

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

May 13, 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)		MDCD Representative (<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 8:05 AM. For the first time since the pandemic, the board met in person at Montevallo City Hall, with board members having the option to participate virtually instead.

Minutes of the April 8, 2021 meeting were reviewed. *On a motion by K. Lightfoot, seconded by P. Honeycutt, the minutes were approved as presented.*

Treasurer's Report

Treasurer S. Hendren presented a report dated May 11, 2021 indicating:

- **Income Statement (Profit & Loss for April 8 - May 11):** **-\$1,535.84**
- **Balance Sheet (as of May 11):** \$53,885.83 in total liabilities and equity (up 17.9% from 2020)
- **Gross Statement Balance (as of May 11):** \$53,885.83
- **Revenue Sources:**
 - **Membership Dues:** \$1,153.62 collected this month (*TOTAL YTD: \$8,267.34*)
 - **Fundraising:** \$114.28 from sale of t-shirts at Arts Fest
 - **Sponsorships:** \$300 from Team Lehman to sponsor June Friday Nights at the Cove event
 - **Misc.:** \$100 from City of Montevallo as 3rd Place Prize for Design Committee Scavenger Hunt Team (allocated to Façade Grant Fund)

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

President's Report

Co-Presidents J. Smitherman and S. Hogan reported:

- At next month's meeting, attendees to Main Street National Conference will discuss what they learned and what they hope to bring back to Montevallo.
- Columbiana Main Street has hired Brittany Davis as their new full-time Executive Director! All are invited to meet with her during a New Director Reception on May 17 from 4-6 PM at Columbiana's Senior Center, and at their Community Meeting with Mary Helmer Wirth on June 8 at 6 PM in the Grande Hall at Old Mill Square Park. We are excited to work with her, especially since she previously interned with Montevallo Main Street.

Board Committee Reports

Organization Committee –

- Committee Chair, J. Smitherman and S. Hogan reported that:
 - a new local jobs page has been created on the City website, and businesses are invited to submit their job openings;
 - "Promotional Items" work plan is underway, with buttons and stickers already ordered and distributed at special events, with magnets on the way soon;
 - this year's 990 taxes have been filed but the accountant has not yet invoiced us for their services;
 - we will follow up on other promotional item ideas discussed at last month's meeting.

Design Committee –

- Committee Chair, Kirk Lightfoot, reported that:
 - the committee participated as a team in Impact Montevallo and Sustainable Montevallo's Earth Day Scavenger Hunt and won 3rd place--the \$100 cash prize will be allocated to the Facade Grant Fund;
 - thank you to the City Public Works Department and Kirk Hamby for getting the town cleaned up so quickly after recent storms (Mayor Nix reported he would pass that along);
 - 90 customized Veteran Banners are now on display for Memorial Day, with 6 new banners added to the rotation on Shelby Street, Island Street, and Highway 119;
 - at UM's graduation, Kirk received many compliments about the Veteran Banner program from visitors; deadline for the Youth Banner Program is this Friday, and Morgan has been working with MES, MMS, MHS, and Alison at the Art Studio to get designs from local students;
 - Jan and John repainted the sculptures at the band field and they look great;
 - John has kept the photo frame at the Post Office updated with new discs (original sun artwork from Robin Metz; purple and gold balloons for UM's graduation; bulldog for MHS' graduation);
 - Kirk talked to Stephanie Shunnarah regarding the Montevallo Office Plaza banner project and a design has been submitted to her;
 - Julie has contacted Main Street District businesses about the Facade Grant Program, and all interested parties are invited to apply by the May 31 deadline ([application at this link](#)).

Promotion Committee –

- In the absence of Committee Chair C. Garrity, C. Bennett reported that:
 - our April 30 Friday Nights at the Cove event was a great success with 152 attendees;
 - thanks to Adele for updating the Owl's Cove photo spot with a sign advertising upcoming Friday Nights at the Cove events; the next one will be held May 28 featuring DRUM the Program, Beyond City Limits Fish Fry, and M&M's Lemonade Stand;
 - volunteers are encouraged to share the [Facebook event](#) and any other Main Street happenings on their social media pages;
 - the first [Middle Street Market](#) on May 8 went well, and the next event will be June 12--committee members are encouraged to help support and promote this event;

- public art list is being updated and an updated brochure will be designed soon;
- committee members are invited to brainstorm ideas about how to promote downtown and Main Street events on social media, including recruiting local "influencers," and how to engage event attendees to do the same during special events with a dedicated photo booth, handheld signs, etc.

