

**MOUNTAIN BROOK CITY COUNCIL
PRE-MEETING DISCUSSION
APRIL 22, 2013**

The City Council of the City of Mountain Brook, Alabama met in public session in the temporary City Hall at 6:15 p.m. on Monday, the 22nd day of April, 2013. The President of the City Council called the meeting to order and the roll was called with the following results:

Present: Amy G. Carter, Council President Pro Tempore
Jack D. Carl
William S. Pritchard III
Jesse S. Vogtle, Jr.
Lawrence T. Oden, Mayor

Absent: Virginia C. Smith, Council President

Also present were City Attorney Carl Johnson, City Manager Sam Gaston, and City Clerk Steven Boone.

1. AGENDA

1. Crestline Rocks event for September 7th in Crestline Village - Allene Neighbors of Preschool Partners and Will Haver of Taco Mama. [Motion No. 2013-070 was added to the formal agenda.]
2. Mountain Brook Chamber of Commerce Semi-Annual Report to the Mayor and City Council - Suzan Doidge, Chamber Director and Terry Chapman, Chamber President [Appendix 1].
3. Engineering and Survey design for Phase 9 sidewalk project – Ben Burmester of Sain Associates. [The proposal is to be revised to reflect a change in scope to allow the gathering of input from the affected residents. This revised proposal will be reviewed at the May 13, 2013 meeting of the City Council.]
4. Consider removal of the two newspaper racks at the corner of Dexter and Church in Crestline Village in order to study location and configuration/design of a potential public information board for a Leadership Mountain Brook student project-Dana Hazen. [No action to be taken at this time pending further study and analysis.]

After the City Council's review of the formal [7 p.m.] agenda issues, President Pro Tem Carter adjourned the meeting.



Steven Boone, City Clerk



MOUNTAIN BROOK
CHAMBER OF COMMERCE

City Update April 2013

APPENDIX 1

City Update April 2013

WELCOME TO
MOUNTAIN BROOK



SHOP, DINE, AND DISCOVER
THE VILLAGES OF MOUNTAIN BROOK

Chamber Purpose

The Mountain Brook Chamber of Commerce supports our businesses, community and way of life by developing strategies that help grow economy ensuring the vibrancy of the city for generations to come.

Strategy

The Strategy of the Chamber is to deliver quality marketing programs and events with a focus on driving revenue to the merchants and retailers of Mountain Brook.



MOUNTAIN BROOK
CHAMBER OF COMMERCE

City Update April 2013

2013 Board of Directors



APPENDIX 1

City Update April 2013

2013 Board of Directors

President.....Terry Chapman
 Executive VP.....Kaye Emack
 VP Governmental Affairs.....Paul DeMarco
 VP Community Affairs.....Paige Gilliland
 VP Marketing/Communications.....Will Haver
 VP Business Development.....Derick Belden

Secretary.....Martha Gorham
 Treasurer.....John Wilson
 General Counsel.....David Faulkner
 Past President.....Amy M. Jackson
 2nd Past President.....Steven Hyalinger
 Sustaining Member.....Sam Gaston
 City Council Liaison.....Jesse Vogtle
 Directors at Large.....Paige Albright
 Laura Brooks Bright, Frank Caley, Tricia Drew, Lee O. Perry, Christiana Roussel,
 John Rucker, Lori Smith, M.D., Howard Torch, Jennifer Willings, Alice Womack

Executive Director.....Suzan Smith Doidge
 Project Manager.....Hannon Sharley Davidson



2013 Board of Directors

CO VPs of Retail

280 Plaza.....	Joshua Conrad, Hampton Inn
Brookwood Village.....	Joanne Mummert, Colonial Properties
Cahaba Village.....	Christopher Groom, Mtn High Outfitters
Crestline Village.....	George Jones, Snoozy's Kids
English Village.....	Al Rablee, Vino
MB Village.....	Scott Pyburn, Harrison's
Office Park.....	Ladd Tucker, Ladd Real Estate
Overton Village.....	Jeff Pierce, Steel Drum Grill
River Run.....	Barbara Monaghan, DVM, Liberty Animal Hospital

Non-Voting Members

Mountain Brook City Schools Foundation.....	Anne Womack
Mountain Brook Sports Corporation.....	Doug Centeno



APPENDIX 1

Member Benefits

Investor Benefits

Mountain Brook Community Investors Club \$50 per year investment

- Listing in e-newsletter as New Investor
- Investor pricing to luncheons
- Listing on Chamber website
- Listing in Chamber website
- Listing as a New Investor in The Register mailed to all Mountain Brook homes
- Listing as a New Investor in monthly Chamber e-newsletter
- Listing in Chamber annual publication of The Guide to Mountain Brook
- First right of refusal for advertising in The Guide to Mountain Brook with investor discounting
- Promotion of sales, special events, and anniversaries on all Chamber social media outlets
- Promotion of sales, special events, and anniversaries to monthly e-newsletter (limit 3 per year)
- Promotion of Ribbon Cuttings, Grand Opening, and anniversaries with media partners
- A New Investor profile in monthly e-newsletter
- Business advocacy to city and state governments
- Investor pricing to luncheons
- Exclusive referral fee from the chamber
- Participation in Village Gold Gift Certificate Program
- Business before and after hours with no chambers
- Yearly investment and Village Gold Sticker

Gold Level Investor \$1,000 annual investment

- All of the above benefits
- Home and Logo recognition in all publications & at all Chamber events
- Two tickets (value of \$50) to each quarterly luncheon
- Table of 8 for \$100 (value of \$250) to each quarterly luncheon
- Logo printed in special Gold Level Investor section in The Guide to Mountain Brook
- Promotion of sales, special events, and anniversaries in monthly e-newsletter (limit 6 per year)
- Listing in heading of each monthly e-newsletter
- Using as a Feature Investor on Chamber homepage

