

Montevallo Main Street
Board of Directors Meeting
May 11, 2017

Members Present:

Carol Bruser, David Darby, Susan Fulmer, Steve Gilbert, Lydia Godwin, Bear Jones, Herman Lehman, Adele Nelson, Pam Brown Phagan, Janice Seaman and Julie Smitherman. Also in attendance was Sarah Hogan, Montevallo Main Street Director and Dee Woodham.

Call to Order:

Julie Smitherman called the meeting to order at 8:05 a.m.

The first item of business was the approval of the minutes from the April Board meeting. A motion to approve was made by Herman Lehman. Pam Phagan seconded and the motion was approved.

Old Business:

Market Analysis –

Julie thanked the promotion committee for their work with the market analysis. 803 consumer surveys and 41 business surveys were submitted. Data from the analysis will be presented on June 28th at Parnell Library at 5:30 p.m.

National Main Street Conference, Pittsburgh, PA-

Julie reported the event was very informative and inspiring. There were over 1,600 in attendance. Montevallo representatives attended different sessions throughout the days. Calvin put a video together with highlights of the conference. Montevallo Main Street received accredited program certification at the event. Sarah won \$250 for product credit.

Volunteer Hours-

Sarah asked all board members to turn in their volunteer hours. They may be broken down by meetings, promotion, committee hours, etc. These are critical and must be accounted for.

Mission Statement-

Herman presented the mission statement for board approval. Additions and corrections were made for approval. Lydia made a motion to approve. Janice seconded and the motion carried. (See Attached Mission Statement)

Regions Bank Account-

Current balance stands at \$36,795.00. Disbursements will be made to committees. Promotion Committee- \$2045.00; Organization - \$2,500.00; Design - \$575.00

Bylaw Revision –

Clarification of business/individual membership was presented. The revision changes the number of participants per membership. Bear Jones made a motion to approve the revision. Herman seconded and the motion carried. ***Sarah reminded everyone to pay their dues.**

USDA Grant –

David will research any/all opportunities similar to the Oil City Pennsylvania business partnerships.

New Business:**Work Plans and Committee Budgets-**

- **Economic Vitality-**

\$250.00 for Market Analysis. Herman made a motion to move the \$5,000.00 allocated for old City Hall renovation to the Design Committee. Pam seconded and the motion carried.

Organization Committee-

Julie suggested ordering balloons and parking signs to let everyone know businesses are open for business. Herman motioned to move \$250.00 from the University of Montevallo Alumni Campaign to cover the cost of the Open for Business campaign. Bear seconded and the motioned carried. Herman motioned to allocate \$2,500.00 total to the Organization Committee. Bear seconded and the motion carried.

Promotion Committee-

A budget of \$2,045.00 was presented for board approval. Bear motioned to approve and Steve seconded. The motion carried.

Design Committee –

A total of \$575.00 must be spent before October 1, 2017. The committee requested funds to travel to Athens, Franklin and Monroeville. Herman made a motion to approve. David seconded and the motion carried.

Executive Director's Report-

- Sarah reported visitors from Wetumpka will visit on April 26 and May 12 at City Hall – 10:00 a.m.
- Matt, UM student, did a wonderful job establishing the marketing internship. Sarah will begin interviewing for new intern soon.
- Thrive will go out on Monday. Herman requested members of the board help Sarah with content for future editions.
- Sarah will present a Streetscape update at the May Montevallo Chamber Luncheon.
- Columbus, MS will visit with Montevallo and Columbiana Main Street reps on July 27th.

There being no further business, the meeting was adjourned at 9:55 a.m.

Respectfully submitted,

Carol Bruser,
Secretary