

Montevallo Main Street
Board of Directors Meeting
November 14, 2016

Members Present:

Carol Bruser, Hollie Cost, Susan Folmar, Steve Gilbert, Herman Lehman, Calvin Meadows, Adele Nelson, Pam Brown Phagan, Janice Seaman and Julie Smitherman. Also in attendance was Sarah Hogan, Montevallo Main Street Director.

Call to Order:

Sarah Hogan called the meeting to order at 8:10 a.m.

Old Business:

- Sarah thanked the members of the board that attended the basic training on November 1-2, 2016. A power point of the presentation is available if anyone would like to see it. Main Street resources can be found at www.mainstreetalabama.org
- Sarah reported the following board resignations:
Tiffany Bunt, Suzanne Hurst and Matt Walker
These individuals will continue to serve on committees when available.

New Business

1. Approval of Articles of Incorporation

Sarah presented the Articles of Incorporation for the board to review. Julie Smitherman made a motion to approve and Herman Lehman seconded. The motion passed.

2. Bylaws and Membership Levels

Pam Phagan suggested moving the Membership drive to March so not to conflict with other business fees, etc. Julie suggested lowering the \$35 membership to \$25. The board decided not to change the amount. Membership levels include: General Level/\$150, Supporter Level/\$250, Benefactor Level/\$500, President's Circle/\$1,000, Non-Profit/\$100, Home Based Level/\$75 and Individual Supporter/\$35. Janice Seaman voiced her concern over board representation. The current board has representation from three local business owners. She would like to see that number increase. Sarah reported her efforts to involve community business owners on committees throughout the process. Herman Lehman stated the next year will be an educational year for board members. Julie made a motion to approve the Bylaws and Membership Dues as presented. Pam seconded and the motion passed.

3. Slate of Officers and Ex Officio Members/Committee Chairpersons

There are currently two vacancies on the Board of Directors. Sarah identified Bear Jones and Lydia Godwin as potential members. They attended the basic training sessions and show a great interest in the project. The following slate of officers and ex-officio members were presented for approval:

Ex Officio Members:

Montevallo Main Street Executive Director – Sarah Hogan

Montevallo Mayor – Dr. Hollie C. Cost

Montevallo Chamber Director – Steve Gilbert

University of Montevallo President – Dr. John W. Stewart, III

MDCD Chairperson – Dee Woodham

Officers:

President – Julie Smitherman January 2017-2020

Vice President – Pam Phagan January 2017-2020

Secretary – Carol Bruser January 2017-2020

Treasurer – Adele Nelson January 2017-202

Members:

David Darby January 2017-2019

Calvin Meadows January 2017-2018

Janice Seaman January 2017-2018

Herman Lehman January 2017-2018

Susan Fulmer January 2017-2018

Committee Chairpersons:

Organization Committee – Julie Smitherman

Design Committee – Pam Phagan

Promotions Committee – Adele Nelson

Economic Vitality Committee – Herman Lehman

Herman made a motion to approve the slate of officers, ex-officio members and committee chairpersons. Pam seconded and the motion passed.

Montevallo Main Street Board of Directors Meeting Dates

Sarah proposed the board of directors meet on the second Thursday of each month. Calvin Meadows made a motion to approve. Adele seconded and the motion passed.

Montevallo Main Street Banking Account

Sarah proposed opening a bank account for the Montevallo Main Street project. Signatures on the account will be Sarah Hogan, Director, Julie Smitherman, President and Adele Nelson, Treasurer. Herman made a motion to open the account at Regions Bank in Montevallo. Calvin seconded and the motion passed.

Montevallo Main Street Logo

Three logos were presented for approval. The board selected logo number 1 with the following changes: change City of Montevallo to Montevallo, remove color panel, and

enlarge window pane. The logo will be green and white. Julie made a motion to approve. Julie seconded and the motion carried.

Social Media Account

Board members requested that the existing Facebook page be replaced with a Montevallo Main Street page. Sarah and Adele will work to create the new page. Tiffany Bunt will be consulted on how to invite existing members to the new page.

Streetscape Assistance Grant Application

Streetscape grants totaling \$5,000 (10 @ \$500) will be available in 2017. The grants will support downtown businesses during the Streetscape project. Sarah will advertise the grant program in December. Application deadline will be January 31. Julie will form a selection committee to review the applications. Susan Folmar made a motion to accept the grant application. Janice seconded and the motion passed.

Budget Allocation

Allocate \$5,000 for grant assistance.

Announcements:

- The Streetscape Project should begin in early 2017.
- Steve Gilbert reported on the application for a Brownfield-EPA grant. Grant funding totaling \$300,000 over the next three years would help potential new businesses locate in Montevallo.
- Trendy Chic Boutique Ribbon Cutting will be held on December 2nd at 4:00 p.m.
- Sarah will be attending Main Street quarterly training in Alexander City on November 18th.
- Emma Gray Boutique Ribbon Cutting will be held on November 18th at 4:00 p.m.
- Workplan meeting with Mary Helmer will be held on December 13th, time to be determined
- Montevallo Business Christmas Open House will be held on December 13th
- National Main Street Conference will be held May 1-3, 2017, Pittsburgh, PA

Adjourn:

There being no further business, the meeting was adjourned at approximately 9:55 a.m.

Respectfully submitted,

Carol Bruser, Secretary