Platinum Level Investor \$1,000 annual investment

- All of the above benefits
- Home and Logo recognition in all publications & at all Chamber events (value of \$1,000)
- Table of 8 to all quarterly luncheons (value of \$250 each)
- Table of 8 to annual luncheon (value of \$800)
- Full page ad in The Guide to Mountain Brook (value of \$1,000)
- Logo printed in special Platinum Level Investor section in The Guide to Mountain Brook (value of \$500)
- Special segment in MBTV News (value of \$1,500)
- Listing as a Feature Investor on Chamber homepage
- Unlimited promotion of sales, special events, and anniversaries in monthly e-newsletter (value of \$2,000)

The Mountain Brook Chamber will work with Platinum Level Investors to tailor your investor package to your business needs.



- Merchant meetings
- Ribbon cuttings
- Open houses
- Anniversary celebrations
- Social media support
- Construction and city updates



City Update April 2013

Business Development

Alabama Retail Association



Gilcrest



Pants Store



Mountain High Outfitters

2012 Retailers of the Year Awards



APPENDIX 1

City Update April 2013

Economic Development

Worked with these businesses to facilitate proper procedures to open business in Mountain Brook



Ollie Irene

URBAN
cookhouse



Cookies by Design



Monkee's Clothing Boutique



Buckhead Interiors



City Update April 2013

Advertising & Communication



Develop partnerships with Media to co-op with Merchants and Retailers to promote our community



APPENDIX 1

City Update April 2013



709 Likes
31% increase since October
What's Happening in MB is a new group with close to 1900 followers that we work with

Website is under construction for updating and to create a mobile website



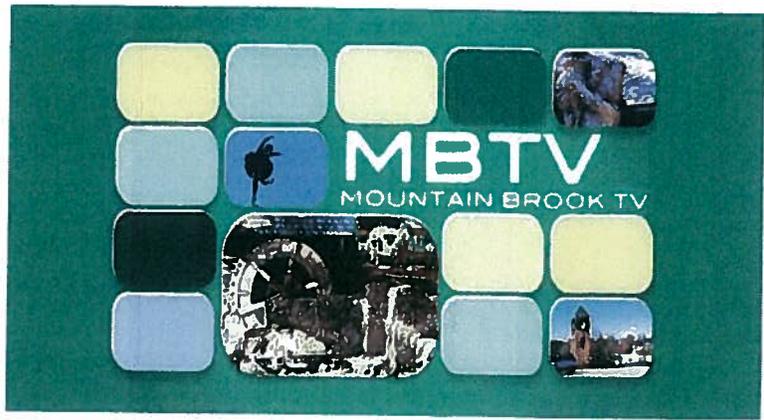
3,628 Followers
11% increase since October



Chamber E-newsletter
5,128 subscribers
Open rate still 10-15% above industry average

City Update April 2013

MBTV News



Thanks to the support of Royal Cup Coffee, Business Electronics and Renasant Bank for sponsorships that allows the Chamber to promote things going on in our City.



APPENDIX 1

City Update April 2013

Sales Tax Revenue



Raise in Sales Tax Revenue directly related to marketing, advertising, social media



City Update April 2013



Merchant Services

KEEP YOUR MONEY WHERE YOUR HOUSE IS.



ShopMountainBrook.com
THINK LOCAL. BUY LOCAL.

SHOP.MOUNTAINBROOK.COM

Merchant meetings
Buy Local
Open houses
Village Events
Construction and city updates



APPENDIX 1

City Update April 2013

Merchant Services

Chamber of Commerce executive director updates PTO audience on city happenings

Present to local groups, garden clubs, and PTO meetings to discuss importance of Buying Local and other City updates

CHAMBER OF COMMERCE EXECUTIVE DIRECTOR UPDATES PTO AUDIENCE ON CITY HAPPENINGS

AMANDA PRATY

MOUNTAIN BROOK, Alabama
(http://www.mountainbrookchamber.com/mountainbrook/)

It was a meeting of the minds.
On Friday, March 15, Mountain Brook's Chamber of Commerce Executive Director Amanda Praty spoke at the Parent Teacher Organization meeting held at Crestline Elementary School.

There, she addressed the audience about some of the major changes and new developments in Mountain Brook and the surrounding area, including the new park currently being developed in the area.

Praty also spoke about the new park currently being developed in the area and the progress of the new development.

Praty also addressed the audience about the city's efforts to improve the area and the progress of the new development.

Praty also addressed the audience about the city's efforts to improve the area and the progress of the new development.

Chamber Exec Speaks to Garden Club



Susan Dodge, Mountain Brook Chamber of Commerce executive director, was the guest speaker at the Brookwood Forest area of Mountain Brook Off-Shoots Garden Club's February meeting.

The meeting was held at the home of Annie Bishop.

Susan gave updates on the Mountain Brook Village renovation and showed a map of the future Cahaba Park.

She also stressed the importance of keeping the dollars in Mountain Brook and expressing opinions about the proposed U.S. 280 changes affecting some Mountain Brook neighborhoods.

She delighted the crowd by testing their knowledge of the history of Mountain Brook and rewarding those with the winning answers with a door prize.

The president of Off-Shoots Garden Club is Sally Garner. Carol Pford is vice president.

From left: Anne Butrus, Susan Dodge, Carol Pford and Sally Garner. Photo credit to the Journal.



