

# MINUTES

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

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	DATE
In Attendance (term expiration)	12/14/2023

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

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### Call to Order and Approval of Minutes

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President Julie Smitherman called the meeting to order at 8:04 a.m. City Clerk Steve Gilbert and prospective board member Sean Hilty were welcomed as guests.

Minutes were reviewed from the meeting on November 9, 2023. *On a motion by Kirk Lightfoot, seconded by Patricia Honeycutt, minutes were approved as presented.*

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### Treasurer's Report

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Treasurer, Sarah Hogan, presented a report dated 12/11/2023 indicating:

**Income Statement (Profit & Loss for 11/6/23 – 12/11/23):** -\$3,984.95

- **Balance Sheet (as of 12/11/23):** \$33,882.87
- **Outstanding checks:** \$1,606.01
- **Net Statement Balance (as of 12/11/23):** \$32,276.86
- **Membership Dues:** \$144.75 collected this month (*TOTAL YTD: \$11,352.91*)
- **Veteran Banners:** \$892.10 (3 banners)
- **Fundraising:** \$459.99 (16 Christmas ornaments, 1 Shining Star t-shirt)

*On a motion by Patricia Honeycutt, seconded by Ken Jones, the financial reports were approved as presented.*

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## President's Report

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President Julie Smitherman thanked outgoing board members Herman Lehman, Sarah Hogan, Carolyn Garrity, Anabel Catano, Kathy King, Jim McDonald, Cheryl White, and Jennifer Toliver.

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## Board Committee Reports

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**Organization Committee** – No report.

**Design Committee** – Committee Chair, Kirk Lightfoot, reported that prospective member Shane Kelly was welcomed as a guest at this month's meeting; Patricia Honeycutt with Dixie Decorations presented estimates for several items the committee plans to request that the City cover with ARPA funds; 13 empty storefront windows and 22 merchant windows were decorated this year; applications for Facade Grants will be distributed starting in January 2024; the committee plans to explore how to add more pedestrian-oriented lighting downtown.

**Promotion Committee** – Committee Chair, Carolyn Garrity, reported that Sarah Hogan will assume the position of Chair effective January 2024; work will begin on the spring Bulldog Pride sports poster ASAP; Day of the Dead was a wonderful event that the committee plans to continue to support next year; Small Business Saturday was celebrated with the production of a video, social media marketing, and by supporting the Montevallo Arts Collaborative's inaugural Merry Market; additions were suggested to the Annual Blooming Bargains program; Spring Fling Family Food Truck Fest will be held again in April; Friday Nights at the Cove will resume in April, with ideas being explored for additional concert dates in the fall.

**Economic Vitality Committee** – Committee Chair, Ken Jones, reported that they plan to offer trainings in marketing and customer service to businesses next year; ideas were discussed regarding how to effectively help businesses prepare for large influxes of customers during special events and sporting events; CO.STARTERS will resume August 2024; preparations will need to be made for National Main Street Conference in Birmingham in May 2024, with a potential tour of up to 50 people coming to Montevallo; the committee supported several arts- and civic-related initiatives this year, including Montevallo Main Street Players, Vallo Backyard BBQ, Disc Golf Tournament, Arts Fest, Spring Fling, Art Walk, and Day of the Dead; discussions are ongoing with UM's biking coach as to how we can assist with promoting our downtown Dining Guide, etc.

**Sustainability Committee** – Committee Chair, Jim McDonald, reported that they plan to do a cleanup at Ebenezer Swamp in the spring, and ideas are being explored regarding a bioswale at Orr Park.

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## Executive Director's Report

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- **Activity Report**

Courtney Bennett reported that she participated in the Jewelry Lady Ribbon Cutting (Nov. 10), Small Business Saturday/Merry Market (Nov. 25), Tree Lighting & Christmas Parade (Nov. 30), Main Street Alabama webinar on Landscaping (Dec. 5), and Diamond Awards Luncheon (Dec. 7).

### **Business Transitions**

Open this month:

- Indigo Cafe and Bar – 629 Main Street
- Soul Spot Soul Food – 728 Main Street

For sale:

- 645 Main Street (former House of Serendipity)—listed by Shoal Creek Realty, (205) 567-9659
- Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219

For rent:

- 616-620 Main Street (former Baba Java)--call Stacia Brady, 205-436-1919
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## Old Business

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- Montevallo Main Street requested that the City earmark moneys from American Rescue Act funds for improvements to the Main Street District and are still waiting to hear how the City plans to spend the funds.
  - Sponsors are still being actively sought for the CO.STARTERS program.
  - Fundraising Committee: This committee is actively meeting to formulate plans.
  - National Main Street 2024: The Board will continue to make preparations for this.
  - Board Retreat: a plan will be formulated soon, possibly early 2024.
  - Reclassification and raise request for Executive Director - still pending.
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## New/Other Business

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- **2024 Board Member and Officer Nominations:**

### **New Board Members**

- Susana Vazquez, Team Lehman (nominated by Herman Lehman)
- Sean Hilty, Alabama Custom Trailer & RV (self-nominated)
- Marissa Wilson, Parnell Memorial Library (self-nominated)
- Stephanie Benitez, Trustmark (self-nominated)

*On a motion by Sarah Hogan, seconded by Patricia Honeycutt, the four new board members were approved for terms to begin January 2024 and end December 2026.*

### **Returning Board Members**

- Sarah Hogan, Impact Montevallo (January 2024 – December 2024)
- Carolyn Garrity, UM Michael E. Stephens College of Business (January 2024 – December 2024)
- Kathy King, University of Montevallo (retired), Montevallo Legacy Project (January 2024 – December 2025)

*On a motion by Patricia Honeycutt, seconded by Kirk Lightfoot, the three returning board members were approved for terms listed above.*

### **Officers**

- President-Elect: Kirk Lightfoot
- Promotion Committee Chair: Sarah Hogan
- Sustainability Committee Chair: Danielle Haskett-Jennings

*On a motion by Patricia Honeycutt, seconded by Carolyn Garrity, the nominated officers were approved to assume their positions immediately. Nominations are currently being solicited for Secretary.*

- **2024 Workplans:**

	<b>Funding Approved</b>
<b>Organization</b>	
District Promotion Photos and Videos	\$500.00
Advertising	\$3,000.00
Fall Decorations in Bicentennial Park and Owl's Cove	\$400.00
Volunteer Training	\$7,500.00
990 Tax Preparation	\$350.00
D&O Insurance	\$700.00
Tinglewood Festival	\$100.00
Monte Gras Fundraiser	\$3,000.00
Holiday Party	\$350.00
Promotional Items	\$350.00
Dogs of Main Street Promotion	\$0.00
<b>Promotion</b>	
Prayer Breakfast	\$250.00
Social Media Ambassador Program	\$100.00
Printed Promotional Materials	\$650.00
Friday Nights at the Cove	\$2,000.00
Bring the Festival of Tulips Downtown	\$550.00
Small Business Saturday	\$300.00
Bulldog Pride	\$300.00
Photo Spot at Owl's Cove	\$550.00
Spring Fling Family Food Truck Fest	\$500.00
UM Orientation Week Event	\$350.00
Day of the Dead	\$250.00
Scavenger Hunts	\$500.00
Event Promotional Items	\$300.00
Main Street Photo Contest	\$400.00
<b>Design</b>	
Façade Grant Fund	\$10,000.00
Christmas Ornament Fund (encumbered)	\$211.06
Veteran Banners (encumbered)	\$10,131.29
Photo Frame - Additional Decorative Discs	\$70.00
Banner and Decoration Storage and Maintenance	\$100.00
Holiday Window Decorating Competition	\$1,500.00
Streetscape Grit Tape	\$175.00
Rain Graffiti	\$250.00
<b>Economic Vitality</b>	
Training for Businesses	\$1,000.00
Supporting Arts Events & Programs	\$4,000.00

Expanding Recreation & Ecotourism	\$1,000.00
CO.STARTERS	\$6,000.00
National Main Street Conference Tour Preparation	\$3,500.00
Wayfinding Signs	\$125.00

### Sustainability

Floodwater Modeling	\$100.00
Ebenezer Swamp Cleanup	\$50.00
Bioswale at Orr Park	\$1,000.00
ES Capstone Support	\$300.00
Former Citgo Beautification/Tire Trees	\$100.00
Dog Park	\$0.00

**Total: \$62,862.35**

*On a motion by Carolyn Garrity, seconded by Patricia Honeycutt, the 2024 work plans were approved.*

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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.

- **Thursday, December 14:** Mark your calendar for the Montevallo Chamber's Annual Christmas Open House. Visit participating businesses between 5-7 PM and collect tickets for a chance to win prizes! The prize drawing will be held at 7:30 PM at Main Street Tavern. Find more information on the Chamber's Facebook Page.
- **Thursday, December 14 - Sunday, December 17:** Montevallo Main Street Players will host their latest production, The 24 Days Before Christmas! Shows will be held at 7:30 PM at Parnell Memorial Library Theatre and at 2 PM on Sunday.
- **Saturday, December 16:** The Wreaths Across America ceremony will be held at Montevallo City Cemetery at noon, sponsored by Montevallo Historical Society. Main Street Board Members in attendance are invited by Clay Nordan to take a group photo at NOON.

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## Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, January 11, 2024, in person at City Hall, with an option to call in with advanced notice.

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## Adjournment

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On a motion by Carolyn Garrity, seconded by Sarah Hogan, the meeting was adjourned at 9:34 AM.

Respectfully submitted,

Courtney Bennett,

Executive Director