

Board Members in Attendance (term expiration):

Excu.	Happy Smith (2024)	x	Susana Vazquez (2026)
x	Patricia Honeycutt (2024)	Excu.	Sean Hilty (2026)
Excu.	Jackie Chappell (2024)	Excu.	Marissa Wilson (2026)
x	Carolyn Garrity (2024)	x	Stephanie Benitez (2026)
x	Sarah Hogan (2024)		OPEN
x	Julie Smitherman (2025)	x	Courtney Bennett (Ex officio)
x	Kirk Lightfoot (2025)	x	Adele Nelson (Ex officio)
x	Ken Jones (2025)		Mayor Rusty Nix (Ex officio)
x	Clay Nordan (2025)		Junior Mayor (Ex officio)
x	Kathy King (2025)		MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

President Julie Smitherman called the meeting to order at 8:05 a.m. Steve Gilbert was welcomed as a guest.

Minutes were reviewed from the meeting on December 14, 2023. *On a motion by Patricia Honeycutt, seconded by Kirk Lightfoot, minutes were approved as presented.*

Treasurer's Report

Treasurer, Sarah Hogan, presented a report dated 1/4/24 indicating:

- Income Statement (Profit & Loss for 12/11/23 – 1/4/24): -\$561.27
- Balance Sheet (as of 1/4/24): \$33,321.60
- Outstanding checks: \$200
- Net Statement Balance (as of 1/4/24): \$33,121.60

Income Sources:

- Membership Dues: \$0 collected this month (*TOTAL 2023: \$11,352.91*)
- Fundraising:
 - Christmas ornaments: \$520.50 (*\$1,788.41 TOTAL SALES IN 2023*)
 - 21 sold
 - Dogs of Main Street Coloring Books: \$250 (*\$930 TOTAL SALES IN 2023*)
 - 50 sold
 - Pendleton Hydrant Parade Posters: \$50 (*\$100 TOTAL SALES IN 2023*)
 - 2 sold

- Postcards resold: \$14.91
 - 15 sold
- Community Christmas Tree Ornament Donations: \$115 (encumbered)

On a motion by Kirk Lightfoot, seconded by Ken Jones, the financial reports were approved as presented.

President's Report

President Julie Smitherman welcomed incoming board members Susana Vazquez, Sean Hilty, Marissa Wilson, and Stephanie Benitez, and returning board members Sarah Hogan, Carolyn Garrity, and Kathy King.

Committee Reports

Organization Committee: No report.

Design Committee:

Committee Chair, Kirk Lightfoot, reported that the disc featuring Robin Metz' sun artwork is on display at the Photo Frame at the post office; Facade Grant applications are currently being accepted with a deadline of January 31; our 7th Annual Window Decorating Contest was a great success and cleanups are underway; we have been working with Dixie Decorations to get quotes for replacement and new Christmas decorations; we plan to design window clings for College Night to invite merchants to purchase from the Type Shop; a walkthrough will be conducted soon to assess the current lighting conditions of the District and what improvements could be made; ideas to prepare for the tour coming as part of the National Main Street Conference in May include offering swag/giveaways, decorating empty storefronts, and possibly adding planters.

Promotion Committee:

Committee Chair, Sarah Hogan, reported that most of the 600 tulips planted in cross-promotion with American Village's Festival of Tulips have been planted, with a few more to be added at the Photo Frame and Fire Station; signage is being designed in hopes that it will be added at the event site to direct visitors downtown; Spring Fling Family Food Truck Fest is scheduled for April 27, 2024; Friday Nights at the Cove will resume April 26, and sponsorships are available for each of the 4 events at \$750/event; promotional items are in the process of being developed, and all ideas are welcome.

