

Montevallo Main Street
Board of Directors Meeting
April 13, 2017

Members Present:

Carol Bruser, Hollie Cost, David Darby, Susan Fulmer, Lydia Godwin, 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:

Julie Smitherman called the meeting to order at 8:00 a.m.

The first item of business was the approval of the minutes from the March Board meeting. Sarah mentioned that Susan Fulmer and Lydia Godwin were spelled incorrectly on the minutes. After the correction, a motion to approve was made by Herman Lehman. Susan Fulmer seconded and the motion was approved.

Old Business:

Market Analysis –

- Julie reported as of Monday, 456 consumer surveys had been received. She encouraged all board members to submit the survey and encourage others as well. Block Captains will deliver the survey to businesses on Tuesday and pick up on Wednesday.
- Adele requested \$175.00 for the purchase of cards to promote the consumer survey. Pam Phagan motioned to approve, Lydia Godwin seconded and the motion carried.

Signature Events-

- There was discussion on partnering with the Bicentennial Event. At this time no decision has been made.

Volunteer Hours-

- Julie explained the importance of turning in all volunteer hours to Sarah at the end of each month. Sarah discussed downloading a Timesheet, Time-Tracker App on board member phones.
- Membership drive will begin on June 1, 2017.

New Business

Membership Dues

- Membership dues from board members will be due at the May board meeting.

Committee Work Plan Update

- The Executive Board has finalized work plans and will distribute to board members.

Memorandum of Agreement – Main Street Alabama

- A fee of \$3,000.00 to Main Street Alabama is due in May. Herman Lehman motioned to approve the payment. Calvin Meadows seconded and the motion was approved.

Mission Statement

- Herman has written a draft of the Mission Statement and will bring to the board for approval.

Bylaw Revision –

- Herman Lehman, Carol Bruser and Lydia Godwin will meet to review bylaws and necessary changes. Changes will be submitted to Sarah for approval at the May board meeting.

Executive Director's Report

- Adele had Where to Eat/Where to Shop postcards printed to use as handouts.
- Sarah reported that Matt, the UM intern, was doing a great job. He is busy working on articles and working with local businesses on marketing strategies.
- The April edition of the Thrive Newsletter will be reviewed and released.
- The city and local realtors have been reviewing vacant properties and hope to have buyers soon.

Board Committee Reports

- The design committee will meet on April 19th at 4:00 p.m. Members of UM Alpha Gamma Delta recently worked with Pam creating window displays in various downtown businesses. Additional stores have requested window displays.
- Promotion committee will meet on April 26th at 6:00 p.m. Adele reported that surveys and promotion cards would be handed out at Lucky's on Friday and Saturday. She would also canvas school car pool lines and the Art Festival. She would like to have a banner printed to use at events. Adele motioned the purchase of a banner not to exceed \$100.00. Herman seconded and the motion carried.
- Herman discussed applying for a USDA grant. The Rural Business Development Grant may provide an opportunity to renovate the old City Hall.

Other Business

- Block Captains will check with area businesses to see if they are receiving e-mails from the city.
- City of Wetumpka will be visiting Montevallo on April 26th.
- Main Street National Conference will be held on April 30-May 4. Members attending will be Pam, Adele, Julie, Herman, Calvin and Sarah.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Carol Bruser,
Secretary