

# MINUTES

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

June 8, 2022

### In Attendance (term expiration)

√	Herman Lehman (2022)	√	Happy Smith (2024)
√	Kirk Lightfoot (2022)	Excu.	Jim McDonald (2024)
Excu.	Ken Jones (2022)	√	Cheryl White (2024)
Excu.	Sarah Hendren (2022)	√	Patricia Honeycutt (2024)
√	Clay Nordan (2022)	Excu.	Jackie Chappell (2024)
√	Julie Smitherman (2023)	√	Courtney Bennett (Ex officio)
NCNS	Casie Tate (2023)	√	Adele Nelson (Ex officio)
Excu.	Sarah Hogan (2023)	√	Kathy King (Ex officio)
√	Carolyn Garrity (2023)		Mayor Rusty Nix (Ex officio)
√	Anabel Catano (2023)		Junior Mayor (Ex officio)
			MDCD Representative (Ex officio)

### Call to Order and Approval of Minutes

President-Elect Herman Lehman called the meeting to order at 8:04 a.m.

Minutes of the May 12, 2022 meeting were reviewed. *On a motion by J. Smitherman, seconded by P. Honeycutt, minutes were approved as presented.*

### Treasurer's Report

President elect, Herman Lehman, presented the report from Treasurer, S. Hendren, dated 6/3/2022 indicating:

- **Income Statement (Profit & Loss for May 9-June 3):** \$ -46.98
- **Balance Sheet (as of June 3):** \$59,648.33 in total liabilities and equity
- **Outstanding checks:** \$1,256.36
- **Gross Statement Balance (as of June 3):** \$59,648.33
- **Membership Dues:** \$180.35 collected this month (*TOTAL YTD: \$7,686.51*)
- **Veteran Banners:** \$1,700.00 (4 sold)
- **Sponsorships:**
  - \$250 "Clean Trail" Grant received from Extreme Terrain (Sustainability)
  - \$50 received from AmFirst Bank for sponsorship of October Friday Nights at the Cove (Promotion); \$450 balance still owed

*On a motion by J. Smitherman, seconded by C. White, financial reports were approved as presented.*

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## President's Report

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President-Elect Herman Lehman led the meeting in President Sarah Hogan's absence. He reported that a group of board members attended National Main Street Conference. The conference had a focus on rural community development, with a strong focus on building on outdoor assets and using those to pull people into downtown areas. In addition, it was a great opportunity to network with other organizations. K. Lightfoot shared the need to be creative and think outside the box and to support our director to get things done. K. King also found value in focusing on inclusive community narratives and the need to do an audit of memorializations and public art that are present.

Lehman also reminded the group about Arts Fest, which has been rescheduled for June 18<sup>th</sup>. He encouraged everyone to sign up to volunteer. He shared that the four cities in Alabama that just became Designated Main Street Communities: Demopolis, LaFayette, Leeds, and Talladega. Finally, the state Main Street Conference is coming up August 16-19 and anyone interested in attending should contact Courtney.

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## Board Committee Reports

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**Organization Committee** – Committee report was included in President's report.

**Design Committee** – Committee Chair, Kirk Lightfoot, reported the committee will be meeting after the board meeting. Trying to close out façade grants, but so far have received few applications. The committee is still working getting more applications and asked board members to encourage businesses to apply. Youth banners are currently being digitized and should be on display later this year.

**Promotion Committee** – Committee Chair, Carolyn Garrity, the committee didn't meet this month. The first Friday Night in the Cove was well-attended. The next Friday Nights in the Cove will be held on June 24 at 6:30 PM in Owl's Cove Park.

**Economic Vitality Committee** – Committee Member, Herman Lehman, reported on the importance of monetizing our outdoor recreational assets, and will meet with University of Alabama Center for Economic Development representatives next month to discuss ideas. At the National Main Street Conference, he was able to speak with a representative from Cobblestone Hotels and it was reported that they were still interested in Montevallo but were waiting to hear back from City officials. The EV Committee plans to meet virtually with Chris Frye from Opportunity Alabama (OPAL) regarding their Accelerator Program, and is also exploring ways to support existing businesses and encourage more renovations in downtown buildings that are currently not suitable for a business to occupy. Finally, he announced that CO.STARTERS is scheduled to launch in September.

**Sustainability Committee** – Executive Director, Courtney Bennett reported that the committee didn't meet this month but will resume meeting in August.

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## Executive Director's Report

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- **Activity Report**
  - Activity Report
    - Booth at Team Lehman Disc Golf Tournament, which helped raise over \$8,000 for Shelby Emergency Assistance.
    - Attended National Main Street Conference.
    - Attended Main Street Alabama workshop "Economic Vitality 101" and can share the recording with others who are interested.

- She is planning on setting up a booth for the Community Foundation of Greater Birmingham tour of Montevallo on June 15.
- She is providing support and sharing information with the new Main Street communities that were just announced.
- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.
  - **Opened** –
    - None reported
  - **Opening soon** –
    - Drayer Physical Therapy, 742 Main Street, June 14
    - Pit 119, 629 Main Street, date TBA
    - Slice Pizza & Brew, 1105 Ashville Road, date TBA (have applied for ABC License) Maybe in June.
    - Xcaret Grill, 1032 Main Street, date TBA
    - Montevallo Nutrition, 746 Main Street, date TBA
  - **Ownership Transitions** – none reported
  - **Property for sale** – Lot on Island Street for sale or build to suit
  - **For Rent** – none reported
  - **Sale of Businesses** – none reported
  - **Prospects** – none reported

## Old Business

- **Volunteer Hours** were collected in the meeting, Courtney created an electronic sheet to do this, please use this form or let Courtney know your hours.
- EV: Request \$150,000 from American Rescue Act funds to be spent over a 3-year period for Façade Improvement Grants and other improvements in the district is still outstanding
- CO.STARTERS Program (EV Committee)
  - Facilitators needed
  - Sponsors needed
    - Community Builder (\$5,000+) (One slot available)
    - Innovator (\$2,500) Spring Creek Investments + Three more slots available
    - Promoter (\$500) Keys to the City + Bradford Real Estate Group + Dixie Decorations + Dr. Tom J. Sanders + Team Lehman + Trustmark Bank + 2 more slots available.

## New/Other Business

- Need to create a travel policy for our organization. Might require members to make own travel arrangements, and then be reimbursed. Kirk will lead up group to draft a plan and bring to next meeting.
- Patricia: Spoke at city council meeting about funds from ARA. Mayor said that it will probably be addressed in the next round of money coming up soon.
- An email will be sent with information on purchasing polo shirts embroidered with MMS logo.

## Announcements

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

- Every Monday until August 15: Montevallo's Farmers' Market from 3-6 PM at 660 Main Street
- Wednesday, June 15: Montevallo Chamber of Commerce's monthly luncheon
- Wednesday, June 15: ValloCycle hosts their monthly "Glow Ride" Meet at 5:30 PM at 737 Main Street

for a ride that starts at 6 PM.

- Saturday, June 18: The Montevallo Arts Collaborative will hold its 15<sup>th</sup> annual Montevallo Arts Fest in Orr Park on Saturday, April 16 from 10 a.m. to 5 p.m.
- Friday, June 24: Friday Nights at the Cove from 6:30 – 8:30 PM in Owl's Cove Park

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### Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, July 14, 2022, in person at City Hall, with an option to call in with advanced notice.

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### Adjournment

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The meeting was adjourned at 8:36 a.m.

Respectfully submitted,

Carolyn Garrity, Secretary