

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

In Attendance (term expiration)	DATE
	5/18/23

X	Julie Smitherman (2023)	X	Herman Lehman (2025)
X	Sarah Hogan (2023)	X	Kirk Lightfoot (2025)
X	Carolyn Garrity (2023)	X	Ken Jones (2025)
	Anabel Catano (2023)	X	Clay Nordan (2025)
Excu.	Kathy King (2023)	X	Jennifer Toliver (2025)
X	Happy Smith (2024)	X	Courtney Bennett (Ex officio)
X	Jim McDonald (2024)	X	Adele Nelson (Ex officio)
X	Cheryl White (2024)		Mayor Rusty Nix (Ex officio)
X	Patricia Honeycutt (2024)		Junior Mayor (Ex officio)
X	Jackie Chappell (2024)		MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

President H. Lehman called the meeting to order at 8:02 a.m.

Minutes were reviewed from the meeting April 13, 2023. *On a motion by Jim McDonald, seconded by Kirk Lightfoot, minutes were approved as presented.*

Treasurer's Report

Treasurer, S. Hogan, presented a report dated 5/18/23 indicating:

Income Statement (Profit & Loss for 4/12/23-5/15/23): \$ -6,106.45

- **Balance Sheet (as of 5/15/23):** \$43,698.24
- **Outstanding checks:** \$26.42
- **Net Statement Balance (as of 5/15/23):** \$43,671.82
- **Membership Dues:** \$ 252.67 (TOTAL YTD: \$7,382.78)
- **Veteran Banners:** \$1,200.00 (4 banners)
- **Fundraising:** \$1,244.70 (46 shining star t shirts, 1 hydrant poster, 18 dogs of MS coloring books)

On a motion by Julie Smitherman, seconded by Cheryl White, financial reports were approved as presented.

President's Report

President H. Lehman reported: Sign up still needed for the post office watering schedule. Parnell Memorial Library summer reading kick off event will be held on June 2.

Board Committee Reports

Organization Committee – Sarah Hogan reminded the board to please renew their memberships and purchase Shining Star t-shirts if they have not yet done so.

Design Committee – Committee Chair, K. Lightfoot, reported that John has installed the bulldog disc at the USPS photo frame in honor of MHS' upcoming graduation; applications are still being accepted for our Facade Grant program (awnings only); new veteran banners are on display, and specific location requests will no longer be considered due to the large number of banners now in the program, out of respect to our Public Works Department who works hard to install them; thanks to Clay Nordan for cataloguing the banners on the Montevallo Historical Society webpage; all are encouraged to attend the Shining Star dedication at 5 PM on Friday, May 26 at Bicentennial Park (710 N. Boundary Street) as well as Friday Nights at the Cove following at Owl's Cove Park (737 Main Street) at 6:30m PM that evening; Shining Star t-shirts will be for sale at both events as a fundraiser; a meeting will be held soon to create a plan to address dead and missing streetscape trees.

Promotion Committee –Committee Chair, C. Garrity, reported that Spring Fling Family Food Truck Fest was a great success; improvements next year include additional seating, an improved parking plan for food trucks, and better communication with UM Athletics; over 200 people attended Friday Nights at the Cove in April, covered by Shelby County Reporter; plans are being finalized for the Welcome Weekend "Make and Take" craft activity planned for Saturday, August 19--70 students attended last year, and this year the committee will be prepared for 100; the Bulldog Pride fall MHS sports poster is planned to be completed and distributed in August as soon as sports schedules are received; fundraising events were discussed.

Economic Vitality Committee – Committee Chair, K. Jones, reported that UM Cycling Coach Jennifer Nichols and MBA student/athlete Dawson Sanders joined the meeting as guests, sharing information about the economic impact the new program is projected to have on Montevallo; this program will result in increased tourism due to events at the site, and further demonstrates our dire need for a hotel in Montevallo; they will also result in increased demand for dining, shopping, etc.; this also aligns with other initiatives to promote cycling in Shelby County, who is assisting with the development of UM's course; anyone interested in Main Street Alabama's "Working with Developers" webinar may get a recording from Courtney; CO.STARTERS has been pushed to the fall, with classes starting August 22, and applications are now being accepted

Sustainability Committee – Committee Chair, J. McDonald, reported further water quality information gathered by the UM Environmental Studies Students; anyone who notices any "fish kills" on Shoal Creek between Orr Park and the water treatment facility should report it. The committee will take a hiatus and will resume meeting in September.

Executive Director's Report

Activity Report

This month Courtney participated in many community events including but not limited to: that she represented MMS as a Corporate Sponsor and helped sell tickets at Montevallo Main Street Players' production on 4/13; she attended the Leaders of Tomorrow mock Council meeting on 4/19; the Public Safety Coalition met on 4/19 to plan for the Fire Prevention Parade, National Night Out, and Chief's Challenge; she attended Alabama Custom Trailer & RV's Ribbon Cutting on 4/20 and had photos

taken to promote CO.STARTERS since the business owners are fall 2022 graduates; and other activities, including serving as an ex officio member of Main Street Alabama's Board of Directors at their meeting in Oxford last week.

Business Transitions – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.

- **Business Transitions** – Montevallo Nutrition (746 Main Street) has closed.
- **Property for Sale** – Lot on Island Street for sale or build to suit
- **For Rent** –
 - 440 Middle Street: call Letta Hallman at 205-665-4689
 - 619 Main Street: call Shoal Creek Realty at 205-567-9659
 - 808 Main Street: call John Roper at 205-288-1089
 - 746 Main Street: call Urmish Patel at 205-982-9171

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 Improvements Grants and other improvements to the district. It was announced at the last city council meeting that the money can now be used any way a City would like. There has been no projection of how that might be spent presented, and we are unsure if there is a timeline to use the money by.
- **CoStarters** sponsors and facilitators needed.
- **Membership Drive**- Need to come up with something awesome!
- **Fundraising Ideal**- Committee still working on this.

New/Other Business

- **VOTE: ARPA Request to City for \$75,000.** *On a motion by Jim McDonald, seconded by Carolyn Garrity, the board approved presenting this letter to City Council during an upcoming meeting.*
- **VOTE: Letter of Support for Hotel Project.** *On a motion by Jim McDonald, seconded by Kirk Lightfoot, the board approved presenting this letter to City Council during an upcoming meeting.*
- **Board Retreat**- Details will be discussed in the near future.

Announcements

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

- 5/22/23- MHS graduation
- 5/24/23- Annual Shelby County Business Awards Luncheon 11:30- Pelham Civic Complex.
- 5/25/23- ValloCycle monthly bike Ride
- 5/26/23- Shining Star dedication 5:00 bicentennial Park, Friday Nights at the Cove 6:30- Owls Cove Park
- 5/29/23- Memorial Day- City Hall Closed
- 6/5/23- Montevallo Farmers Market
- 6/22/23- Montevallo Chamber Community Awards 5:30 at the Student Retreat, \$25 per person.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, June 8, 2023, in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by Carolyn Garrity, seconded by Cheryl White, the meeting was adjourned at 9:20 a.m.

Respectfully submitted,

Julie Smitherman,

Secretary