

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

September 10, 2020

In Attendance (term expiration)

√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
√	Tate, Casie (2020)		Vacant (2020)
√	Barone, Olivia (2020)	√	Jones, Ken (2022)
	Gutierrez, Omar (2020)	√	Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
	Vacant (2021)	√	Cost, Hollie (<i>Ex officio</i>) asst. Maggie Benson
√	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

President Julie Smitherman called the meeting to order via videoconferencing due to the Covid pandemic, at 8:00 a.m.

Newly elected Mayor, Rusty Nix, and Council member, Lelia Mitchell, were welcomed as guests.

Minutes of the August 13, 2020 meeting were reviewed. *On a motion by Ken Jones, seconded by Patricia Honeycutt, the minutes were approved as presented.*

President's Report

President, J. Smitherman, called on Mayor Cost for the following reports:

- **Economic Sustainability Task Force** – City revenues are stable and are being closely monitored.
- **Victory Building** – Negotiations are underway with a brewery as a potential tenant. In addition, negotiations are underway with a hotel developer for the site behind Victory. The city council will consider financing for renovation of the building in the coming week.

President Smitherman reported:

- **Small Business Awards** - MMS has collaborated with the Montevallo and Shelby County Chambers of Commerce for a small business award program to recognize local businesses. C. Bennett will distribute nomination forms. Board members were encouraged to nominate local businesses.
- **Alabama Main Street Awards** – Awards have been made. MMS will receive several and a celebration is being planned.

Treasurer's Report

The Committee Chair, S. Hendren, presented a report dated September 9, 2020 indicating:

- **Income Statement (Profit & Loss for Aug. 13– Sept. 9):** Total Income = \$78; Total Expenses = \$0; Net Income = \$78
- **Balance Sheet (as of Sept. 9):** Total Assets = \$40,144; Total Liabilities = 0; Total Equity = \$40,144
- **Gross Statement Balance (as of Sept. 9):** \$40,144, less approved Work Plan allocations (see report in agenda for details) = Unencumbered Operating Funds = \$10,945
- **Membership Dues:** \$0 received during month
- **Façade Grant Fund Donations** – \$0
- **Veterans’ Banners** – \$0
- **Miscellaneous** - \$0
- **Donations** - \$15

On a motion by H. Lehman, seconded by P. Honeycutt, the financial reports were approved as presented.

Board Committee Reports

Organization Committee – President, J. Smitherman, indicated that there was no new information to report.

Design Committee – The committee was in contact via email. Committee Chair, K. Lightfoot, provided the following report:

- **Christmas Decorations** – The committee is not sure about the feasibility of decorating storefronts this year due to the pandemic and that students will not be on campus as they will go home at Thanksgiving. However, they will discuss some different approaches that may enable the program to continue this year.
- **Banners** – An order for new banners will be placed soon. Any new orders for Veteran banners need to be received in the coming week.

Promotions Committee – Interim Chair, C. Bennett, reported that the committee met during the week concerning the following items:

- **CBS/42 Promotion** – commercial announcements about the town continue to run through this month.
- **Small Business Saturday** – This will take place in November. We will support it by doing a video and providing local PR and support services. The Committee will ask later on the agenda to increase the budget for this event by \$100.
- **Tulips Downtown** – Work is underway to determine how this project might be completed using volunteers due to recent staffing changes in the city Public Works Department.
- **Events** – These have been suspended due to social distancing and other Covid requirements – especially events in Owl’s Cove Park.

Economic Vitality Committee – The Chair, K. Jones, reported that the committee met via videoconferencing earlier in the week. The following items were discussed:

- **Building and Parking Codes** – The committee discussed the need for more flexibility in the building codes and parking requirements used by the city for existing buildings and for existing parking. More flexible codes are available that are used by other municipalities for buildings, site plans and parking requirements. Existing codes impose upgrade requirements on buildings that are financially impractical for existing facilities and parking space requirement that cannot be met in downtown locations with shared parking. Current codes lead to vacant buildings and ultimately demolition of downtown facilities. It was suggested that the MMS Board work with the Montevallo Chamber to consult with the Shelby County Inspection Department to bring recommendations for more flexible codes to the Montevallo Planning and Zoning Commission and the City Council. (It was noted that Bob Doyle on the EV Committee is a member of the Planning and Zoning Commission and can serve as liaison.) This work needs to be expedited due to obstacles that could delay current projects. *It was agreed that information on the more flexible codes will be send out to Board members and a vote will be taken by email on Board support for this recommendation.*

Environmental Sustainability Committee – Committee Chair, O. Barone, indicated the committee met the previous week. She provided the following report:

- **Green Business** – Work on this program and certifications are underway. Three businesses thus far are interested in the program. In addition, a website for the program is being developed.
- **Landfill** – The Shelby County Landfill will be open October 3 without fees. Flyers are being distributed.

• Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** – none reported
 - **Opening soon** –
 - Tobacco Plus Discounted Tobacco, 840 Main Street – Opening in September
 - Save My Cell Repair – 707 Main Street, Opening in September
 - Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – TBD;
 - Cozumel (Main Street) – TBA;
 - Pit 119 BBQ on Main Street (Old Tavern location) – TBA;
 - CozBee Wireless (former Russel Cellular location in shopping center on Main Street) – TBA;
 - The Soul Spot Wings – 728 Main St. (former Frios locations) – Opening in October
 - Navarro's Fresh Market (former TTT Gas Station), to open in Village on Valley – TBD;
 - B&M Marketplace – ribbon-cutting this month
 - **Ownership Transitions** – none reported
 - **Property 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** – Spaces in the CVS Shopping Center (Urmish Patel); former Southern Vape at 707 Main St.;
 - **Business Closing & Relocations** – none reported
 - **Sale of Businesses** – none reported
 - **Prospects** – none reported
 - **Hotel/Motel** – see above report

Old Business

- **Volunteer Hours** – These were collected in the meeting via chat.
- **Membership Renewals** – These have slowed. Due to the pandemic, this campaign will be delayed for a few months.

New/Other Business

- **Allocation Request** – An additional \$100 was requested by the Promotions Committee to produce a video for Small Business Saturday (sponsored by American Express) in November. *On a motion by S. Hendren, seconded by P. Honeycutt, the request was approved.*
- **Bylaw Review – Article X (10) Finances** was reviewed. It was decided that no changes are needed.
- **Position of President** – H. Lehman will step down from the position of City Clerk in mid-October. He will remain on the MMS Board, but does not know his schedule thereafter and so cannot commit to assuming the position of President in January for the 2021-2023 term. The position of President-Elect needs to be filled. Please contact Julie or Courtney if interested in this position.
- **Board Vacancies** – There are currently two member vacancies that need to be filled. Please let Julie or Courtney know with any nominations.

- **Wayfinding Signage** – Courtney presented an example of new directional signs for pedestrians that will be installed downtown. These are technically classified as temporary signs due to ALDOT regulations, but are very resilient.
- **Holiday Preparations** - Due to the pandemic, it may prove difficult to stage traditional holiday events for Halloween, Thanksgiving and Christmas. Aside from UM closing early, pressures on local businesses due to the pandemic and the risk of attracting crowds were discussed as potential problems. Mayor Cost indicated the City cannot partner on any event that would attract crowds. There have been a number of complaints about local businesses that have not been enforcing mask and social distancing regulations in the Governor’s public health order. There was discussion of potential virtual events and decorations that might provide more dispersed activities.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by community organizations during the month. It was noted that the movie - “The Devil All the Time” - that was filmed in Montevallo, will premiere on Netflix in mid-September.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday October 7, 2020 via videoconferencing unless otherwise notified.

Adjournment

The meeting was adjourned at approximately at 8:56 a.m.

Respectfully submitted,

Tom J. Sanders
Secretary