

Board Members in Attendance (term expiration):

Excu.	Happy Smith (2024)	x	Susana Vazquez (2026)
x	Patricia Honeycutt (2024)	Excu.	Sean Hilty (2026)
x	Jackie Chappell (2024)	Excu.	Marissa Wilson (2026)
Excu.	Carolyn Garrity (2024)	x	Stephanie Benitez (2026)
x	Sarah Hogan (2024)	Excu.	Jarvis Davis (2026)
Excu.	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-Elect Kirk Lightfoot called the meeting to order at 8:06 a.m. Steve Gilbert was welcomed as a guest.

Minutes were reviewed from the meeting on January 11, 2024. *On a motion by Sarah Hogan, seconded by Patricia Honeycutt, minutes were approved as presented.*

Treasurer's Report

Treasurer, Sarah Hogan, presented a report dated 2/4/24 indicating:

- Income Statement (Profit & Loss for 1/1/24 – 2/4/24): \$24,093.18
- Balance Sheet (as of 2/4/24): \$57,414.78
- Outstanding checks: \$200
- Net Statement Balance (as of 2/4/24): \$57,214.78

Income Sources:

- Membership Dues: \$83.68 collected this month
 - Individual Level: Ken Jones, Courtney Bennett

Fundraising:

- Christmas ornaments: \$325
 - 13 sold
- Dogs of Main Street Coloring Books: \$5
 - 1 sold
- Veteran Banners: \$40 received for mailing of banner (\$20.89 cost, resulting in \$19.11 profit)

- Annual Contribution from City of Montevallo: \$25,000

On a motion by Patricia Honeycut, seconded by Kathy King, the financial reports were approved as presented.

President's Report

President-Elect Kirk Lightfoot welcomed incoming board members Jarvis Davis (not present), Sean Hilty, and Marissa Wilson.

Committee Reports

Organization Committee: No report.

Design Committee:

Committee Chair, Kirk Lightfoot, reported that a new College Night disc will be installed on the post office photo frame; 3 Facade Grants were approved by the committee last night; a College Night window cling package has been advertised to merchants; a District walkthrough was conducted earlier this week to assess lighting and identify areas of improvement; preparations are underway for the Main Street Now Conference tour coming to Montevallo May 5; all are invited to volunteer if interested.

Promotion Committee:

Committee Chair, Sarah Hogan, reported that committee members completed a survey to assess current activities and suggest new ones, including new promotional items; members have been assigned to work plans; spring Bulldog sports posters have been printed and will be distributed by Patricia and Jacqueline to local businesses this week; thanks to Adele for working with American Village regarding the Blooming Bargains promotion, adding new signage this year, and thanks to participating businesses; thanks also to Adele for donating lights to add to the tulip tire display at 747 Main; sponsors are being sought for Friday Nights at the Cove (4 opportunities to sponsor at \$750/event); a spring scavenger hunt is tentatively planned for May 24; plans will be made to celebrate Montevallo Main Street's 8th Anniversary in June; partnership is ongoing with Alabama Public Television regarding a youth entrepreneurship event planned for a June Farmers' Market.

Economic Vitality Committee:

Committee Chair, Ken Jones, reported that his committee discussed business transitions, Main Street Now conference and tour at their meeting this month; updates were shared regarding the African American Heritage Trail, which now includes 6 approved markers, 2 of which are downtown; Courtney and Maggie have been invited by 58 INC to represent Main Street and CO.STARTERS at an Innovate Alabama event later this month; CO.STARTERS is currently accepting applications for our August 2024 cohort; a middle/high school

tournament at the new UM mountain biking course is planned for April 20-21, and Arts Fest is also planned for April 20, which collectively will bring thousands of people to Montevallo that weekend; Downtown Dining Guide QR code signs will be posted in additional locations.

Sustainability Committee:

On behalf of Committee Chair Danielle Haskett-Jennings, Courtney Bennett reported that the committee had a fun work day last week reconfiguring the tire Christmas trees into tulips; the ES Capstone course continues to work on their ValloCycle and glass recycling exploration projects; they will meet later today.

Executive Director's Report

Activity Report

Courtney Bennett reported that she met with Richard Danner from Slice Jan. 11; attended Chamber luncheon Jan. 18; met with Alabama Public Television and partners Jan. 18; attended Finance Committee Meeting Jan. 24; had Main Street America Accreditation meeting with Mary Jan. 26; met with Main Street Anniston Director Jan. 30; attended Main Street Camera Exploratory Meeting Jan. 30; attended Civic Institute Feb. 2; had meetings with ES Capstone students Feb. 5 and 7.

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

- Nominations for Secretary were discussed. Marissa Wilson was nominated.
- Facade Grants for Montevallo Realty, The Type Shop, and Falcon Art Supply were reviewed. *On a motion by Patricia Honeycutt, seconded by Jackie Chappell, the grants were unanimously approved.*
- Main Street Now 2024 Conference to be held May 6-8 in Birmingham was discussed.
- Steve Gilbert provided an update on several ongoing projects throughout the City.

Announcements/Upcoming Events

- **Wednesday, February 7:** ValloCycle hosts their Winter Bike Ride! Meet at Fallin Hall (737 Main Street) for a ride that departs at 6 PM. Questions, or need to borrow a bike? Email vallocycle@gmail.com.
- **Thursday, February 8:** Montevallo Chamber of Commerce will host a ribbon cutting for Indigo Cafe + Bar at 10 AM at 629 Main Street.
- **Wednesday, February 21:** Montevallo Chamber of Commerce hosts their monthly luncheon at Parnell Memorial Library. Networking begins at 11:30 AM and lunch (\$15) begins at noon. Representatives from Alabama Public Television will speak about their Ready to Learn Grant and their community outreach initiatives. RSVP to montevallochamber@gmail.com or 205-665-1519 by February 19.
- **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.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, March 14, 2024, in person at City Hall, with an option to call in with advanced notice.

Adjournment

On a motion by Sarah Hogan, seconded by Ken Jones, the meeting was adjourned at 9:12 AM.

Respectfully submitted, Courtney Bennett, Executive Director