

## Board Members in Attendance (term expiration):

	Julie Smitherman (2025)	X	Tonia Mayton (2027)
X	Kirk Lightfoot (2025)	X	Patricia Honeycutt (2027)
X	Ken Jones (2025)	X	Jackie Chappell (2027)
	Clay Nordan (2025)	X	Susan Lehman (2027)
	Kathy King (2025)	X	Sarah Hogan Shaw (2027)
	Susana Vazquez (2026)	X	Courtney Bennett (Ex officio)
X	Sean Hilty (2026)	X	Adele Nelson (Ex officio)
X	Marissa Wilson (2026)		Mayor Rusty Nix (Ex officio)
X	Stephanie Benitez (2026)		Junior Mayor (Ex officio)
	Wyatt Hall (2026)		MDCD Representative (Ex officio)

## Call to Order and Approval of Minutes

President Kirk Lightfoot called the meeting to order at 8:05 AM.

Minutes were reviewed from the meeting on February 13, 2025. *On a motion by Sean Hilty, seconded by Patricia Honeycutt, minutes were approved as presented.*

## Treasurer's Report

Treasurer Sarah Hogan Shaw presented a report dated 3/15/2025 indicating:

- Income Statement (Profit & Loss for 2/11/25 – 3/15/25): \$2,362.64
- Balance Sheet (as of 3/15/25): \$73,242.63
- Outstanding checks: \$3,490.00
- Net Statement Balance (as of 3/15/25): \$69,752.63

### INCOME SOURCES:

- **Membership Dues:** \$3,988.66 (\$4,250.68 YTD)
  - **President's Circle:** Montevallo Development Cooperative District
  - **Benefactor:** Ellis, Head, Owens & Justice; Dr. Bobby F. Shunnarah/Montevallo Family Dentistry; Spring Creek Investments
  - **Supporter:** Luma Dentistry Montevallo (NEW), Dixie Decorations
  - **General:** Team Lehman Realty/Su Casa Real Estate, Cedar Advisory, Anderson Eye Care, JP Building Company
  - **Non-Profit:** Montevallo First Baptist Church

- **Individual:** Gay Palmer, Scott Palmer, John McKinnon, Patricia Honeycutt, Dr. Michael S. Miller
- **Veteran Banners:** \$300
  - 1 sold
- **Christmas Ornaments:** \$350
  - 14 sold
- **Interest from Commercial Sweep:** \$158.42
- **Business Basics fees:** \$114.11
  - 12 tickets sold
- **Spring Fling Vendor Fees:** \$225
  - 3 collected

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

## President's Report

President Kirk Lightfoot thanked everyone for their work in service to the board, and encouraged all members to read/share our 2024 Annual Report.

## Committee Reports

### Organization Committee:

No report.

### Design Committee:

In the absence of Committee Chair, Julie Smitherman, Kirk Lightfoot reported that Tonia Mayton will be taking over Facade Grants this year, and artwork from ages 5-18 is still being accepted for our new Black History Month banner series (deadline: April 1).

### Promotion Committee:

Committee Chair, Sarah Hogan Shaw, reported that bands for Friday Nights at the Cove have been booked, and 3 sponsors are still being sought; Adele Nelson reported that Blooming Bargains is getting a positive response from participating merchants, demonstrating that the Festival of Tulips at American Village is bringing visitors into downtown Montevallo; volunteers will be needed during Spring Fling on April 26 at the Pecan Grove; 6 food/drink vendors have been confirmed, and more are being actively solicited, thanks to the hard work of Patricia Honeycutt; advertising about this event will begin soon; this year we will install banners downtown for "Bulldog Pride" with a QR code instead of creating a poster; ideas are being discussed for the next round of Main Street Alabama grants; meetings have been held regarding the Media/Marketing Ambassador

Committee; ideas are welcome regarding how to celebrate our 9 year anniversary of Main Street Designation this June.

