions because there is room for 15 more banners. He reminded people to check out changing disks on photo frame. The committee is also trying to improve the lot next to post office. They would like to liven it up and make it look more appealing and fit in with streetscape. The committee has wrapped up façade grants for 2021, but still need to pay Strand Coffeehouse. They are now making plans for 2022 grants, using criteria from last year. He also reported on a new project to improve the steps on sidewalk to make reduce the trip hazard (especially in front of Falcon Art).

Promotion Committee – Committee Chair, Carolyn Garrity, reported that the committee is considering hosting the Business Prayer Breakfast on March 17 but details are still pending but would welcome recommendations for sponsors. The committee also planning to host a Food Truck event on April 23 in to line up with Montevallo athletic events. The current plan is to set up on Island Street near the library and the softball field. Work is underway on the spring Bulldog Pride sports schedule poster. The public is invited to take photos at the Recycled Bench Photo Spot. Our Blooming Bargains promotion with Montevallo Chamber of Commerce will launch soon; the American Village has not yet announced Opening Day for the Festival of Tulips, but it should be within the next couple of weeks. Friday Nights at the Cove will resume on the last Friday of the month from April through July and bands have been booked for 3 out of 4 events; the committee is considering extending the season for 2 more events, with details pending. Sponsors are actively being sought for Friday Nights at the Cove.

Economic Vitality Committee – Committee Chair, Ken Jones, suggested a phone rest for the photo spot to make it easier to take pictures. The committee had a great discussion about new business developments that are ongoing in Montevallo. They would also like to have conversations with property owners that have vacant properties and discuss future plans. The committee is also hosting a free "Hometown Hospitality" event on February 15th, and they would like to offer businesses something free they could come to session aimed at

improving customer service and learning more about what's in Montevallo. The committee recognizes how visitors are treated by employees is how they see the town, even fast food. How they are treated is how they view Montevallo. He also reported that CO.STARTERS is slated to begin in the fall, but they are still working on sponsors. Finally, the committee is working to develop a template and process for conducting exit interview for businesses are closing. By collecting these insights, we might identify ways we could intervene.

Sustainability Committee –Interim Chair, Courtney Bennett, reported the committee is planning to meet next week. She also reported that Jim McDonald has agreed to chair the committee.

Executive Director's Report

- **Activity Report**
 - Montevallo Main Street has been working with Dr. Susan Caplow's Environmental Studies Capstone Course on their project ideas regarding anti-littering campaigns and ecotourism. In addition, she met with Chris Frye from Opportunity Alabama's Accelerator Program, which has offered to help identify capital sources to pay for bigger projects related to small scale manufacturing. Would like to discuss further with city leadership to gauge interest.
- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - Opened this month
 - Sunrise Doughnuts, 1141 Ashville Road, February 3
 - Strand Coffeehouse, 620 Main Street, February 7
 - **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
 - **Ownership Transitions**
 - Doodle's (935 Main Street) purchased by The Type Shop; will move this spring
 - **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**
 - Shampoochie's Pet Spa
 - Doodle's Campus Bookstore
 - **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.
- Looking for nominations for President-Elect. Will create a google form with the goal to have every board member nominate one person.

New/Other Business

- Please review the Small Scale Manufacturing Report that Courtney emailed to come up with ideas about how we can use this information to help Montevallo.
- There is an opportunity to partner with the Retired Seniors Volunteer Program (RSVP) to look for ways to market Shelby County to retirees. The board would like to invite the director to come speak at an upcoming meeting.

Announcements

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

- (NEW DATE) Saturday, February 12: Ribbon Cutting at Strand Coffeehouse (620 Main Street) from 10 AM - 11 AM, hosted by Montevallo Chamber of Commerce.
- Tuesday, February 15: Alabama Extension, Columbiana Main Street, and Montevallo Main Street present a free training called "Hometown Hospitality: Creating a culture of excellent customer service & hospitality in your community"! Parnell Memorial Library (277 Park Dr., Montevallo, AL) from 11:30 AM to 1:00 PM. Lunch provided. Registration required
- Wednesday, February 16: Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM, and lunch (\$12) begins at noon.
- Wednesday, February 16 - Saturday, February 19: UM Celebrates Homecoming--"Back on the Bricks: Where We Belong"!
- Monday, February 21: President's Day. City Hall will be closed in observance of this holiday. MES, MMS, and MHS will be closed for a teacher workday.
- Saturday, February 26: Montevallo Arbor and Beautification Board will host their annual Arbor Day Celebration at the Recycling Center (1120 Overland Road) from 9 AM - 1 PM.
- Tuesday, March 8: Main Street Alabama hosts Quarterly Training in Montevallo.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, March 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 K Jones, the meeting was adjourned at 9:06 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary