

MINUTES

Montevallo Main Street (MMS) Board of Directors Meeting

August 13, 2020

In Attendance (term expiration)

√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
	Tate, Casie (2020)		Vacant (2020)
√	Barone, Olivia (2020)	√	Jones, Ken (2022)
	Gutierrez, Omar (2020)		Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)		
√	Sanders, Tom (2021)	√	Bennett, Courtney (<i>Ex officio</i>)
	Vacant (2021)	√	Cost, Hollie (<i>Ex officio</i>) asst. Maggie Benson
	White, Cheryl (2021)	√	Gilbert, Steve (<i>Ex officio</i>)
√	Honeycutt, Patricia (2021)		Stewart, John (<i>Ex officio</i>)
√	Lehman, Herman (2022)	√	Woodham, Dee (<i>Ex officio</i>)

Call to Order and Approval of Minutes

President Julie Smitherman called the meeting to order via videoconferencing due to the Covid pandemic, at 8:04 a.m.

Minutes of the July 9, 2020 meeting were reviewed. *On a motion by P. Honeycutt, seconded by K. Lightfoot, the minutes were approved as presented.*

President's Report

President, J. Smitherman, called on Mayor Cost for the following reports:

- **Economic Sustainability Task Force** – Mayor Cost reported that this group would meet immediately following the MMS Board meeting.
- **Victory Building** – Mayor Cost reported that plans are being developed for a storm shelter, parking lot, and a fully sustainable park on the Victory site, along with examination of the feasibility of building a hotel behind the Victory building. The City is selling cell tower property for \$600,000 to help provide funds for these improvements. The hotel is estimated to generate \$83,000 in annual lodging tax and an additional \$70,000 in other economic impact.
- **Highway 25 Project** – The City is working with ALDOT for a project to build a sidewalk on Highway 25. Grant funds will be sought for this project.
- **Wayfinding Signage** – The City will install approximately 20 directional signs on Main Street on lighting poles. The Mayor was commended for her tenacity in pursuing this signage project for downtown.
- **Board Resignation** – President Smitherman report that Dessilyn Chappell has resigned from the Board of Directors due to a change in her work schedule which prohibits her from attending Board meetings. She will continue to serve as a volunteer for MMS. Thank you for your service!

Treasurer's Report

In the absence of Committee Chair, S. Hendren, President J. Smitherman presented a report dated August 12, 2020 indicating:

- **Income Statement (Profit & Loss for July 7 – August 12):** Total Income = \$1,660; Total Expenses = \$50; Net Income = \$1,610
- **Balance Sheet (as of August 12):** Total Assets = \$49,066; Total Liabilities = 0; Total Equity = \$40,066
- **Gross Statement Balance (as of August 11):** \$40,066, less approved Work Plan allocations (see report in agenda for details) = Unencumbered Operating Funds = \$10,867
- **Membership Dues:** \$1,320 received during month
- **Façade Grant Fund Donations** – \$0
- **Veterans' Banners** – \$291 – 1 sold
- **Miscellaneous** - \$0
- **Donations** - \$15

On a motion by K. Jones, seconded by K. Lightfoot, the financial reports were approved as presented.

Board Committee Reports

Organization Committee – President, J. Smitherman, indicated that there was no new information to report.

Design Committee – Although the committee was not able to meet this month, Committee Chair, K. Lightfoot, provided the following report:

- **Picture Frame** – Renovation has been completed and local artist Robin Metz has allowed one of her sun paintings to be featured on one of the decorative discs.
- **UM Alumni Meeting** – Kirk reported that the Alumni Board had a virtual meeting recently and there were a number of comments by alums about how beautiful the city and campus looked – great feedback!

Promotions Committee – Interim Chair, C. Bennett, reported that the committee met during the week concerning the following items:

- **ArtWalk** – Plans are uncertain as to whether this event can be held due to the Covid pandemic. The committee wants to support the event if it can be staged and so will monitor the situation.
- **Small Business Saturday** – The committee will support this event by doing a video and posting on social media.

Economic Vitality Committee – The Chair, K. Jones, reported that the committee meeting had to be delayed until the upcoming week. He did note that the committee plans to reach out to Main Street in Columbus GA to review some of their programs and strategies for possible application in Montevallo.

Environmental Sustainability Committee – Committee Chair, O. Barone, reported:

- **Green Business Registry** – This initiative is currently being developed. A webpage will be added to the city website. Supporter letters, a program application, and program details are being developed. Work is underway recruiting supporters for this program among local businesses.
- **Alabama Power Grant** – An application has been submitted to fund paying for advertising and promotional materials for the Green Business Program.
- **Bike Racks** – Three racks have been installed on Main Street near UMOM, CVS and Subway.

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 reported
- **Opening soon** –
 - Tobacco Plus Discounted Tobacco, 840 Main Street – TBD
 - Save My Cell Repair – 707 Main Street, September
 - Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – TBD;
 - Cozumel (Main Street) – TBA;
 - Pit 119 BBQ on Main Street (Old Tavern location) – TBA;
 - CozBee Wireless (former Russel Cellular location in shopping center on Main Street) – TBA;
 - The Soul Spot Wings – 728 Main St. (former Frios locations) – TBA;
 - Navarro’s Fresh Market (former TTT Gas Station), to open in Village on Valley – TBD;
- **Ownership Transitions** – none reported
- **Property for sale** – Office building at 951 Island St. listed by Nathan Stamps; Lot on Island Street for sale or build to suit (Bob Nesbitt)
- **For Rent** – Spaces in the CVS Shopping Center (Urmish Patel); former Southern Vape at 707 Main St.;
- **Business Closing & Relocations** – none reported
- **Sale of Businesses** – none reported
- **Prospects** – none reported
- **Hotel/Motel** – see above report

Old Business

- **Volunteer Hours** – These were collected in the meeting via chat.
- **Membership Renewals** – These are coming in. We need to continue to promote membership.

New/Other Business

- **Bylaw Review: Article IX – Executive Director** – There was discussion of amending this article to clarify that the Executive Director of MMS is an employee of the City of Montevallo and is ultimately hired and terminated by the Mayor of the city. It was noted that this is the actual practice. The MMS Board is advisory and will make recommendations to the Mayor. *T. Sanders made a motion for this revision/clarification to the bylaws, seconded by K. Lightfoot, which was approved by the MMS Board.*
- **Vacant Board Positions** – Nominations are now open to fill currently vacant positions. Also, it was noted that Julie will complete her term as President in 2021 and Herman will move to President for the 2021-2023 term creating a need to fill the Incoming President officer position and become President for the 2024-2026 term. Please let Courtney or Julie know of any nominations.
- **Support for Businesses** – Board members were asked to continue to check-in with local businesses regularly to ascertain how they are doing and if there is anything MMS can do to help.
- **Downtown Parking Issues** – H. Lehman brought up the issue of current parking requirements for existing buildings downtown which are geared to new construction versus older buildings. This is part of the continuing problem of the application of modern codes to older construction that cannot reasonably be brought to modern standards. Herman suggested that MMS needs to study this matter and make recommendation to the Montevallo Planning and Zoning Commission for more flexible code standards for existing construction. With the new Comprehensive Plan being adopted by the city, now is an appropriate time. *The Economic Vitality Committee was asked to provide leadership on this project. Specifically, to make concrete recommendations to amend the current code (not rewrite it).*
- **Montevallo Shopping Survey** – S. Gilbert reported that 145 responses were received. He is working analyzing these data and putting together a report to share as soon as possible.

Announcements

Upcoming Events – Board members were encouraged to support the events listed in the agenda by community organizations during the month, particularly the final Farmer’s Market session on Monday afternoon and the upcoming ribbon-cutting for Elite Salon and Boutique.

Municipal Elections – These will be held on August 25th. The incoming Mayor and City Council members will be invited to attend the September MMS Board meeting.

Next Meeting

The next meeting will be held at 8:00 a.m. on Thursday, September 10, 2020 via videoconferencing unless otherwise notified.

Adjournment

The meeting was adjourned at approximately at 8:47 a.m.

Respectfully submitted,

Tom J. Sanders
Secretary