Economic Vitality Committee:

Committee Chair, Ken Jones, reported that Bob Doyle has stepped away from the committee and we thank him for his service; Main Street Alabama's [10-Year Economic Impact Report](#) was reviewed at the meeting, with special attention paid to the fact that for

every \$1 the State of Alabama has given to Main Street Alabama, they have received over \$13 back in tax revenue; ideas are welcomed for the \$25,000 grant offered to Designated Main Street communities this year by Main Street Alabama; ideas were discussed regarding how Main Street can partner with the new UM Mountain Biking facility/team, and how we can prepare merchants for large influxes of visitors to town during tournaments; our Dining Guide QR code will be posted at new places soon; CO.STARTERS facilitator Maggie Hall is available to consult with merchants to assess their pricing and other needs.

Sustainability Committee:

On behalf of Committee Chair Danielle Haskett-Jennings, Courtney Bennett reported that the committee will meet later this month.

Executive Director's Report

Activity Report

Courtney Bennett reported that she attended Montevallo Historical Society's wreath laying ceremony at Montevallo City Cemetery on December 16.

Business Transitions

- **Open this month:**
 - none
- **For sale:**
 - 645 Main Street (former House of Serendipity)—listed by Shoal Creek Realty, (205) 567-9659
 - Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **For rent:**
 - 616-620 Main Street (former Baba Java)--call Stacia Brady, 205-436-1919

Old Business

- Volunteer Hours – submit via the chat function or by email
- EV: Request that the City of Montevallo allocate a portion of American Rescue Act funds to be spent on improvements in the District
- CO.STARTERS Program (EV Committee)
 - Sponsors needed for 2024 program at the levels below
 - Innovator (\$2,500)
 - (Four slots available)
 - Promoter (\$500)
 - (Eight slots available)
- Fundraising Ideas
 - Fundraising Committee
 - Monte Gras has been postponed to 2025

- National Main Street Conference 2024
- Board Retreat – to be held early 2024
- Business license moratorium study/recommendations
- Reclassification and raise request for Executive Director

New/Other Business

- 2024 Board Member Contracts were signed by all members present.
- ARPA Funding Request to Finance Committee – *On a motion by Kathy King, seconded by Sarah Hogan, the request was approved.*
- 2024 Approved Work Plans and Board Member Contact Information was distributed to all members present.
- 2023 Annual Report prepared by Courtney Bennett was reviewed by all members present.
- Patricia Honeycutt made a motion to invite Jarvis Davis to join the board for a term beginning immediately and ending December 2026, seconded by Sarah Hogan. *The motion was unanimously approved.*
- Steve Gilbert provided an update on several ongoing projects throughout the City.

Announcements/Upcoming Events

- **Monday, January 15:** The 20th Annual Rev. Martin Luther King, Jr. Celebration March will line up at 10 AM behind McDonald's and march to Montevallo High School for a program that will begin at 11 AM. For more information, call (205) 902-5137 or (205) 915-0787.
- **Wednesday, January 17:** Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) begins at noon. Mayor Rusty Nix will give his annual "State of the City" address. Catered by Southern Sweets and sponsored by Trustmark. RSVP to montevallochamber@gmail.com or 205-665-1519.
- **Saturday, January 20:** Montevallo Main Street Players' Annual Meet and Greet at 2 PM at Parnell Memorial Library.
- **Saturday, January 27:** Annual Health Walk--tribute to Dr. Jermaine Bruford Mitchell. Meet at Montevallo Fire Station #1 at noon for a walk that ends at George Dailey Park. Sponsored by the Encouragement Learning Foundation. For more information, call (205) 728-4923.
- **Sunday, January 28:** First general meeting of Montevallo Historical Society at 2 PM at Parnell Memorial Library.
- **Saturday, February 24:** Montevallo Arbor Day will be celebrated by Montevallo Arbor and Beautification Board from 9 AM to 1 PM at the Montevallo Recycling Center (1120 Overland Road). Bare root seedlings to be given away include red maple, buttonbush, kousa dogwood, water oak, American elm, fragrant sumac, nutall oak, and ashe magnolia.



Montevillo Main Street Board of Directors' Meeting January 11, 2024

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, February 8, 2024, in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by Ken Jones, seconded by Kathy King, the meeting was adjourned at 9:25 AM.

Respectfully submitted, Courtney Bennett, Executive Director