Village Gold



City Update April 2013

Chamber Events



2013 V2V 10K and 1-Mile Fun Run

- Approx. 600 people
- \$ 7,500 profit



2013 Annual Luncheon

- 256 people
- \$ 9,000 profit



Holiday Parade
Approx. 3000 people



APPENDIX 1

City Update April 2013

Event Support



City Update April 2013

Chamber Luncheons



- ALDOT (Oct 2012)
- City Council (Nov 2012)
- Dicky Barlow (May 2013)
- Bill Canary (July 2013)
- Fashion Show (Sept 2013)



Register now for the Chamber luncheon

November 8th at Park Lane in English Village featuring Mayor Terry Okunow, the Mountain Brook City Council, and a networking of 15-20am. Time is now at 11:30am

Mountain Brook Chamber of Commerce



APPENDIX I

City Update April 2013

Leadership Mountain Brook



The energy • the social • the education • the spirit

Leadership Mountain Brook

From Leadership Mountain Brook and the Mountain Brook Chamber of Commerce



2012-2013 Class



2013-2014 Class



City Update April 2013

Leadership Mountain Brook

Projects for the Future



Information Boards and Recycling Kits presented to Design Review



Mobile Website Presented to Chamber Board



Spartan Square and Signage to the High School from Class of 2012



APPENDIX 1

City Update April 2013

Opportunities & Partnerships



MB City School Foundation



City of Mountain Brook



PTO Council



Mountain Brook City Schools



Emmet O'Neal Library



**MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF MOUNTAIN BROOK, ALABAMA
APRIL 22, 2013**

The City Council of the City of Mountain Brook, Alabama met in public session in the temporary City Hall at 7:00 p.m. on Monday, the 22nd day of April, 2013. The President Pro Tem of the City Council called the meeting to order and the roll was called with the following results:

Present: Amy G. Carter, Council President Pro Tempore
Jack D. Carl
William S. Pritchard III
Jesse S. Vogtle, Jr.
Lawrence T. Oden, Mayor

Absent: Virginia C. Smith, Council President

Also present were City Attorney Carl Johnson, City Manager Sam Gaston, and City Clerk Steven Boone.

The City Council President Pro Tem stated that a quorum was present and that the meeting was open for the transaction of business.

1. CONSENT AGENDA

Council President Pro Tem Carter announced that the following matters will be considered at one time on the consent agenda provided no one in attendance objects:

Approval of the minutes of the April 8, 2013 meeting of the City Council.

2013-068	Set a public hearing for Tuesday, May 28, 2013 at 7 p.m. to consider an ordinance amending Section 129-192(b) of the City Code to allow veterinary/animal grooming uses as a conditional use in the Local Business district.	Exhibit 1
2013-069	Recommend to the ABC Board their issuance of a special event license to La Paz for its Cinco de Mayo celebration in their parking lot on May 4, 2013.	Exhibit 2, Appendix 1
2013-070 Motion	Authorize the City Manager to approve the Crestline Rocks special event permit application subject to the applicant's relocation (away from Dan Watkins Drive) of the "Touch-the-Truck" attraction.	Appendix 2

Thereupon, the foregoing minutes, resolutions, and motion were introduced by Council President Pro Tem Carter and their immediate adoption was moved by Council member Vogtle. The minutes and resolutions were then considered by the City Council. Council member Pritchard seconded the motion to adopt the foregoing minutes, resolutions, and motion. Then, upon the question being put and the roll called, the vote was recorded as follows:

Ayes: Amy G. Carter, Council President Pro Tempore
Jack D. Carl
William S. Pritchard III
Jesse S. Vogtle, Jr.

Nays: None

Council President Pro Tem Carter thereupon declared that said minutes, and resolutions (nos. 2013-068 through 2013-069) and Motion No. 2013-070 are adopted by a vote of 4—0 and, as evidence thereof, she signed the same.

2. ANNOUNCEMENT REGARDING THE NEXT REGULAR MEETING OF THE CITY COUNCIL

Council President Pro Tem Carter announced that the next regular meeting of the City Council is Monday, May 13, 2013, at 7 p.m. in the Council Chamber of City Hall located at 56 Church Street, Mountain Brook, AL 35213. Please visit the City's web site (www.mtnbrook.org) for more information.

3. ADJOURNMENT

There being no further business to come before the City Council at this time, Council President Pro Tem Carter adjourned the meeting.



Steven Boone, City Clerk

EXHIBIT 1

RESOLUTION NO. 2013-068

BE IT RESOLVED by the City Council of the City of Mountain Brook that, at the meeting of the City Council to be held on Tuesday, May 28, 2013, at 7:00 p.m., in the Council Chamber of the Mountain Brook City Hall, the City Council will hold a public hearing regarding the adoption of an ordinance amending Section 129-192(b) of the City Code to allow veterinary/animal grooming uses as a conditional use in the Local Business district.

BE IT FURTHER RESOLVED by the City Council of the City of Mountain Brook that the City Clerk be, and he hereby is, authorized and directed to cause to be published not fewer than twenty-two (22) days prior to May 13, 2013, by posting in five (5) conspicuous places within the City of Mountain Brook, as follows: [temporary] City Hall – 3928 Montclair Road, Gilchrist Drug Company - 2805 Cahaba Road, Joe Muggs Newsstand - 2037 Cahaba Road, Piggly Wiggly Food Store 4 - 93 Euclid Avenue, and The Invitation Place - 3150 Overton Road notices of said public hearing in words and figures substantially as follows:

“NOTICE OF PUBLIC HEARING

PROPOSED ZONING CODE NOTICE

Notice is hereby given that at a regular meeting of the City Council of the City of Mountain Brook to be held on Tuesday, May 28, 2013, at 7:00 p.m., in the Council Chamber of the Mountain Brook City Hall located at 56 Church Street, Mountain Brook, Alabama 35213, the City Council will hold a public hearing regarding a proposal that the City Council adopt an ordinance in words and figures substantially as follows:

‘ORDINANCE NO.

**AN ORDINANCE AMENDING SECTION 129-192(b) OF THE CITY CODE
TO ALLOW VETERINARY/ANIMAL GROOMING USES AS A
CONDITIONAL USE IN THE LOCAL BUSINESS DISTRICT**

BE IT ORDAINED by the City Council of the City of the City of Mountain Brook, Alabama, that Section 129-192(b) of the City Code is hereby amended to include subsection (9) as follows:

1. Section 129-192(b). Conditional uses.

“(9) Veterinary Clinics/Pet Grooming, provided that there be no outdoor runs, and that business be conducted wholly within a building; no overnight boarding. Conditional review and approval shall ensure that sufficient areas for loading and unloading animals be provided, that appropriate measures be employed to minimize noise, odors, waste or other negative impacts incidental to operation of the business, and that the proposed use is compatible with the surrounding commercial and residential uses.”

2. Repealer. All ordinances or parts of ordinances heretofore adopted by the City Council of the City of Mountain Brook, Alabama that are inconsistent with the provisions of this ordinance are hereby expressly repealed.

3. Severability. If any part, section or subdivision of this ordinance shall be held unconstitutional or invalid for any reason, such holding shall not be construed to invalidate or impair the remainder of this ordinance, which shall continue in full force and effect notwithstanding such holding.

4. Effective Date. This ordinance shall become effective immediately upon adoption and publication as provided by law.’

At the aforesaid time and place, all interested parties will be heard in relation to the changes proposed by said ordinance.”

BE IT FURTHER RESOLVED that the City Clerk be, and he hereby is, further authorized and directed to give written notice of the hearing to the owners of the property located in whole or in part within 500 feet from the boundaries of the property described in this resolution in the form and manner and within the time required by Act No. 1123 of the 1973 Regular Session of the Legislature of Alabama.

BE IT FURTHER RESOLVED that the City Clerk be, and he hereby is, further authorized and directed to publish one insertion of the Notice herein above set out, which includes the proposed ordinance, one time, not less than twenty-two days prior to the public hearing provided for therein, in The Birmingham News, a newspaper of general circulation in the City of Mountain Brook, and one week after such first insertion to cause to be published again in said newspaper a synopsis of said proposed ordinance in lieu of a full copy of the same, which synopsis shall refer to the date and name of the newspaper in which the proposed ordinance was published in full.

EXHIBIT 2

RESOLUTION NO. 2013-069

BE IT RESOLVED by the City Council of the City of Mountain Brook, Alabama, that the City Council hereby recommends to the State of Alabama, Alcoholic Beverage Control Board, the issuance of a 140 – Special Events Retail License to Red Mountain Restaurant Group, LLC, doing business as Cinco de Mayo 2013, for their May 5, 2013 outdoor patio event to be held in the parking lot located at 99 Euclid Avenue.

BE IT FURTHER RESOLVED that the City Clerk is hereby instructed to forward a copy of this resolution to the State of Alabama, Alcoholic Beverage Control Board.

APPENDIX 1



STATE OF ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD ALCOHOL LICENSE APPLICATION Confirmation Number: 20130416101117109



STATE OF ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD ALCOHOL LICENSE APPLICATION Confirmation Number: 20130416101117109



Type License: 140 - SPECIAL EVENTS RETAIL State: 5150.00 County: 5150.00
Trade Name: CINCO DE MAYO 2013 Filing Fee: \$50.00
Applicant: RED MOUNTAIN RESTAURANT GROUP LLC Transfer Fee:
Location Address: 99 EUCLID AVE, PARKING LOT MOUNTAIN BROOK, AL 35213
Mailing Address: 99 EUCLID AVE MOUNTAIN BROOK, AL 35213
County: JEFFERSON Tobacco sales: NO Tobacco Vending Machines:
Sale of Products Containing Ephedrine: NO Type Ownership: LLC
Book, Page, or Document Info: LR2000806 24010 Do you sell Draft Beer: Y
Date Incorporated: 05/30/2006 State Incorporated: AL County Incorporated: JEFFERSON
Date of Authority: 05/30/2008 Alabama State Sales Tax ID: R000723755

Table with 4 columns: Name, Title, Date and Place of Birth, Residence Address. Includes Charles Michael Mayros, Cannon Parrish Prickett, and Todd Richards Becker.

Has applicant complied with financial responsibility ABC RR 20-X-5-.14? YES
Does ABC have any actions pending against the current licensee? NO
Has anyone, including manager or applicant, had a Federal/State permit or license suspended or revoked? NO
Are the applicant(s) named above, the only person(s), in any manner interested in the business sought to be licensed? YES

Contact Person: TODD BECKER Home Phone: 205-283-2626
Business Phone: 205-879-2225 Cell Phone: 205-283-2626
E-mail: TBECKER@RESTAURANTSOLUTIONS-LLC.COM

PREVIOUS LICENSE INFORMATION: Previous License Number(s)
Trade Name: License 1:
Applicant: License 2:

If applicant is leasing the property, is a copy of the lease agreement attached? YES
Name of Property owner/lessor and phone number: SCOTT & SCOTT INC 205-326-2222
What is lessor's primary business? REAL ESTATE
Is lessor involved in any way with the alcoholic beverage business? NO
Is there any further interest, or connection with, the licensee's business by the lessor? NO

Does the premise have a fully equipped kitchen? YES
Is the business used to habitually and principally provide food to the public? YES
Does the establishment have restroom facilities? YES
Is the premise equipped with services and facilities for on premises consumption of alcoholic beverages? YES

Will the business be operated primarily as a package store? NO
Building Dimensions Square Footage: 99999 Display Square Footage:
Building seating capacity: 99999 Does Licensed premises include a patio area? YES
License Structure: SHOPPING CENTER License covers: OTHER
Number of licenses in the vicinity: 10 Nearest: 1
Nearest school: 3 blocks Nearest church: 1 miles Nearest residence: 1 blocks
Location is within: CITY LIMITS Police protection: CITY

Has any person(s) with any interest, including manager, whether as sole applicant, officer, member, or partner been charged (whether convicted or not) of any law violation(s)?

Table with 4 columns: Violation & Date, Arresting Agency, Disposition. Includes a vertical label 'APPENDIX' on the right side.



STATE OF ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD ALCOHOL LICENSE APPLICATION Confirmation Number: 20130416101117109



STATE OF ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD ALCOHOL LICENSE APPLICATION Confirmation Number: 20130416101117109



Private Clubs / Special Retail / or Special Events licenses ONLY

Initial each Signature page
In reference to law violations, I attest to the truthfulness of the responses given within the application
In reference to the Lease/property ownership, I attest to the truthfulness of the responses given within the application.
In reference to ACT No. 80-529, I understand that if my application is denied or discontinued, I will not be refunded the filing fee required by this application.
In reference to Special Retail or Special Events retail license, I agree to comply with all applicable laws and regulations concerning this class of license, and to observe the special terms and conditions as indicated within the application.
In reference to the Club Application information, I attest to the truthfulness of the responses given within the application.
In reference to the transfer of license/location, I attest to the truthfulness of the information listed on the attached transfer agreement.
In accordance with Alabama Rules & Regulations 20-X-5-.01(4), any social security number disclosed under this regulation shall be used for the purpose of investigation or verification by the ABC Board and shall not be a matter of public record.
The undersigned agree, if a license is issued as herein applied for, to comply at all times with and to fully observe all the provisions of the Alabama Alcoholic Beverage Control Act, as appears in Code of Alabama, Title 28, and all laws of the State of Alabama relative to the handling of alcoholic beverages.
The undersigned, if issued a license as herein requested, further agrees to obey all rules and regulations promulgated by the board relative to all alcoholic beverages received in this State. The undersigned, if issued a license as herein requested, also agrees to allow and hereby invites duly authorized agents of the Alabama Alcoholic Beverage Control Board and any duly commissioned law enforcement officer of the State, County or Municipality in which the license premises are located to enter and search without a warrant the licensed premises or any building owned or occupied by him or her in connection with said licensed premises. The undersigned hereby understands that he or she or his or her vicarious agent is subject to revocation and no license can be again issued to said licensee for a period of one year. The undersigned further understands and agrees that no changes in the manner of operation and no deletion or discontinuance of any services or facilities as described in this application will be allowed without written approval of the proper governing body and the Alabama Alcoholic Beverage Control Board.

I hereby swear and affirm that I have read the application and all statements therein and facts set forth are true and correct, and that the applicant is the only person interested in the business for which the license is required.

Applicant Name (print): Todd R. Becker
Signature of Applicant: [Signature]
Notary Name (print): Valenka Johnson
Notary Signature: [Signature] Commission expires: 1-4-14

Application Taken: 4/16/13 App. Inv. Completed: Forwarded to District Office:
Submitted to Local Government: Received from Local Government:
Received in District Office: Reviewed by Supervisor: Forwarded to Central Office:

Private Club
Does the club charge and collect dues from elected members?
Number of paid up members:
Are meetings regularly held?
How often?
Is business conducted through officers regularly elected?
Are members admitted by written application, investigation, and ballot?
Has Agent verified membership applications for each member listed?
Has at least 10% of members listed been confirmed and highlighted? Agent's Initials:
For what purpose is the club organized?
Does the property used, as well as the advantages, belong to all the members?
Do the operations of the club benefit any individual member(s), officer(s), director(s), agent(s), or employee(s) of the club rather than to benefit of the entire membership?

Special Retail
Is it for 30 days or less?
More than 30 days?
Franchisee or Concessionaire of above?
Other valid responsible organization:
Explanation:

Special Events / Special Retail (7 days or less)
Starting Date: 05/05/2013 Ending Date: 06/05/2013
Special terms and conditions for special event/special retail:
NO TO GO SALES

Other Explanations
License Covers: OUTDOOR EVENT HELD ON PATIO AND IN THE PARKING LOT
Are there any special restrictions, instructions, and/or conditions for this license? NO
TO GO SALES, PREMISES WILL BE BARRICADED W/ ONLY 2 ENTRANCES SECURED BY MTN BROOK PD

**City of Mountain Brook
EVENT PERMIT APPLICATION**
FOR EVENT, PARADE, PROCESSION, OR OTHER ASSEMBLY
(Applications submitted less than 30 days prior to the event may not be approved.)

Date: 4-5-13 Individual or organization: Preschool Partners/Taco Mama

Contact Information:

(a) Name: Allene Neighbors/Will Haver (b) Title: Director of Development/

Owner

(c) Address: 3736 Montrose Road, Birmingham, AL 35213

(d) Tel. No. 205.951.5151 (school) (e) Cell No. 205.936.3754 (primary)

(g) Email address: allene.neighbors@gmail.com (f) Fax No. 205.951.5131

Describe the type, nature, character and purpose of the event (list all activities): "Crestline Rocks!" is a family-friendly event focused on highlighting Crestline Village. The goal is to drive traffic to the village to spotlight its wonderful and unique restaurants and shops while supporting a local non-profit, Preschool Partners. Presenting by Taco Mama supporting Preschool Partners.

Give the inclusive date(s)/time(s) of the event: Saturday, September 7th from 4 am - 10 pm.

Give the number and composition of the event:	Component	Number
People (riding/walking)	<u>X</u>	<u>~ 2,000</u>
Motor Vehicles	<u>X</u>	<u>8-10 (Touch a Truck)</u>
Floats		
Animals		
Other		

Identify the place, area, locality, and/or route of the assembly:

Saturday, 9/7 from 11-3 - Touch a Truck on Shades Valley Road

Saturday, 9/7 from 2-10 pm - music stage on Church Street

Will it be necessary to block any street or sidewalk during the course of the assembly/event? Yes

If so, explain Block through traffic on Dan Watkins for Touch a Truck and Church Street for the concerts. *Full event details explained on attached document with map. Crestline merchants have agreed to blocking off parking spaces for the entire business day to accommodate Police concerns on Church Street.

Will alcoholic beverages be sold and/or served? If so, explain circumstances. Only from licensed vendors already established in the village limits.

Will money be solicited? If so, explain circumstances? Tickets will be purchased at a set amount prior to the event weekend.

Will signs, placards, banners, flags or cards be displayed? Yes

2013-070

List all vendors who will be supplying food, drink(s), games, booths, etc.: Only established restaurants and shops. The goal is to promote the village of Crestline!

Applicant Signature: _____

Telephone Number: (205) 936-3754

Approved this _____ day of _____, 20____

Lawrence T. Oden, Mayor or Sam S. Gaston, City Manager

Police Department Remarks:

See attached letter

Signed: _____ Date: _____

Revenue Department Remarks:

Signed: _____ Date: _____

The approved application serves as the permit.

If you have any questions, please contact Daris Kenny at 802-3800 or dkenny@mtbrook.org.

APPENDIX 2



Mountain Brook Police Department
Chief Ted Cook
8 Office Park Circle, Suite 100
Mountain Brook, Alabama 35223
Phone: 205.802.9432
Fax: 205.802.9415

Subject: Crestline Rocks/Touch a Truck Event Permit Application
From: Lt. J. Williams
Date: April 9, 2013

Based on the permit application, the merchants on Church Street have agreed to have the parking spaces blocked for the entire day. The police department will request that the Public Works Department use barricades to block these spaces before the start of business on September 7, 2013. We will also request that Public Works block the spaces on Dan Watkins Drive that will be used for the Touch a Truck Event. The police department will also request barricades to use for blocking the streets during the main event of the day.

There will need to be a total of 10 off duty officers hired by the applicant to work the events. The hours needed for the officers will differ based on the function they perform. Therefore, the amount owed to each officer will vary. I have provided a breakdown of the amount owed to the officers to Mrs. Neighbors.

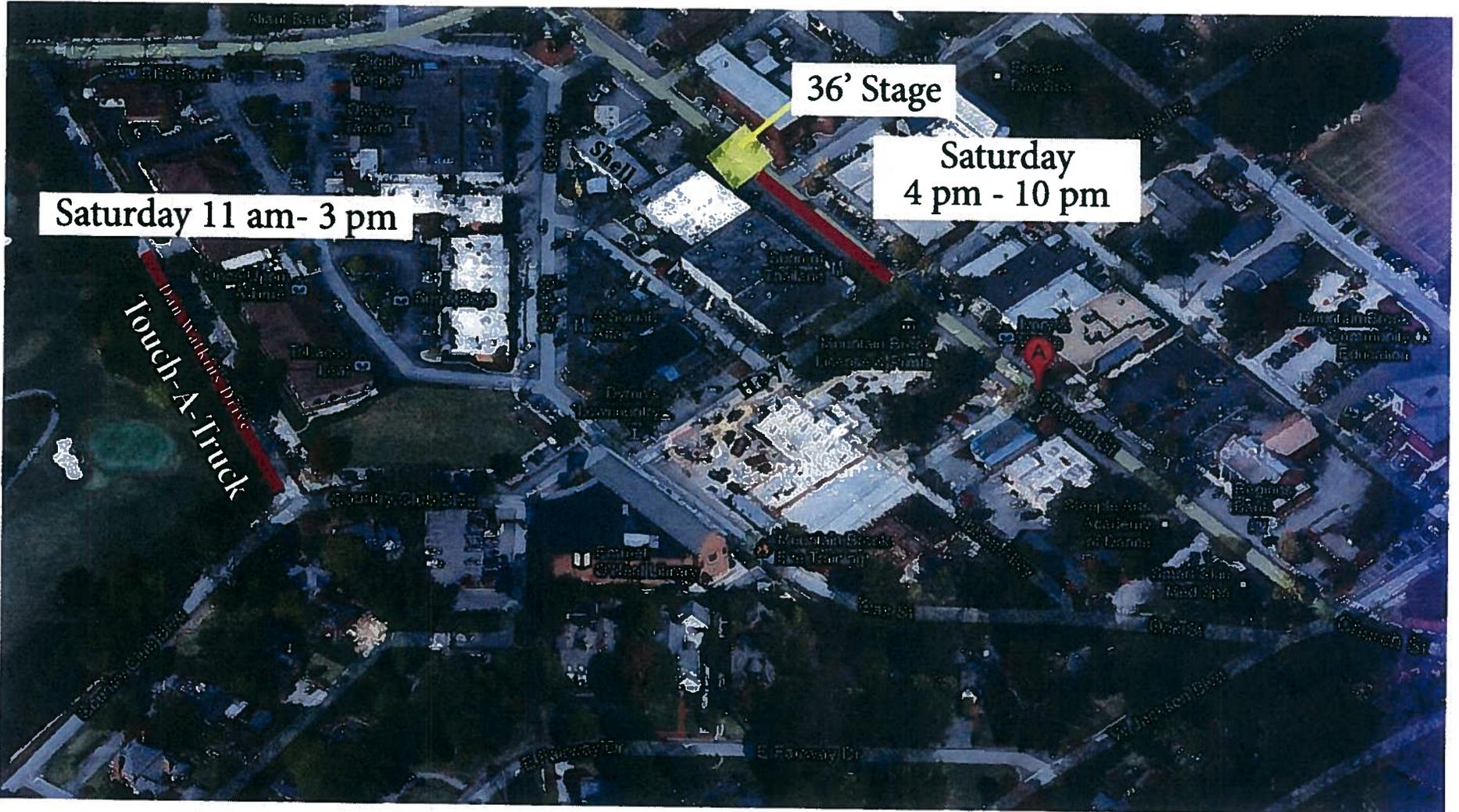
The applicants will need to contact the other departments of the city that they request to be involved in the Touch a Truck Event. The coordination of manpower and equipment will be the responsibility of each department. The police department will be responsible for our equipment and blocking the street.

The police department will provide a copy of the permit application to Mountain Brook Fire Department and Mountain Brook Public Works Department so that these departments can make their plans regarding the event.

I would suggest that we have meetings in the future to further discuss the events.

J. Williams
Lt. J. Williams

April 9, 2013



APPENDIX 2

Crestline Rocks!
Presented by Otey's Supporting PreSchool Partners
September 6-7, 2013

"Crestline Rocks!" is a family-friendly weekend event focused on highlighting Crestline Village. The goal is to drive traffic to the village to spotlight its wonderful and unique restaurants and shops while supporting a local non-profit, PreSchool Partners.

PreSchool Partners is a non-profit preschool preparing 3- and 4-year old at risk children and their families for kindergarten in the Birmingham City School System. The program was started 17 years ago by two Mountain Brook residents and continues to retain staff, donors and volunteers from the community. The program meets on Monday's at St. Luke's Episcopal Church and Tuesday through Friday at our school on Montevallo Road. Familiarity with the community of Mountain Brook is an important part in educating and exposing the families of PreSchool Partners.

Schedule of Events

Friday

Time: 4 - 9 pm

- Family Fun Night in the Village
- Goal: Encourage people to get out and enjoy Crestline
- Merchants suggested keeping their doors open late, offer door prizes, discounts, or incentives to shop and explore
- "Village Scavenger Hunt" with prizes
- Music playing - considering a small band in front of City Hall to add energy to the streets.

Saturday

Time: 11 am - 3 pm

- Touch-A-Truck hosted by PreSchool Partners
 - Gather fire trucks, police cars, race cars, ambulances, tractors, fork lifts, bucket trucks, etc. into one location and let kids touch them, sit in the drivers seats, explore, etc so they become comfortable with our service vehicles in and around the community.
 - The equipment would be on loan free of charge and our local policemen, firemen, equipment operators, etc. would volunteer their time to allow children to safely explore each piece of equipment.
 - Guests contribute small donation to enter the roped off area.
 - Location: Dan Watkins Drive behind the Zoe's/Pant Store shopping center.
 - PreSchool Partners would obtain/secure event day insurance for Touch-A-Truck
- Encourage guests to eat lunch in the village and shop.
- Restaurants and shops can offer specials/incentive to shop at their discretion.
- Request catering trucks to be parked in alternate locations
- Keep entrance open for deck

Time: 4 pm - 6 pm

- Street Party with Mountain Brook bands playing music on a 36' wide stage

Marketing:

- Creative Concepts by Vaughn Designs - email, Triangle Sign banner, store front posters, electronic traffic displays from the City, yard signs
- Media plan - TV, MBTV, Village Living, Over the Mountain Journal, etc.

Anticipated attendance for Saturday: 2-3,000 people throughout the day

Rain Plan:

- Rain or Shine!

Items discussed that need further thought:

- Number of off duty police officers needed
- Having Sue at the Library set up a table about trucks to tease Touch a Truck
- Port-o-lets
- VIP Package - having their own bathroom
- Outline steps restaurant owners need to take to secure a tent to serve food/beverage and receive approval from us.
- Touch-A-Truck: PTA Presidents spread the word. Waste Management, vintage fire trucks, Crane Works
- Encourage merchants to capitalize of this traffic - sell \$2 pizza slices, offer drawings for those wearing wristbands, have give aways, perhaps close for a brief period and then "re-open."

