

**Board Members in Attendance (term expiration):**

X	Tonia Mayton (2024)	X	Susana Vazquez (2026)
X	Patricia Honeycutt (2024)	X	Sean Hilty (2026)
	Jackie Chappell (2024)	X	Marissa Wilson (2026)
X	Carolyn Garrity (2024)	X	Stephanie Benitez (2026)
X	Sarah Hogan Shaw (2024)	X	Wyatt Hall (2026)
X	Julie Smitherman (2025)	X	Courtney Bennett (Ex officio)
X	Kirk Lightfoot (2025)	X	Adele Nelson (Ex officio)
X	Ken Jones (2025)		Mayor Rusty Nix (Ex officio)
X	Clay Nordan (2025)		Junior Mayor (Ex officio)
X	Kathy King (2025)		MDCD Representative (Ex officio)

**Call to Order and Approval of Minutes**

President Julie Smitherman called the meeting to order at 8:04 a.m. Col. Alan Miller of American Village and Council Member Lelia Mitchell were welcomed as guests.

Minutes were reviewed from the meeting on October 10, 2024. *On a motion by Sean Hilty, seconded by Patricia Honeycutt, minutes were approved as presented.*

**Treasurer's Report**

Treasurer Sarah Hogan presented a report dated 11/11/24 indicating:

- Income Statement (Profit & Loss for 10/7/24 – 11/11/24): -\$19,012.06
- Balance Sheet (as of 11/11/24): \$46,935.24
- Outstanding checks: \$10,023.48
- Net Statement Balance (as of 11/11/24): \$36,911.76

**INCOME SOURCES:**

- **Membership Dues:** \$851.62 (\$8,491.00 YTD)
  - **Benefactor:** Dr. Kathryn R. King
  - **Supporter:** Falcon Art Supply
  - **Individual:** Jackie Chappell, Dessilyn Chappell, Marissa Wilson
- **Veteran Banners:** \$300
  - 1 sold

- **CO.STARTERS Course Fees: \$95.43**
  - 1 paid
  
- **Interest from Commercial Sweep: \$98.25**
  
- **Fundraising: \$851.59**
  - 2 Monte Gras tickets
  - 8 Christmas ornaments
  - 4 Shining Star T-Shirts
  - 11 temporary tattoos
  - 5 sets of Bicentennial notecards
  - Letters to Heaven donations (\$8.67) at Day of the Dead
  - \$100 sponsorship of Monte Gras from ACE Hardware
  - \$250 private donation
  
- **Day of the Dead: \$5,940.45**
  - **Sponsorships Collected:**
    - Vera Homebuilders
    - Edwards Chevrolet
    - Beauty and Style Salon
    - Union Envious
    - Bradford Real Estate Group
    - Mi Pueblo Supermarket
    - Navarro's Fresh Market
    - Regions
    - Allcover
    - Treeline
    - Montevillo Chamber of Commerce
    - UM Dept. of English & World Languages
    - Redmont
    - Bright Ideas BHM
    - Alabama Custom Trailer & RV
  
  - **Vendor Fees Collected:**
    - Negocio
    - La Conchita
    - Shelby County Democrats
    - Montevillo Powersports Repair
    - Vestavia Dental Group
    - Maria Soto
    - iSpeak
    - Taco Kings
    - 925 Plata "DAMAY"
    - Consue Galindo

*On a motion by Kirk Lightfoot, seconded by Sean Hilty, the financial reports were approved as presented.*

## President's Report

President Julie Smitherman welcomed new Board Member Wyatt Hall, UM Assistant Athletic Director for External Relations, and guest Col. Alan Miller, President and CEO of American Village. She reported that work is still underway on the "Back Lot" project funded by the Main Street Alabama Grant and a committee of Susana, Patricia, Kirk, and Sean will be formed to supervise the project details.

## Committee Reports

### Organization Committee:

No report.

### Design Committee:

Committee Chair, Kirk Lightfoot, reported that the American flag disc is on display at the Post Office photo spot; veteran banners are currently on display; both Facade Grants have been completed and paid out; over the lifetime of the Facade Grant Program (2018-2024) \$137,616.48 has been spent by business and property owners, with \$58,275.36 reimbursed to them in Facade Grant funds; 8 student groups have signed up so far for our Holiday Window Decorating Competition, with 7 empty storefront windows available and windows of operating businesses still being solicited; the Monte Gras planning committee will meet November 20, and all board members are encouraged to help sell tickets; the committee approved an additional \$1,000 donation to American Village from proceeds of Veteran Banners sales which will be presented in person soon.

### Promotion Committee:

Committee Chair, Sarah Hogan, reported that Adele will direct a Small Business Saturday video for social media again this year, and swag from American Express will be distributed to downtown businesses by committee members; the Merry Market will be cross-promoted with Small Business Saturday; the Elf Scavenger Hunt will occur again this year in partnership between Main Street and Impact Montevallo, with 8 opportunities to find Arty and Harmony for a chance to win a gift card from a local business and some extra goodies; 2025 work plans were discussed, with a focus next year to implement new retail promotions.

### Economic Vitality Committee:

Committee Chair, Ken Jones, reported that Wyatt Hall was welcomed as a new committee member; October and November have been very busy months full of special events, to which City Clerk Steve Gilbert remarked that sales tax revenue increased 21% this year over last year; EV approved a request to financially support the dance and musical performances at Day of the Dead; EV will sponsor Santa at the Montevallo Elementary School Bazaar on December 6; UM College of Business will offer "Business Basics" courses at the City Annex next year and reservations are now available for purchase; Falcon Consulting is still underway, and all are encouraged to invite businesses to take advantage of this; 2025 work plans were finalized.

## **Executive Director's Report**

### **Activity Report**

Courtney Bennett reported that she led the Montevillo portion of the Main Street Alabama Quarterly Training, and was a vendor at National Night Out on October 22; she was a vendor at Montevillo Art Walk on October 26, with EV sponsoring live music during the event; she attended the CO.STARTERS Graduation Celebration and Chief's Challenge on October 29; she participated in Hometown Halloween on October 31; and she was present for Day of the Dead on November 2 supervising Catrina Contest registration and judging, volunteer sign-up, and collecting donations.

### **Business Transitions**

- **Open/closed this month:**
  - None.
- **Opening soon:**
  - Delicias Ice Cream & Snack Bar (746 Main St.) – Date TBA
  - China Mix (728 Main St.) – Date TBA
- **For sale:**
  - Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **For rent:**
  - None reported.

## **Old Business**

- Fundraising Committee: This committee is planning a Monte Gras ball for February 1, 2025 at Anna Irvin Dining Hall.
- AL Spark – “Igniting Main Street Alabama’s Small Businesses and Entrepreneurs”
  - Opens September 30
  - Two parts:
    - ILLUMINATE: Business Marketing Grants – five \$1000 grants per district to be distributed by December 31, 2024
    - BRIGHT IDEAS: Business Pitch Competition one \$10,000 grant (one grant per district)
- Co-Hosting Shelby County Diamond Awards
- Nominations now being accepted for Non-Profit and Public Servant of the Year
- Membership Drive - all board members are encouraged to solicit new memberships.

## **New/Other Business**

- On a motion by Ken Jones, seconded by Patricia Honeycutt, a new amount for the Commercial Sweep (\$10,000) was proposed and unanimously approved.
- Business Basics 2025 and Falcon Consulting - all Board Members are invited to encourage businesses to take advantage of these opportunities being offered by the UM College of Business at the City Annex.
- 2025 Work Plans - all committee chairs are asked to finalize these for a vote from the full Board at

their December meeting.

- Board Member Terms 2025 - 2027: these will be voted on electronically soon. Any retiring Members interested in serving another term, and any new board member nominations, are asked to contact Courtney.
- City Clerk Steve Gilbert shared a report on ongoing projects throughout the city.

## Announcements/Upcoming Events

- **Thursday, November 14:** Touch-A-Truck Read-A-Book at Parnell Memorial Library from 4-6 PM, sponsored by Impact Montevillo, and Montevillo Police and Fire Departments. Come hang out with our local police and fire departments and see all the ins and outs of our first responder vehicles! FREE snacks and drinks!
- **Wednesday, November 20:** Montevillo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) begins at noon. The annual Volunteer Appreciation Luncheon will feature volunteer testimonials and recognition of the Tinglewood Festival Wooden Boat Race winners. Sponsored by Rocko Funeral Home. RSVP to [montevallochamber@gmail.com](mailto:montevallochamber@gmail.com) by November 15.
- **Saturday, November 30:** Celebrate Small Business Saturday by shopping at our downtown businesses, AND checking out the 2nd Annual Merry Market! Organized by Montevillo Arts Collaborative, this awesome event featuring local artists and makers will be held from 9 AM - 2PM at the Montevillo High School practice field.
- **Thursday, December 5:**
  - The Shelby County Diamond Awards will be celebrated with a banquet at the Grande Hall in the Old Mill Square facility in Columbiana. The program will be from 11:30 a.m. to 1 p.m.
  - Montevillo's Annual Tree Lighting Ceremony will be held at 5:30 PM at the Post Office, followed by the Annual Christmas Parade at 6 PM. Questions may be directed to Montevillo Chamber of Commerce.
- **Tuesday, December 10:** Montevillo Main Street's Annual Holiday Party for Volunteers and Members will be held from 5-7 PM at Bradford Real Estate Group (804 Main Street). Volunteer recognitions will be held at 6 PM.
- **Thursday, December 12:** The Annual Chamber Christmas Open House will be held on this date. Questions may be directed to Montevillo Chamber of Commerce.
- **Tuesday, December 17:** The Annual Chamber Holiday After Hours will be held from 5:30 – 7:30 PM at Meri Moon. Questions may be directed to Montevillo Chamber of Commerce.

Their next meeting is scheduled for Thursday, December 12, 2024 at 8 AM at City Hall in the Council Chambers.

Respectfully submitted,  
Marissa Wilson, Secretary