

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

X	Tonia Mayton (2024)	Excu.	Susana Vazquez (2026)
X	Patricia Honeycutt (2024)	X	Sean Hilty (2026)
X	Jackie Chappell (2024)	Excu.	Marissa Wilson (2026)
	Carolyn Garrity (2024)	X	Stephanie Benitez (2026)
X	Sarah Hogan Shaw (2024)		OPEN (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 8:03 a.m. Lelia Mitchell was welcomed as a guest.

Minutes were reviewed from the meeting on August 8, 2024. *On a motion by Sean Hilty, seconded by Kirk Lightfoot, minutes were approved as presented.*

**Treasurer's Report**

Treasurer Sarah Hogan presented a report dated 9/10/24 indicating:

- Income Statement (Profit & Loss for 8/2/24 – 9/10/24): -\$925.54
- Balance Sheet (as of 9/10/24): \$64,210.45
- Outstanding checks: \$2,816.67
- Net Statement Balance (as of 9/10/24): \$61,208.62

**Income Sources:**

- **Membership Dues:** \$185 (\$6,964.35 YTD)
  - **General:** Adele Nelson
  - **Individual:** Tina Smith
- **Veteran Banners:** \$1,459.20
  - 5 sold
- **CO.STARTERS Course Fees:** \$286.29
  - 3 collected
- **Fundraising:** \$94.25
  - 2 hydrant posters and 4 coloring books sold at Falcon Art Supply

- 1 shining star t-shirt
- **Interest from Commercial Sweep: \$254.70**

**Work Plan Report:**

- **Organization: Tinglewood Festival**
  - \$100 was budgeted for this workplan, and \$100 was spent, leaving a balance of \$0.
- **Promotion: Friday Nights at the Cove**
  - \$2,000 was budgeted for this workplan, plus \$2,949.90 collected in sponsorships, making a total of \$4,949.90. \$2,471.58 was spent, leaving a positive balance of \$2,978.32 to return to the General Fund.
- **Promotion: Main Street Photo Contest**
  - \$760 was budgeted for this workplan, and \$740 was spent, leaving a positive balance of \$20.

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

## President's Report

President Julie Smitherman reported that Tinglewood Festival on September 7 was a great success, with 7,500 attendees. The \$25,000 grant from Main Street Alabama was approved on September 9, and work will be underway on the "Back Lot" Project soon.

## Committee Reports

**Organization Committee:**

No report.

**Design Committee:**

Committee Chair, Kirk Lightfoot, reported that the Tinglewood disc had been up at the Post Office Photo Frame, and it will be redecorated for fall; work is underway on the annual Christmas Window Decorating Contest; facade grants have been approved but work has not yet started; Monte Gras committee continues to meet, and all board members are asked to help sell tickets; veteran banner program continues to grow.

**Promotion Committee:**

Committee Chair, Sarah Hogan, reported that she will lead a tour of downtown for RSVP volunteers on September 17; our Welcome Week "make and take" craft party for incoming UM students was a great success; Claire Dawe has partnered with us to create the social media ambassador program, which we plan to launch during Art Walk on October 26; Bulldog Pride sports posters will be distributed soon; thanks to Dessilyn for creating the "Snap It" photo scavenger hunt which is running throughout the month of September; all are invited to assist with the Main Street Alabama Quarterly Training on October 22, as well as with Day of the Dead on November 2; promotional items have been purchased through our City budget.

**Economic Vitality Committee:**

Committee Chair, Ken Jones, reported that Assistant Athletic Director for Athletic Communications Wyatt Hall from the University of Montevallo was welcomed to this month's meeting as a guest; discussion was had regarding how to effectively communicate to downtown businesses and restaurants about games and tournaments that will bring a large crowd to town; larger events of this type will be held on 9/20-21 and 10/1; the African American Heritage Trail is making progress, with 3 historical markers ready to be installed, being marketed as the "Main Street Mile" with plans being formulated to advertise the trail; we are excited to have 11 participants in our Fall 2024 CO.STARTERS cohort.

**Sustainability Committee:**

This committee is taking a hiatus.

## **Executive Director's Report**

**Activity Report**

Courtney Bennett reported that she attended LAB in Monroeville, Awards of Excellence Banquet on August 14-16; Welcome Week "Make and Take" Craft on August 18; Meri Moon Ribbon Cutting on August 20; Chamber of Commerce Luncheon on August 21; and met with Reggie Holifield, STEM Coordinator – UM TRIO/Upward Bound on August 22.

**Business Transitions**

- **Open/Closed this month:**
  - None reported.
- **For sale:**
  - None reported.
- **For rent:**
  - None reported.
- **Opening Soon:**
  - None reported.

## **Old Business**

- Fundraising Committee: This committee is planning a Monte Gras ball for February 1, 2025 at Anna Irvin Dining Hall.
- Board Retreat: a plan will be formulated soon.
- RSVP tour September 17 - Sarah to lead.

## **New/Other Business**

- Board Member Nominations for a term beginning immediately and ending December 31, 2026 are now being accepted.
- Main Street Alabama Quarterly Training – Main Streets in Shelby County on October 22
- 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)
- City Clerk Steve Gilbert shared a report on ongoing projects throughout the city.

## Announcements/Upcoming Events

- **September 12:** Team Lehman Welcomes Su Casa Real Estate Ribbon Cutting at 10 AM at 620 Valley Street, hosted by Montevallo Chamber of Commerce.
- **Thursday, September 12 - Sunday, September 15:** Montevallo Main Street Players present "A Wrinkle in Time" at Parnell Memorial Library Theatre. Montevallo Main Street is proud to be a Corporate Level Sponsor of MMSP!
- **Wednesday, September 18:** Montevallo Chamber of Commerce hosts their monthly luncheon. Networking begins at 11:30 AM and lunch (\$15) starts at noon. UM Stephens College of Business Interim Dean Dr. Lynne Richardson will speak about integrating the College of Business with Montevallo! RSVP to [montevallochamber@gmail.com](mailto:montevallochamber@gmail.com) or 205-665-1519.
- **Tuesday, September 24:** Parnell Memorial Library and Meri Moon are teaming up to present the Grown Up Book Club! Stop by Meri Moon at 618 Main Street at 6:30 PM to discuss what you have been reading lately. The book club will continue to meet on the last Tuesday of every month at this location and time. Open to 21+ only. The Facebook event is at this link.
- **Saturday, October 5:** The 50th Annual Fire Prevention Parade will be held on Main Street at 10 AM, ending in Orr Park for fun and fellowship until 1 PM!
- **Tuesday, October 22:**
  - Main Street Alabama Quarterly Training – Main Streets in Shelby County will be held from 9 AM – 4 PM, with Montevallo's portion from 1:30 PM – 3:15 PM. Approximately 100 Main Streeters from across Alabama will be in attendance.
  - National Night Out
- **Thursday, October 24:** CO.STARTERS end-of-course celebration
- **Saturday, October 26:** Montevallo Art Walk will be held from 11 AM – 5 PM on Main Street.
- **Tuesday, October 29:** Chief's Challenge
- **Saturday, November 2:** Day of the Dead/Dia de los Muertos will be held from 2 PM – 10 PM at 620 Valley Street.

Their next meeting is scheduled for Thursday, October 10, 2024 at 8 AM at City Hall in the Council Chambers.

### Adjournment

On a motion by Sarah Hogan, seconded by Kirk Lightfoot, the meeting was adjourned at 9:11 AM.

Respectfully submitted, Courtney Bennett, Executive Director