

# MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

July 11, 2019

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## In Attendance (term expiration)

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√	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> )

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## Call to Order and Approval of Minutes

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The meeting was called to order by President, Julie Smitherman, at 8:04 a.m. at the Montevallo Chamber of Commerce Office.

Minutes of the June 13, 2019 meeting were reviewed. *On a motion by K. Lightfoot, seconded by D. Holloway, the minutes were approved as presented.*

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## Treasurer's Report

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

- **Total Operating Funds** = \$37,754.32 as of 7/9/19. Because most of our funding is now allocated to work plans, we have \$3,086.24 in unencumbered operating funds.
- **Income Statement (Profit & Loss for Jan. 1 – Jul. 9):** Total Income = \$24,188.98; Total Expenses = \$9,610.70; Net Income = \$14,578.28
- **Balance Sheet (as of June 12)** – Total Assets = \$37,754.32; Liabilities = 0 and Equity = \$37,754.32.
- **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 - \$1,010
  - Design Committee - \$12,180
  - Promotion Committee - \$894.79 (additional workplans pending review)
  - Economic Vitality Committee = \$5,700
  - Christmas Tree Ornaments = \$183
  - Façade Grants = \$14,700

- The following work plans were completed this month:

PROJECT	FUNDING APPROVED	ACTUAL EXPENSE
Membership Drive (Organization)	\$350	\$348.65
Tinglewood Banners (Promotion)	\$2,000	\$2,000
Volunteer Name Tags (Organization)	\$176	\$105.60

- **Revenue Sources**
  - Membership Dues: \$1,437.71
  - Façade Grant Fund donations: \$1,221.16
  - Veterans' Banners: \$600
- **Fund Allocation Requests = None**

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

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### President's Report

- J. Smitherman welcomed new board members Patricia Honeycutt and Cheryl White.

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### 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. Sales are ongoing until Aug. 31.
  - Façade Grant Program – P. Phagan is continuing to solicit donations for this fund. Applications will be distributed to merchants next week.
  - Maintenance and Storage of Banners and Christmas Decorations – J. McKinnon and C. Bennett looked at the storage area in the basement of Victory allocated for this purpose. H. Lehman reported that general construction should begin in Oct./Nov. if the prospective tenant signs the lease. Project must be bid out. One option is to move the decorations into that area after they are taken down this holiday season—this should allow enough time for the space to be finished out to our specifications.
- **Promotion Committee** – Committee Chair, D. Holloway reported on the following items:
  - Friday Nights at the Cove will be held on June 28. D. Holloway will be the point person during the event on July 26 since C. Bennett will be out of town.
  - The committee has discussed creating a Tulip Trail on Main to cross-promote American Village's Tulip Festival with planters sponsored by businesses, and perhaps banners in the future.
  - On July 4, D. Holloway was on site at American Village all day. They let us put out Dining Guides. Don't want us to put up signs per se.
  - Map – D. Holloway suggested putting graphic landmarks on the next version of the wayfinding map now installed on traffic boxes on Main Street, or perhaps in a flyer version. C. Bennett reported that EV committee discussed using this wayfinding graphic as a basis for a tear-off sheet that lists local businesses on the back.
  - Farmers Market – Ideas include providing a kid's art activity such as painting birdhouses, face painting, involving UM's Exercise & Nutrition Department, or rock painting.
  - Bulldog Pride – Type Shop has flyers they can print out or we can ask them to make a flyer and we can give them out to businesses.

- Welcome Weekend – we will host a similar event to last year’s “Chill on Main.”
- **Economic Vitality Committee** – Committee Chair, K. Jones, reported the committee met on July 10.
  - Art Walk – E. Gill, head of Art Walk, joined the meeting yesterday and brainstormed with the committee different ways Main Street can support this annual event. They would like to grow their larger
  - Committee member M. Hall will meet with Tammy Dahle at UM regarding the prospect of more student input in Main Street’s activities, including a potential focus group.
  - T. Sanders has been in touch with the state Tourism Office and they have promising resources regarding his hospitality training initiative.

## ● Executive Director’s Report

- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
  - Opened this month – n/a
  - Opening soon – Expected in summer timeframe: The Nutrition Spot (1259 Valley St.); 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; two 1300 to 2000 sq. ft. spaces in the CVS Shopping Center (Urmish Patel);
  - Relocations – n/a
  - Business closings – n/a
  - Sale of Businesses – Watts on Main under contract
  - Other transitions – n/a
  - Prospects – none reported

## Old Business

- **Volunteer Hours** – These were collected from Board members.

## New/Other Business

- **Volunteers are needed** for the Information Tent on the day of the Just Show Up Show (Aug. 1). Sign up at this link: <https://www.signupgenius.com/go/60b0448adab2fa7fa7-just>
- **Main Street Alabama Annual Conference** – members of MMS were invited to attend this conference in Decatur August 21-23. Partial funding is available from MMS. Contact C. Bennett.
  - Confirmed attendees: Pam Phagan, Patricia Honeycutt, Kirk Lightfoot, John McKinnon, Calvin Meadows, Julie Smitherman, Herman Lehman, Hollie Gest, Courtney Bennett, Elvie Schooley
  - Awards of Excellence Nominations
    - The board approved nominating the following projects:
      - Excellence in Economic Impact (Village on Valley)
      - Excellence in Adaptive Reuse (Non-Historic) (C’s Cake & Coffee House)
      - Excellence in Placemaking (Friday Nights at the Cove)
      - Excellence in Building Design (Non-Historic) (Façade Improvement Grant – Czeskleba TV)
      - Excellence in Planning/Public Space (Holiday decorations)
      - Excellence in Promotion (Tinglewood Festival)
      - Excellence in Public/Private Partnerships (#ThrowbackThursday social media campaign with Montevallo Historical Society)
      - Main Street Hero Award (Julie)

- S. Gilbert reported that the Shelby County Tourism Work Group, which meets the first Friday of every month, is debuting tourism awards this year.
  - He also submitted pictures for the UA Center of Economic Development's mural trail.
  - New city maps need to be ordered soon and S. Gilbert/the Shelby County Reporter are working on that project. It may be able to include a breakout map of downtown.

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## Announcements

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

- **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.
- **Thursday, August 1:** 103.7 The Q's Just Show Up Show presented by Dr. Bobby F. Shunnarah at Montevallo Family Dentistry, featuring musicians Echosmith, Aj Mitchell, and Stephen Puth. The show is FREE, all ages, and open to public on a first-come, first-serve basis. We expect 2,000-4,000 visitors to Montevallo on this date, so please prepare accordingly. The show is from approximately 5-10 PM on the Island Street side of Orr Park.
- **Every Monday from June 3 - August 19:** Montevallo Farmers' Market from 3-6 PM at 660 Main Street.
- **Thursday, September 26:** Alabama Community Leadership Network meeting from 9 AM – 2 PM at American Village.

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## Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, August 8, 2019 at the Chamber of Commerce Office. The meeting was adjourned at 9:04 a.m.

Respectfully submitted,  
Tom J. Sanders  
Secretary