Economic Vitality Committee –

- Committee Chair, K. Jones, reported that:
 - the committee discussed ideas for proposals for American Rescue Act funds that the City will receive, and they will continue to discuss further;
 - he reminds the Board that Shelby County Building Services Staff, Montevallo's Fire Inspector, and Montevallo Main Street can do initial walkthroughs with new property owners/tenants to improve communication and building code compliance during renovations, and any interested parties are invited to contact Fire Inspector Heather Barrow at (205) 665-2555 x 702 for more information (Main Street recently participated in three such meetings at CC Event Center, Serendipity, and the new proposed coffee shop);
 - EV was pleased to sponsor the Montevallo Main Street Music Stage at Arts Fest, and thanks to everyone who volunteered at the Main Street booth during this great and well-attended event.

Sustainability Committee –

- Committee Chair, Olivia Barone, reported that:
 - the inaugural Earth Day Scavenger Hunt event had 100 participants, with Falcon Flight winning 1st place, Rocko's Funeral Home placing 2nd, and MMS Design Committee placing 3rd; this event was a good reminder that "sustainability" goes far beyond recycling, emphasizing importance of native landscaping, civic engagement, public art, etc.;
 - 200 bags for "Got your bags?" work plan have been ordered, and Jecca will conduct a field trip with 4th graders soon;
 - Olivia will meet with Montevallo Presbyterian next week to involve them in the Green Church program;
 - Sustainable Montevallo also served as the client for the University of Montevallo Environmental Studies Capstone class, with students developing upgrades to the ValloCycle bike-share program, as well as an updated trail/bike rack map.

Executive Director's Report

- **Main Street Alabama Webinar Report**
 - Advocacy – Main Street Alabama requests we as an organization make it a priority to build relationships and advocate for the Main Street program with our elected officials. We will discuss this further in the near future.
 - Bluff Your Way Through Real Estate – Courtney will share a recording of this webinar and her notes with Board and Committee members.
- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
 - **Opened this month** – CC Event Center, JPH CPA LLC
 - **Opening soon** –
 - Sundial Nutrition, 1259 Valley Street, date TBA (Health Dept. inspection pending)
 - The Soul Spot Wings, 728 Main Street, Ribbon Cutting on May 22 (new date)
 - Pit 119, 629 Main Street, date TBA
 - Slice Pizza & Brew, 1105 Ashville Road, date TBA
 - Xcaret Grill, 1032 Main Street, date TBA
 - Coffee Shop, 620 Main Street, date TBA

- **Ownership Transitions** – none reported
- **Property for sale** – Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219

- **For Rent** –
 - 746 Main Street – call 205-982-9171
 - Office space at 1225 Valley Street – call 205-267-8948
 - Office space at 951 Island Street – call 205-296-8113
 - Office space at 731 Middle Street – call 205-665-2017
 - Office space at 603 Main Street – call 205-679-4243
- **Business Closing & Relocations** – none reported
- **Sale of Businesses** – none reported
- **Prospects** – none reported

Old Business

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

New/Other Business

- **Funding Allocations** –
 - **CBS 42 “Living Local” Package (\$5,000)**: This ad would run for 3 months and feature Tinglewood Festival, Art Stalk, Middle Street Market, downtown, murals, the Pendleton Hydrant Trail, etc., possibly running from August through October. *Board members discussed asking the Chamber of Commerce, Tinglewood Committee, County and State Tourism Offices for possible funding for this project, and decided to table a vote until next month.*
 - **Quickbooks Desktop (\$450)**: *On a motion by P. Honeycutt, seconded by K. Lightfoot, this expenditure was approved.*
- **POP into Summer** – Main Street will have a booth at this event on May 15. Volunteers are needed.

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, June 10, 2021 at Montevallo City Hall. Board members who wish to join virtually must provide notice in advance to C. Bennett.

Adjournment

The meeting was adjourned at approximately at 9:04 AM.

Respectfully submitted,

Courtney Bennett, Executive Director
(in the absence of Carolyn Garrity, Secretary)