

# MINUTES

## Montevallo Main Street (MMS) Board of Directors' Meeting

April 14, 2022

### In Attendance (term expiration)

Excused	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)
Excused	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)
√	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 March 10, 2022 meeting were reviewed. *On a motion by K. Jones, seconded by J. McDonald, the minutes were approved as presented.*

### Treasurer's Report

Treasurer, S. Hendren, She presented a report dated 4/11/2022 indicating:

- **Income Statement (Profit & Loss for March 4-April 11):** \$62,702.40
- **Balance Sheet (as of April 11):** \$63,126.44 in total liabilities and equity
- **Outstanding checks:** \$ 424.04
- **Gross Statement Balance (as of April 11)** \$63,126.44
- **Membership Dues:** \$133.68 collected this month (*TOTAL YTD: \$6,621.16*)
- **Spring Fling Food Truck:** \$200
- **2 Veteran's Banners:** \$591
- **Sponsorships:** \$500
- **Fundraising**
  - 2 Bicentennial Note card sets: \$30

*On a motion by J. McDonald, seconded by C. White, financial reports were approved as presented.*

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## President's Report

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President Hogan reported that a group of board members will attend the National Main Street Conference from May 16-18 in Richmond, VA. Attendees will include Courtney Bennett, Kirk Lightfoot, Patricia Honeycutt, Lelia Mitchell, Herman Lehman, Susan Lehman, Kathy King, and Anabel Catano. She also highlighted the success of the Rainbow Rock Scavenger Hunt, and we had a good response on social media. It was also reported that due to weather, Arts Fest will be postponed until Saturday, June 18, from 10 AM to 5 PM in Orr Park. Hogan is also setting up a Signup Genius form for the Spring Fling Family Food Truck Fest. Help is needed with logistics, bouncy houses, fatal vision course, and other areas. Friday nights at the Cove are scheduled to start on April 29. She thanked this year's sponsors: Mayor Rusty Nix & Family; Bradford Real Estate Group; Alabama Public Television; Team Lehman; AmFirst Bank. One additional sponsorship is available. Montevallo was awarded funding to study quality of life. We will continue to work with the three scientists assigned to us through the competitive Thriving Earth Exchange program and are currently working developing a list of community assets. Hogan also reported on a recent tour of Green Valley farms. Hogan, Bennett and Arbor & Beautification Board Chair/Design Committee member John McKinnon learned about the farm and discussed the landscaping project at post office and streetscape trees...need to plant more trees. He also offered to come trim existing trees. Hogan also reported that we complete out annual Memorandum of Agreement with Mainstreet Alabama. Downtown Alabama laboratory conference in will be held in downtown Opelika August 16-19<sup>th</sup>. Let Courtney know if you are interested in attending.

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## Board Committee Reports

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**Organization Committee** – Committee Chair, Sarah Hogan's, report was covered in President's report. Will be working on bylaws today.

**Design Committee** – Committee Chair, Kirk Lightfoot, reported that Youth Banners are wrapping up, hope to have banners up by the start of school in the fall. There is a new disc on the photo frame at post office with a focus on ArtFest. Working to landscape area on southside of post office. Working with Green Valley Farms to identify trees and develop ideas and are working on budget information. He also announced that the committee has wrapped up the Stand Coffee façade grant. They are now ready to launch a new grant program and are working to get the information out to merchants. Applications are on the website with a May 31, 2022 deadline. Finally, the streetscape grit tape has been delivered and will be installed soon; it has been approved by the City's Public Works Department.

**Promotion Committee** – Committee Chair, Carolyn Garrity, reported that the Spring Fling is Saturday, April 23, and volunteers are needed; this event is "rain or shine." All are invited to Friday Nights at the Cove, which kicks off April 29.

**Economic Vitality Committee** – Committee Chair, Ken Jones, reported that full page Ad has been placed by Main Street in the latest edition of Helena Magazine, highlighting Arts fest, Friday nights in the Cove and Tinglewood Festival. Would also like to sponsor an ad featuring walking trails in Montevallo and historical map. They are planning to add Montevallo art map to AllTrails. Already have Shoal Creek trail, Stevens Trail, fire hydrant trail and others. Additionally, the Historical commission, early stages of planning an African American Heritage trail in Montevallo. Courtney met with Melody Whitten with 58 Inc, focusing on attracting a hotel and an Ace Hardware. Dee Woodham is working with Community Foundation of Birmingham to bring a group of donors to come through Montevallo on way to see Cahaba Lilies, which should be great for further strengthening that relationship. Jones also discussed upcoming plans to turn the university golf course to a mountain biking area. Finally, he reported on progress with the Co-Starters program. Herman Lehman and Maggie Hall have signed up to be facilitators. Tom Sanders and Carolyn Garrity will attend May training. The committee is working to partner with Columbiana and Calera Main Street programs to promote this program. They are still looking for funding partners for this program.

**Sustainability Committee** –Committee Chair, Jim McDonald, reported that Earth Day was coming up April 21st. UM Environmental Studies student are working on projects and Shoal Creek clean-up day.

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## Executive Director's Report

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- **Activity Report**
  - Activity Report
    - Membership Renewal Letters went out. Upcoming Events letters were sent to downtown businesses to let them know about Friday Nights and Food Truck Fest.
    - ES Capstone Course will sponsor some upcoming events.
      - March 23 - Litter Pickup Event looking to do another during earth week
      - April 21 – Earth Fest at UM
      - April 25<sup>th</sup> Capstone course will do their findings presentations at City Hall
      - Sunday, May 1 – Finding Nature event at Shoal Creek Park
    - Attended APT/Library - Reading Reward Program. They are interested in sponsoring a Friday Night in the Cove Event. Library is also working on project for reading intervention, creating rewards for meeting goals.
- **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 (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
    - Visibil.IT, 619 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

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## Old Business

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- **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 – Accepting applications.

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## New/Other Business

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Bylaws were reviewed and will be voted on by email later this month.  
Nominations for the position of President-Elect were discussed and will be voted on by email later this month.

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## Announcements

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

- (Rescheduled to June 18) Saturday, April 16: The Montevallo Arts Collaborative will hold its 15th annual Montevallo Arts Fest in Orr Park on Saturday, April 16 from 10 am to 5 pm
- Wednesday, April 20: Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. (Impact)
- Wednesday, April 20: ValloCycle group bike ride in front of UMOM (University of Montevallo on Main Street, 737 Main St.) at 5:30 pm for a ride that begins at 6:00pm.
- Saturday, April 23: Spring Fling Food Truck.
- Saturday, April 23: ValloCycle hosts a drop-in bicycle maintenance clinic at 620 Main Street (Strand Coffeehouse) from 11 AM - 2 PM.
- Thursday, April 28: Montevallo Chamber of Commerce hosts their annual Golf Tournament, which benefits the Mary Lou Williams Memorial Scholarship at Cahaba Falls Country Club.
- Friday, April 29: Friday Nights at the Cove from 6:30 – 8:30 PM in Owl's Cove Park (737 Main Street). Featuring Mother May I

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## Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, May 12, 2022, in person at City Hall, with an option to call in with advanced notice.

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## Adjournment

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The meeting was adjourned at 9:32 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary