

# MINUTES

## Montevallo Main Street (MMS) Board of Directors Meeting

October 8, 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.

In the absence of the Secretary, Tom Sanders, C. Bennett volunteered to take minutes.

Mayor-elect Rusty Nix, and council-elect members Lelia Mitchell and Sonya Swords, also attended the meeting.

Minutes of the September 10, 2020 meeting were reviewed. *On a motion by H. Lehman, seconded by K. Lightfoot, the minutes were approved as presented.*

### President's Report

President, J. Smitherman, provided the following reports:

- **Economic Sustainability Task Force** – Mayor Cost indicated that, although this would be the last MMS meeting she would attend as an ex-officio member, she would be willing to assist with special projects in the future. She reported that she convened the ESTF as soon as COVID hit, knowing that the stakeholders represented would be stronger together with the opportunity to discuss challenges as well as projections for the future. As the economic consequences of COVID began to manifest in early summer, thanks to City Clerk and Treasurer Herman Lehman's budgeting skills, the City identified that they needed to cut back revenue expectations from approximately \$230,000 per month to \$200,000 per month. Sales tax revenues in beer, wine, and groceries have consistently been up during this time. The City also received a clear audit again this year. Mayor Cost also reported that a project worked on by the city for a decade is at the cusp of coming to fruition, indicating that efforts to secure a hotel in Montevallo have been underway since Ben McCrory was mayor. Efforts to purchase the Victory Building were also underway for approximately a decade, and to attract a brewery to Montevallo have been underway for almost the same amount of time. It was previously identified that the Victory site is

ideal for many of the City's needs—brewery, storm shelter, and hotel site. The loan the City is currently working on securing is to renovate the Victory building to the standard suitable for occupancy. Previously R. Nix has suggested establishing a few smaller storm shelters instead of one large one, and that is a possible avenue to be explored. It is a common practice for Cities to offer incentive packages to hotel developers, and in Montevallo's case that will be donating the land for the hotel site. The hotel will not only bring visitors to Main Street and generate lodging tax for the city; for every night of a hotel stay, visitors spend an average of \$220 at local business per night. Mayor Cost also indicated that she wants to make sure that incoming council members have all the necessary information about the Victory site project and to address any concerns or questions they may have.

- **Main Street Alabama Awards of Excellence** – During a socially distanced City Council meeting on September 28, Main Street Alabama President and State Coordinator Mary Helmer Wirth presented the following awards:
  - Excellence in Promotion: Just Show Up Show – accepted by Maggie Benson on behalf of the City of Montevallo
  - Excellence in Placemaking: “Make Your Mark on Montevallo” Mural – accepted by Collin Williams
  - Main Street Hero: Dr. Hollie Cost
- C. Bennett also presented the inaugural Montevallo Main Street Magic Maker Award to Casie Tate for her comprehensive renovation of her building at 720-730 Middle Street.
- **2021 National Main Street Conference** – It has been announced that this will be held virtually on April 12-14, 2021.

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## Treasurer's Report

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Treasurer S. Hendren presented a report dated October 5, 2020 indicating:

- **Income Statement (Profit & Loss for September 10 – October 5):** Total Income = \$837; Total Expenses = \$27; Net Income = \$809
- **Balance Sheet (as of October 5):** Total Assets = \$40,953; Total Liabilities = 0; Total Equity = \$40,953
- **Gross Statement Balance (as of October 5):** \$40,953, less outstanding checks and approved Work Plan allocations (see report in agenda for details) = Unencumbered Operating Funds = \$11,063
- **Membership Dues:** \$246 received during month
- **Façade Grant Fund Donations** – \$0
- **Veterans' Banners** – \$591 – 2 sold
- **Miscellaneous** - \$0
- **Donations** - \$0

*On a motion by K. Lightfoot, seconded by P. Honeycutt, the financial reports were approved as presented.*

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## Board Committee Reports

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**Organization Committee** – President, J. Smitherman, indicated that the work plan “Fall Decorations in Bicentennial Park” was completed last week on budget.

**Design Committee** – Although the committee will meet next week, Committee Chair, K. Lightfoot, provided the following report:

- **Census Banners** – MMS was contacted by Shelby County and asked to reinstall census banners for the final push before the Oct. 31 census completion deadline. Contact will be made with Public Works.
- **Veteran Banners** – Six new banners will be added to the rotation. Banners will be installed by Public Works around November 1.
- **Holiday Season** – Holiday banners and other decorations will be installed around December 1. This will also include 20 lighted snowflakes to be installed on Highway 25.

**Promotions Committee** – Interim Chair, C. Bennett, reported that the committee will meet the following week. Preparations are being made for Small Business Saturday. Support for businesses’ e-commerce presence is still a focus, as is promoting businesses on social media.

**Economic Vitality Committee** –Chair, K. Jones, reported that the committee will meet next week. The EV committee and MMS Board plan to draft a joint letter with the Chamber of Commerce indicating their support of the City adopting the International Existing Building Code, eliminating parking minimums in the downtown core, and adjusting site plan requirements with the rest of the board. This will be presented to the Planning & Zoning Board during their work session on November 14. Shelby County Development Services will also be consulted. After that time, the information will be presented to the City Council for their consideration.

**Environmental Sustainability Committee** – Committee Chair, O. Barone, reported:

- **Green Business Registry** – A logo is currently being developed by Dixon Designs.
- **Alabama Power Foundation Grant** – Unfortunately, we were not awarded this grant. Funds to support the Green Business program will come from the \$2,000 allocation previously earmarked for the Sustainability Committee.

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## Executive Director’s Report

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- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
  - **Opened this month** –
    - Tobacco Plus Discounted Tobacco – 840 Main Street
    - Save My Cell Repair – 707 Main Street
    - CM Wireless – 746 Main Street
  - **Opening soon** –
    - Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – TBA;
    - Xcaret Grill (1032 Main Street) – TBA;
    - Pit 119 BBQ on Main Street (Old Tavern location) – TBA;
    - The Soul Spot Wings – 728 Main St. (former Frios locations) – TBA;
    - Navarro’s Fresh Market (former TTT Gas Station), to open in Village on Valley – TBA;
  - **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** – 742 Main Street (Urmish Patel)
  - **Business Closing & Relocations** – none reported
  - **Sale of Businesses** – none reported
  - **Prospects** – none reported
  - **Hotel/Motel** – see above report

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## Old Business

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- **Volunteer Hours** – These were collected in the meeting via chat.
- **Membership Renewals** – These are coming in. We need to continue to promote membership.

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## New/Other Business

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- **Funding Allocation Request** – A Design Committee work plan, “Facilitating Lighted Snowflakes on Highway 25,” was previously approved in the MMS budget with an allocation of \$0. Although MMS’ responsibility is restricted to the Main Street District, this project is a gesture of goodwill to the neighboring Highway 25 commercial district. The City of Montevallo has allocated a sum total of \$25,000 to Montevallo Main Street to go towards programming in the upcoming fiscal year; however, these funds will not be available to MMS until early 2021 when the funds have accrued. Due to these

circumstances, MMS will pay for the 20 snowflakes up front (\$10,290), and will be reimbursed by the City of Montevallo in 2021. *On a motion by K. Lightfoot, seconded by P. Honeycutt, the funding allocation request was unanimously approved.*

- **Bylaw Review: Article XI – General Provisions** – There was discussion of amending this article to clarify that MMS is a 501(c)6, not 501(c)3. *P. Honeycutt made a motion for this revision/clarification to the bylaws, seconded by H. Lehman, which was approved by the MMS Board.*
- **Vacant Board Positions** – Nominations are still being accepted to fill upcoming vacant positions. Also, it was noted that current nominations will be discussed during the November 12 Board meeting. Please let Courtney or Julie know of any additional nominations. Nominations are also being accepted for the officer positions of President and President-Elect.
- **Support for Businesses** – Board members were asked to continue to check-in with local businesses regularly to ascertain how they are doing and if there is anything MMS can do to help, particularly with preparation for the upcoming holiday shopping season.
- **Provenance Church** – Their new sign has been installed and it looks great. Please give them an encouraging word.
- **Ribbon Cuttings** – The Chamber of Commerce plans to host ribbon cuttings for Ideal Insurance on October 20, CM Wireless on November 17, Save My Cell Repair on November 2, and Tobacco Plus Discounted Tobacco (TBD).
- **Christmas Parade** – The Chamber of Commerce, which coordinates this annual event, will tentatively hold the parade on December 3. It was indicated that they would observe how the upcoming Fire Prevention Parade went to determine what adjustments may be made to the Christmas Parade. It was noted that UM students will not return to campus after November 30.
- **COVID Response** – Main Street Alabama indicated they received a grant to provide COVID Response workshop services and some physical items to a select number of Montevallo businesses; Calera and Columbiana Main Street will be invited as well. It was noted that more information would be shared with MMS board members and businesses when it was received.

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## Announcements

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

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## Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, November 12, 2020 via videoconferencing unless otherwise notified.

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## Adjournment

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The meeting was adjourned at approximately at 8:54 a.m.

Respectfully submitted,

Courtney Bennett