**Economic Vitality Committee:**

Committee Chair, Ken Jones, reported that the committee continues to discuss the possibility of forming a 501(c)3; and through their Supporting Arts Events and Programs work plan, they will sponsor Arts Fest on April 19 and possibly performances at Juneteenth on June 19 if requested by the Parks & Rec Board; discussion was had regarding the large number of visitors continually coming to Montevallo and what a positive impact the hotel will have on our local economy; and brochure racks are planned to be installed in high-traffic places such as Regions, Trustmark, Parnell Memorial Library, etc. with information about the Hydrant Trail, Public Art, upcoming events, etc.

## **Executive Director's Report**

**Activity Report**

Courtney Bennett reported that she attended the Montevallo Chamber Luncheon on Feb. 19; met with the Shelby County Reporter about "Best of the Best" on Feb. 20; met with Interact Club, the youth arm of Rotary Club, on March 6; volunteered at the Inaugural Montevallo Backyard Book Fest on March 8 alongside other Main Street volunteers; attended the Parks & Recreation Board Meeting on March 10; attended the Main Street Alabama Quarterly Training on Historic Preservation in Foley, AL on March 12; and attended the Montevallo Chamber Luncheon on March 19.

**Business Transitions**

- **Opened this month:**
  - China Mix (728 Main St.) – Opened March 3
- **Opening soon:**
  - Xcaret Grill Mexican Restaurant (1032 Main St.)
- **Closed this month:**
  - Slice (1105 Ashville Rd.) – Closed March 2
- **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**

- Membership Drive - all board members are encouraged to solicit new memberships.
- Business Basics 2025 and Falcon Consulting
- President-Elect Nominations: all board members were encouraged to nominate themselves if interested in serving.
- \$20K Grant from Main Street Alabama: we will have another opportunity to fund another project.
- Committee for "Back Lot" 2024 Grant Project – This committee continues to meet regularly.

- 2025 Grant funds will be issued after 2024 project is complete.
- Deadlines are in April and July 2025.

### **New/Other Business**

- On a motion by Sean Hilty, seconded by Stephanie Benitez, the board unanimously approved a funding allocation request by the Design Committee of \$300 to support our second year of partnership with Owen's House during Child Abuse Prevention Month (April).
- Further discussion was had regarding the possibility of forming a 501(c)3. On a motion by Ken Jones, seconded by Patricia Honeycutt, the board unanimously approved forming a committee to work on this project, consisting of Kirk Lightfoot, Julie Smitherman, Herman Lehman, Ken Jones, possibly Kathy King, and others.

### **Announcements/Upcoming Events**

- **Saturday, March 29:** Free Dump Day! Bring items to Montevallo Recycling Center (1120 Overland Road) from 7 AM - 2 PM.
- **Tuesday, April 1:** Deadline to submit artwork for new Black History Month banner series. Artists must be age 5-18. For more information, visit Parnell Memorial Library during regular business hours for a physical registration form and template.
- **Saturday, April 19:** Montevallo's Annual Arts Fest, organized by Montevallo Arts Collaborative, will be held at Orr Park from 10 AM - 5 PM. Contact [montevalloarts@gmail.com](mailto:montevalloarts@gmail.com) for more information.
- **Thursday, April 24:** Montevallo Chamber of Commerce hosts their Annual Golf Tournament at Cahaba Falls Country Club, benefitting the Mary Lou Williams Memorial Scholarship Fund. For more information, contact [montevallochamber@gmail.com](mailto:montevallochamber@gmail.com) or 205-665-1519.
- **Friday, April 25:** Friday Nights at the Cove season begins!
- **Saturday, April 26:** The 4th Annual Spring Fling Family Food Truck Fest will be held from noon to 6 PM at the Orr Park Pecan Grove, co-hosted by Montevallo Main Street, Impact Montevallo, and DRUM the Program.

*On a motion by Sean Hilty, seconded by Sarah Hogan Shaw, the meeting was adjourned at 9:14 AM.*

Their next meeting is scheduled for Thursday, April 10, 2025 at 8 AM at City Hall in the Council Chambers.

Respectfully submitted,  
Marissa Wilson, Secretary