

MINUTES

Montevallo Main Street (MMS) Board of Directors' Meeting

	DATE
In Attendance (term expiration)	4/13/2023

Excu.	Julie Smitherman (2023)	Excu.	Herman Lehman (2025)
X	Sarah Hogan (2023)	X	Kirk Lightfoot (2025)
X	Carolyn Garrity (2023)	X	Ken Jones (2025)
X	Anabel Catano (2023)	X	Jennifer Toliver (2025)
X	Kathy King (2023)		Clay Nordan (2025)
X	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)
X	Jackie Chappell (2024)		MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

In the absence of President H. Lehman, Immediate Past President Sarah Hogan called the meeting to order at 8:03 a.m.

Minutes were reviewed from the meeting on March 9, 2023. *On a motion by Patricia Honeycutt, seconded by Jim McDonald, the minutes were approved as presented.*

Treasurer's Report

Treasurer, Sarah Hogan, presented a report dated 4/11/23 indicating:

Income Statement (Profit & Loss for 3/3/23 – 4/11/23): -\$7,190.27

- **Balance Sheet (as of 4/11/23):** \$49,804.69
- **Outstanding checks:** \$1,778.42
- **Net Statement Balance (as of 4/11/23):** \$48,026.27
- **Membership Dues:** \$255 collected this month (TOTAL YTD: \$7,130.11)
- **Veteran Banners:** \$2,100 (7 sold)
- **Fundraising:** \$65 (5 coloring books sold; \$40 donations collected from sale of College Night bows)
- **Miscellaneous:**
 - \$99 CO.STARTERS Scholarship from Montevallo Chamber of Commerce
 - \$265.26 in vendor fees for Spring Fling collected
 - \$500 Friday Nights at the Cove sponsorship collected from Alabama Public Television

On a motion by Carolyn Garrity, seconded by Jim McDonald, financial reports were approved as presented.

President's Report

Immediate Past President Sarah Hogan welcomed new board member Jennifer Toliver of Montevallo Police Department. She also highlighted upcoming volunteer opportunities, including Arts Fest (April 15), Spring Fling Family Food Truck Fest (April 22), and watering at the post office (ongoing).

Board Committee Reports

Design Committee – Committee Chair, K. Lightfoot, reported that John has finished repainting the photo frame at the post office; 25 new and renewing veteran banners have been ordered; a dedication for the "Shining Star" sculpture is scheduled for 5 PM on May 26, preceding Friday Nights at the Cove which will follow at 6:30 PM; t-shirts featuring artwork inspired by this sculpture will be sold as a fundraiser at Arts Fest; the latest facade grant application has been approved, focusing only on awning installation, repair, and cleaning this round.

Promotion Committee – Committee Chair, C. Garrity, reported that the BBQ Cookoff hosted by her social entrepreneurship class raised ~\$8,000 for Boys & Girls Club and went well despite inclement weather; committee members are encouraged to distribute posters and volunteer at upcoming events.

Economic Vitality Committee – Committee Chair, K. Jones, reported that cell phone data demonstrates that Montevallo receives ~300,000 visitors annually, outpacing the 260,000 visitors determined by committee member Bob Doyle's previous research on the matter, which further demonstrates Montevallo's need for a hotel; work is progressing on UM's bicycling facility, with excitement building about those tourism and economic development opportunities; thanks to EV, Montevallo Main Street is sponsoring the Music Stage at Arts Fest, and is a corporate sponsor of Montevallo Main Street Players--all are encouraged to assist in promoting arts events and programs; results from our business survey will be finalized and distributed soon; CO.STARTERS has been pushed to the fall, with classes starting August 22, and applications are now being accepted.

Sustainability Committee – Committee Chair, J. McDonald, reported that the Environmental Studies Capstone students are handing out postcards door to door in the Alabaster subdivisions most likely to be impacted by the pending housing development; students are testing water in various locations in Montevallo along Shoal Creek to create baseline data and demonstrate the effectiveness with which Ebenezer Swamp cleans our water; the students will present their findings at 1 PM at City Hall on April 24, and again that evening during City Council.

Executive Director's Report

Activity Report - Courtney Bennett reported that she attended National Main Street Conference in Boston; items are being gathered for participant bags for the Arc and Soles 5k to be hosted at UM on April 22, and any businesses who would like to include an item, coupon, etc. are welcome to contact her before April 20; she met with Ashlea Franco, Columbiana's new Main Street Director, and she attended the open house at 440 Middle Street, which is now available to rent.

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

- **Opened** –
 - Ramjack Alabama opened at 630 Valley Street.
- **Closed** –
 - Soul Spot Wings (728 Main Street) to close. Food truck, Soul Spot To Go, to remain in business. Happy's Variety Store (808 Main Street) to close.
 - Country Financial (630 Valley Street) moved outside of the District.

- **Ownership Transitions –**
 - Hirano Ha Karate Do (1259 Valley Street) to be under new ownership effective May 1. New owner Chris Wichmann will rename it Japan International Karate Center.
- **Property for Sale –**
 - Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **For Rent –**
 - 440 Middle Street, call Letta Hallman at 205-665-4689 (\$1,800/mo)
 - 619 Main Street, call Shoal Creek Realty at 205-567-9659
 - 808 Main Street (3600 sq. ft, ~\$1,000/mo), call John Roper at 205-288-1089
- **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.
- Montevallo Main Street requested that the City earmark \$150,000 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 has met once and will meet again soon.
- National Main Street 2024: The Board will continue to make preparations for this.

New/Other Business

- None.

Announcements

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

- **Thursday, April 13 - Sunday, April 16:** Montevallo Main Street Players present Moon Over Buffalo at Parnell Memorial Library Theatre.
- **Saturday, April 15:** Montevallo Arts Collaborative will host their 17th Annual Arts Fest in Orr Park from 10 AM to 5 PM.
- **Wednesday, April 19:** Montevallo Chamber of Commerce will host their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) starts at noon. This month's speaker is Robyn James, Director of the Elder Justice Center of Alabama. RSVP by April 17 to montevallochamber@gmail.com or 205-665-1519.
- **Thursday, April 20:** Montevallo Chamber of Commerce Golf Tournament will be held at Cahaba Falls Country Club. Call 205-665-1519 for sponsorship and registration information.
- **Saturday, April 22:** The 2nd Annual Spring Fling Family Food Truck Fest will be held at the Orr Park Pecan Grove (940 Island Street) from noon to 6 PM, presented by Montevallo Main Street, Impact Montevallo, and DRUM the Program.
- **Thursday, April 27:** Montevallo Rotary Club will host a Job Fair at Parnell Memorial Library from 4-7 PM.
- **Friday, April 28:** Friday Nights at the Cove season begins! We invite you to bring your chair or blanket, grab dinner to-go from your favorite downtown restaurant, and make yourself at home on Main Street at Owl's Cove Park (737 Main Street) from 6:30-8:30 PM.

This month's band is The Wringers, a classic rock band based in Birmingham! Sponsored by Bradford Real Estate Group.

- **Saturday, April 29:** FFA Farm Day will be held in Orr Park from 10 AM - 2 PM, featuring Kona ice, a petting zoo, silent auction, tractor show, bouncy house, face painting, craft vendors, and food trucks. For vendor, sponsor, tractor show, and silent auction forms, contact mhsfarmday23@gmail.com.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, May 18, 2023, in person at City Hall, with an option to call in with advanced notice.

Adjournment

The meeting was adjourned at 9:01 a.m. Kirk Lightfoot made a motion to adjourn, seconded by Ken Jones.

Respectfully submitted, Courtney Bennett, Executive Director
(In the absence of Secretary, Julie Smitherman)