

# MINUTES

Montevallo Main Street (MMS)

Board of Directors Meeting

January 9, 2020

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## In Attendance (term expiration)

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√	Smitherman, Julie (2020)	√	Lightfoot, Kirk (2022)
√	Tate, Casie (2020)	√	Chappell, Dessilyn (2022)
	Gutierrez, Omar (2020)	√	Jones, Ken (2022)
√	Barone, Olivia (2020)	√	Hendren, Sarah (2022)
	Shunnarah, Stephanie (2021)	√	Chappell, Dessilyn
	Sanders, Tom (2021)	√	Bennett, Courtney ( <i>Ex officio</i> )
√	Holloway, David (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> )

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## Call to Order and Approval of Minutes

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The meeting was called to order by the President, Julie Smitherman, at 8:07 a.m.

Minutes of the December 12, 2019 meeting were reviewed. *On a motion by K. Jones, seconded by K. Lightfoot, the minutes were approved as presented.*

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## Treasurer's Report

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Treasurer S. Hendren presented a report dated January 9 indicating:

- **Income Statement (Profit & Loss for Jan. 1 – Dec. 9):** Total Income = \$28,870; Total Expenses = \$13,134; Net Income = \$15,735
- **Income Statement (Profit & Loss for Nov. 12 – Dec. 9):** Total Income = \$<684>; Total Expenses = \$3,039; Net Income = \$<3,723>
- **Gross Statement Balance (as of Dec. 9) = \$38,939** – Less Outstanding Checks \$<7,314> = Net Operating Funds of \$31,624 – Less Work Plan Allocations (see Agenda for details) = Total Unencumbered Operating Funds of \$3,537
- **Membership Dues:** \$0 during month
- **Christmas Tree Ornament Fund** – \$125 in donations collected
- **Veterans' Banners** – \$600, with two banners sold
- **Misc. Donations** – \$19.38 collected, with one street sign sold

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

It was noted that outgoing Treasurer David Darby, incoming Treasurer Sarah Hendren, and Executive Director Courtney Bennett met on January 7 to create a smooth transition as the incoming Treasurer resumed her duties.

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## President's Report

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J. Smitherman welcomed new Board members D. Chappell and O. Barone, as well as incoming Treasurer S. Hendren. She also thanked P. Phagan for her 4 years of service to the Main Street Program, and acknowledged her resignation from the Board of Directors effective immediately.

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## Board Committee Reports

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- In lieu of committee reports, all four committee chairs indicated they would discuss their intended 2020 scope of work during the work plan discussion to be held under New Business.

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## • Executive Director's Report

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- **Property Activities** – C. Bennett provided a detailed report (see Agenda) on property/business activity in the City;
  - **Opened this month** – none
  - **Opening soon** – Slice Pizza & Brew House (corner Ashville Road/Wadsworth St) – projected opening in March; Cozumel (Main Street) – no known opening date, but renovation work is underway
  - **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** – vacated Emma Gray space on Main Street; three 1300 to 2000 sq. ft. spaces in the CVS Shopping Center (Urmish Patel); former Deep Roots space of about 700 sq. ft. on Main Street; former Frios shop now vacant
  - **Relocations** – Hirano Ha Karate Dojo has relocated to the Main Street District at 1259 Valley Street. It was noted that Emma Gray will continue renting the utility building behind their former storefront at 1215 Valley Street to manufacture products sold in their online shop.
  - **Business closings** – Southern Vape closed on January 4.

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## Old Business

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- **Volunteer Hours** – These were collected in the meeting.
- **Bylaws Revision** – Article VII: Committees was reviewed. It was agreed that Section (a) should be amended to indicate “six” standing committees (instead of five), and to add the Sustainability committee which was approved at the December 12 meeting of the Board of Directors. The changes are indicated below in red.
  - (a) The Corporation shall have at least **six** standing committees, which shall be entitled Promotion, Design, Organization, Economic Vitality, **Sustainability**, and Nominating.
  - (b) The Promotion, Design, Organization, and Economic Vitality, and **Sustainability** committees shall consist of not less than five members....
  - *On a motion by H. Lehman, seconded by P. Honeycutt, these revisions were approved.*

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## New/Other Business

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- **In-Kind Chamber of Commerce Membership**
  - It was noted that both Montevallo Main Street and Montevallo Chamber of Commerce have agreed to list each other as members in their respective Member Directories. These memberships are considered “in-kind” and do not constitute any exchange of funds.
- **Review Board Member Contract, receive updated materials for Board Handbook**
  - These were distributed to members present.
- **2019 Impact Report**

- This was distributed to members present.
- **Work Plans**
  - The following work plans were approved for 2020 on a motion by H. Lehman, seconded by C. Tate.



## Approved 2020 Workplans

Organization	Funding Allocation
District Promotion Videos	\$150.00
Photo Portfolio	\$400.00
Advertising (split full page ad with Chamber in Newcomers' & Visitors' Guide for \$800, + other print ad opportunities as they come up)	\$2,500.00
CBS42 "Living Local" Feature	\$5,100.00
"Welcome to Montevillo" Packet	\$0.00
Fall Decorations in Bicentennial Park	\$400.00
Christmas Decorations in Bicentennial Park (use surplus merchant wreaths)	\$0.00
Volunteer Training - State Conference, Quarterly Trainings	\$2,000.00
Volunteer Training - National Conference (6 attendees)	\$7,000.00
990 Tax Preparation	\$1,000.00
D&O Insurance	\$577.00
Membership Drive	\$350.00
Special Event Fundraiser	\$1,000.00
Tinglewood Festival (if needed)	\$1,000.00
Holiday Party	\$300.00
Street Dogs - Youth Advisory Council	\$300.00
Translating Publications into Spanish	\$500.00
Promotion	
Social Media Ambassador Program	\$300.00
Printed Promotional Materials (\$300 for Public Art Brochure, \$200 for Updated Dining Guide, \$100 for Art Business Guide, \$50 for Downtown Map)	\$650.00
Friday Nights at the Cove	\$1,000.00
Bring the Festival of Tulips Downtown	\$350.00
Small Business Saturday	\$100.00
Bulldog Pride	\$150.00
Social Media Geofilters for Special Events	\$60.00

## Design

Façade Grant Fund (encumbered)	\$6,467.47
Christmas Ornament Fund (encumbered)	\$237.41
Veteran Banners (encumbered)	\$3,763.50
Photo Frame - Additional Decorative Discs	\$200.00
Banner and Decoration Storage and Maintenance	\$500.00
Holiday Window Decorating Competition	\$1,500.00
2020 Census Banners	\$0.00
Facilitating Lighted Snowflakes on Hwy 25	\$0.00
Relocating MES Sculptures	\$0.00
Interactive Art/Scavenger Hunt	\$200.00
Additional Merchant Christmas Wreaths	\$400.00
Two Self-Watering Planters for Middle/Main St. Intersection	\$2,000.00

## Economic Vitality

Enhanced Building Inventory	\$0
Tourism Data Capture	\$0
Tourism Readiness Development	\$0

Arts Events & Programs (\$1,500 to be put towards Hydrant Trail; the remainder to support Art Walk, Forte Festival, a potential Latinx/Hispanic festival/event, and/or other opportunities)	\$5,000
Succession Planning	\$0
Expanding Product Lines	\$0
Leverage UM Center for the Arts	\$500
Expanding Ecotourism	\$0

## Sustainability (Pending)

Pending	\$2,000.00
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## Total: \$47,955.38

Unallocated funds as of 1/3/2020:	\$10,253.49
Projected Income from City Donation:	\$20,000.00

Projected Income from Membership Dues (1/1/20 renewal date):	\$13,815.00
Projected Income from Membership Dues (renewal dates throughout 2020):	\$4,888.00

## Total Projected Income: \$48,956.49

## Projected balance: \$1,001.11

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

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### Next Meeting

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The next meeting will be held at 8:00 a.m. on Thursday, February 13, 2020 at City Hall.

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### Adjournment

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The meeting was adjourned at approximately at 9:16 a.m.

Respectfully submitted,

Tom J. Sanders

Secretary