

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

X	Tonia Mayton (2024)	X	Susana Vazquez (2026)
X	Patricia Honeycutt (2024)	X	Sean Hilty (2026)
X	Jackie Chappell (2024)	X	Marissa Wilson (2026)
	Carolyn Garrity (2024)	Excu.	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)
Excu.	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 8:06 a.m.

Minutes were reviewed from the meeting on September 12, 2024. *On a motion by Kirk Lightfoot, seconded by Sean Hilty, minutes were approved as presented.*

**Treasurer's Report**

Treasurer Sarah Hogan presented a report dated 10/7/24 indicating:

- Income Statement (Profit & Loss for 9/10/24 – 10/7/24): \$1,972.01
- Balance Sheet (as of 10/7/24): \$66,182.46
- Outstanding checks: \$220
- Net Statement Balance (as of 10/7/24): \$65,777.30

**Income Sources:**

- **Membership Dues: \$250 (\$7,639.38 YTD)**
  - **Non-Profit:** Montevillo First Baptist Church
  - **General:** Visibil.IT
- **Veteran Banners: \$289.80**
  - 1 sold
- **Interest from Commercial Sweep: \$116.97**
- **Dia de los Muertos: \$1,600**
  - **Sponsorships Collected:**
    - Montevillo Stone & Landscaping Supply
    - E & R's Services

- Dr. Bobby Shunnarah
- **Vendor Fees Collected:**
  - Taqueria El Camioncito
  - Rafael
  - Estela's Tamales
  - Roots Café
  - La Campechana
- **Main Street Alabama Grant:** \$12,500
  - Remaining \$12,500 (\$25,000 total) to be disbursed after project is complete, before August 31, 2025

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

## President's Report

President Julie Smitherman reported that work is currently underway on the "Back Lot" Project, with the mural artist Enrique Lopez ("El Vrt") having already started.

## Committee Reports

### Organization Committee:

No report.

### Design Committee:

Committee Chair, Kirk Lightfoot, reported that the trees and roses that we planted at the Post Office look wonderful and are well-established; the fall disc is at the frame at the Post Office; work has not yet begun on the two Facade Grants awarded this round; Karen and Deeleen are working on planning the 8th Annual Holiday Window Decorating Competition; Jackson is chair of the Monte Gras Committee, which will meet next week, and tickets are on sale now; veteran banners will go up in November, with 10 more new and renewing banners ordered; the demolition of the former Montevillo Citgo by the University of Montevillo has been handled very professionally; Delores Adkins has been recruited to assist in efforts to decorate downtown during College Night, and she is in the process of recruiting alums to help; discussion was had regarding rerouting through traffic to N. Boundary Street during major events at UM in order to give visitors the best impression possible.

### Promotion Committee:

Committee Chair, Sarah Hogan, reported that a proposal regarding the Social Media Ambassador Program has been made, and funding is currently being sought from Main Street and other local economic development partners; the board approved allocating \$1,400 towards this project, contingent upon the cooperation of the other partners identified to split the cost.

**Economic Vitality Committee:**

In the absence of Committee Chair Ken Jones, Courtney Bennett reported that CO.STARTERS will be in week 8 of 10 next week, with a graduation celebration planned for October 29 at Meri Moon from 6-7 PM; Main Street will sponsor live music at the Art Walk on October 26.

**Sustainability Committee:**

This committee is taking a hiatus.

## **Executive Director's Report**

**Activity Report**

Courtney Bennett reported that she made a presentation to Montevallo Rotary Club about Main Street on October 3, and had a booth at the Montevallo Fire Prevention Parade on October 5.

**Business Transitions**

- **Open/Closed this month:**
  - None reported.
- **For sale:**
  - Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **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.
- Board Nominations Accepted – term to begin immediately and end December 2026; Wyatt Hall was nominated and unanimously approved.
- 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)

## New/Other Business

- Main Street Alabama Quarterly Training – Main Streets in Shelby County on October 22; Montevallo portion will be from 1:30 PM - 3:15 PM.
- 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.
- Insurance Proposal - the board discussed two quotes for special event insurance. No action was taken.
- City Clerk Steve Gilbert shared a report on ongoing projects throughout the city.

## Announcements/Upcoming Events

- **Sunday, October 20:** Join us for the unveiling of the first three historic markers for the Montevallo African American Heritage Trail! We will honor Montevallo's rich African American heritage with a special program, dedication, and reception. The event will begin at 1:30 PM at Ward Chapel AME Church (765 West Street), continue to the Mason Hall (160 Commerce Street), and finish at Shiloh Missionary Baptist Church (304 Selma Street). Reception to follow at Shiloh Missionary Baptist Church.
- **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 will begin at 5:30 PM at the Orr Park Pecan Grove (940 Island Street). For more information, contact Impact Montevallo Director Sarah Hogan Shaw at [shogan@cityofmontevallo.com](mailto:shogan@cityofmontevallo.com) or (205) 665-2555 ext. 104.
- **Saturday, October 26:** Montevallo Art Walk will be held from 11 AM – 5 PM on Main Street.
- **Sunday, October 27:**
  - The Bench for Earl dedication will be held at the Orr Park Pecan Grove at 1 PM.
  - Critters by the Creek will be held at Orr Park from 1-3 PM.
- **Tuesday, October 29:**
  - CO.STARTERS end-of-course celebration will be held from 6-7 PM at Meri Moon.
  - The Chief's Challenge will be held at Theron Fisher Stadium at 5:30 PM. For more information, contact Impact Montevallo Director Sarah Hogan Shaw at [shogan@cityofmontevallo.com](mailto:shogan@cityofmontevallo.com) or (205) 665-2555 ext. 104.



## Montevillo Main Street Board of Directors' Meeting October 10, 2024

- **Thursday, October 31:** Montevillo's Hometown Halloween will be celebrated downtown from 3:30 - 5:00 PM. "Trick or Treat" on Main Street! Questions may be directed to Montevillo Chamber of Commerce at (205) 665-1519.
- **Saturday, November 2:** Montevillo will host their 2nd Annual Dia de los Muertos Festival at 620 Valley Street on Saturday, November 2, from 2 PM to 10 PM. This free-admission event is being organized by Su Casa Real Estate, Team Lehman, Montevillo Main Street, and Impact Montevillo, along with other community partners and sponsors. In an effort to share this cherished tradition with our local community, Susana Vazquez of Su Casa is taking the lead in organizing this event. For sponsorship and vendor information, contact Susana Vazquez at 205-796-5429.

Their next meeting is scheduled for Thursday, November 14, 2024 at 8 AM at City Hall in the Council Chambers.

### **Adjournment**

On a motion by Kathy King, seconded by Kirk Lightfoot, the meeting was adjourned at 9:13 AM.

Respectfully submitted,  
Marissa Wilson, Secretary