

Board of Directors' Meeting

Thursday, January 16, 2025



- I. **Welcome**
- II. **Call to Order**
- III. **Approval of Minutes – December 12, 2024**
- IV. **Treasurer's Report**
- V. **President's Report**
 - 1. Welcome new board member Susan Lehman
 - 2. 2025 Work Plans
- VI. **Board Committee Reports**
 - 1. Organization – Kirk
 - 2. Design - Julie
 - 3. Promotion – Sarah
 - 4. Economic Vitality – Ken
- VII. **Executive Director's Report**
 - 1. Activity Report
 - 1. Dec. 10: Main Street Alabama Quarterly Training on Promotions (“Get Hyped”)
 - 2. Dec. 12: Chamber Christmas Open House
 - 3. Dec. 17: Chamber Holiday Open House at Meri Moon
 - 4. Jan. 15: Chamber luncheon, State of the City address
 - 2. Business Transitions
 - 1. Opened this month:
 - 1. Mountain Valley Counseling (731 Middle Street)
 - 2. Opening soon:
 - 1. J. Alex Child Development Center (1205 Ashville Road)
 - 2. China Mix (728 Main St.)
 - 3. Ownership transition:
 - 1. n/a
 - 4. Business closings & relocations:
 - 1. n/a
 - 5. Properties for sale/rent within the District:
 - 1. Sale:
 - a. Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, (205) 939-8219
 - 2. Rent:
 - a. n/a
- VIII. **University of Montevallo Report**
- IX. **City of Montevallo Report**
- X. **Old Business**
 - 1. Volunteer Hours – submit via the chat function or by email
 - 2. Fundraising Ideas
 - 1. Inaugural Monte Gras Ball Fundraiser to be held at Anna Irvin on February 1, 2025
 - 3. AL Spark – “Igniting Main Street Alabama’s Small Businesses and Entrepreneurs”

1. Opened September 30

2. Two parts:

1. ILLUMINATE: Business Marketing Grants – five \$1000 grants per district to be distributed by December 31, 2024
2. BRIGHT IDEAS: Business Pitch Competition one \$10,000 grant (one grant per district)

4. Membership Drive

5. Business Basics 2025 and Falcon Consulting

XI. New Business

1. 2025 Board Contract - Sign

2. President-Elect Nominations

3. Main Street Alabama Quarterly Training on Historic Preservation – Foley, AL

4. Main Street Now Conference – April 7-9 in Philadelphia, PA (Board meeting week)

5. \$25K Grant from Main Street Alabama

1. Committee for “Back Lot” 2024 Grant Project – Set Meeting

2. 2025 Grant funds will be issued after 2024 project is complete.

3. Deadlines are March 31 and June 30.

6. Monte Gras – Feb. 1 from 6-10 PM at Anna Irvin

1. Event tickets (\$60) are available for sale

2. Giveaway tickets (\$10) are available for sale

3. Volunteers needed

7. National Accreditation – Complete by 2/14/25 – Board input needed

XII. Other Business

XIII. Announcements

○ Events

- **Monday, January 20:** 21st Annual Rev. Martin Luther King, Jr. Celebration March hosted by Shelby County NAACP, with Honoree Beverly Meadows. Line up behind McDonald's at 9 AM with march to Montevallo High School at 10 AM. Program at 10:30 AM at MHS. For more information, call (205) 902-5137 or (205) 915-0787.
- **Saturday, January 25:** Annual Health Walk - tribute to Dr. Jermaine Bruford Mitchell. Beginning at noon, walk from Montevallo Fire Station #1 to George Dailey Park (1 mile). Presented by the Encouragement Learning Foundation, Inc. For more information, call (205) 728-4923.
- **Sunday, January 26:**
 - Montevallo Historical Society's First General Meeting of 2025 at 2 PM at the Parnell Memorial Library Reading Room. Program theme: Alabama Coach Company.
 - Montevallo Main Street Players' Annual Meet & Greet at 3 PM at Parnell Memorial Library Theatre.
- **Saturday, February 1:** Montevallo Main Street hosts their Inaugural Monte Gras Ball Fundraiser! This event will be held at Anna Irvin Dining Hall on the University of Montevallo campus. Cocktail attire is requested, and masks are encouraged. Tickets are \$60 per person and all proceeds benefit Montevallo Main Street, a 501(c)6 non-profit that has been revitalizing our historic downtown since 2016. The event begins at 6 PM with a cocktail hour, followed by dinner at 7 PM, and live music from 8-10 PM. Sponsorships and reserved tables are also available!
- **Thursday, February 27:** The Montevallo Legacy Project, in partnership with Parnell Memorial Library and Alabama Public Television, will host Black History with an Alabama Accent, a family activity event, at 5:30pm at Parnell Memorial Library. A celebration of Black History Month, it will be an evening of fun, learning, and hands-on activity for kids and their families.

- **Next Meeting** – Thursday, February 13, 2025 at 8:00 a.m. (in person at Montevallo City Hall, with an option to call in—advanced notice required)

XIV. Adjourn

Montevallo Main Street Board of Directors

Terms Expiring 2025

Julie Smitherman
Kirk Lightfoot
Ken Jones
Clay Nordan
Kathy King

Terms Expiring 2026

Susana Vazquez
Sean Hilty
Marissa Wilson
Stephanie Benitez
Wyatt Hall

Terms Expiring 2027

Tonia Mayton
Patricia Honeycutt
Jackie Chappell
Susan Lehman
Sarah Hogan Shaw

Ex Officio

Rusty Nix
Adele Nelson
Courtney Bennett
MDCD Representative
Junior Mayor, MJCC
John Stewart