

# MINUTES

Main Street Montevallo (MSM)

Board of Directors Meeting

September 13, 2018

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## In Attendance

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Courtney Bennett, Yoko Brown (new Board member), Hollie Cost, David Darby, Steve Gilbert, Herman Lehman, Tom Sanders, Stephanie Shunnarah, Julie Smitherman, Casie Tate, Dee Woodham

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## Call to Order and Approval of Minutes

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The meeting was called to order by J. Smitherman at 8:05 a.m. Minutes of the August 9, 2018 meeting were reviewed and approved on a motion by D. Darby seconded by H. Lehman.

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## Treasurer's Report

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A report was presented indicating:

Total Operating Funds = \$15,108

Revenue Sources (collected from new or renewing members) = \$9,467 memberships collected, \$1500 pending

Fund Reallocation Requests = None

Fund Allocation Requests (for tax prep \$1,000; Cove \$150) = \$1,000 for tax prep approved; \$150 performer fee covered by a sponsorship by Montevallo Family Dentistry.

There was also a summary of the proposed City Budget for MMS of approximately \$84,554 presented with no material changes from last year. This will be reviewed at a series of budget meetings during September by the City.

This report was approved on a motion by T. Sanders seconded by D. Darby.

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## President's Report

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- Alabama Main Street Awards – MSM received five awards and was well represented at the ceremony.
- Tinglewood Festival Wrap-up – Attendance estimated at 5,000 to 6,000. Made a small profit that will be reinvested in next year's festival. Good feedback received from vendors with several applications for next year. There will be a formal wrap-up meeting by all of the sponsoring organizations in the coming week to evaluate the event and consider changes for next year – ideas are welcomed. *It was suggested that a final report be made to the City, County and other stakeholders to promote the success of the event.*
- Membership Drive – Congratulations were extended to H. Lehmann who finished in first place with some \$3,315 in memberships sold.

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## Board Committee Reports

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- Organization Committee – J. Smitherman reported that preparation of the 501(c)6 application for non-profit status is pending. Also, taxes have been filed for 2016 & 2017.
- Design Committee – Winners of the “Back to School” Window competition were announced. The Façade Grant program plans to award funds to Mary Dodd (Phase 1) and the former Main Street Tavern building for improvements. U.S. flags were installed for Labor Day at the street lights and plans are underway to design flags for the Christmas holidays to be displayed at the intersections. *H. Lehman suggested that we pursue doing decorative flags for other community events and celebrations throughout the year.*
- Promotions Committee – C. Tate reported on the success of the “Chill on Main Street” event and on the MHS School spirit initiative. The “5<sup>th</sup> Quarter” event will be planned in conjunction with each MHS home football game.
- Economic Vitality Committee – H. Lehmann reported that a meeting has been arranged with the College of Business and the Shelby County Business Develop Office to further discuss development of an “Entrepreneurial Center” in the city. There was also a question by D. Woodham about how we keep the inventory of property/spaces updated for use in recruiting new businesses. *The Montevallo Chamber and MSM have been working on this and will continue to keep this up to date and communicate properties available to 58 Inc. at the County to factor into their recruitment efforts. S. Gilbert indicated he is preparing a marketing package on key properties that are available.*

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### Executive Director’s Report

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- Property Activities – C. Bennett reported on properties available for sale or rent; relocations of business in the city; business closings and openings and rumors of potential new businesses.
- Upcoming Events – It was reported that “Friday Nights at the Cove” are very popular, however the sponsor for the upcoming events has gone out of business. Thanks to Spring Creek Investments and Montevallo Family Dentistry for jumping in as sponsors.
- Mayor’s Breakfast – *Board members were invited to participate in an MSM table and share the cost for this October 12 event. Reservations need to be made with C. Bennett.*

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### Old Business

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- Board Vacancy – Ms. Yoko Brown was elected to the Board and welcomed on the Board at this meeting.
- Street Dawgs – Work is underway on developing a youth program.
- Bus Pilot – Excellent reports on operation of the pilot to date. Everyone was reminded of the need to ride the bus and promote its use.

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### New Business

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- Board Training – C. Bennett is working on a date for the MSM Board to participate in training with Mary Helmer of Alabama Main Street. Board members were also invited to attend “Four Points” training at any of the various dates it is offered around the state during October.
- Fundraiser – It was agreed that the work plan item for the “Murder Mystery” would be canceled and the \$1,000 budgeted for it will be redirected to another fundraising event with greater potential. H.

Lehmann suggested considering an event that might involve members. *The Promotions Committee was asked to consider this and return a proposal.*

- Wayfinding – Mayor Cost reported on a new directional signage system under development for downtown and displayed examples of the signs.
- Pavilion Proposal – Mayor Cost reviewed a conceptual proposal to demolish the old City Hall and replace it with a community pavilion that could be used to support numerous events on Main Street. The City would have to approve it and funds would have to be raised. The Mayor asked MSM to consider the proposal and provide ideas and feedback.
- Victory Building – There was extensive discussion of the need for the City to acquire the old Victory Building and land and a number of potential uses. This needs to be a high priority for redevelopment by the City or as a private development.

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### Next Meeting

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The next meeting will be held at 8:00 a.m. on October 11, 2018 at the GloCo building.

The meeting was adjourned at 9:25 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary