

Board Members in Attendance (term expiration):

X	Julie Smitherman (2025)	X	Tonia Mayton (2027)
	Kirk Lightfoot (2025)	X	Patricia Honeycutt (2027)
X	Ken Jones (2025)	X	Jackie Chappell (2027)
X	Clay Nordan (2025)	X	Susan Lehman (2027)
X	Kathy King (2025)	X	Sarah Hogan Shaw (2027)
	Susana Vazquez (2026)	X	Courtney Bennett (Ex officio)
X	Sean Hilty (2026)		Adele Nelson (Ex officio)
X	Marissa Wilson (2026)		Mayor Rusty Nix (Ex officio)
X	Stephanie Benitez (2026)		Junior Mayor (Ex officio)
	Wyatt Hall (2026)		MDCD Representative (Ex officio)

Call to Order and Approval of Minutes

In the absence of President Kirk Lightfoot, Immediate Past President Julie Smitherman called the meeting to order at 8:07 AM. Council Member Lelia Mitchell was welcomed as a guest.

Minutes were reviewed from the meeting on September 11, 2025. *On a motion by Sean Hilty, seconded by Patricia Honeycutt, minutes were approved as presented.*

Treasurer's Report

Treasurer Sarah Hogan Shaw presented a report dated 10/7/2025 indicating:

- Income Statement (Profit & Loss for 9/9/25-10/7/25): \$2,302.61
- Balance Sheet (as of 10/7/25): \$85,621.83
- Outstanding checks: \$9,855.84
- Net Statement Balance (as of 10/7/25): \$75,737.99

REVENUE SOURCES

- **Memberships:** \$396.40 (YTD: \$8,896.57)
 - **General:** Kirk Lightfoot, Adele Nelson
 - **Non-Profit:** Made in Montevallo Foundation
- **Veteran Banners:** \$1,168.95
 - 4 sold

- **Interest from Commercial Sweep:** \$196.36
- **CO.STARTERS:** \$95.43
 - 1 course fee collected
- **Business Basics:** \$9.41
 - 1 fee collected
- **Dia de los Muertos Revenue:** \$2,182.89
 - **Sponsorships:** Wayne's Auto Sales, Alabama Custom Trailer & RV, Columbiana Tractor
 - **Goods/Services Vendor Fees:** Lily B's Treasures, Nely Aleman, Natividad Nazar

On a motion by Patricia Honeycutt, seconded by Sean Hilty, the financial reports were approved as presented.

President's Report

In the absence of President Kirk Lightfoot, Past President Julie Smitherman reported that the Cobblestone Hotel Groundbreaking was observed on September 18, and Wyatt Hall was thanked for his service to the Board. He will be taking a job in another city and will resign from his position.

Committee Reports

Organization Committee:

No report.

Design Committee:

In lieu of Committee Chair, Julie Smitherman, who was unable to attend this month's meeting, Courtney Bennett reported that one Facade Grant is still underway and on track to be completed by October 31; the new round of veteran banners have been ordered; downtown streetscape trees were recently reviewed by an arborist and two dying trees in Owl's Cove Park have been removed; the Holiday Storefront Competition is being advertised to merchants and student groups, and merchants who do not plan to decorate their windows are invited to request a student group; the committee plans to request assistance from Public Works in installation of additional lighting on the Promenade after the holidays; the Black History Month banners will be manufactured soon for first installation Jan-Feb 2026; work is underway on the Christmas garland bulb replacement project; a caterer has been selected for the Monte Gras Ball on February 7, 2026, and all are invited to attend the "How to Start a Krewe" informational meeting that evening at 6 PM.

Promotion Committee:

Committee Chair, Sarah Hogan Shaw, reported that Day of the Dead Festival Planning is well underway and the event is still planned to proceed on November 1 from 4-10 PM at the Pecan Grove; applications are still being solicited for the Hometown Hype program; ideas were discussed regarding retail promotions.

Economic Vitality Committee:

Committee Chair, Ken Jones, reported that business transitions were discussed; ideas were discussed as to how Main Street can better support our downtown restaurants; and opportunities were discussed.

Executive Director's Report

Activity Report

Courtney Bennett reported that she attended the Sophie's Kitchen Ribbon Cutting on September 12; had a meeting with Alex from Goodlettsville, TN on September 16 regarding economic development strategies; attended the Cobblestone Groundbreaking and Krewe of the Konch Meeting on September 18; spoke to the Leaders of Tomorrow – How Public Art is Collaborative Leadership on September 19; participated in Speed Networking at Stephens Hall on September 23; attended the Independence Hall Grand Opening on September 25; and attended a Partnership meeting with UM representatives on October 1.

Business Transitions

- **Opened this month:**
 - Sophie's Kitchen
- **Ownership transition:**
 - Clear lot at 747 Main Street purchased by Central State Bank for the purposes of building a small branch.
- **Opening soon:**
 - n/a
- **Closed this month:**
 - El Agave, October 6
 - KFC, October 15
- **For sale:**
 - Lot on Island Street for sale or build to suit—listed by Bob Nesbitt, 205-939-8219
- **For rent:**
 - n/a

University of Montevallo Report

None.

City of Montevallo Report

City Clerk Steve Gilbert reported on the status of various projects throughout the city.

Old Business

- Membership Drive - all board members are encouraged to solicit new memberships.
- Business Basics 2025 continues.
- President-Elect Nominations: all board members were encouraged to nominate

themselves if interested in serving.

- 501(c)3 Application: Courtney Bennett reported that she has acquired incorporation paperwork back from the state, and has acquired a FEIN and Certificate of Existence. Bylaws and Articles of Incorporation are being drafted.

New/Other Business

- The board reviewed Articles III and IV of their bylaws and did not suggest any changes.
- All were invited to attend the Main Street Alabama Quarterly Training on October 22.

Announcements/Upcoming Events

- Thursday, October 9: University of Montevallo celebrates Founders' Day.
- Saturday, October 11 - Sunday, October 12: Montevallo Athletic Club hosts their annual Haunted Trail at Shoal Creek Park. Saturday's hours are 8 PM - 1 AM and Sunday's hours are 7 - 11 PM. Tickets are \$10/person and support youth athletics.
- Tuesday, October 14: National Night Out from 5:30-7:30 PM at the Orr Park Pecan Grove. This free-admission event highlights public safety and other organizations in Montevallo, as well as a complimentary hot dog meal.
- Wednesday, October 22: Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) starts at noon. This month's theme is "UM GAME ON," featuring speakers from UM Athletics. RSVP to (205) 665-1519 or montevallochamber@gmail.com by October 17. Sponsored by the University of Montevallo.
- Saturday, October 25:
 - Montevallo's Annual Art Stalk will be held on Main Street from 11 AM - 5 PM! Artists and makers are encouraged to apply for a booth at this link. Questions may be directed to montevalloartwalk@gmail.com.
 - ValloCycle will host a "Witches' Ride" (Halloween-themed group bike ride) during Art Stalk. Bring your own bike! Meet at 2 PM at Owl's Cove Park for a ride that departs at 2:30 PM. Questions may be directed to vallocycle@gmail.com.
- Tuesday, October 28: The 6th Annual Chief's Challenge will be held at 5:30 PM at the MHS Football Stadium. Would you like to gather with your friends to assemble a team to challenge the chief? Contact shogan@cityofmontevallo.com for more information.
- Friday, October 31: Montevallo's Hometown Halloween will be held from 3:30 - 5 PM. Downtown merchants are encouraged to hand out treats to costumed trick-or-treaters haunting Main Street. Questions may be directed to Montevallo Chamber of Commerce.
- Saturday, November 1: Montevallo's 3rd Annual Day of the Dead Festival will be held from 4-10 PM at the Orr Park Pecan Grove (940 Island Street). This free-admission event will feature altars, live music, dancing, food, a contest for best-dressed Catrina and Catrin in both the children's and adult categories, and more!

The next Board of Directors meeting is scheduled for November 13, 2025.

On a motion by Sean Hilty, seconded by Susan Lehman, the meeting was adjourned at 9:08 AM.

Respectfully submitted,
Marissa Wilson, Secretary