

MINUTES

Montevallo Main Street (MMS)
Board of Directors Meeting

March 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 8:05 a.m.

Minutes of the February 14, 2019 meeting were reviewed. *On a motion by H Lehman, seconded by D. Darby, the minutes were approved as presented.*

Treasurer's Report

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

- **Total Operating Funds** = \$32,625 (unencumbered funds) – H. Lehman, acting Treasurer, indicated that there was no substantial change in financial position over the past month.
- **Revenue Sources** –
 - Total membership funds collected in 2018 - \$13,815 from new or renewing members; total collected in 2019 = \$175 (names or organizations and members joining or renewing is in the agenda)
 - 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** = see separate discussion below

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

President's Report

- No items

- **Organization Committee** – no progress on the pending 501(c)6 application.
- **Design Committee** – K. Lightfoot reported the following from the committee:
 - The order is ready for banners for Promenade and Middle Street. The committee is working on a Veteran’s banner with the thought that these might be purchased by family and friends to honor veterans. It was suggested that a portion of the proceeds from selling these banners might be donated to the Veteran’s Shrine to further their work and promote sales.
 - There was discussion of buying new banners to promote the Farmers Market and the need to rotate banners and flags to maximize their lifecycle. It was decided that K. Lightfoot and S. Gilbert need to discuss these matters and report back.
 - There was also discussion of expanding banners and Christmas decorations on Highway 25. It was agreed that this needs to be discussed by the Design Committee.
 - H. Lehman noted that Tinglewood wants banners to promote the festival at an estimated cost of \$4,000. K. Lightfoot indicated that design of this banner would be needed ASAP and the locations as there are multiple sizes of banners depending on where they will be used. After discussion, it was agreed with S. Gilbert of the Montevallo Chamber that MMS will split the cost with MMS paying \$2,000 and the Chamber paying \$1,000 and the Tinglewood Festival budget paying the remaining \$1,000. *This was approved by the Board by acclamation.*
- **Promotions Committee** – The meeting of this committee has had to be rescheduled.
- **Economic Vitality Committee** –
 - Ken Jones of Regions Bank has agreed to chair the committee.
 - The committee will have it first meeting in the coming month to develop a work plan for the year.

Executive Director’s Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - Opened this month – none
 - Opening soon – 6 expected in the spring to summer timeframe (La Conchita Bakery, The Dive, Team Lehman Realty; former Pizza Hut location; Custom Homes – Jason Pickleseimer office; The Art Studio in summer 2019)
 - Buildings for sale – old Eclipse Coffee and Books property listed by CBRE; Office building at 951 Island St. listed by Nathan Stamps
 - For Rent – Former Hughes Building Company space; vacated Emma Gray space on main street; several 1300 to 2000 sq. ft. spaces in the CVS Shopping Center
 - Relocations – Emma Gray Shop from main street to 1215 Valley St. (near C’s Coffe Shop) by end of March
 - Business closings - none
 - Sale of Businesses – none
 - Other transitions – the City of Montevallo completed purchase of the Victory building. An architect is now working on designs for a potential tenant. The old Police station and storage building adjoining Victory will be demolished and the space used for parking, along with the lots behind and across the street in front of Victory.
 - Prospects – none
- **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.

- Several members of the Board will attend the national Main Street Conference in Seattle at the end of March.
- Annual Electronics Recycling on March 23.
- Arts Fest on Saturday April 20 in Orr Park.
- Chapter of Commerce Golf Tournament in April.

Old Business

- **Volunteer Hours** – These were collected from Board members.
- **Downtown Wayfinding** – The signs are still under design. The Cooperative District will pay for these.

New Business

- **Sign Installation** - D. Woodham reported that a sign has been installed at Shoal Creek Park directing people exiting the park to “UM and Historic Downtown Montevallo.”
- **Funding Allocation** – \$1500 for pop-up tent with MMS logo and accessories for use at outdoor events throughout the year was requested by C. Bennett. *On a motion by H. Lehman, seconded by T. Sanders, this request for funding was approved.*
- **Bylaws Review and Revision** – Article V – Membership Meetings was reviewed. After discussion, it was decided that the Annual Meeting date will be changed to June from January of each year to facilitate staggering terms of Board members. *On a motion by J. Smitherman, seconded by K. Lightfoot, this change was approved.* (It was noted that this change only requires Board approval.)
- **Transformation Strategies** – the strategic planning meeting and 2019 work plans were discussed. C. Bennett distributed copies of spreadsheets from the strategic planning meeting with the “Montevallo Culture” theme that was decided at the meeting and the “gap analysis” along with the three goals that were developed. Board members need to review these for the next meeting to decide on any changes and what we want to undertake in the coming program year. We need to develop work plans for implementation of adopted goals. These work plans will guide MMS activities in the coming year to assure we stay focused on priorities to address gaps from our analysis. While initiatives outside of the work plans can be undertaken, they will need special consideration for approval. These will be discussed at the next Board meeting after time for review and consideration.
- **Elections** – Ken Jones was nominated to chair the Economic Vitality Committee and D. Darby was nominated to serve as Treasurer. *On a motion by H. Lehman, seconded by J. Smitherman, these appointments were unanimously approved.*
- **Netflix Movie** (“The Devil All the Time”) – scenes were filmed in the Old Tavern location earlier in the week and the production crew will be back to film more scenes in the future.
- **Promotions Training in Oxford** – C. Bennett attended this training and brought back some useful ideas.
- **Volunteers Needed** – Volunteers were requested for Love Montevallo Day and a leadership event at MHS. Contact Courtney for details and to volunteer.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday April 11, 2019 at the GloCo building.

The meeting was adjourned at approximately 9:00 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary