

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)
	Clay Nordan (2025)	X	Susan Lehman (2027)
X	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 8:04 AM.

Minutes were reviewed from the meeting on January 16, 2025. *On a motion by Sean Hilty, seconded by Julie Smitherman, minutes were approved as presented.*

Treasurer's Report

Treasurer Sarah Hogan Shaw presented a report dated 2/10/2025 indicating:

- Income Statement (Profit & Loss for 1/13/25 – 2/10/25): \$28,299.14
- Balance Sheet (as of 2/10/25): \$70,879.99
- Outstanding checks: \$1,567.08
- Net Statement Balance (as of 2/10/25): \$69,249.48

INCOME SOURCES:

- **Membership Dues:** \$83.28 (\$262.02 YTD)
 - **Individual:** Ken Jones, Sarah Hogan Shaw
- **Veteran Banners:** \$1,179.15
 - 4 sold
- **Monte Gras:** \$9,953.87
 - Green Sponsorships: Montevillo Main Street Players, Team Lehman Realty, Su Casa Real Estate, Charlie Snow Team – Keller Williams, McNeely Media, Carolyn Garrity

- 39 individual event tickets sold in advance
- 112 giveaway tickets sold in advance
- Drink, event, and giveaway tickets sold on the day of the event (\$1,513.58)

- **Interest from Commercial Sweep:** \$123.15

- **Business Basics fees:** \$65.87
 - 6 tickets sold

- **City of Montevallo Annual Contributions:** \$25,000

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

President's Report

President Kirk Lightfoot thanked everyone for their help to make our Inaugural Monte Gras Ball fundraiser a huge success. He asked board members to assist with a Membership Drive in March.

Committee Reports

Organization Committee:

No report.

Design Committee:

Committee Chair, Julie Smitherman, reported that Monte Gras is expected to clear a \$6,000 profit, and ideas have been shared regarding improvements for next year; the youth artwork banner series Main Street completed in partnership with Impact Montevallo is on display for the final time, and banners will be returned to the youth artists free of charge, ideally at Awards Day or a similar event; a new banner series that involves public participation is being planned.

Promotion Committee:

Committee Chair, Sarah Hogan Shaw, reported that Courtney is in the process of booking bands for Friday Nights at the Cove, and sponsorships will be finalized in March; she thanked Adele for her hard work in coordinating the Blooming Bargains promotion, and all board members are encouraged to thank participating businesses; tulips planted downtown by volunteers are starting to bloom; "Bulldog Pride" banners are being planned for installation downtown and at sports fields; a paw will be purchased in Main Street's name to benefit Montevallo Athletic Club (MAC) thanks to a private donation; a book series promoting downtown through Wickett the dog is in development; ideas were discussed regarding retail promotions, videos for businesses, in-person greeters during special events, etc. A recommendation was made that Main Street, the Montevallo Chamber, and Impact Montevallo cooperatively have bags made that would be used as welcome bags at larger festivals such as Arts Fest and Tinglewood Festival. Adele reported that Montevallo

Chamber of Commerce will be participating in the statewide April Walking Tours this year.

Economic Vitality Committee:

Committee Chair, Ken Jones, reported that EV approved sponsoring the inaugural Montevallo Backyard Book Fest at the \$250 level; the 501(c)3 idea is still in development.

Executive Director's Report

Activity Report

Courtney Bennett reported that she spoke to the Homeschool Hub at Parnell Memorial Library on Jan. 16; presented a donation to American Village and met with leadership regarding the upcoming Semiquincentennial on Jan. 17; attended the Placemaking & Public Art Planning Webinar from Main Street Alabama on Jan. 22; conducted a downtown tour for the Heardmont Senior Center on Feb. 4; and spoke to Leadership Shelby during their Economic Development Day on Feb. 11.

Business Transitions

- **Open/closed this month:**
 - J. Alex Child Development Center (1205 Ashville Road) – Feb. 1
- **Opening soon:**
 - China Mix (728 Main St.)
 - Xcaret Grill Mexican Restaurant (1032 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.

City of Montevallo Report

- Steve Gilbert reported on the status of relevant projects throughout the City.

Old Business

- Volunteer Hours – submit via the chat function or by email
- Membership Drive
 - Marissa, Patricia, Kirk, Jackie, and Stephanie volunteered to help.
- Business Basics 2025 and Falcon Consulting
- President-Elect Nominations are now being accepted.
- Main Street Alabama Quarterly Training on Historic Preservation – Foley, AL on March 12 – meetings will be rescheduled in March so that Courtney can attend this required training.
- Main Street Now Conference – April 7-9 in Philadelphia, PA
- 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.
- Final deadline for this grant is in July 2025.

New/Other Business

- None.

Announcements/Upcoming Events

- **Wednesday, February 19:** The February Montevallo Chamber of Commerce luncheon, held at Parnell Memorial Library, will feature the Montevallo African American Heritage Trail. Speakers will include Joyce Jones, Director of Engaged Education and Public Service at the University of Montevallo; Dr. Kathy King, President of the Montevallo Legacy Project; and James Salter of the Montevallo Historic Preservation Commission. Networking begins at 11:30 and lunch (\$15) begins at noon. RSVP by Friday, February 14 to 205-665-1519 or montevallochamber@gmail.com.
- **Friday, February 21 - Sunday, February 23:** Alabama Sales Tax Holiday - Severe Weather Preparedness.
- **Saturday, February 22:** Montevallo's Annual Arbor Day will be celebrated from 9 AM - 1 PM at the Recycling Center. Bare root tree seedlings will be available for adoption. Sponsored by Montevallo Arbor & Beautification Board.
- **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.
 - **Volunteers Needed!** The Stephens College of Business is hosting Speed Networking on Thursday, February 27th at 6:30 p.m. at Stephens Hall. The event should last 60-90 minutes. 25 volunteers from the business community are requested to help with this activity, during which UM students will hone their networking skills. All "professionals" are welcome and no preparation is needed! Any interested volunteers are asked to contact Interim SCOB Dean Dr. Lynne Richardson at Lynne.Richardson@montevallo.edu. Thanks for considering this opportunity to support UM students!

On a motion by Julie Smitherman, seconded by Sarah Hogan Shaw, the meeting was adjourned at 9:08 AM.

Their next meeting is scheduled for Thursday, March 20, 2025 at 8 AM at City Hall in the Council Chambers.

Respectfully submitted,
Marissa Wilson, Secretary