

# MINUTES

## Montevallo Main Street (MMS) Board of Directors Meeting

December 13, 2018

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### In Attendance

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Courtney Bennett, Hollie Cost, David Darby, Steve Gilbert, David Holloway, Herman Lehman, Kirk Lightfoot, Pam Phagan, Tom Sanders, Julie Smitherman, Casie Tate

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### Call to Order and Approval of Minutes

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The meeting was called to order by J. Smitherman at 8:05 a.m. Minutes of the November 8, 2018 meeting were reviewed. *On a motion by H. Lehman, seconded by D. Holloway the minutes were approved as presented.*

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### Treasurer's Report

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A report dated November 8, 2018 was presented indicating:

Total Operating Funds = \$14,173 (unencumbered funds)

Revenue Sources -

- \$12,170 memberships collected from new or renewing members since May, 2018;
- \$535 memberships pending collection;
- \$259 collected for 13 signs that have been sold to date – signs are still available for sale
- \$400 traffic light sales – two traffic lights sold – sales are ongoing

Fund Reallocation Requests = None

Fund Allocation Requests – see New Business below

Budget 2019 – The approved budget for 2019 showing Income of \$46,500 and Expenses of \$40,000 with \$6,500 unallocated, was provided.

Other Items – It was reported that all projects currently underway are under budget.

*On a motion by K. Lightfoot, seconded by D. Darby, the financial report was approved as presented.*

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### President's Report

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- See Committee Reports

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### Board Committee Reports

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- Organization Committee – J. Smitherman reported no update on the 501(c)6 application.
- Design Committee – P. Phagan reported on the following:
  - Christmas Window Decorations Competition – Both high school and college students participated and results are evident in the number of decorated windows on main street. This was a big success for the holidays.

- Christmas Ornament Fundraiser – It was reported that \$146 was raised for new ornaments for the community Christmas tree.
- Promotions Committee –
  - No report.
- Economic Vitality Committee –
  - Hotel Development - H. Lehman reported that a study was received that indicates that the City can potentially support a 60 to 65 room hotel/motel, however it will require support from the City for development. Work is ongoing on this potential development.

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## ● Executive Director's Report

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- Property Activities – C. Bennett provided a detailed report (see Agenda) on properties available in the City;
  - For sale (3) or rent (2);
  - Relocations (0);
  - Business closings (0);
  - Openings (5 – in Spring to Summer 2019);
  - and rumors of potential new businesses.
  - Of particular interest, it was noted that the former “Eclipse” location is now available for rent.
- Upcoming Events – Chamber of Commerce Open House event on main street, Thursday evening (5 – 7 p.m.) December 13.

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## Old Business

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- Volunteer Hours – These were collected from Board members.
- Street Dawgs – Work is underway on developing this youth program. Activities are expected to ramp-up in early 2019.
- Downtown Wayfinding – H. Cost reported that the plans had to change due to ALDOT regulations on placement of signs. The concept has been adjusted to focus on placing maps on the back of the “black boxes” at each intersection to help with wayfinding. There was substantial discussion of other additional options that might also be considered for this project.
- National Main Street Conference in Seattle (March 25-27, 2019) – Board members were asked to consider attending this informative national meeting.

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## New Business

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- Funding Allocation – C. Bennett presented a request for \$926 to pay for half of the cost for an advertisement in an upcoming issue of *Business Alabama* showcasing the City. (The Montevallo Chamber would fund the other half of the advertisement.) *After long discussion, on a motion by P. Phagan, seconded by T. Sanders, it was decided to forego advertising this year to focus on other priorities and reconsider this opportunity again in the future.*
- Love Montevallo Day – A proposal was presented for this event to be held on Saturday, March 16, 2019 at Shoal Creek Park. MMS would seek to connect downtown to this event via shuttles, music and games in Owl Cove Park, decorated windows, business promotions/sales, honoring façade grant recipients, etc. *On a motion by C. Tate, seconded by S. Gilbert, the proposal to support Love Montevallo Day was approved.*
- Bylaws Review and Revision – In the future one section of the MMS Bylaws will be reviewed each month to assure they are up to date. For this month, the section concerning Officer designations and terms was reviewed. *After substantial discussion, a motion was made by D. Darby, seconded by K. Lightfoot, that the office of “Vice President” be changed to “President Elect” and that the limitation of only being able to serve one “two-year term” be deleted to allow incumbents to be reelected to the*

*same office given the size of the Board. This motion was approved.* This revision will be implemented in March 2019 after elections for Board members and Officers in February. This year a vote of the MMS membership will be conducted for these positions.

- Board Positions –
  - David Holloway of the Montevallo Police Department was welcomed as a new Board member.
  - It was announced that P. Phagan will step down as Chair of the Design Committee and C. Tate will step down as Chair of the Promotions Committee.
  - It was also announced that P. Phagan has resigned as Vice-President as she cannot assume the position of President if needed.
  - D. Darby, K. Lightfoot, and H. Lehman were re-nominated to positions on the Board by J. Smitherman
- Board Committee Reorganization – J. Smitherman and C. Bennett presented a detailed proposal (see Agenda) for reorganizing Board Committees to relieve the workload on Committee Chairs and to provide more opportunities for service by Committee members. A list of potential projects for each committee was also reviewed along with a proposed Action Plan for 2019. There was discussion about the need to establish data collection systems and photos related to all MMS related events in 2019 to assure we have the information necessary for future planning and to evaluate these projects and for promotional purposes. S. Gilbert described some software that can be used for this purpose that the Montevallo Chamber is reviewing. It was agreed that this needs to be in the 2019 Action Plan. Board members were asked to review this proposal for further discussion at the next meeting.
- Statement of Expectations of Board Members – A draft document was distributed by J. Smitherman and discussed. Development of such a document is recommended by Main Street Alabama. Board members were asked to review this for discussion at the next meeting.
- Board Training with Mary Helmer – This is scheduled for Thursday, January 17 at 8 a.m. It is important that all Board members attend. C. Bennett will see if it is possible to arrange for new Board members to participate.
- Board Member Binders – In early 2019 each Board member will be provided with a binder with key reference material that they can bring to each meeting and add new materials.

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### Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday January 20, 2019 at the GloCo building.

The meeting was adjourned at 9:20 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary