

# the Reporter



www.mtnbrook.org

Volume XIV, Issue 3, AUGUST 2010

## MUNICIPAL ELECTIONS

Don't forget the 2010 City elections on Tuesday, August 24, 2010. Offices up for election include:

- Place 1 — currently held by John Robert (Bob) Moody
- Place 3 — currently held by William S. (Billy) Pritchard, III
- Place 5 — currently held by Jesse S. Vogtle, Jr.

Polling districts have been assigned to parallel the congressional districts as much as possible. The only exceptions are those City residents assigned to vote at polling locations outside of the City. Those individuals will be reassigned to another polling location within the City (as prescribed by law) but such change will only be effective for the August 24, 2010 City election. The polling locations for the City election are:

- |                             |                          |
|-----------------------------|--------------------------|
| St. Luke's Episcopal Church | City Hall                |
| Brookwood Baptist Church    | Fire Station No. 2       |
| Mountain Brook Elementary   | Cherokee Bend Elementary |

Notices informing registered voters of their voting location will be mailed soon. If you have moved or reached the age of 18 since August 2008, it is your responsibility to update your voter registration at the Jefferson County Board of Registrars office downtown (325-5550). Only voter registration changes made on or before Friday, August 13, 2010, will be processed by the Board of Registrars for the upcoming August City election.

Please visit the City's website ([www.mtnbrook.org](http://www.mtnbrook.org)) for more information.

## CITY BLOG

Recently the City began posting its City Council meeting agendas in a blog. For residents interested in having these announcements delivered to their e-mail mailbox, simply add the City's blog address <http://mtnbrookcity.blogspot.com/> to your RSS feed in your e-mail or activate Google®'s Gmail® Reader service.

The City welcomes any comments or suggestions about its blog by e-mailing [mtnbrook.org@gmail.com](mailto:mtnbrook.org@gmail.com).

## City Approves Final Construction of WATKINS BROOK FLOOD MITIGATION PROJECT

Construction has begun on the final components of the Watkins Brook Flood Mitigation Project within the Mountain Brook Village area – the replacement of the culvert next to Regions Bank, the replacement of Montevallo Road Bridge, and the construction of a new culvert under part of Cahaba Road. At its June 10th meeting, the City Council accepted bid proposals from The Morris Group, Inc., for the Regions culvert and Montevallo Bridge work and Rast Construction, Inc., as low bidder for the Cahaba Road culvert. Earlier this year, C. S. Beatty Construction, Inc. completed the first construction phase which included enlargement of a detention pond at the Zoo, bridge opening improvements at Watkins and Canterbury Roads, and improvements to a drainage structure at Chester

Road. The City estimates the entire project to cost \$6.54 million when completed, using more than \$4.375 million in Federal funds obtained through the FEMA Hazard Mitigation Grant Program.

Construction has been scheduled to work around peak shopping seasons and school traffic. All work on the Cahaba Road section and Regions Bank culvert should be finished by early November. The replacement of the Montevallo Road bridge should start in January and be completed by March. Temporary traffic rerouting measures should minimize any inconveniences during construction.

SUPPORT YOUR LOCAL COMMUNITY

## SHOP MOUNTAIN BROOK FIRST

Keep your sales tax dollars in Mountain Brook by using Mountain Brook, not Birmingham, as your delivery address when ordering online or from catalogs.

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the Reporter  
Mountain Brook, Alabama

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**Mayor Lawrence T. Oden**  
CITY COUNCIL

**Council President** Virginia Carruthers Smith

**President Pro Tem** Jesse Vogtle, Jr.

Bob Moody

William S. "Billy" Pritchard, III

**City Manager** Jack Carl

**Mayor's Office**

Sam S. Gaston  
802-3800

802-3802

For advertising or Chamber of Commerce information, call 871-3779.

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## FROM YOUR CITY COUNCIL

The City Council has adopted the following ordinances since April 2010:

- Ordinance No. 1811 - lowers the speed limit on Woodcliff Circle to 20 mph.
- Ordinance No. 1814 - rezones 27 acres in Mountain Brook Village from Local Business District and Residence D District to Planned Unit Development District (PUD) for Lane Parke development.

The City has authorized or approved the following projects since April 2010:

- Approved the contract between the City and the Alabama Department of Transportation for the Jemison Trail/Shades Creek Greenway.
- Renewed a 3-year contract with Waste Management for garbage collection.
- Approved contract in the amount of \$4,940 with Bhate Geosciences for geotechnical testing related to the Shades Creek Parkway sidewalk project.
- Approved professional services agreement with Jefferson County Historical Commission in the amount of \$1000.
- Approved professional services agreement with the Alabama Veterans Memorial Park in the amount of \$1000.
- Approved the conditional use application of Amy Murphy Voice Studio at 2709 Cahaba Road in Mountain Brook Village.
- Approved the conditional use application of Iberia Bank at 100 Euclid Avenue in Crestline Village.
- Approved contract in the amount of \$196,800 for construction oversight to Brasfield & Gorrie in conjunction with the Watkins Brook Flood Mitigation Project.
- Accepted bid from Dunn Construction in the amount of \$589,575 for the FY-2010 street resurfacing project

- Approved the conditional use application of 32 Degrees located in Country Club Park shopping center in Crestline Village
- Adopted a resolution in support of the construction of the "northern loop" of Interstate 459.
- Approved construction contract in the amount of \$199,025 to Murray Building Co. for renovations for the temporary city hall offices at No. 8 Office Park.
- Authorized the execution of the Hazard Mitigation Grant Program related to the Watkins Brook Flood Mitigation Project.
- Awarded the contract for the Cahaba Road culvert to Rast Construction in the amount of \$1,014,000 for work related to the Watkins Brook Flood Mitigation Project.
- Awarded the contract for the Regions Bank culvert and Montevallo Road bridge replacement to The Morris Group in the amount of \$2,810,000 for work related to the Watkins Brook Flood Mitigation Project.
- Approved a study by Sain Engineering related to pedestrian safety at Cross Ridge Road and Country Club Road.
- Adopted resolution increasing the fines for leash law violations.
- Approved \$75,000 contract with the Birmingham Zoo for projects related to the Watkins Brook Flood Mitigation Project.
- Approved a community garden project at The Emmet O'Neal Library.
- Approved the installation of a public restroom facility at Overton Park.

## BUDGET UPDATE

The local economy appears to be improving. Mountain Brook's 2010 revenues are coming in slightly ahead of original projections. Some of the major revenue highlights through May include:

- Sales taxes are down \$140,000 (3%) compared to last year's collections, however, the collections for each of the past five months has exceeded those from the same month one year ago.
- Building permits are up \$57,000 (15%) compared to last year's collections indicating that building activity is improving.
- Ad valorem taxes are down \$264,000 (2%) over last year, however, they are \$717,000 over what was budgeted for the year.
- Utility taxes, business licenses, automobile property taxes, and ambulance fee collections are all greater than those for the same period one year ago.

While economic conditions appear to be improving, 2011 and beyond are shaping up to be lean years financially for the City.

The 2011 budget process has already begun with the first review by the City Manager of the various departmental budgets back in early-July. The Finance Committee is scheduled to review the second draft of the budget on August 18. The City Council will review the budget and Finance Committee recommendations on August 25. The public hearing to consider the 2011 budget is tentatively scheduled for September 27.

## QUARTERLY CRIME STATISTICS

	1st Quarter 2010	2nd Quarter 2010
ROBBERY	1	2
BURGLARY/RESIDENCE	20	17
BURGLARY/BUSINESS	4	0
THEFT	72	86
AUTO THEFT	2	0
ASSAULTS (OTHER)	1	2
IDENTITY THEFT	5	8
CRIMINAL MISCHIEF	14	11
DRUGS	7	7
FAMILY VIOLENCE	11	6
ACCIDENTS	228	242
A WITH INJURIES	18	20
A WITH FATALITIES	0	0
CALLS FOR SERVICE	6,771	7,067
HOUSE WATCHES	776	887
PROPERTY STOLEN	\$343,950	\$142,062
PROPERTY RECOVERED	\$6,600	\$38,937

## WANT TO HELP US GET THESE NUMBERS LOWER?

1. Lock your vehicle
2. Take your keys
3. Don't leave valuables in plain view in your vehicle
4. Keep lawn and sports equipment around your home secured when not in use.
5. Keep doors locked and use your security system when you're not at home.

*See it! Hear it! Report it! Let us know when you see suspicious activity in your neighborhood.*



## VILLAGE TRAFFIC

I occasionally get questions concerning vehicle speeds in our villages and also about the pedestrian crosswalks. Below is some info that everyone needs to be familiar with.

**PEDESTRIANS CROSSING AT MARKED CROSSWALKS:** When traffic-control signals are not in place or not in operation, **the driver of a vehicle shall yield the right-of-way to a pedestrian crossing the roadway within a crosswalk.** This applies when the pedestrian is upon the half of the roadway upon which the vehicle is traveling, or when the pedestrian is approaching so closely from the opposite half of the roadway as to be in danger. **It is the pedestrian's responsibility, however, to not suddenly leave a curb or other place of safety and move into the path of a vehicle which is so close as to constitute an immediate hazard.**

Some of the crosswalks are equipped with pedestrian traffic controls. In these situations, be sure that you cross the road only when the pedestrian signal indicates that it is safe to do so.

**CROSSING AT OTHER THAN MARKED CROSSWALKS:** Pedestrians crossing a

roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection **shall yield the right-of-way to all vehicles upon the roadway.** Between adjacent intersections pedestrians shall not cross at any place except in a marked crosswalk. No pedestrian shall cross a roadway intersection diagonally unless authorized by official traffic-control devices.

**SPEED LIMITS:** With few exceptions the speed limit within the villages, as well as on the approaches, is 20 MPH. Please help us reduce accidents in the villages by adhering to the speed limit. Driving at or below the speed limit will also make it easier to negotiate through the crosswalks and vehicles that are entering or leaving a parking space.

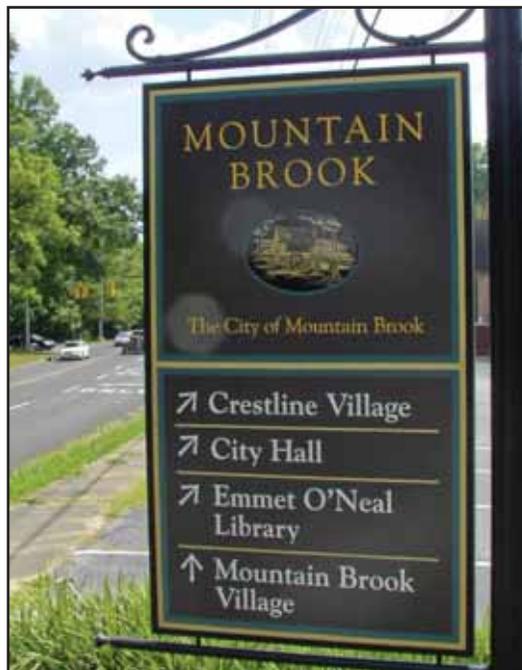
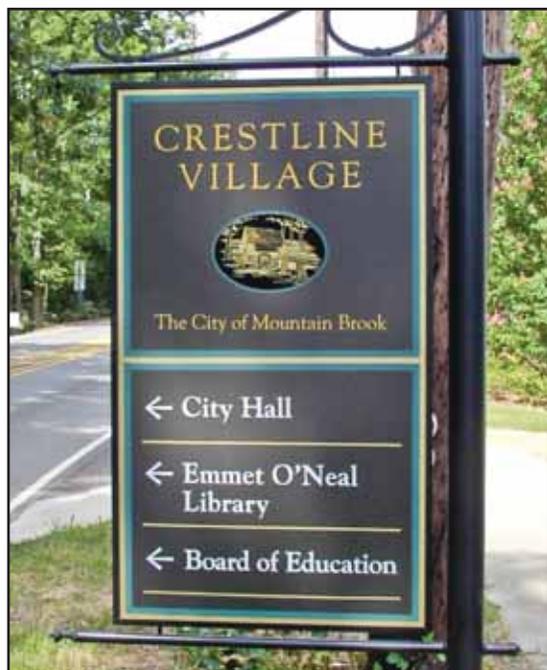
Since pedestrians and motor vehicles do share the roadways, the safest bet is for pedestrians and drivers to be mindful of each other and treat each other with courtesy and respect.

Johnny E. Stanley  
Chief of Police

## NEW WAYFINDING SIGNS

The City recently installed four (4) additional wayfinding signs. Three are located on Montevallo Road, one near Euclid Avenue and the other two are near the Church Street/Montrose Road intersection. The fourth sign is on Lane Park Road near Fairway Drive.

These signs, along with others installed in 2009, will direct visitors and shoppers to our commercial villages, municipal facilities and area attractions.



## TREES AND UTILITIES

As a municipal forester/arborist, I have had many opportunities to discuss the issue of tree trimming and line clearance with utility companies, as well as many residents having trees and landscape features adjacent to a power line. This relationship can become a bit strained from time to time as the utility has a duty to maintain safe and operable lines, to minimize hazards arising from contact between vegetation and energized lines, and to provide consistent service. On the other hand, a homeowner rightly expects to have their assets treated in a sound and professional manner, through proper pruning and prevention of damage to other features. The dilemma presented to the utility is the sheer volume of work; miles of lines that must be addressed on a cyclical basis, coupled with the expectation of many homeowners for them to provide detailed attention similar to a tree or landscape service. Often the problem is that a particular tree cannot be pruned in such a manner as to satisfy both parties, and the tree (in a physiological sense). This is usually due to the fact that the wrong tree was selected to be placed within what the utility refers to as the "low zone"; generally at least 15ft on either side of the line. In such a case, the best remedy may be to replace the tree with a more appropriate selection. It is important to take into account the mature size of a given species when planting near overhead lines. Likewise, it is important to consider underground utilities and the potential for root disturbance should the utility line be dug up and serviced in the future. While impossible to avoid entirely, potential conflicts can be drastically reduced if the utility strives to educate tree trimmers on proper pruning techniques, and homeowners and landscape designers use proper species selection criteria when planting trees and shrubs.

Don Cafaro  
City Arborist



## CARE ENOUGH NOT TO LITTER

Take pride in our city by doing your part to keep it clean and attractive. Litter is not only unattractive but costly to clean up. Whenever possible, trash and litter should be properly deposited in a waste container or recycling bin. Large trash items should be left at the curb (not in the street) for pick up by Waste Management.



## BOARD APPOINTMENTS/VACANCIES

### APPOINTMENTS

The City Council has recently made the following appointments:

**Finance Committee**  
Dudley Pewitt

### REAPPOINTMENTS

The City Council has recently made the following reappointment:

**Board of Education**  
Jane Menendez

### BOARD VACANCIES

The City of Mountain Brook has the following board/committee vacancies to fill in the near future:

**Tree Commission (3-year council appointment)**

If you are interested in this position, please send a letter of inquiry and your resume to:

Sam S. Gaston, City Manager  
City of Mountain Brook  
56 Church Street, Mountain Brook, AL 35213

### DOOR-TO-DOOR SOLICITORS

Recently, the City adopted some changes to its door-to-door solicitation ordinances that became effective in March 2010. Generally, door-to-door sales are prohibited in the City unless the solicitor has been expressly invited by the owner or occupant of the private residence. The City will verify the invitation with the resident upon submission by the solicitor of their business license application. Canvassers or other individuals making calls at private property for religious, charitable, governmental, educational, or political purposes are exempt from this invitation requirement and may make door-to-door visits for such activities once a permit and appropriate licenses are purchased at City Hall. All persons approved for door-to-door activities must be able to provide the residents a letter from the City Manager and present proof of licensing upon request. If you have any questions or comments on this change please contact Melissa Honeycutt, Revenue Examiner, at 205-802-3823.

### CITY MANAGER SELECTED

Mountain Brook City Manager Sam Gaston, has been selected as President Elect of the International City-County Management Association (ICMA). He will take office in October and assume the office of President of ICMA in September, 2011.

Founded in 1914, ICMA is the premiere leadership and management organization for local government professionals with 9,000 members worldwide.

Gaston has served as City Manager of Mountain Brook for the past 17 years. He also served on the ICMA Board from 2005-2008.

## SCHEDULE OF MEETINGS

<b>City Council</b>	2nd & 4th Mon. (Call 802-3800 for time of Pre-Meeting.)	7:00 p.m.	City Hall
<b>Board of Education</b>	2nd Mon.	3:30 p.m.	Call Board of Ed Office
<b>Library Board</b>	3rd Tues.	4:45 p.m.	Library
<b>Park &amp; Recreation Board</b>	2nd Tues.	5:00 p.m.	City Hall
<b>Board of Zoning Adjustment</b>	2nd Mon.	5:00 p.m.	City Hall
<b>Planning Commission</b>	1st Mon.	5:30 p.m.	City Hall
<b>Design Review Committee</b>	3rd Wed.	8:00 a.m.	City Hall
<b>Tree Commission</b>	3rd Tues. (odd months)	5:15 p.m.	City Hall
<b>Chamber of Commerce</b>	3rd Thurs.	7:30 a.m.	Board of Education Office (32 Vine Street)

## NEW BUSINESSES

<b>Amy Elizabeth Collections-jewelry</b>	100 Azalea Road	616-4539
<b>Amy Murphy Studio</b>	2709 Cahaba Road	370-7007
<b>Animallabs, LLC</b>	3928 Montclair Road, Suite 200	868-4779
<b>Barbara Bonfield (state contract broker)</b>	233 Beech Circle	879-5814
<b>Benchmark Food &amp; Beverage</b>	125 Montevallo Lane	276-3407
<b>Beverly Ruff Antiques</b>	2417 Canterbury Road	871-7872
<b>Bridal &amp; Tux Brookwood, LLC</b>	784 Brookwood Suite 249	870-1231
<b>Elizabeth Wilson Designs</b>	3412 N. Woodridge Road	821-3700
<b>FB Real Estate Services</b>	3020 Warrington Road	515-5348
<b>Fire Restaurant (new ownership)</b>	212 Country Club Park	802-1410
<b>Game Plan Solutions (business consulting)</b>	64 Pine Crest Road	370-8436
<b>Grodner Group (event planner)</b>	336 Richmar Drive	202-6023
<b>Hal &amp; Em, LLC-Stella Blu</b>	2730 Cahaba Road	791-4933
<b>Happy Nail Salon</b>	67 Church Street	870-9339
<b>JDS Financial Group</b>	3300 East Briarcliff Road	970-9006
<b>Kelly Landscape Architects</b>	6 Office Park Cir. Suite 311	871-9541
<b>Laura Tran (manicurist)</b>	3800 River Run Drive	972-1400
<b>Mary Beth Shelton Photography</b>	3332 Eaton Road	447-9957
<b>Meredith Keith, Inc. (art sales)</b>	129 Spring Street	870-8962
<b>Moor Plastic Surgery</b>	2850 Cahaba Road	871-2002
<b>Nothing But Noodles Restaurant</b>	2800 Cahaba Village Plaza, Suite 140	238-5511
<b>Pardue &amp; Associates Insurance</b>	6 Office Park Circle, Suite 310	588-1761
<b>Price Bryant Architecture</b>	58 Vine Street	223-8602
<b>R Chase Abston McGriff-hairstylist/barber</b>	5 Dexter Avenue	427-9099
<b>Renasant Bank</b>	44 Church Street	868-2800
<b>S.W.E.E.T. by Design</b>	133 Cherry Street	527-2930
<b>ServisFirst Bank</b>	850 Shades Creek Pkwy	949-0302
<b>Starnes Publishing/Village Living</b>	4 Office Park Circle	370-0732
<b>Thistle Properties, LLC</b>	117 Elm Street	531-2658
<b>Tu Pham-Manicurist</b>	3800 River Run Drive	972-1400
<b>Vardaman-May LLC</b>	96 Euclid Avenue	871-2962
<b>Vardaman-May LLC -Mountain Brook Cleaners</b>	96 Euclid Avenue	871-2962
<b>Village Living, LLC</b>	4 Office Park Circle	370-0732
<b>Vo Tram (manicurist)</b>	67 Church Street	427-0612
<b>WSJ &amp; Company (new feature films)</b>	1007 Euclid Avenue	999-0972



# SHOP. DINE. DISCOVER.

## Welcome to the Villages of Mountain Brook

### MOUNTAIN BROOK CHAMBER OF COMMERCE

Providing an environment to help our members prosper and succeed through a proactive partnership with the business community, city government, and the community at large

#### Mountain Brook Chamber of Commerce 2010 Board of Directors

- President:  
*John Rucker*
- Executive Vice President:  
*Stephen Hydinger*
- Vice President Governmental Affairs:  
*Paul DeMarco*
- Vice President, Community Affairs:  
*Amy Jackson*
- Vice President, Membership Development:  
*Hugh Morrow*
- Vice President, Business Development:  
*Bob Schuler*
- Vice President, Marketing Communications:  
*Cindi Akins*
- Vice President of Retail:  
*Wesley Lassen*
- Secretary  
*Martha Gorham*
- Treasurer  
*John Wilson*
- Assistant V P Governmental Affairs:  
*Derick Belden*
- Assistant V P, Community Affairs:  
*Lee Perry*
- Assistant V P, Membership Development:  
*Elizabeth Lyman*
- Assistant V P, Business Development:  
*Chuck Branch*
- Assistant VP, Marketing Communications:  
*Howard Torch*
- Director at Large  
*John Montgomery*
- General Counsel:  
*David Faulkner*
- Past President:  
*Frank Caley*
- 2nd Past President:  
*Alice Womack*
- Sustaining Member:  
*Sam Gaston*
- City Council Liaison:  
*Bob Moody*
- Executive Director:  
*Suzan Smith-Doidge*

Dear Mountain Brook residents and friends,

Summer is a time for family, friends, and hopefully some relaxation. Mountain Brook celebrates these hot summer days most notably with Market Day in Mountain Brook Village and Dawg Daze in Crestline. Market Day occurs on July 24th, and is an annual sale with discounts ranging up to 75% off. A European-style tent sale, Market Day is an unforgettable combination of music, food, and shopping. This is the biggest village-wide sale of the year, so don't miss it! Dawg Daze is another exciting event with children's activities, a flea market, music, and most importantly the parade. These events should add to the memories and character of Mountain Brook.

This summer we are also promoting Shop Local, our campaign to ensure that Mountain Brook residents support our community by shopping locally first. Mountain Brook residents spend 32% of their RETAIL shopping expenditures outside of Mountain Brook. That is \$3.5 million that we as residents are giving to other Municipalities. Your local purchases keep tax dollars in Mountain Brook, which offers the following benefits:

- Pave Mountain Brook streets
- Fund the Police Department
- Improve Mountain Brook Schools
- Improve the rating of the Fire Department, which can
- Lower your home owners insurance

By spending your money within Mountain Brook, you are supporting local merchants and building our community. Please help us achieve this by thinking of Mountain Brook first for your shopping experience.

One way to support the buy local campaign is by purchasing a Village Gold Gift Certificate. Village Gold Gift Certificates are redeemable at almost every business in Mountain Brook. You can purchase a Village Gold Gift Certificate at Mountain Brook City Hall or at the Mountain Brook Chamber office

We recently held a Small Business Economic Development forum, which was moderated by Alabama Representative Paul DeMarco. This was a joint effort with the Mountain Brook and Homewood Chambers of Commerce. A panel of experts, including representatives from the business community and Alabama Department of Revenue, deliberated on the economic impact of small businesses.

I would also like to congratulate Sam Gaston, recently voted President-elect to head the International City/County Management Association (ICMA) beginning in October. Sam has been an essential part of this community, serving as Mountain Brook City Manager for the past 17 years. The ICMA is an organization based in Washington D.C. focused on providing training and professional development for city, town and county government officials all over the world. Congrats Sam!

Finally, I would like to remind you of the Chamber Website, [www.welcometomountainbrook.com](http://www.welcometomountainbrook.com), which contains daily updates about events and businesses in the Mountain Brook community. You can also follow us on Twitter, at [shopmntbrook](http://shopmntbrook), or find information on our blog, [mountainbrookchamber.blogspot](http://mountainbrookchamber.blogspot). These are great resources for up-to-date information about Mountain Brook.

Sincerely,

John V. Rucker  
*President, Mountain Brook Chamber of Commerce*  
*John is Vice President at Sterne Agee and he can be reached at 414-3368.*



**John Rucker, President Of Chamber Board, Addresses Quarterly Luncheon.**

#### Gold Level Members:

Bryant Bank | First Commercial Bank | Regions | Red Mountain Bank | ReMax | Sterne Agee | Borland Benefield | Christian Small



**Governor Riley's cabinet comes to town for Small Business Luncheon**

Paul DeMarco, Alabama State Representative and Mountain Brook Chamber of Commerce board member moderates the Small Business Luncheon hosted by Mountain Brook and Homewood Chambers of Commerce. Panel members included Cynthia Underwood, Commissioner of the Alabama Department of Revenue; John Harrison, State of Alabama Banking Department Superintendent; Tom Surtees, Director of the Alabama Department of Industrial Relations; Randy Adamy, Homewood small business owner; and Vic Nigri, Mountain Brook small business owner.



**Thank You Madison!**

The Chamber would like to thank our summer intern Madison Morrow, a graduate of Mountain Brook High School, for her great attitude and hard work. Madison is a sophomore at Vanderbilt University and will be majoring in English. Madison is the daughter of Randall and Carmen Morrow.

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Lille	<p style="font-weight: bold;">THE PERFECT MARRIAGE</p> <p>Fine French linens and French interior decor</p> <p>Mis En Demeure, with furniture and home accessories merging past centuries with a modern touch, and Yves Delorme, the fine French linen purveyor, have partnered to introduce home concept stores.</p>			Santa Barbara
Santa Barbara	 <p>2415 Montevallo Road</p>			Lille
Dallas	Paris	Mountain Brook	Washington	St. Petersburg
Bethesda				Dubai



## Mountain Brook, Rev Your Engines!

City of Mountain Brook and antique car collectors get ready for Legends of Motorsports Road Rally - May 20th

pictured: Brooks Emory, antique car collector, John Rucker, president of the board of the Mountain Brook Chamber of Commerce, Hannon Davidson, Project Manager of the Mountain Brook Chamber of Commerce and Sperry Snow, Owner of Barton-Clay Fine Jewelers.

## WELCOME NEW MEMBERS

Berthon's Cleaners  
 Beverly Ruff Antiques, Linens, & Accessories  
 Birmingham Jewish Federation  
 Brogue and Cuff Clothiers  
 Canterbury Nails  
 Connor's Creamery, Inc.  
 Crestline Bagel Company, Inc.  
 Daniel Homes, LLC  
 Drs. Phillips, Todd & Taylor, P.C. Orthodontics  
 Goodwin, Mills, & Cawood, Inc.  
 Jannrob!nson Culinary Living  
 Jean Troughton for Chanel Cosmetics at Macy's Brookwood Village  
 Jones & Combs, LLC  
 Marla H. Wohlman M.D., P.C.  
 Mitchell's Craft Marq, Inc.  
 Ousler Sandwiches  
 Over the Mountain Journal Inc.  
 Quixotic Travel, LLC  
 Steeple Arts Academy of Dance  
 Stella Blu  
 The Trak Shak  
 Wells Fargo Advisors, LLC

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Kerry Adkins, owner

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## What the Mountain Brook Chamber of Commerce can do for YOU!

### Provide you with up to date information about what is going on in the community.

- Subscribe to the Chamber monthly e-newsletter in the header at [www.WelcometoMountainBrook.com](http://www.WelcometoMountainBrook.com)
- Visit the Chamber website for up to the minutes news about the community
- Become a fan on Facebook at Shop, Dine and Discover the Villages of Mountain Brook for event information and special merchant promotions
- Follow us on Twitter at Shop Mountain Brook for daily 'deals' and other information
- Subscribe to our blog at [www.mountainbrookchamber.blogspot.com](http://www.mountainbrookchamber.blogspot.com) which includes news about our community and merchant promotions

### Provide Merchants with hands-on marketing help while promoting economic development for the entire community

- Encourage local businesses to move to our community
- Provide instant exposure to new businesses
- Facilitate ribbon cuttings and listing in The Reporter which is circulated to 17,000 Mountain Brook households
- Provide marketing exposure through numerous social media and print outlets

### Help plan and/or promote local community events.

- Market Day in Mountain Brook Village – July 24, 2010
- Sprint for the Spill - July 31st, 2010
- Dawg Daze in Crestline Village – August 21, 2010
- Holiday Open Houses in all the villages - December 4-5, 2010
- Holiday Parade in Mountain Brook Village - December 5, 2010
- Village to Village Run - January 22, 2011
- Easter Egg Hunt
- Spring a Ling a Ding Dong
- Mafiazo's Italian Street Festival
- Legends of Motorsports Road Rally
- Imagine Mountain Brook
- Leadership Mountain Brook
- Mountain Brook Challenge - A Fitness Initiative

### Promotes Leadership Mountain Brook

Leadership Mountain Brook is a highly visible leadership building class coordinated by the City of Mountain Brook Mayor's office, the Mountain Brook Chamber of Commerce, and Mountain Brook High School. This extraordinary partnership will offer students the opportunity to develop leadership skills, gain knowledge of business management, city government, and community service, and to apply these skills within the Mountain Brook area.

### Village Gold Gift Cards

The Chamber promotes the "SHOP LOCAL" campaign to keep tax dollars in the community through gift cards entitled Village Gold. These gift cards are used only in Mountain Brook. The Chamber plans special promotions throughout the year where Village Gold Gift Cards are used as prizes.

### Become a member!

Join by phone 871-3779, or online at [www.welcometomountainbrook.com](http://www.welcometomountainbrook.com). Thanks for your support of your community!

**1990-2010**

Delivering  
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Success Stories For 20 Years...



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## COMMUNITY EDUCATION PROGRAMS MEET MANY NEEDS AND INTERESTS

In this issue of *The Reporter*, we are focusing on the Mountain Brook Schools Community Education program. For more than 30 years, the program has offered a range of entertaining and educational activities for the Mountain Brook community. Familiar examples of programs are dance classes, music instruction, Red Cross babysitting classes, and summer day programs for children, according to Janice Grammer, who coordinates the programs for the school system. “We now have a very active chess club program for kids. The karate program is well-known in the community, as are the sports camps,” she said. She added some examples of more unusual programs offered as well. “We recently had the Birmingham Kennel Club training people to handle show dogs. We also had a flight instructor here recently conducting ground school aviation classes.” In addition, Student Services Director Dr. Dale Wisely, who oversees Community Education for the school system, has added a number of workshops for parents to the schedule, including his Parenting the Teenage Driver workshop.

We are featuring three examples of Community Education offerings.

For more information on Mountain Brook Community Education, call 969-0109.

## School System’s Teen Driving Program Focuses on Prevention

Mountain Brook Schools offers what its officials believe may be the most involved and consistent teen driving safety program in the nation. Student Services Director Dr. Dale Wisely answered questions about the program for *The Reporter*.

### *Describe the school system’s teen driving program.*

**Dale Wisely:** We offer driver’s education at the high school, of course, but we know that most students don’t take it, and even the ones that do aren’t necessarily going to be safe drivers. Larry Wilson is a private driving instructor who works with us through the Community Education program, providing something I wish all young drivers could get, individualized driving instruction from a skilled instructor--someone in addition to their parents. (See page 10) Through our Community Education program we offer my Parenting the Teenage Driver workshop five or six times a year. This is a parent workshop I have offered at least once a year in the school system for about twelve years. Then I picked up the pace and started offering it more frequently after I came to work in the school system in 2006. By offering it more frequently, we tend to get groups of about 25 or 30 parents, which is a good-sized audience for this kind of workshop.

### *What kinds of things do you cover in the workshop?*

I go over the statistics about teen driving, which can be sobering for parents. I think most people

now are aware that the most common cause of death among teenagers by far is motor vehicle accidents. We lose about 5500 teenagers in the USA every year as a result of these accidents. In addition, auto accidents are the most common cause of disabling injuries, such as spinal cord injuries and traumatic brain injuries. I identify the best information we have about why teenagers are so much more vulnerable to auto accidents, and then try to turn those into things parents can focus on in their efforts to keep their kids safe. I encourage a parent-teen driving contract and I provide that to parents at the workshop. I have offered that contract free on the Internet for several years and it’s in wide use all over the country.

### *Do you offer something like this workshop for students?*

Not exactly, although last year we showed a very powerful video produced by Farmer’s Insurance to high school and junior high students. We are always looking at ways to do more of that. We have tended to focus on informing and empowering parents. The truth is that no one has discovered an effective way of influencing teenagers to consistently drive in a safer way. Some of the things schools have done, like parking wrecked cars in front of high schools, seem only to have a very brief effect on driving behavior, if any at all. “Preaching” to teenagers about their driving doesn’t necessarily help. Scare tactics don’t seem to help, either.

### Six Critical Risk Factors for Teen Drivers

1. **PASSENGERS.** Unlike adult drivers, teen drivers are much more likely to have accidents when their peers are in the car. This effect increases with each added passenger.
2. **SEAT BELTS.** Teens use them less often, which increases injuries in accidents.
3. **NIGHT DRIVING.** Driving late at night is associated with high crash rates.
4. **ALCOHOL USE.** Drinking impairs all drivers, but impairs young drivers earlier and more.
5. **SLEEP DEPRIVATION.** The age group with the most asleep-at-the-wheel crashes is teenagers.
6. **HANDHELD ELECTRONICS.** Talking, dialing, texting and use of devices distracts all drivers and is compounded when the driver is inexperienced.

That’s why we have mostly focused on informing and empowering parents.

*Given that automobile accidents are such a major cause of death and injury to young people, one has to wonder why it’s not a major focus in all school systems.*

Here’s a comparison I’ve been thinking about. In recent years, schools have increasingly been putting resources toward preventing school violence.

— continued on page 10

## Teen Driving Statistics

- People age 16 to 20 have the highest fatality rate due to auto accidents of any other age group.
- Roughly 5500 teenagers of driving age die in automobile accidents every year in the USA.
- Each year, about 450,000 teenagers are injured (non-fatally) in auto accidents. 27,000 require hospitalization.
- Crashes are the leading cause of disability related to head and spinal cord injuries.
- Two thirds of the teens who die in auto crashes are male.
- 16-to 19-year olds have a crash rate almost twice that of 20- to 24-year-olds and almost 3 times that of 25- to 29-year-olds and more than 4 times that of 30- to 70-year-olds.

Source: *The Teen Driver* (Committee on Injury, Violence, and Poison Prevention and Committee on Adolescence).

Most of this is due to the Columbine incident. As should be the case, many schools are also focusing on suicide prevention. However important those efforts are, it is worth remembering that a high school student is far more likely to be lost to us in an auto accident than by an act of violence in school. Fatal auto accidents are also much more common in teenagers than suicides.

### *What are the factors parents should focus on in parenting a young driver?*

I urge parents to focus especially on six risk factors. First, limit passengers. When teenagers have teenage passengers, they are much more likely to have accidents. This is a dramatic effect, shown in multiple analyses of the data. Recently, Alabama strengthened its Graduated Drivers License law, which, among other things, makes it unlawful for any 16-year-old driver (and 17-year-old drivers licensed less than six months), to drive with more than one teenage passenger. Second, insist on seat belt use for the driver and for all passengers. Teenagers use them less often than adult drivers and that is a major contributor to injuries and fatalities. Third, discourage late night driving. Night driving is related to the likelihood of an accident. Parents ought to impose reasonable curfews. Fourth, focus on non-use of alcohol. Drinking is a major contributor to serious auto accidents in all age groups, of course, but the evidence tells us that teenagers are more impaired by smaller amounts of alcohol. Fifth, encourage sufficient sleep. Teenagers routinely don't sleep enough, especially during the school year, and that increases their risk of accidents. Finally, discourage driving while using cell phones and other handheld devices. This one is getting a lot of attention right now.

### *That is texting among teenagers?*

Most notoriously, but that isn't the whole picture. I am pleased that texting among teen drivers is getting a lot of attention, but that focus makes it easy to forget some other important aspects of this problem. First, we have evidence that adult drivers are more and more likely to text while driving. A study released just this summer indicates that the gap between adult texting and teen texting is closing. Second, I am concerned that the focus on texting while driving is going to cause us to lose sight of the fact that talking on a cell phone is also a very bad idea for teen drivers and for all drivers. I'm worried it's leading to the idea that texting is so bad, that by contrast, just talking on your phone while driving is ok. It's really not ok. It very significantly increases the risk of an accident.

### *If readers are interested in the workshop, or your teen driving contract, what should they do?*

Watch their email for announcements of upcoming workshops for 2010-2011.

Some of the material I present and the driving contract are available at [www.parentingteendrivers.com](http://www.parentingteendrivers.com).



## Private Driving Instructor Larry Wilson

Larry Wilson received a Master's degree in driver's education in 1976 at the University of Montevallo. He has taught Driver's Education at Thompson High School for 16 years and for the last 10 years has offered individual driving lessons to beginning drivers, most recently through Mountain Brook Community Education. In demand, Mr. Wilson is often booked for several months ahead. He estimates that he teaches over 500 students in a year. Typically, he works with a beginning driver for 6 hours, usually two 3-hour sessions or three 2-hour sessions. The student drives a vehicle equipped with the familiar extra brake on the passenger's side.

### *What do you focus on in these individual lessons?*

**Larry Wilson:** I start out with the most basic things—hand placement on the wheel and wheel handling. I teach an 11 o'clock-1 o'clock hand position. Next, we deal with lane placement—learning to orient the car correctly in the lane. I also work with them on braking—there's such a thing as overbraking, especially with beginners. So, for example, I talk about when it's best just to coast and let nature slow the vehicle down, versus braking when you don't really need to. Toward the end of our time together, I take them to downtown Birmingham because there are driving situations there, such as one-way streets and pedestrian crossings, which these students need to be exposed to.

### *Are these students who have already spent a lot of time being instructed by their parents?*

I get them at all stages. What I do should only be a very small fraction of the total driving instruction they get and it should strictly be in addition to what parents do. Parents need to spend a lot of time teaching their children to drive. To be honest, parents need to review their own driving knowledge and skills before they do that.

### *You probably spend a lot of time dealing with the psychological aspects of driving.*

Sure. The mental part of driving is almost the whole thing. The physical skills are not that hard to learn. Learning to use good judgment is most of the battle. I talk to them about defensive driving, that they have to always assume that the other driver or the pedestrian is going to do the wrong thing. My main priority is the safety of the young driver and not protecting their feelings. So, to be honest, I talk to them pretty straight. I have to. I have to be firm and be very clear about the mistakes that they make. But, I really enjoy working with these young people.



## Busy Dance Program Offered by MBHS Graduate

One of the most active programs in Community Education is Dance With Lauren. Lauren Marsh, owner and instructor graduated from Mountain Brook High School in 2000 and then attended the University of Alabama, earning a degree in Communications. Lauren trained in dance all over the country for twenty-five years. She studied in Los Angeles and New York under talents such as Sonia Arova, Thor Stukowski, Corneilus Carter, Mandy Moore, Stevan Grebel, and KC Bennett. She toured with the State of Alabama Ballet and received overall highpoint awards at numerous competitions.



After graduating from the University of Alabama, Lauren returned to Mountain Brook hoping to develop a dance program. Dance With Lauren was formed in 2006 and opened with a class of six children. Very quickly, the program grew to include 58 children at the first recital. Since then, hundreds of students have come to Mountain Brook Elementary to take dance classes. It has helped many students achieve goals such as participation on dance teams and theatre performances. Classes are held Monday through Thursday at Mountain Brook Elementary, beginning after school and extending well into the evening. Lauren employs Mountain Brook High School students as assistants, but personally teaches every class she offers.

*What do you see as the benefits of dance and dance instruction for young people?*



**Lauren Marsh:** The first thing I think of is self-confidence. Being on stage builds confidence. One of my main missions is to have every one of my students be in the front row at some point. I want every student to feel accomplished and I really discourage a “star” system that focuses on the most talented students. Dance also helps kids to be better athletes. It builds coordination, flexibility, agility, balance and strength. Those are health benefits and I am thinking about how much physical flexibility has been emphasized lately as a part of healthy living. And, of course, dance is a social activity.

There’s a social aspect to coming to dance class and participating with peers, but there’s also having the ability to dance in social settings.

*What ages do you teach in the program?*

We have classes starting at age four and going up through high school. Roughly, the students are grouped by age or school grade, but we also pay attention to how much experience and training they already have in putting classes together.

*Your program is very much connected to the school community.*

Offering the program through Mountain Brook Community Education and at Mountain Brook Elementary is something I am proud of. It is a very convenient location for our families. The faculty and the leadership at the school are very supportive. One example of something I am proud of is the relationship of our classes to the junior high dance team, the Spartanettes. That program has opened up an additional opportunity for involvement in a student activity at the junior high and I’m proud to say that 15 of our students were chosen for the Spartanettes.

## Summer Happiness in Play (SHIP)

*We asked Sarah Crevelin to tell the story of Community Education’s longest-running program.*



In the 1970s, the Junior League sent me to a professional conference in San Antonio. A group of teachers who presented there were putting on a summer program to help students avoid getting behind over the summer months. In 1978, the Community Education program had just started in Mountain Brook. Lucia Chambers and I had been teaching together. We approached Jim Felton, who was in charge of the Community Education program at the time, about starting a program for four-year-old children through rising second graders. At that time there were Bible schools at the area churches but few other summer programs. Some of the programs that now exist, such as the ones at the zoo and the Botanical Gardens, did not exist at that time. We developed a theme—sailing away to different places to play, and thought it would make a great program. We initially offered two 4-week sessions. The first two years we were at the old Girl Scout house in Crestline Village and then the next 18 summers were at Mountain Brook Elementary. Since then, we have primarily been at Crestline Elementary, and this summer are at Cherokee Bend. We changed to two 3-week sessions somewhere along the way.

Many children over the years have come to both programs and many come for all three years they are age-eligible. Siblings come, some visiting out-of-town cousins or grandchildren come, and now we have children of the children who attended years ago. Over the years, 7,548 children have participated.

Peggy Pate has been my co-captain for 19 years. Lucia Chambers, who started SHIP with me, worked with me for 8 summers and later became the children’s librarian at Emmet O’Neal. Edna Rush worked with me for 9 summers.

Many high school and college students have worked in the SHIP program over the years. One young woman, Sally Moody, worked in the program and there met a young man, Brad Baker who worked in the program and they later married. She now teaches in the school system and this summer their son is attending SHIP.



Here is a picture of our ship, the SS Happiness, taken in 1978 at Mountain Brook Elementary. We found this ship in the backyard of a house in Forest Park. We rang the doorbell and asked them if we could buy it. They gave it to us and we used it for many years until we just wore it out and it fell apart. But that gave us the idea for S.H.I.P. – Summer Happiness in Play. Each year we set sail on different exciting adventures.

## Child Find Notice

Special education services for children with disabilities are provided in accordance with the Individual with Disabilities Education Improvement Act, Amendments of 2004 and Alabama Act 106. Child Find is an attempt to locate and provide appropriate educational and related services to all children with disabilities between the ages of birth to 21.

If you are the parent of a child with disabilities who is not receiving services, or if you would like more information, please contact Shannon Mundy at the Mountain Brook Board of Education, Special Education Department, 414-3836.



# Mountain Brook City Schools Foundation



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## Foundation reaches Milestone for Mountain Brook Schools - Over \$4 million in Grants since 1995

The Mountain Brook City Schools Foundation reached an exciting milestone in April with the approval of school funding for the 2010-2011 school year. With the approved \$382,640 that will be distributed to the schools over the next months, the foundation will have given over \$4 million in grants since distributions started in 1995. Thanks to the vision of its founders, the fundraising efforts of many devoted volunteers, the dedication of its board of directors, and the donations

from thousands of individuals throughout our community the foundation has been able to make an extremely positive impact on learning in our schools. In an area where education is a top priority, where excellence is expected and where learning must be "effective, challenging and engaging" the Mountain Brook City Schools Foundation has been a critical funding source for extras that the school system would have done without otherwise.

Although the foundation has reached an impressive \$4 million milestone, we need to do more. The needs of the school system surpass our funding capability each year and prioritization of the request has been a necessity. Our goal is to be able to fund a greater percentage of the annual request from the schools. The national economic downturn has made foundation resources more vital than ever for continued excellence in the Mountain Brook Schools. We ask that you consider a gift if you have not given before or that you continue your support of the foundation with any gift that you can. Increasing the endowment is essential in order to meet more of the needs of the schools. A pledge card is enclosed in this publication or you can download one from [www.mtnbrookschoolsfoundation.com](http://www.mtnbrookschoolsfoundation.com).

### Allocation approved for 2010 – 2011

The Program and Needs Committee of the foundation meets annually to hear a request from the Mountain Brook Schools. Each item on the request is carefully evaluated by the committee and staff members are available to answer questions regarding the need and the potential benefits for our schools. The process resulted in approval of the following allocation for the upcoming school year:

#### Library Enhancement

- Books, Magazines, Software Supplies ..... \$12,000

#### Staff Development:

- Two Math Coaches..... \$120,000
- Summer Staff Development ..... \$80,000

#### Technology

- K-1 Pilot 21st Century Classroom with interactive whiteboard, clickers, pad and software –1 per elementary school(4)..... \$26,000
- InterWrite Pad Replacement Pilot - 2 per elementary(8), 4 per secondary (8)..... \$8,000
- Laptop Replacements ..... \$136,640

**TOTAL:.....\$382,640**



## CLASS of 1980 REUNION

The class of 1980 has established a website so that classmates can register for the reunion there.

Visit the website at <http://mbhs80.myevent.com/?cp=1> to get all the exciting details. The reunion is scheduled for August 27 and 28.



The Mountain Brook Schools have won national recognition for the Staff Development program that the foundation has helped to fund. Over 85% of the teachers participate in over 13,000 hours of training during the summer. This effective professional development program enables "continuous improvement" in the classroom.

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