

MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

September 12, 2019

In Attendance (term expiration)

√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
√	Tate, Casie (2020)	√	Darby, David (2022)
√	Phagan, Pam (2020)	√	Jones, Ken (2022)
√	Gutierrez, Omar (2020)	√	Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
	Holloway, David (2021)	√	Cost, Hollie (<i>Ex officio</i>)
	White, Cheryl (2021)	√	Gilbert, Steve (<i>Ex officio</i>)
√	Honeycutt, Patricia (2021)		Stewart, John (<i>Ex officio</i>)
√	Lehman, Herman (2022)	√	Woodham, Dee (<i>Ex officio</i>)

Call to Order and Approval of Minutes

The meeting was called to order by President, Julie Smitherman, at 8:05 a.m. at the Montevallo Chamber of Commerce office.

Minutes of the July 11, 2019 meeting were reviewed. *On a motion by H. Lehman, seconded by K. Jones, the minutes were approved as presented.*

Treasurer's Report

Treasurer D. Darby presented a report dated September 10, 2019 indicating:

- **Income Statement (Profit & Loss for Jan. 1 – Sept. 10):** Total Income = \$34,376; Total Expenses = \$11,546; Net Income = \$22,829
- **Income Statement (Profit & Loss for Aug. 8 – Sept. 10):** Total Income = \$7,209; Total Expenses = 2,695; Net Income = \$4,513
- **Balance Sheet (as of Sept. 10)** – Total Assets = \$46,006; Liabilities = 0 and Equity = \$46,006
- **Membership Dues:** \$695 received from five new or renewing members (listed in Agenda)
- **Façade Grant Fund Donations** - \$790 and P. Phagan reported that an additional \$500 has been pledged and that donations are still being accepted.
- **Veterans' Banners** - \$7,005 for 22 banners that have been sold.
- **Approved Work Plan Allocations:** Based on the MMS planning process, the following Work Plan Allocations were presented (with details for each allocation in the agenda): (details in agenda)

Subtotal Operating Funds as of September 10 - \$46,006

- Organization Committee - \$755
- Design Committee - \$20,153
- Promotion Committee - \$1,025 – it was reported that \$120 of the \$150 approved was expended for Bulldog Pride Promotion

- Economic Vitality Committee = \$3,700 – it was reported that \$2000 that was approved will be expended to support the ArtStalk event in late October
- Christmas Tree Ornaments = \$183
- Façade Grants = \$16,590

Total Unencumbered Operating Funds - \$3,600

On a motion by K. Lightfoot and seconded by P. Honeycutt, the financial report was approved as presented.

President's Report

J. Smitherman reported on the State Main Street meeting and the five awards that MMS received with congratulations to all. Also, the State Main Street Board met in Montevallo this week and she expressed appreciation to all MMS members that attended the reception that was held.

S. Gilbert reported that the Tinglewood Festival had approximately 7200 attendees vs. 6500 last year. All of the events went great. S. Gilbert indicated that a final financial report was being prepared and that a wrap-up meeting will be held to discuss issues and changes that might be needed. Many thanks were expressed to the public safety staff due to the number of heat related issues that arose. There was discussion about finding another date when heat might be less of an issue, but the problem of finding dates that fit with other events that use the park and with football game schedules makes this difficult.

Board Committee Reports

- **Organization Committee** – No matters to report.
- **Design Committee** – Committee Chair, K. Lightfoot reported on the following items:
 - **Scavenger Hunt** – the committee is considering sponsoring this event that would use the “exclamation point” for branding and provide photo opportunities.
 - **Veteran's Banners** – 34 banners have been sold to date with prospects of further sales in the coming week. The design of the banners was reviewed. It was suggested that the “Montevallo” needed to be below the sewing seam. It was noted that these banners will be used around patriotic holidays and that new storage space for banners will be available in the Victory Building. *On a motion by K. Jones, seconded by C. Tate, the design was approved.*
 - **Other Banners** – The goal is to alternate our different themed and holiday related banners along with the patriotic ones. Colin Williams will be the artist on a new series of banners that relate to the themes of Nature, Education, History, and Art and will incorporate the “Make Your Mark on” tag line. It was suggested that more color might be used in the design, that the proper font are used from the approved library, and that the words need to be readable when walking or driving. October 10 is the deadline to have a final draft to the MMS Board and October 14 to the City Council. It is anticipated that they will be available for installation by January 2020.
 - **Façade Grants** - P. Phagan presented eight applications for the Façade grant program. Pam proposed the following matching amounts:
 - Type Shop/Deep Roots – \$2,774
 - Montevallo Realty – \$800
 - Happy Dollar Painting - \$250
 - Happy Dollar Canopy and Sign - \$2,500
 - University Investments - \$5000
 - Watt's On Main - \$5000
 - Serendipity Building - \$5000---plan on renting building
 - Montevallo Makers - \$3242
 This is an investment of \$24,566 in matching funding to support a total cost of improvements \$51,631. We have \$17,000 raised now and must raise the balance of the matching funds to fund all of the projects.

On a motion by K. Lightfoot, seconded by D. Darby, the Façade Grant matching requests were approved.

- **Promotion Committee** – No report.
- **Economic Vitality Committee** – Committee Chair, K. Jones, reported the committee met on September 11 and discussed the following:
 - **Tourism Workshop** – T. Sanders reported that the State Department of Tourism will hold a workshop on October 16 from 10 a.m. to 2 p.m. including lunch for communities that want to expand their tourism footprint. Experts from the Tourism Department will discuss how they can assist communities. A form to register for the seminar was distributed and all Board members were invited to attend.
 - **Forte Festival** – It was reported that the Committee wants to work with Dean Peters at the UM College of Fine Arts to develop the Forte Festival that is held each April into a signature event similar to the Tinglewood Festival. This will involve building wider community support and participation into the event, particularly from local businesses. The committee plans to follow-up with Dean Peters on this.

● Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - **Opened this month** – The Nutrition Spot (Valley Street); Montevallo Makers (Middle Street); Goliath Lending (Valley Street)
 - **Opening soon** –; Scott Vaughn Owen Studio (Main Street); Slice Pizza & Brew House (corner Ashville Road/Wadsworth St); Cozumel (Main Street)
 - **Buildings for sale** – Office building at 951 Island St. listed by Nathan Stamps; Lot on Island Street for sale or build to suit (Bob Nesbitt)
 - **For Rent** – vacated Emma Gray space on main street; several 1300 to 2000 sq. ft. spaces in the CVS Shopping Center (Urmish Patel);
 - **Relocations** – n/a
 - **Business closings** – none reported
 - **Sale of Businesses** – Watts on Main has been sold
 - **Other transitions** – the City of Montevallo is still working on transaction to lease Victory building.
 - **Prospects** – n/a

Old Business

- **Volunteer Hours** – These were collected in the meeting.

New/Other Business

- **Fund Allocation Requests** - J. Smitherman reported that she will lead the initiative to decorate Bicentennial Park with fall decorations. She has also made arrangements for local merchants to purchase similar decorations at a discount from Cedar Creek Nursery. Funding of \$300 was requested to purchase the materials to decorate the park. *On a motion by C. Tate, seconded by S. Hendren, this request was approved.*
- **Merchant Discounts** – P. Phagan reported on a 40% discount program for local merchants in the Main Street district on paint purchases.
- **Visitor's Guide** – S. Gilbert presented a draft advertisement for the Shelby County Visitors Guide that is in preparation.
- **City Map** – S. Gilbert reported that he is working on updating the Montevallo city map for distribution to visitors.

- **Tower Cam** – S. Gilbert report that he is working with Fox6 TV to put a live-stream camera in Montevallo that will be on their website and used for live shots on weathercasts.
- **Board Picture** – J. Smitherman announced that she would like to make a photo of the Board next month at the meeting.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by a number of community organizations during the month.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, October 10, 2019 at the GloCo building.

The meeting was adjourned at approximately 9:09 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary