



**Minutes of the Montevallo Main Street Board Meeting**

**Thursday, February 9, 2017**

**8:00 am**

Members in Attendance: David Darby, Steve Gilbert, Herman Lehman, Calvin Meadows, Susan Fulmer, Pam Phagan, Adele Nelson, Bear Jones, Sarah Hogan, Julie Smitherman, and Lydia Godwin – members who attended parts of the meeting: Mayor Hollie Cost and Dee Woodham.

**Welcome, Call to Order, and Minutes Approval:**

The meeting was called to order by President, Julie Smitherman, at 8:14 am. One new Board member, David Darby, was introduced. Board members turned in their Grant Application Review forms to be tallied by Director, Sarah Hogan. A motion was made by Herman Lehman to accept Minutes, January 12, 2017. Steve Gilbert seconded the motion and the motion passed.

**Old Business:**

- a. Work plan meeting Monday, Feb 6<sup>th</sup>. Members and committee members learned how to construct a work plan. Recognition and appreciation for Mary Helmer's support during Monday's meeting. Discussion on how to approach our first set of work plans: members expressed concern constructing an Organization Committee work plan before other committee work plans were submitted. Several members agreed that we still feel to be on on/being hit by a learning curve when it comes to work plans and committee members knowing their role; Sarah Hogan suggested additional training from the Main Street Website. Between this Board meeting and the next, each committee should have at minimum an initial meeting to work on their work plans in February before our March Board meeting. In these initial meetings we must determine the major focus of each committee and what they need from other committees. We recognize that we were too eager and quick to approve goals and need to be wary of this in the future.
  - i. Committee Chairs Meeting set for Friday, February 10<sup>th</sup>, to continue discussion.
- b. The Thrive newsletter will be distributed Friday, February 10<sup>th</sup>.
- c. Main Street Block Captains – Bear was unable to meet with his block.
- d. Update on Main Street Intern Search: Three applicants have submitted resumes and portfolio of their past project for the President and Director to know what they are capable of. Sarah will conduct interviews in the near future.
- e. Wood Carving Festival has been changed from this year to Sept. 8, 2018 and has been new Tinglewood Name. Side note from Sarah: since it has been moved a year back Main Street is

still in need of a signature event for this year. She would like to partner with the Bicentennial group on their Montevallo Birthday Bash after they put together a proposal for the Montevallo Main Street Board to review and consider.

- f. Main Street Resources- just a reminder about the resources available on Main Street AL website and were reminded of Login information for Montevallo's resources.
- g. Main Street Now Conference, May 1-3, 2017 leaving on April 30th – Bear, Calvin, Julie, and Sarah have been registered.

**New Business:**

- a. Discussion of Board Bylaws – Committee Membership: Currently, the Bylaws state members must be a member of the organization (\$150 General Membership) to serve on a committee or the Board. Discussion of membership level requirements.

- i. Herman motioned to adjust membership requirements to reflect the following: Members at all levels of membership are qualified to serve on Montevallo Main Street Board and/or committees, and able to receive Main Street Grants. Lydia seconded and motion passed.

- b. Market Analysis - Julie/Susan. We have to have a market analysis team of 8-10 individuals, should be heavily made up of Economic Vitality Committee Members and Hollie has volunteer to be a part of it. Main Street AL has hired a company to do the Market Analysis. Let Sarah know if you would like to attend the first meeting with our consultant on March 8, 2017.

- c. Façade Improvement Funds – using the \$25,000 for future façade grants for Main Street Businesses and Property owners. These grants would be available to those willing to match funds. Pam would like to first take the money and grow the funds, then approach individual store owners and propose a grant situation where they would have to match the funds. She is first looking into codes and guidelines already in place.

- d. Potential Events

- i. Tulip Festival – American Village: We are looking at gearing up for the next Tulip Festival in 2018.

- ii. Parallel Parking Rodeo: will happen in Fall 2017 as a promotion party.

- iii. Block Party – Beauty Walk: Women and Children Clothing Festival of Sorts done by our local boutiques.

- e. Selection of Streetscape Grant Winners – 25 total applicants

- i. Submission of Deadline Extended

- ii. Julie excused herself for discussion/vote because of conflict of interest as a grant applicant. Board members submitted their top 10 recommendations and Sarah tallied

these votes. In the tally there were a clear top 8 grant applicants and 4 additional applications with the same amounts of votes. Sarah suggested we allocate funds from the Street Sign Fundraiser to be able to extend grants to the top 12 grant applicants. The top 8 were: Czeskleba TV, Lucky Penny Boutique, Falcon Art, Fotoworks, Type Shop, Happy Dollar, Eclipse, and It's About Time Barbers & Styles. The 4 who tied and were up for discussion were: Trendy Chic Boutique, Statefarm, Hair Station, and Bradford Real Estate.

iii. Steve motioned to allocate Street Sign money to be able to extend grants to the top 12 applicants. Herman seconded. Motion passed.

#### **Board Committee Reports**

- a. Organization
- b. Design – Pam asked that we establish guidelines for Murals on building.
- c. Promotion
  - i. Valloman
- d. Economic Vitality – Market Analysis, plans to focus on smaller/easier goals first

#### **Other Business**

- a. Streetscape Update
- b. Volunteer Hours – Send volunteer hours to Susan
- c. Board/Committee Contact Information – make sure Sarah has your correct contact info

#### **Announcements**

- a. Chamber Luncheon, Wednesday, February 15 at 11:30 am
- b. Arbor Day, Saturday, February 25
- c. Bicentennial Events & Announcements
- d. Ketterling Foundation – February 26 – 28, 2017, Ohio
- e. Other
- f. Next Meeting – Thursday, March 9, 2017 at 8:00 am, Glouc

**Adjourned by Julie**