

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

June 10, 2021

In Attendance (term expiration)

	Jackie Chappell (2021)	√	Julie Smitherman (2023)
√	Jim McDonald (2021)		Casie Tate (2023)
	Stephanie Shunnarah (2021)		Sarah Hogan (2023)
	Cheryl White (2021)		Carolyn Garrity (2023)
√	Patricia Honeycutt (2021)		Olivia Barone (2023)
√	Herman Lehman (2022)	√	Courtney Bennett (<i>Ex officio</i>)
√	Kirk Lightfoot (2022)		Rusty Nix (<i>Ex officio</i>)
	Ken Jones (2022)	√	Adele Nelson (<i>Ex officio</i>)
√	Sarah Hendren (2022)		Dee Woodham (<i>Ex officio</i>)
√	Clay Nordan (2022)		John Stewart (<i>Ex officio</i>)

Call to Order and Approval of Minutes

Co-President Julie Smitherman called the meeting to order at 8:14 a.m.

Lisa Shapiro, Assistant to the Mayor, was welcomed as a guest.

Due to a lack of quorum, motions and seconds were recorded during the meeting, and the votes were completed via email.

Minutes of the May 13, 2021 meeting were reviewed. *On a motion by P. Honeycutt, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

Committee Chair, S. Hendren, presented a report dated June 7, 2021 indicating:

- **Income Statement (Profit & Loss for May 11 - June 7):** **-\$190.05**
- **Balance Sheet (as of June 7):** \$53,695.78 in total liabilities and equity
- **Gross Statement Balance (as of June 7):** \$53,695.78
- **Membership Dues:** \$150 collected this month (*TOTAL YTD: \$8,417.34*)
- **Veterans' Banners:** \$1,172.45 (4 sold)

On a motion by J. McDonald, seconded by K. Lightfoot, the financial reports were approved as presented.

President's Report

Co-President Smitherman reported:

- **National Conference Recap** – Attendees to National Main Street Conference discussed what they learned and ideas they hope to bring back to Montevallo. Of particular interest was ways to support entrepreneurs and develop an "entrepreneurial ecosystem." More concrete actions will be coming from our EV Committee in the coming months.
- **2021 National Main Street Accreditation** – We received our accreditation again this year, and are celebrating 5 years as a Designated Main Street Community this month!

Board Committee Reports

Organization Committee – No report.

Design Committee – Committee Chair, Kirk Lightfoot, reported that 5 new Veteran Banners will be added to the rotation for the Independence Day holiday; after a banner is displayed for 3 years, the purchaser has the option to either take possession of the banner or purchase a replacement to display for 3 more years; work is underway on the youth banner project and the deadline has been extended so more designs can be submitted; the committee reviewed 10 Facade Grant applications and chose to fund all of them, amending some of the amounts so that all the grant requests could receive some funding; the committee would like to schedule a field trip to Wetumpka in the fall.

Promotion Committee – In the absence of Committee Chair Carolyn Garrity, Courtney Bennett reported that work is still underway on a number of projects; nominations are welcomed for local social media influencers who can work with us to promote Montevallo; Friday Nights at the Cove is coming up on June 25 and everyone is invited to join us at 6:30 PM at Owl's Cove Park; copies of a downtown business listing flyer have been provided to the University of Montevallo to include in incoming student packets, as well as parent packets.

Economic Vitality Committee – Committee Chair, Ken Jones, reported that a national coin shortage was expected, so businesses will want to prepare accordingly; the committee will explore options for developing entrepreneurial ecosystems, including working with the Co-Starter program; the committee discussed ideas for proposals for American Rescue Act funds that the City will receive, and they plan to discuss further details with the administration.

Sustainability Committee – In the absence of Committee Chair, Olivia Barone, Courtney Bennett reported that Olivia had a successful meeting with Montevallo Presbyterian Church regarding the Green Church Program; a pilot program for the Walking School Bus initiative is being spearheaded by committee member Susan Caplow, targeting the Arden/Indian Highlands neighborhoods; bags and leader pledge stickers were given to 4th grade MES students as part of the "Got your bags?" initiative through UM's Environmental Education program hosted by committee member Jecca Shumate.

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** – Sundial Nutrition (1259 Valley Street), Padgett Business Services (951 Island Street)
 - **Opening soon** –
 - The Soul Spot Wings (728 Main Street)
 - Pit 119 (629 Main Street)
 - Slice Pizza & Brew (1105 Ashville Road)
 - Xcaret Grill (1032 Main Street)
 - Strand Coffeehouse (620 Main Street)
 - **Ownership Transitions** – none reported
 - **Property for sale** – Lot on Island Street for sale or build to suit
 - **For Rent** – 746 Main Street (Urmish Patel); Office space at 951 Island Street, 1225 Valley Street, 731 Middle Street, and 603 Main Street

- **Business Closing & Relocations** – none reported
- **Sale of Businesses** – none reported
- **Prospects** – none reported

Old Business

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

New/Other Business

- **Funding Allocation Request** – \$5,000 was requested for an Organization Work Plan to create a “Living Local” commercial with CBS42 that will run for 3 months, like we did last year. This commercial will promote Tinglewood, Art Stalk, Middle Street Market, downtown, murals, Pendleton Hydrant Trail, etc. \$1,000 was reallocated from the “Advertising” work plan, and \$2,000 was reallocated from the “Supporting Arts Events & Programs” work plan. The remaining \$2,000 was reallocated from unencumbered funds. *On a motion by H. Lehman, seconded by P. Honeycutt, the funding allocation request was approved.*
- **Façade Grant Applications** – 10 applications were reviewed and approved by Design Committee during their regular meeting on June 9. In order to fund all 10 projects, the Design Committee chose to amend some of the grant amounts. *The Façade Grant applications were approved.*
- **American Rescue Plan** – During their regular meeting on June 9, the EV Committee voted to request that the City of Montevillo allocate \$150,000 of the funds they will receive from the federal government through the American Rescue Plan to be spent over a 3 years period on Façade Improvement Grants and other improvements in the District. *The motion was approved.*

Announcements

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

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, July 8, 2021 in person at City Hall, with an option to call in.

Adjournment

The meeting was adjourned at 9:01 a.m.

Respectfully submitted,

Courtney Bennett, Executive Director
In the absence of Carolyn Garrity, Secretary