

CITY COUNCIL

Council President, Virginia Carruthers Smith
President Pro Tem, Jesse Vogtle, Jr., Amy Carter
William S. "Billy" Pritchard, III, Jack Carl
City Manager, Sam S. Gaston, 802-3800
For advertising or Chamber of Commerce
information, call 871-3779.

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Our sales taxes are exceeding expectations by 9%. Continue to support our city's merchants.
www.welcometomountainbrook.com



the Reporter

Mountain Brook, Ala.

www.mtnbrook.org

Volume XVII, Issue 3, August 2012

August Election

Tuesday, August 28, 2012 is election day in Mountain Brook. Offices up for election include:

Position	Currently Held By
Mayor	Lawrence T. (Terry) Oden
2	Jack D. Carl
4	Virginia Carruthers Smith

The qualification period for candidates ended on July 17. Please visit the City's website (www.mtnbrook.org) to see the candidates who will compete for the above offices.

Other dates of interest:

August 10 Last day for a resident to register as a qualified elector for the August 28, 2012 general municipal election.

August 23

- Last day for a voter to apply for a regular absentee ballot.
- Last day to file the 5-10 day pre-election campaign disclosure form with the Probate Judge.
- Last day to publish the list of qualified voters.

August 27 Last day for a voter to apply for an emergency absentee ballot (for persons required by their employer to be out of town on election day). Voting machines are to be sealed. Absentee ballots, if mailed, must be postmarked by August 27. Hand delivered absentee ballots must be received by 5 p.m.

August 28 Election day.

For information about voter registration, please call the Jefferson County Board of Registrars at 325-5550.



Lane Parke – Update

The Lane Parke Planned Unit Development was approved by the City Council on May 21, 2012. The approval involves the rezoning and redevelopment of 27.6 acres at the intersection of Culver Road and Lane Park Road (existing site of the Mountain Brook shopping center and the Park Lane apartments). When completed, Lane Parke will replace the aging shopping center and apartments with updated retail and office space, ample parking, 276 apartments and a boutique inn.

Demolition of the existing Park Lane apartments is expected to take place in the Fall of 2012, with construction of the new residential component of the project (at the north end of the site) to begin shortly thereafter. The first phase of the apartment component is expected to be ready for lease in early 2014. Commercial leasing efforts are on-going for the retail/office component of the project, and the design and subsequent construction of the first commercial phase may be expected as soon as leasing commitments meet the

continued on page 3

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Is Your Yard Killing Your Trees?

Tree stress and mortality can be an unintended consequence of lawn/landscape care. Mechanical damage, improper design and planting, and root loss account for the vast majority of tree loss and are easily identified. The following are some of the common products that can harm your trees:

1. Widely used “weed and feed” turf products often contain dicamba, which is soil active at the upper range of the label rate. Over-use symptoms include leaf distortion/cupping, dieback, and mortality in severe or persistent occurrences.
2. Roundup and other non-selective herbicides (especially “ester” formulations) can become volatile in high temperatures. Any applications near susceptible foliage should be done in cooler temperatures. They can also drift readily, if applied under breezy conditions, or if spray pressure and droplet size are not correct.
3. The majority of fertilizer applications (nitrogen in particular) are either unnecessary or applied irresponsibly...and most soils are not nitrogen-deficient anyway. Trees use energy (stored carbohydrates) in three ways: Shoot/leaf growth, root growth, and defense. Too much nitrogen can create an imbalance, so do not use them “for good measure”.

If you employ a maintenance service, it is your responsibility to know what they are applying. A quick call to the Alabama Extension office at the Botanical Gardens, 879-6964, can provide an answer or where to find it. If you enjoy tending the landscape, always READ AND FOLLOW LABEL INSTRUCTIONS. It is a violation of Federal Law to do otherwise.

Don Cafaro
City Arborist

“At Your Door” Update

In the November issue of The Reporter, we told you about a special service Waste Management was planning to market in the Birmingham area. “At Your Door” is a special collection for difficult-to-recycle household items such as automotive waste products, garden chemicals, household cleaners, paint products, swimming pool chemicals, electronic waste and miscellaneous household waste.

The Mountain Brook community was very positive in its response for this special service. However, Waste Management needs 40,000 households in the Birmingham area to participate to make this service cost feasible. Mountain Brook has 7,200 single-family households and Waste Management is contacting other cities in the Birmingham area to see if they will also participate in the “At Your Door” program.

We will keep you posted of any future progress of this service from Waste Management. If you have any comments on this service, please contact the City Manager at gastons@mtnbrook.org or 802-3803.



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. 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.

“Don’t just do what’s your responsibility, do what needs to be done.” ~Pivot



Second Quarter Crime Statistics

	1st Quarter 2012	2nd Quarter 2012
ROBBERY	0	2
BURGLARY/RESIDENCE	7	9
BURGLARY/BUSINESS	2	3
THEFT	33	50
AUTO THEFT	0	2
ASSAULTS (OTHER)	3	4
IDENTITY THEFT	8	11
CRIMINAL MISCHIEF	14	8
DRUGS	10	11
FAMILY VIOLENCE	8	2
ACCIDENTS	224	233
A WITH INJURIES	12	25
A WITH FATALITIES	0	0
CALLS FOR SERVICE	5,056	6,121
HOUSE WATCHES	787	1,134
PROPERTY STOLEN	\$313,647	\$209,872
PROPERTY RECOVERED	\$138,816	\$77,651

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.

Lane Parke – Update *(continued from page 1)*



threshold to support the project. Both of these early phases will replace development on the acreage currently occupied by the Park Lane apartments.

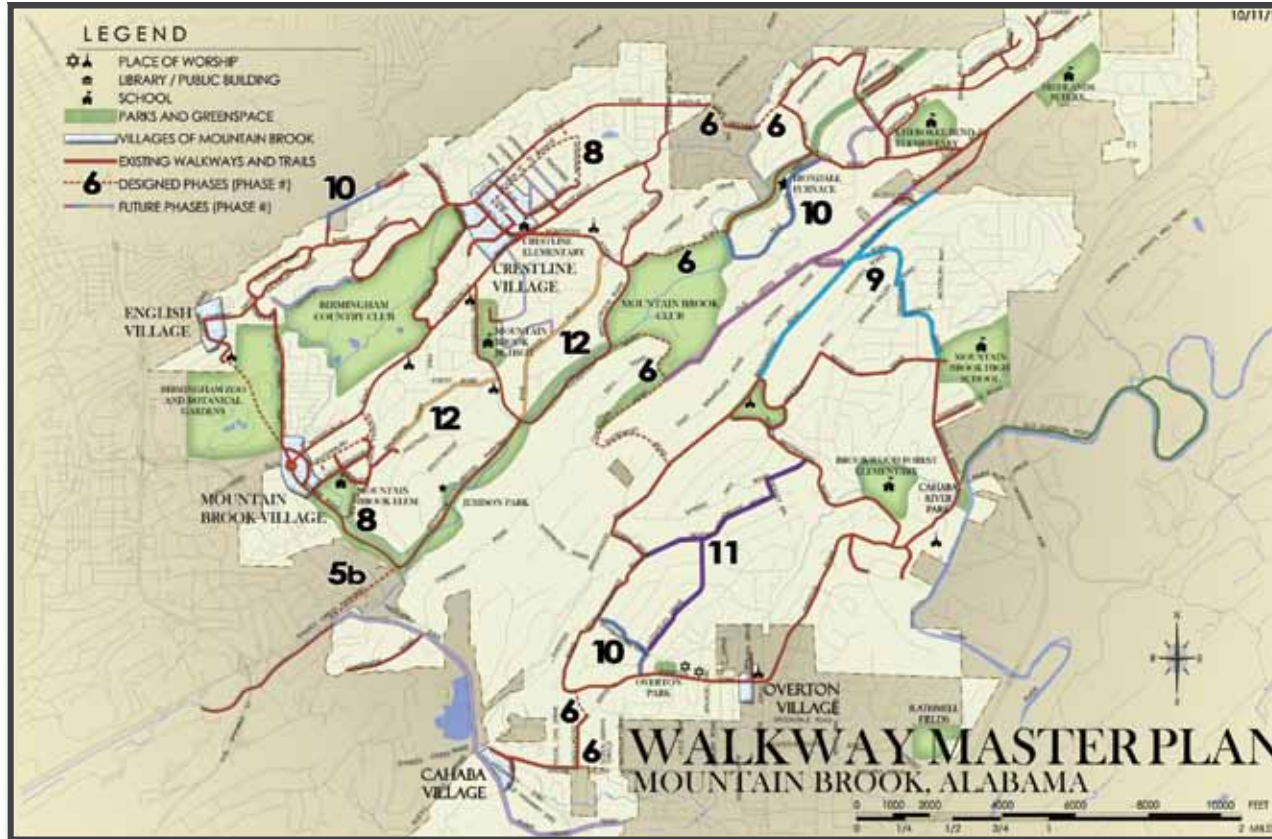
The subsequent demolition of the Mountain Brook shopping center is not expected to take place until the first two phases are complete; giving the existing Mountain Brook shopping center tenants the opportunity to relocate to the new retail venue prior to the demolition of the existing shopping center.

