

Board Members in Attendance (term expiration):

X	Julie Smitherman (2025)	X	Tonia Mayton (2027)
X	Kirk Lightfoot (2025)	X	Patricia Honeycutt (2027)
X	Ken Jones (2025)	X	Jackie Chappell (2027)
X	Clay Nordan (2025)		Susan Lehman (2027)
X	Kathy King (2025)		Sarah Hogan Shaw (2027)
X	Susana Vazquez (2026)	X	Courtney Bennett (Ex officio)
X	Sean Hilty (2026)	X	Adele Nelson (Ex officio)
	Marissa Wilson (2026)		Mayor Rusty Nix (Ex officio)
X	Stephanie Benitez (2026)		Junior Mayor (Ex officio)
X	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 March 20, 2025. *On a motion by Julie Smitherman, seconded by Sean Hilty, minutes were approved as presented.*

Treasurer's Report

In the absence of Treasurer Sarah Hogan Shaw, Executive Director Courtney Bennett presented a report dated 4/6/2025 indicating:

- Income Statement (Profit & Loss for 3/16/25 – 4/6/25): -\$2,853.29
- Balance Sheet (as of 4/6/25): \$70,389.34
- Outstanding checks: \$1,556.00
- Net Statement Balance (as of 4/6/25): \$68,833.34

INCOME SOURCES:

- **Membership Dues:** \$1,718.54 (\$5,969.22 YTD)
 - **President's Circle:** Bradford Real Estate Group
 - **Benefactor:** America's First Federal Credit Union
 - **General:** Alabama Custom Trailer & RV
 - **Individual:** Stephanie Benitez, Karen Kelly
- **Sponsorships:** \$1,250
 - Green Sponsorship collected from Trustmark Bank

- April Friday Nights at the Cove sponsorship collected from Dr. Shunnarah
- **Interest from Commercial Sweep:** \$176.21
- **Business Basics fees:** \$9.41
 - 1 ticket sold
- **Spring Fling Vendor Fees:** \$414.71
 - 6 collected
- **Various:**
 - \$6 in misc. Monte Gras income

WORK PLAN REPORT

PROJECT	FUNDING ALLOCATED	AMOUNT SPENT	ENDING BALANCE
Organization: D&O Insurance	\$700	\$706	-\$6 (OVER BUDGET)
Organization: Monte Gras Fundraiser 2025	\$3,000 allocated + \$15,203.67 income	\$9,193.80	\$9,009.87 (\$6,009.87 PROFIT)
Organization: Book Fest (encumbered)	n/a	\$484.90 in sponsorships collected, then remitted to Parnell Memorial Library Foundation	\$0 (MMS served as fiscal agent for PMLF)

On a motion by Julie Smitherman, seconded by Sean Hilty, the financial reports were approved as presented.

President's Report

No report.

Committee Reports

Organization Committee:

No report.

Design Committee:

Committee Chair, Julie Smitherman, reported that pinwheels have been installed downtown by Jackson McNeely in observation of Child Abuse Prevention Month (April); the two dead rosebushes at the post office have been removed, and investigation is being conducted as to the cause of their deaths; downtown streetscape trees are being audited

and a plan is being made to replace them where possible; flyers have been finalized for "Two Lights for Tomorrow" and all businesses and individuals are invited to participate.

Promotion Committee:

In the absence of Committee Chair, Sarah Hogan Shaw, Adele Nelson reported that Friday Nights at the Cove will start April 25, and one more sponsor is needed; Spring Fling will be held April 26, and 14 food trucks are currently booked; social media marketing committee met and they are exploring the possibility of hiring a UM intern to establish the program; the application for participants of all ages is being finalized; plans for celebrating 9 years of being a Designated Main Street Community will be finalized next month; all are invited to promote/attend April Walking Tours being coordinated by Montevallo Chamber.

Economic Vitality Committee:

Committee Chair, Ken Jones, reported that the committee continues to discuss the possibility of forming a 501(c)3; dates of our CO.STARTERS fall cohort will be finalized soon; the KASH Market is back and interested youth 5-18 are invited to sign up for the May 1 information session at Parnell Library; Main Street is a Silver Sponsor of Arts Fest on April 19; a meeting with the new UM Dean of Fine Arts regarding potentials for partnerships will be scheduled soon; this upcoming weekend, a large tournament at the UM mountain biking course will be held, and new this year people will be allowed to "boondock" camp; all are invited to submit nominations for Shelby County Tourism/Recreation All Stars and Small Business Awards.

Executive Director's Report

Activity Report

Courtney Bennett reported that she attended a Ripple Effects Mapping Training at American Village April 8-9.

Business Transitions

- **Opened this month/ownership changes:**
 - Gas station on Middle Street has rebranded as a Wavaho.
- **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.

University of Montevallo Report

Wyatt Hall reported that the cycling event this weekend should bring a lot of people to Montevallo again this year, and the weekend of April 19 is the final weekend of home games for spring sports and is expected to be a busy weekend in town.

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

- The board reviewed our annual MOA with Main Street Alabama. *On a motion by Julie Smitherman, seconded by Sean Hilty, the Board unanimously approved moving forward.*

Announcements/Upcoming Events

- **Saturday, April 12:** Meet at 10 AM at Bicentennial Park (in front of Main Street Tavern/710 N. Boundary St.) for April Saturday Walking Tours in Alabama! The tour will last approximately one hour. For more information, contact 205-665-1519 or montevallochamber@gmail.com. No RSVP required.
- **Wednesday, April 16:** Montevallo Chamber of Commerce will host their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) starts at noon. "Montevallo Education Appreciation" will feature guest speakers from the Shelby County School District, honoring Montevallo Elementary, Middle, and High School Teachers of the Year! Sponsored by Alabama Power. RSVP to 205-665-1519 or montevallochamber@gmail.com by April 11.
- **Thursday, April 17:** Experience Earth Fest from 3-6 PM on Main Quad on the University of Montevallo campus! Featuring live music, food trucks, environmental organizations, and Earth-friendly craft activities. Open to the community! For more information, contact Jecca Thomason at jecca.thomason@montevallo.edu.
- **Friday, April 18:** Businesses and individuals are invited to participate in "Two Lights for Tomorrow" in recognition of the 250th anniversary of Paul Revere's ride. Lanterns will be installed downtown by the Main Street Design Committee.
- **Saturday, April 19:** Montevallo's Annual Arts Fest, organized by Montevallo Arts Collaborative, will be held at Orr Park from 10 AM - 5 PM. Any interested artist vendors are invited to apply at this link before the March 17 deadline or contact 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 or 205-665-1519.

- **Friday, April 25:** Friday Nights at the Cove season begins! Join us in beautiful downtown Montevallo for an evening of live entertainment! Each event will feature a different musician at Owl's Cove Park (737 Main Street). This family-friendly, free admission event is the perfect way to kick off your weekend. Bring a chair or picnic blanket, grab dinner to-go from your favorite downtown restaurant, and make yourself at home on Main Street! Live music starts at 6:30 PM. The Wringers is a Birmingham-based Classic Rock band jamming all of your favorite hits! They rocked the Cove in 2023 and we can't wait to have them back. Sponsored by Dr. Bobby F. Shunnarah, Montevallo Family Dentistry.
- **Saturday, April 26:**
 - Meet at 10 AM at Bicentennial Park (in front of Main Street Tavern/710 N. Boundary St.) for April Saturday Walking Tours in Alabama! The tour will last approximately one hour. For more information, contact 205-665-1519 or montevallochamber@gmail.com. No RSVP required.
 - 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. Enjoy food trucks, drumming classes at 1 PM at 2:30 PM, inflatables, an obstacle course, face painting, and more!

On a motion by Julie Smitherman, seconded by Sean Hilty, the meeting was adjourned at 9:01 AM.

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

Respectfully submitted,
Courtney Bennett, Executive Director
In the excused absence of Marissa Wilson, Secretary