

**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)	X	Susan Lehman (2027)
X	Kathy King (2025)	X	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 8:03 AM.

Minutes were reviewed from the meeting on December 12, 2024. *On a motion by Sean Hilty, seconded by Patricia Honeycutt, minutes were approved as presented.*

**Treasurer's Report**

Treasurer Sarah Hogan presented a report dated 1/14/2025 indicating:

- Income Statement (Profit & Loss for 12/11/24 – 1/14/25): \$5,382.50
- Balance Sheet (as of 1/14/25): \$44,492.05
- Outstanding checks: \$1,270.00
- Net Statement Balance (as of 1/14/25): \$43,222.05

**INCOME SOURCES:**

- **Membership Dues:** \$428.74
  - **Supporter:** Keys to the City Community Coaching
  - **General:** Mountain Valley Counseling
  - **Individual:** Courtney Bennett
- **Veteran Banners:** \$289.80
  - 1 sold

- **Monte Gras:** \$5,501.36
  - Green Sponsorships: Carr Allison (2); Kirk Lightfoot; University of Montevillo; Cedar Advisory; Dixie Decorations; Bradford Real Estate Group
  - Purple Sponsorship: 2025 King & Queen “Dollar” Bill & Mary Lawson
  - 12 event tickets sold
  - 18 giveaway tickets sold
- **Interest from Commercial Sweep:** \$88.82
- **Business Basics fees:** \$18.82
  - 2 tickets sold
- **Community Christmas Tree Donations:** \$128.43
- **Fundraising:** \$5
  - 1 coloring book sold

*On a motion by Julie Smitherman, seconded by Kathy King, the financial reports were approved as presented.*

## **President’s Report**

Incoming President Kirk Lightfoot welcomed new board member Susan Lehman and returning board members Tonia Mayton, Patricia Honeycutt, Jackie Chappell, and Sarah Hogan Shaw. All board members were given a copy of 2025 approved work plans.

## **Committee Reports**

### **Organization Committee:**

No report.

### **Design Committee:**

Committee Chair, Julie Smitherman, reported that the College Night disc will be installed on the photo frame soon; new Christmas banners have already been paid for and a design is in development; the Holiday Window Decorating Contest was a success again this year; the Monte Gras Ball planned for February 1 is almost sold out; giveaway tickets are still available for \$10/each; Kirk and Courtney will present a donation to American Village tomorrow from the Veteran Banner Fund and talk about plans for the Semiquincentennial.

### **Promotion Committee:**

Committee Chair, Sarah Hogan Shaw, reported that the Festival of Tulips will soon be underway, and Adele and other volunteers planted tulips throughout town to tie into American Village's annual event; Adele is finalizing the list of businesses that will participate in the annual "Blooming Bargains" cross-promotion of downtown and the festival co-hosted by Main Street and the Montevillo Chamber; plans are underway for a spring Bulldog Pride poster or signage; Spring Fling is planned for April 26, and volunteers

will be needed the day of the event; plans are underway for the 2025 Friday Nights at the Cove Season; and a Main Street Book series featuring Wickett the Dog is in development.

**Economic Vitality Committee:**

Committee Chair, Ken Jones, reported that Wyatt Hall distributed a spring UM Falcons sports schedule; an update was given regarding the AL SPARK "Bright Ideas" Pitch Competition, with the judging panel to convene January 23; the possibility of forming a 501(c)3 organization in addition to the 501(c)6 that Montevallo Main Street already has was discussed.

**Executive Director's Report**

**Activity Report**

Courtney Bennett reported that she attended the Main Street Alabama Quarterly Training on Promotions ("Get Hyped") on Dec. 10; Chamber Christmas Open House on Dec. 12; Chamber Holiday Open House at Meri Moon on Dec. 17; and Montevallo Chamber luncheon, State of the City address on Jan. 15.

**Business Transitions**

- **Open/closed this month:**
  - Mountain Valley Counseling (731 Middle Street)
- **Opening soon:**
  - J. Alex Child Development Center (1205 Ashville Road)
  - China Mix (728 Main St.)
- **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**

- Volunteer Hours – submit via the chat function or by email
- Fundraising Ideas
  - Inaugural Monte Gras Ball Fundraiser to be held at Anna Irvin on February 1, 2025
- AL Spark – "Igniting Main Street Alabama's Small Businesses and Entrepreneurs"
  - Opened 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)
- Membership Drive
- Business Basics 2025 and Falcon Consulting

## New/Other Business

- Wyatt Hall reported updates for the University of Montevallo.
- Steve Gilbert reported updates for the City of Montevallo.
- 2025 Board Contracts were signed.
- President-Elect Nominations: all board members were encouraged to nominate themselves if interested in serving.
- Main Street Alabama Quarterly Training on Historic Preservation – Foley, AL on March 12: since this conflicts with 3 standing committee meetings, discussion was had regarding whether a board member would attend in Courtney's stead or if the meetings would be moved so Courtney could attend.
- Main Street Now Conference – April 7-9 in Philadelphia, PA (Board meeting week): any interested board members are asked to let Courtney know if they would like to be considered for attendance.
- \$25K Grant from Main Street Alabama: we will have another opportunity to fund another project.
  - Committee for “Back Lot” 2024 Grant Project – A meeting of this committee will be held soon.
  - 2025 Grant funds will be issued after 2024 project is complete.
  - Deadlines are March 31 and June 30.
- Monte Gras – Feb. 1 from 6-10 PM at Anna Irvin
  - Event tickets (\$60) are available for sale
  - Giveaway tickets (\$10) are available for sale
  - Volunteers needed
- National Accreditation: The Board read through the Community Assessment Tool provided by Main Street America and collectively answered the questions and rankings within. Courtney will submit all required documents by the February 14 deadline.

## Announcements/Upcoming 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



## Montevallo Main Street Board of Directors' Meeting January 16, 2025

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.

On a motion by Julie Smitherman, seconded by Sean Hilty, the meeting was adjourned at 9:31 AM.

Their next meeting is scheduled for Thursday, February 13, 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