

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

June 13, 2019

In Attendance (term expiration)

√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
√	Tate, Casie (2020)	√	Darby, David (2022)
√	Phagan, Pam (2020)	√	Jones, Ken (2022)
	Gutierrez, Omar (2020)	√	Hendren, Sarah (2022)
√	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
	Holloway, David (2021)	√	Cost, Hollie (<i>Ex officio</i>)
√	Black, Jason (2021)		Gilbert, Steve (<i>Ex officio</i>)
	Vacant (2021)		Stewart, John (<i>Ex officio</i>)
√	Lehman, Herman (2022)	√	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. at the Montevallo City Hall Council Chambers.

Minutes of the May 9, 2019 meeting were reviewed. *On a motion by H. Lehman, seconded by D. Darby, the minutes were approved as presented.*

Annual Membership Meeting

It was noted that this was the Annual Meeting of the membership of Montevallo Main Street. The following items of business were addressed:

- Quorum – It was verified that a quorum of Montevallo Main Street members was present. (19 members were present. At least 13 are required to constitute a quorum.)
 - Members present: Pam Phagan, Alabama Power (Tracy Booker), Spring Creek Investments (Dee Woodham), Bradford Real Estate Group (Julie Smitherman), Team Lehman (Susan Lehman, Cheryl White), Montevallo Development Cooperative District (Dee Woodham), University of Montevallo (Sarah Hendren), Czeskleba TV Service (Walt Czeskleba), Deep Roots Apotheke & Clinic (Domenique Price), Dixie Decorations (Patricia Honeycutt), Herman Lehman, Priority Payments (Cortland Dusseau), McDonald's (Jason Black), Tom Sanders, Mighty Fine Print Shop (Hollie Cost), David Darby, Courtney Bennett, Kirk Lightfoot, Ken Jones, Tom Sanders
- Approval of Board of Directors and Officers – On a motion by K. Lightfoot, seconded by H. Lehman, the recommended slate of Board members and Officers was approved.
- New Board Member Nominations – It was noted that up to three terms (2019-2021) terms were available (including 2 vacant positions and one position to be vacated by J. Black, whose schedule prevents him from regularly attending monthly board meetings). Nominations were made for Cheryl White (by H. Lehman) and Patricia Honeycutt (by P. Phagan, seconded by K. Lightfoot). A nomination

for a third person was made but was determined they were ineligible because they did not meet the membership requirement. A secret ballot election by the membership was conducted. Receiving 15 votes and 20 votes respectively, as well as meeting the membership requirements, C. White and P. Honeycutt were elected to the two open seats. On a motion by H. Lehman, seconded by T. Sanders, election results were approved.

- Call for Volunteers – C. Bennett asked members to volunteer to serve on MMS committees and to serve at sponsored events by contacting her or other members of the Board.
- Membership Drive – A membership drive is currently underway. All members and prospective members were invited to a reception at the Emma Gray Shop from 5 – 7 p.m. on June 20.

Special Presentation - UM Center for the Arts

Dr. Steve Peters, Dean of the College of Fine Arts at the University of Montevallo, provided a presentation on the new Center for the Arts currently under construction on the UM Campus in close proximity to Main Street. Key points were as follows:

- The new facility, slated to open in January 2020, will be a 21st century model “collaboratory,” a unique facility for teaching and learning, a central space for projects that require collaboration and teamwork, and a prime resource for the community of Montevallo and Shelby County.
- The new facilities will also provide for an expanded array of cultural programs, live performances, camps, workshops, and conferences that will attract additional visitors to the city and support economic development.
- It provides space for theater productions, offices, and workshops; sound stages for film/video production; art exhibition space; along with classrooms, meeting spaces and other public reception and event spaces.
- It will have new technology currently unavailable to support state of the art Theater productions, a new digital video minor, digital music production, and digital art.
- It is expected that these new facilities will allow the College of Fine Arts to expand from 600 to approximately 750 students in the future.
- It will also add to the beauty of downtown with a pocket park, water feature, sculpture garden, and an outdoor courtyard.

Appreciation was expressed to Dean Peters for this presentation and for his leadership of this exciting project. The MMS Economic Vitality Committee volunteered to work with Dr. Peters on any needs related to this development and the local business community.

Treasurer’s Report

A report dated June 13, 2019 was presented in the agenda indicating:

- **Total Operating Funds** = \$37,803.34 as of 6/12/19. Because most of our funding is now allocated to work plans, we have \$1,291 in unencumbered operating funds.
- **Income Statement (Profit & Loss for Jan. 1 – June 12):** Total Income = \$22,571; Total Expenses = \$7,944; Net Income = \$14,627
- **Balance Sheet (as of June 12)** – Total Assets = \$37,803; Liabilities = 0 and Equity = \$37,803.
- **Approved Work Plan Allocations:** Based on the MMS planning process, the following Work Plan Allocations were presented (with details for each allocation in the agenda):
 - Organization Committee - \$2,690
 - Design Committee - \$11,600
 - Promotion Committee - \$2,923 (additional workplans pending review)
 - Economic Vitality Committee = \$5,700
 - Christmas Tree Ornaments = \$183
 - Façade Grants = \$13,479
- **Revenue Sources**
 - Membership Dues: \$1,033.68
 - Façade Grant Fund donations: \$1,250

- Veterans' Banners: \$600
- Misc.: \$194.50 (one traffic light sold)
- **Fund Allocation Requests** = C. Bennett requested an additional \$646 for volunteer training to support attendance at the Main Street Alabama conference in August.

On a motion by C. Tate, seconded by K. Jones, the financial report and funding request was approved as presented.

President's Report

- J. Smitherman reported that Calera has been approved as a Main Street Community in addition to Columbiana and Montevallo. This makes Shelby County the only county in the State with three Main Street communities. Other new communities added by Main Street Alabama this year include Headland, Enterprise, and Birmingham's Historic 4th Avenue Business District.

Board Committee Reports

- **Organization Committee** – Committee Chair, J. Smitherman indicated that all of the Committee's items were addressed above with no other matters to report.
- **Design Committee** – Committee Chair, K. Lightfoot reported on the following items:
 - Veteran's Banners – order forms are available in the city hall lobby to purchase a banner to honor family members and friends that served in the military.
 - Christmas Window Decoration – planning will start shortly for this project. Main Street merchants were asked to participate.
 - Maintenance and Storage of Banners and Christmas Decorations – a plan for improving this is underway with hopes of moving storage to the Victory Building recently purchased by the City.
 - Interactive Photo Display – work is underway on providing an interactive photo opportunity area in the Main Street District.
 - New Banner program – a new banner series is in the design process under project lead S. Hogan.
 - Façade Grant Program – P. Phagan is working on raising \$25,000 for this program that will be matched 2:1 by local merchants. She asked anyone to contact her about donations.
- **Promotion Committee** – No report
- **Economic Vitality Committee** – Committee Chair, K. Jones, reported the committee met on June 12.
 - Visitors to City - work is underway to identify the number of visitors. At present the count is about 200,000 per year, but other sources are being identified that will raise this count.
 - Lodging in City – currently eight online lodging options have been identified and other options are under investigation.
 - New Student Arrival – contact is being made with UM Student Life on how best to engage new students with businesses on Main Street.
 - UM Center for the Arts – contact is being made with Dean Peters on how MMS might help with the opening and events at the new facility.
 - Customer Experience – contact is being made with the State Tourism Office to ascertain resources for enhancing tourism in the City.

Executive Director's Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
 - Opened this month – The Art Studio;

- Opening soon – Expected in summer timeframe: Art Gallery (by Scott Owen for personal gallery in old Hughes Construction Co. office); former Pizza Hut location; Montevallo Makers; Pawn Shop (610 Valley Street)
- Buildings for sale – old Eclipse Coffee and Books location; Office building at 951 Island St. listed by Nathan Stamps; Lot on Island Street for sale or build to suit (Bob Nesbitt)
- For Rent – vacated Emma Gray space on main street; several 1300 to 2000 sq. ft. spaces in the CVS Shopping Center (Urmish Patel);
- Relocations – Kimbell’s Boutique has moved to Brass Monkey’s former location
- Business closings – Brass Monkey Outfitters
- Sale of Businesses – Watts on Main under contract
- Other transitions – the City of Montevallo completed cleaning out the Victory Building and architectural study is being done for a potential tenant.
- Prospects – none reported

Old Business

- **Volunteer Hours** – An email will be sent to gather these from Board members.

New/Other Business

- **Alabama Main Street Meeting** – members of MMS were invited to attend this conference in Decatur August 21-23. Partial funding is available from MMS. Contact C. Bennett.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by a number of community organizations during the month.

- Saturday, June 15: Montevallo Junior City Council’s “Moonlight Movies” at 8 PM at Owl’s Cove Park—free outdoor showing of Lilo and Stitch. Bring chairs and blankets. Concessions will be available for \$1 and donations are welcome.
- Wednesday, June 19: Monthly Montevallo Chamber of Commerce luncheon at Parnell Memorial Library. "Get your UM swim on" features speaker Aaron Mahaney, UM's Head Swimming Coach. Networking begins at 11:30 AM and lunch (\$12) begins at noon. Sponsored by the University of Montevallo.
- Thursday, June 20: Membership Drive Reception from 5-7 PM at Emma Gray (1215 Valley Street).
- Thursday, June 27: Annual Community BBQ Picnic, hosted by Montevallo Chamber of Commerce. Tickets (\$20) are available at the Chamber, Trustmark, and Regions.
- Friday, June 28: Friday Nights at the Cove from 7-9 PM featuring DRUM the Program, sponsored by Emma Gray.
- Friday, July 26: Friday Nights at the Cove from 7-9 PM featuring Back to School Bash with DJ DiJital Entertainment, sponsored by Rausch Coleman Homes.
- Every Monday from June 3 - August 19: Montevallo Farmers' Market from 3-6 PM at 660 Main Street.

Next Meeting

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

The meeting was adjourned at approximately 9:10 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary