

MINUTES

Main Street Montevallo (MSM) Board of Directors Meeting

August 9, 2018

In Attendance

Courtney Bennett, David Darby, Steve Gilbert, Herman Lehman, Kirk Lightfoot, Tom Sanders, Omar Gutierrez, Julie Smitherman, Dee Woodham

Call to Order and Approval of Minutes

The meeting was called to order by J. Smitherman at 8:08 a.m. Minutes of the July 12, 2018 meeting were reviewed and approved on a motion by K. Lightfoot seconded by T. Sanders.

Treasurer's Report

A report was presented indicating:

Total Operating Funds = \$10, 058

Revenue Sources (collected from new or renewing members) = \$5,977

Fund Reallocation Requests (rolled back into the General fund - unspent on allocated projects) = \$875

Fund Allocation Requests (for signage, brochures, benches) = \$801

This report was approved on a motion by T. Sanders seconded by K. Lightfoot.

President's Report

A report was provided on the ACE Walkability Workshop and Reunion on July 19-20. It was an excellent event with good PR for the city. The City Council is reviewing the walkability of downtown as a result. From discussions at the Reunion there was a report that the City is looking at seeking "camera-ready" certification so Montevallo can be readily accessed as a filming location in the future. This will compliment a Film Production certificate that UM is developing.

A report was presented on currently paid members from 2017 to date. The importance of membership recruitment was emphasized. WastePro is joining at the "Supporter" level.

Board Committee Reports

- Organization Committee – C. Bennett has filed paperwork for MSM to become a nonprofit. MSM did not win a "Great American Main Street" award this year, but is in the running for some state level awards.
- Design Committee – Several businesses are participating in the window decoration contest and guidelines for the competition were reviewed. Façade Grants were awarded to Czeskleba TV and the

TYPE Shop with one or two more are pending a final decision. A proposal has been submitted to add four US flags at the intersections on Main Street.

- Promotions Committee – S. Gilbert reported that the Farmers Market will wrap-up this month, but is looking at a “Fall Market” in association with ArtStalk. There was discussion of other promotional events for main street businesses and decorating for the fall season with a “pumpkins and cornstalks” package available from Cedar Creek Nursery. Further events are scheduled for Owls Cove on August 24 (sponsored by Susan Lehman for School Board), September 14, September 28, and October 12 (with Verizon sponsoring these three events). Also, there are plans for sponsoring an event for students at Owl’s Cove before MHS home games. Flyers and welcome packages for returning students are being prepared.
- Economic Vitality Committee – Discussions are in progress related to a proposed “Main Street Entrepreneurial Center”. H. Lehman reported on discussion with 58 Inc. (the Shelby County business development agency) and planned discussions with the UM College of Business.

Executive Director's Report

Several upcoming events were discussed:

- Volunteers are needed for the Tinglewood Festival on September 8 from 10 a.m. to 10 p.m. – a flyer was distributed with directions for online sign-up.
- Mayor’s Breakfast – there was discussion about MSM purchasing a table at the event and the Board members each purchasing tickets for the table to defray the cost.
- Owl’s Cove – a sculpture of an owl has been donated and S. Gilbert is working on getting gravel donated to complete the installation. At the August 24 event the window decoration winner will be announced and formal unveiling of the sculpture will be done.

Old Business

- Board Vacancy – Yoko Brown was nominated for the empty position. Ms. Brown is investing in local rental property and has grant writing experience. It was agreed that an invitation will be extended to her on a motion by D. Darby seconded by K. Lightfoot.
- New benches are in the process of being ordered for Luckie’s.

New Business

- Funding Allocations – Several workplan funding allocations and a request to fund attendance at the Alabama Main Street Conference on August 22-24 by representatives of MSM was approved on a motion by H. Lehman seconded by D. Darby. It was agreed that the \$1,000 allocation for “Murder on Main Street” event could be reallocated to other promotional purposes that might attract greater attendance.
- MAX Bus Pilot – Information about the bus route was provided. Members were invited to participate in the inaugural ride at 11:20 a.m. on August 13 leaving from the “Victory” building with lunch afterward at El Agave.
- Membership Drive – this has been extended to September 13.

- Board Training – C. Bennett will work on a time in October or November for the Board to participate in training with Mary Helmer of Main Street Alabama.

Next Meeting

The next meeting will be held at 8:00 a.m. on September 13, 2018 at the GloCo building.

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

Respectfully submitted,

Tom J. Sanders

Recorder