Contacts:

Will Haver: Otey's & Taco Mama - 296-2372; whaver@oteystavern.com
Allene Neighbors: PreSchool Partners - 936.3754; allene.neighbors@gmail.com

Meetings held:

7/10/12 - Attending: Suzan, Hannon, Will, Allene & Crestline merchants
12/20/12 - Attending: Suzan, Hannon, Will, Allene, Lella
2/5/13 with Police - Attending: Suzan, Hannon, Will, Allene, Lella, Kaye, Mattson, Glass, Loring, Williams & Cook.
3/19/13 - Attending: Lella, Allene, Jay Williams, Ronnie Vaughn, Sam Gaston
4/5/13 - Crestline Merchant meeting at Board of Education

- See attached map for proposed layout of stage.
- Guest will pay a ticket price to enter the "concert area" and are encouraged to eat, drink and shop the village while enjoying live music.
- Wristbands used to monitor paying guests.
- Plan A: (stage in the middle of Church Street)
 - All parking spaces in the "concert area" will be blocked off being prior to the start of business on Saturday, September 7th. Impacted Crestline businesses have approved this at the Chamber meeting held on Friday, April 5th.
 - Through traffic will be closed on Church street beginning at 2 pm for stage set up.
 - Lieutenant Williams will confirm number of off-duty officers needed but anticipates ten or more to cover all access points once the street is closed.
 - Emergency access points available on perpendicular streets to Church Street.

Time: 8 pm - 10 pm

- Headlining band on the Church Street Stage or grassy knoll.
- Guest will pay a ticket price to enter the "concert area" and are encouraged to eat, drink and shop the village while enjoying live music.

Weekend Specifics

Date

- Friday and Saturday, September 6-7
 - Football: Alabama is off this weekend and Auburn plays Arkansas State in Auburn
 - School Starts August 20

Fundraising aspect:

- The purpose of this event is to promote the shops and restaurant of Crestline while also raising awareness and funds for PreSchool Partners. Both Will and Allene recognize the level of support we need to successfully execute this event from the Chamber. While Tao Mama is hosting Crestline Rocks in support of PreSchool Partners, we would like to commit to returning a portion of the proceeds to the Chamber of Commerce in appreciation for their support.

Parking:

- Promote "walking village" concept in hopes that most will walk from their homes
- Normal village parking (excluding Church Street) available by elementary school, library, etc.
- Crestline Merchants asked for additional "off-site" parking options to be arranged - ie. St. Luke's, Montclair post office, JCC, etc.

Traffic routes impacted: (see attached map)

- Friday - no anticipated issues
- Saturday -
 - Touch-A-Truck location on Dan Watkins Drive
 - Church Street (just beyond Shell station to the corner of Hoyt) through traffic cut off from 2 am (stage set up) - 10 pm.
 - The intersection of Euclid and Church Street will not be blocked off.

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Sam Gaston

From: Allene Neighbors
Sent: Friday, April 05, 2013 9:42 AM
To: Jay Williams, Sam Gaston; vaughnr@mtmbrook.org
Cc: Will Haver
Subject: Fwd: Today's Crestline Rocks meeting recap.

Attachments: CrestlineRocksMap4_5.pdf; CrestlineRocksOutline4_5.pdf; CrestlineRocksParadePermit.doc

Lieutenant Williams, Will and I just presented Plan A (as listed below) to the Crestline merchants and they have approved our plan to block off all parking spaces prior to the start of business for the entire day on Saturday, Sept 7th. Per our meeting on March 19th, this should address Police concerns of moving vehicles to accommodate Crestline Rocks. I have attached a new map and updated parade permit to this email.

Sam, pending approval from the Police can we be added to the next Council meeting?

Thank you all for your help and assistance!

----- Forwarded message -----

From: Allene Neighbors <allene.neighbors@gmail.com>
Date: Tue, Mar 19, 2013 at 11:02 AM
Subject: Today's Crestline Rocks meeting recap.
To: Sam Gaston <sgaston@mtmbrook.org>, Suzan Doidge <suzan@welcometomountainbrook.com>, Hannon Sharley Davidson <hannon@welcometomountainbrook.com>, Will Haver <willhaver@me.com>, Lella Cari <lellacari@bellsouth.net>, Jay Williams <williams@mtmbrook.org>, vaughnr@mtmbrook.org

The event is "approved" (i.e., ok to book a band) as long as one of the two plans outlined below are followed. Allene to report back to Police following merchant meeting or if we elect to follow Plan B without a merchant meeting.

Attending: Lella Cari, Allene Neighbors, Ronnie Vaughn, Jay Williams & Sam Gaston

Plan A: (stage in the middle of Church Street)

- All parking spaces in the "concert area" will be blocked off being prior to the start of business on Saturday, September 7th.
- Through traffic will be closed on Church street beginning at 2 pm for stage set up.
- **Next steps: Suzan to pull together another merchant meeting and get approval (preferably written from each business) that they are "on-board" with parking spaces in front of their shops being blocked during business hours on a Saturday. Majority vote. If merchants approve Plan A, we're good to go. If they reject Plan A, move to Plan B.**
- Lieutenant Williams will confirm number of off-duty officers needed but anticipates ten or more to cover all access points once the street is closed.
- Emergency access points available on perpendicular streets to Church Street.

Advantages of Plan A:

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- Unique event
- People can easily eat, shop, enjoy from Church street businesses

Disadvantages of Plan A:

- Potentially upset merchants by closing parking for the entire day
- More off-duty police officers needed (more cost)
- Challenge in monitoring ticket buyers during store hours.

Plan B: (stage near grassy knoll by Emmett O'Neal Library) - similar to Robert Earl Keen

Advantages of Plan B:

- Less area needed to be blocked off
- Fewer off-duty police officers needed
- Opportunity to work with library (no events known on the library calendar at this time.)
- Easier to contain ticket buyers/monitor who has paid, who has not.
- Opportunity for more kids to visit Touch-A-Truck area

Disadvantages of Plan B:

- Less of a festival feel
- Not as centralized as once planned

Revised map attached and I included the above info on the outline (attached).

—
Allene Neighbors
205.936.3754

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