

# MINUTES

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

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	DATE
In Attendance (term expiration)	9/14/23

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Excu.	Julie Smitherman (2023)	Excu.	Herman Lehman (2025)
Excu.	Sarah Hogan (2023)	X	Kirk Lightfoot (2025)
X	Carolyn Garrity (2023)	X	Ken Jones (2025)
	Anabel Catano (2023)	Excu.	Jennifer Toliver (2025)
Excu.	Kathy King (2023)	X	Clay Nordan (2025)
Excu.	Happy Smith (2024)	X	Courtney Bennett (Ex officio)
X	Jim McDonald (2024)	X	Adele Nelson (Ex officio)
X	Cheryl White (2024)		Mayor Rusty Nix (Ex officio)
X	Patricia Honeycutt (2024)		Junior Mayor (Ex officio)
Excu.	Jackie Chappell (2024)		MDCD Representative (Ex officio)

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### Call to Order and Approval of Minutes

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In the absence of President Herman Lehman, Kirk Lightfoot called the meeting to order at 8:07 a.m. Lelia Mitchell and Steve Gilbert were welcomed as guests.

Minutes were reviewed from the meeting on August 10, 2023. *On a motion by P. Honeycutt, seconded by K. Jones, minutes were approved as presented.*

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### Treasurer's Report

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In the absence of Treasurer Sarah Hogan, Courtney Bennett presented a report dated 9/8/2023 indicating:

**Income Statement (Profit & Loss for 8/7/2023 – 9/8/2023):** \$ -5,223.76

- **Balance Sheet (as of 9/8/23):** \$38,738.27
- **Outstanding checks:** \$139.38
- **Net Statement Balance (as of 9/8/23):** \$38,598.89
- **Membership Dues:** \$100 (TOTAL YTD: \$10,024.48)
- **Veteran Banners:** \$598 (2 sold)
- **Fundraising:** \$105 (5 sets of Bicentennial notecards, and 6 coloring books sold)
- **CO.STARTERS Course Fees:** \$191.66 (2 collected)

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

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## President's Report

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Kirk Lightfoot reported about the recent LAB Conference and Awards of Excellence, celebrating the awards given to Montevallo Main Street including Main Street Hero Award: Karen Kelly, Excellence in Business Development: CO.STARTERS presented by Montevallo Main Street, Excellence in Placemaking: "Make Your Mark" Youth Banner Project with Impact Montevallo, and Reinvestment Award: \$10 Million Dollars; Just Show Up Show Report (August 20) and Tinglewood Festival Report (September 9) were successful, and thanks to everyone for helping with these; 10-15 representatives from Montevallo are invited to attend the E3 Workshop Pilot in Birmingham (October 3); Volunteers are asked to assist with watering at Post Office, Montevallo Art Walk on October 28, and the Dia de Los Muertos event: November 2 at 620 Valley Street.

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## Board Committee Reports

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**Organization Committee** – No report.

**Design Committee** – Committee Chair, Kirk Lightfoot, reported that watering at the post office is more important now than ever; another round of Facade Grants will be offered early 2024 with plans to have projects completed by May 2024; a few "Shining Star" t-shirts are still available for sale from the Main Street office; the Holiday Window Decorating Contest for student groups application has been finalized and an ad will run in the October Chamber Chatter; Arbor Board is working on a plan to replace missing streetscape trees; merchants are encouraged to display their Bulldog Pride by purchasing window clings from the Type Shop; a fundraising event is being planned for February 3, 2024 ("Monte Gras"), and a Krewe will be formed soon.

**Promotion Committee** – Committee Chair, Carolyn Garrity, reported that the committee met by email this month; Bulldog Pride fall sports posters are printed and will be distributed to downtown businesses; 25 participants at our UM Welcome Week Craft Activity; prayer breakfast has been postponed to 2024.

**Economic Vitality Committee** – Committee Chair, Ken Jones, reported that CO.STARTERS is now 3 weeks into the course, with 5 students participating; Shelby County Reporter made a presentation to the class this week on services available to small businesses, including digital marketing, web development, etc.; UM's mountain biking course is near completion, and we will continue to strategize how to partner with them; musicians for Art Walk have been booked, which the committee will be paying for through allocated funds.

**Sustainability Committee** – Committee Chair, Jim McDonald, reported that the committee will meet later on Thursday.

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## Executive Director's Report

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- **Activity Report**

Courtney Bennett reported that she spoke to UM Faculty Sustainability workshop on August 11; attended LAB Conference in Huntsville August 16-18; assisted with event support at Just Show Up Show August 20; and at Tinglewood Festival on September 9.

**Business Transitions** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City.

- **Businesses Opened:**

- La Clase Baja Barber Shop – 603 Main Street
- W&S Cleaners – 610 Valley Street
- Exit Heart & Home Realty – 440 Middle Street (Ribbon cutting to be held October 13 at 10 AM)

- **Property for Sale** – Lot on Island Street for sale or build to suit
- **For Rent** –619 Main St Shoal Creek Realty 205-567-9659, 746 Main St- Urmish Patel 205-982-9171.

## Old Business

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- **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.
- Montevallo Main Street requested that the City earmark moneys from American Rescue Act funds over a 3-year period for improvements to the Main Street District and are still waiting to hear how the City plans to spend the funds allocated by the federal government.
- Sponsors are still being actively sought for the CO.STARTERS program.
- Membership Drive: The Board is actively seeking new members.
- Fundraising Committee: This committee is actively meeting to formulate plans.
- National Main Street 2024: The Board will continue to make preparations for this.
- Board Retreat: a plan will be formulated soon, possibly for late January 2024.

## New/Other Business

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Steve Gilbert reported that paving is complete on Wadsworth Street, with sidewalk and striping to be completed soon, as well as the installation of 2 additional electric vehicle (EV) chargers; hotel project is still moving forward, as is the crossroads improvement project.

## 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.

- I. **Thursday, September 14:** The City of Montevallo invites you to attend a ribbon cutting in celebration of our new Electric Vehicle chargers that we recently installed thanks to grant funding! Join us at 550 Main Street at 10 AM.
- II. **Wednesday, September 20:** Montevallo Chamber of Commerce will host their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) begins at noon. This month, celebrate "Back to School" by hearing from Montevallo Elementary, Middle, and High Schools. RSVP to 205-665-1519 or montevallochamber@gmail.com by Monday, September 18.
- III. **Thursday, September 21 - Sunday, September 24:** Montevallo Main Street Players present "The Lion, the Witch, and the Wardrobe" at Parnell Memorial Library Theater! Shows will be held at 7:30 PM on Thursday; at 2 PM and 7:30 PM on Saturday, and at 2 PM on Sunday. Purchase tickets online at this link or in person (house opens 30 minutes before the show).
- IV. **Thursday, October 5:** Join us for the 2023 Shelby County Tourism & Recreation All Star Awards Luncheon at 11:30 AM in the Grande Hall at Old Mill Square, 105 West College Street, Columbiana, AL 35051. RSVPs are requested by no later than the end of the day on October 3rd. Investors \$20 and "Future" investors \$30. Tickets may be purchased on the Shelby Chamber's website.
- V. **Saturday, October 7:** Montevallo's 49th Annual Fire Prevention Parade will be held on Main Street starting at 10 AM! Join us at Orr Park afterwards for children's activities, food, and to meet public safety personnel!
- VI. **Tuesday, October 17:** Join us in the Orr Park Pecan Grove (940 Island Street) from 5-8 PM for National Night Out! Enjoy free food, giveaways, community resources, music, and interactive fun! Presented by Impact Montevallo.
- VII. **Tuesday, October 24:** You are invited to participate in the 4th Annual Chief's Challenge at 5:30 pm at the Theron Fisher Stadium! This event is held annually during Red Ribbon Week to celebrate living a healthy drug-free lifestyle. The challenge includes teams of 8 competing against your local first responders with the Montevallo Police Department and Montevallo Fire & Rescue in meeting their physical standards. Presented by Impact Montevallo.

**VIII. Saturday, October 28:** Montevallo Art Stalk will be held on Main Street from 11 AM - 5 PM! (Severe weather date is November 4.) Any questions can be addressed to Emily Gill, Artwalk Coordinator, at [montevalloartwalk@gmail.com](mailto:montevalloartwalk@gmail.com).

**IX. Thursday, November 2:**

- Team Lehman and Montevallo Main Street present our inaugural Dia de los Muertos (Day of the Dead) festival! Join us on Valley Street from 5-9 PM for a free-admission event that will feature a community altar, music, baile folklorico performances, food, and much more! More details to be announced soon.
- Join your local first responders at Parnell Memorial Library from 4-6 PM for Touch-A-Truck & Read-A-Book! Featuring “Kate Saves the Day” by local author Cori Heath. Learn more at this [link](#).

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### Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, 10/12/23 in person at City Hall, with an option to call in with advanced notice.

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### Adjournment

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On a motion by C. Garrity, seconded by P. Honeycutt, the meeting was adjourned at 8:55 AM.

Respectfully submitted,

Courtney Bennett,

Executive Director