

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

	DATE
In Attendance (term expiration)	10/12/23

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

Call to Order and Approval of Minutes

In President H. Lehman called the meeting to order at 8:04 a.m.

Minutes were reviewed from the meeting September 14, 2023. *On a motion by P.Honeycutt, seconded by J.Smitherman, minutes were approved.*

Treasurer's Report

Treasurer, S. Hogan, presented a report dated 9/14/23 indicating:

Income Statement (Profit & Loss for 9/8/23-10/9/23): \$661.61

- **Balance Sheet (as of 10/12/23):** \$39,399.88
- **Outstanding checks:** \$482.20
- **Net Statement Balance (as of 10/12/23):** \$39,917.68
- **Membership Dues:** \$0
- **Veteran Banners:** \$0.00
- **Fundraising:** \$607.98 (7 shining star t shirts, 15 Christmas ornaments, 10 Dogs of MS coloring books, 1 Pendleton Hydrant Parade poster)

. *On a motion by P.Honeycutt, seconded by K.King, financial reports were approved as presented.*

President's Report

H.Lehman reported: We still need post office watering volunteers, Montevallo Art Walk 10/28 volunteers needed, Dia de Los Muertos 11/2 5-9-volunteers needed.

Board Committee Reports

Organization Committee – no further update

Design Committee – Committee Chair, K. Lightfoot was out- director C.Bennett reported that design met and talked about several ongoing projects including Christmas decoration additions including possibly a larger tree, new garland lights, large fiberglass ornaments for Owl's Cove, lit Santa chair photo op, Christmas bulldog and new bows. Arbor board is to help with plant maintenance and fertilization at the post office. Holiday window decorating contest plans are underway and are to include the old Citgo station.

Promotion Committee –did not meet this month.

Economic Vitality Committee – Committee Chair, K. Jones reported that their committee discussed several topics of importance this month including hosting Natalie Perkins as a guest speaker. She has a background in corporate finance and consulting and there was discussion of possibly putting together workshops for business owners. She is a current Co Starters student. Co Starters received a \$5,000 reimbursement grant from CWACO RD&C. 58inc is doing a Shelby County success stories series and their first feature is going to be costarters! Costarters is also receiving an award from Innovate AL. Columbiana is launching their entertainment district and there was discussion of revisiting that idea here. Calera is working to put an entertainment district in place as well. Mountain bike course ribbon cutting 10/26 4:30-6. Moratorium committee meeting follow up today at 2:30.

Sustainability Committee – did not meet this month.

Executive Director's Report

- **Activity Report**

- Attended E3 workshop pilot in Birmingham with 3 attendees from Montevallo.
- Fire prevention parade 10/7/23.

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

- **Opened this Month**- The Jewelry Lady 619 Main St, ribbon cutting 11/3/23-12:00
- **Opening Soon**- Soul Spot Food 728 Main St and Indigo Café and Bar 629 Main Street 11/15/23
- **Property for Sale** – Lot on Island Street for sale or build to suit
- **For Rent** –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

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 needed. Graduation celebrations 10/24 at Team Lehman.
- **Membership Drive-** Need to come up with something awesome!
- **Fundraising Ideal-** Committee still working on this.
- **National Main Street Conference 2024-** Attendance and consider volunteering
- **Board Retreat-** Looking to schedule this possibly late January 2024.
- **Business License moratorium study/recommendations-** update to follow after meeting today.

New/Other Business

- **City Clerk Updates-**
 - Hotel Updates- ADEM has approved additional testing to start 10/23/23 and take about 15 days to complete. Final ruling will come 30-45 days after testing completion. Hotel agreement is currently in the works.
 - Sidewalk Updates- Project was awarded at last meeting. They will have 120 days to complete once they start. Hoping to be complete early 2024.
 - Development Update- City met with 58 Inc. about a full service car wash that wants to locate here on Hwy 25, company based out of Georgia. Moores Crossroads development project is underway, the next step is for the City to acquire right of way. Questions were asked about the property at 216 and Hwy 25. As far as Steve knows Jason Pickseimer is clearing that land to make it site ready. Possible location for truck fuel stop, 58Inc is helping to market this property.
 - MS Director reclassification- All city employees received a 6% raise. Steve is to revisit this because there is more money in the Main Street budget.
 - Heritage Trail- African American Heritage Trail plaques are underway and some will be located on Main Street.

Announcements

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

- Mondays- Farmers Market through August 21 3-6pm.
- TODAY: Back to school
- 8/16/23- Chamber Monthly luncheon at Parnell Memorial Library
- 8/20/23- Just Show Up Show, Orr Park
- 8/21/23- Start of fall semester at UM
- 8/22/23- Make and Take Craft at Braford Real Estate 3:30-6:30

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, 9/14/23 in person at City Hall, with an option to call in with advanced notice.

Adjournment

The meeting was adjourned at 8:45 a.m. S.Hogan made a motion to adjourn, seconded by P/Honeycutt.

Respectfully submitted,

Julie Smitherman,

Secretary