

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

February 14, 2019

In Attendance (term expiration)

	Black, Jason (2021)	√	Sanders, Tom (2021)
	Brown, Yoko (2021)		Shunnarah, Stephanie (2021)
√	Darby, David (2022)	√	Smitherman, Julie (2020)
	Gutierrez, Omar (2020)	√	Tate, Casie (2020)
	Holloway, David (2021)		
√	Hendren, Sarah (2022)	√	Bennett, Courtney (<i>Ex officio</i>)
√	Jones, Ken (2022)	√	Cost, Hollie (<i>Ex officio</i>)
√	Lehman, Herman (2022)	√	Gilbert, Steve (<i>Ex officio</i>)
√	Lightfoot, Kirk (2022)		Stewart, John (<i>Ex officio</i>)
√	Phagan, Pam (2020)		Woodham, Dee (<i>Ex officio</i>)

Call to Order and Approval of Minutes

The meeting was called to order by President Julie Smitherman at 8:00 a.m.

New members Sarah Hendren (UM) and Ken Jones (Regions) introduced themselves and were welcomed to the Board. Also, Herman Lehman was congratulated on his appointment to the Board of Main Street Alabama.

Minutes of the January 10, 2019 meeting were reviewed. *On a motion by H Lehman, seconded by K. Lightfoot, the minutes were approved as presented.*

Treasurer's Report

A report dated February 14, 2019 was presented in the agenda indicating:

Total Operating Funds = \$33,180 (unencumbered funds) – this substantial increase reflects receipt of payment of the City of Montevallo's membership dues during the month.

Revenue Sources -

- \$20,000 memberships collected from City of Montevallo since in 2018;
- Total membership funds collected in 2018 - \$13,815 from new or renewing members;
- New membership in past month - \$0
- Pending collection – n/a;
- Other revenue (to date) – sale of street signs \$418, sale of traffic lights \$400, sale of Christmas Tree ornaments \$183;

Fund Reallocation Requests = None

Fund Allocation Requests = \$70 for promotion training;

Budget 2019 – The total projected budget for 2019 was included showing Total Income = \$46,500 versus Total Expected Expenses = \$40,000 with a resulting anticipated Surplus of \$6,500.

On a motion by D. Darby, seconded by P. Phagan, the financial report was approved as presented.

President's Report

- No items

Board Committee Reports

- Organization Committee – no progress on the pending 501(c)6 application.
- Design Committee – K. Lightfoot reported the following from the committee meeting
 - John and Jan McKinnon have joined the committee as community members.
 - Purchase of new banners and planting of tulips are being considered.
 - A memorial for long-time Montevallo attorney Mitchell Spears was discussed. This led to a discussion of potentially adding nameplates to the bench in Bicentennial Park as an on-going memorial on Main Street for recognition purposes. This will be examined further.
 - A master gardener has been added to the City grounds staff who will coordinate plantings at City Hall and on Main Street.
- Promotions Committee – no report.
- Economic Vitality Committee –
 - P. Phagan asked about economic development seminars sponsored by Auburn. S. Gilbert had a flyer on these called the “Economic Development in the Black Belt Certificate Program.” The next one is on February 22. Others are schedule throughout the year. H. Lehman noted that the University of Alabama has a similar program and that Main Street Alabama provides training programs for members that are interested.

Executive Director's Report

- Property Activities – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - Opened this month – 1 (C's Coffee and Cake Shop)
 - Opening soon – 5 expected in the spring to summer timeframe (La Conchita Bakery, The Dive, Team Lehman Realty; former Pizza Hut location – note: Donut Shop no longer has sign up)
 - Buildings for sale or rent – old Eclipse Coffee and Books property
 - Relocations – n/a
 - Business closings - n/a
 - Sale of Business or other transitions – 2 (Karate Dojo building purchased by Westwood Baptist Church for branch; Old Video Underground building purchased by Jason Pickleseimer for his construction company office)
 - Prospects – Some interest by a coffee roaster on locating in Montevallo
 - Victory Building – City has contract to purchase the building and surrounding property for \$375,000 (vs. appraisal of \$525,000). This must be approved by the City Council at an upcoming meeting. *On a motion by J. Smitherman, seconded by D. Darby, a motion to provide a letter of support for the City to purchase this property was approved.*
- Upcoming Events – Board members were encouraged to support the events listed in the agenda by a number of community organizations during the month.
 - It was noted that “Love Montevallo Day” is March 16th in Shoal Creek Park and
 - “Friday Night's at the Cove” will be presented on April 26, May 31, June 28, and July 26.

Old Business

- Volunteer Hours – These were collected from Board members.
- Downtown Wayfinding – This project is still underway.
- Love Montevallo Day – volunteers are needed to work at the reception table. Contact Courtney if can help out.

New Business

- Funding Allocation –
 - \$70 for Promotions training in Oxford to fund two members to attend. *On a motion by C. Tate, seconded by D. Darby, this request was approved.*
 - A second work plan request for \$8,000 was discussed to make funds available for advertising opportunities and to make stock photographs on Montevallo for future promotional activities such as an anticipated advertising campaign in 2020. After much discussion it was agreed that the \$8,000 will be allocated in the 2019 budget and the Board will approve expenditures on a case-by-case basis. It was agreed that we do need to do a work plan for \$800 to pay for the joint ad with the Montevallo Chamber of Commerce for the Shelby County Reporter.
- Bylaws Review and Revision – Article III (Program Area) and IV (Membership) of the Bylaws were reviewed in the meeting. It was agreed that in the last sentence of Article IV Section VIII the term “active members” will be changed to “designated members.” *On a motion by H. Lehman, seconded by C. Tate, this change was approved.* It was agreed that Article VI of the Bylaws will be reviewed to assure that this section aligns with the wording in the Board Member Contract.
- Board Positions –
 - H. Lehman was nominated for the unfilled position of President-Elect. There were no other nominations. On a motion by D. Darby, seconded by T. Sanders, Herman was elected unanimously
- Membership Drive – A list of pending membership renewals was distributed and Board members were asked to select four businesses/individuals from the list to contact personally about renewal. These should be coordinated with C. Bennett.
- Netflix movie being filmed in Montevallo in old Tavern and Montevallo Makers locations this spring.
- CGI Communications Video – will be doing local video shoot this spring.
- Transformations Workshop with Mary Helmer – to be held Thursday night Feb. 28 and Friday morning March 1. It is important that Board members attend.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday March 14, 2019 at the GloCo building.

The meeting was adjourned at approximately 9:30 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary