

Montevallo Main Street
Board of Directors Meeting
July 13, 2017

Members Present:

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

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.

Event Planning –

- Main Street will provide activities and music at the Montevallo Farmer's Market on August 7th.
- A booth during the SafeHouse Back to School event
- Upcoming events include Restaurant Week on August 11-20; Welcome Weekend on August 19th; Parallel Parking Rodeo on August 26th; Bicentennial Bash on September 9th; and the Woodcarving Festival in September, 2018.
- The Thrive Newsletter will go out the week of July 17th.

Old Business:

Membership applications are available and Block Captains will distribute. The deadline for membership incentives will be continued through construction phase for local business owners. A date for the membership mixer will be set soon. Board of Directors and committee members are asked to pay their dues now. Sarah will provide talking points for board members to use when seeking memberships. Julie asked everyone to please turn in their volunteer hours to Sarah. Herman reported the USDA grant was still being considered.

New Business:

Holiday Decoration Proposal -

Pam presented the Design Committee's holiday decoration proposal. A total of 11 projects were discussed. After much discussion Pam made a motion for the board to approve the following projects (see below). Janice seconded and motion carried.

1)City Christmas Tree; 2)Main Street Banners; 3)City Center Poles; 4)Hwy 25 decorations; 5)City Hall Facade; 6)Hwy 119, Middle Street, and Island Street

Main Street Alabama Conference –

Sarah needs names of those who would like to attend.

Promotional Items –

Sarah presented the following for approval:

Back to school pencils not to exceed \$250; Funding for Welcome Weekend not to exceed \$500; Woodcarving Festival commitment not to exceed \$1,000. Pam made a motion to approve. Herman seconded and the motion carried.

Discussion was had on the removal of fire hydrants and traffic signals on Main Street. Janice made a motion for the board to acquire these to be used as a fundraiser. Lydia seconded and the motion carried.

Board Committee Reports –

The organization committee reported they are working on securing Megabucks for Welcome Back weekend. The coupons would have small amounts of money on them to be used at local businesses. Design of the coupon is still being discussed.

There being no further business, the meeting was adjourned at 10:05 a.m.

Respectfully submitted,

Carol Bruser,
Secretary