The approved PUD plans may be viewed on the City's website by going to: www.mtnbrook.org, then click the link to Lane Parke. If you have any questions for the City staff, feel free to direct them to Dana Hazen, City Planner, 205/802-3821 or hazend@mtnbrook.org.



BUILDING PERMIT ACTIVITY

	1st Quarter-2012		2nd Quarter-2012	
Permit Type:	No. Permits	Permit Value	No. Permits	Permit Value
New Construction	4	\$ 2,519,537	12	\$ 6,416,703
Alterations/Additions	90	\$ 5,812,452	108	\$ 13,347,828
Repairs/Other	157	\$ 12,706,035	220	\$ 2,604,723
Totals:	251	\$ 21,038,024	340	\$ 22,369,254



The Mountain Brook Walkway System is Growing in 2012 & 2013

The Summer of 2012 will be one of the biggest years for new sidewalk construction in Mountain Brook. Phase 6 of the Mountain Brook Walkway System will connect Cherokee Bend with Crestline Village using the Irondale Furnace trail and a new sidewalk and bridge being built along Old Leeds Road

to Forest Glen Drive. This phase of sidewalk construction will also connect the Brookwood Road sidewalks all the way to Jemison Park, with new sidewalks along Overcrest Road, Cherokee Road and Overbrook Road. The sidewalks in Mountain Brook will now be tied together for the first time.

Once completed, the Mountain Brook Walkway System will unify a series of walkways and trails in a 50 mile system that will connect Crestline Village, Mountain Brook Village, English Village, the Birmingham Botanical Gardens, the Birmingham Zoo, six schools, numerous residential neighborhoods,

places of worship and the historic Irondale Furnace. At the end of 2013, the first six phases of the Walkway System will have over 35 miles of sidewalks.

The next phase to be bid in late 2012 will be located near Crestline Elementary and Mountain Brook Elementary and will be funded by the Safe Routes to School Grant. This grant will extend the sidewalk system that leads to both of these elementary schools. As part of this phase, sidewalks will be built along Vine Street, Dexter Avenue, West Montcrest Drive, Watkins Road, Canterbury Road and Overhill Road. The drawings are complete and are currently awaiting final approval from the Alabama Department of Transportation (ALDOT).

Also scheduled to be bid in 2012 or early 2013 is the sidewalk phase that will provide a connection between the Jemison Trail, the existing sidewalk system that passes in front of Brookwood Mall, and the Homewood Bike Trail along Lakeshore Parkway. By providing these important regional connections, the sidewalk system will create a link that extends beyond the city limits.

For more information about the current sidewalk system and the future phases, the Walkway Master Plan is available through the City Manager's office or the City web site at www.mtnbrook.org.



Cahaba River Park

Community input is needed for the development of our new park on the Cahaba River. Any citizen interested in being involved in the formulation of committees and neighborhood groups to support the park should contact the City Manager's office at 802-3803 or gastons@mtnbrook.org and leave contact information so you can be notified of future organizational meetings.

Recent City Council Actions:

THE CITY COUNCIL HAS ADOPTED THE FOLLOWING ORDINANCES SINCE MAY 2012:

- **Ordinance 1868:** Re-affirm voting districts previously established upon adoption of Ordinance 1624, relocating one polling location.
- **Ordinance 1869:** Amended Article XIX, Chapter 129 (Zoning) of the Mountain Brook City Code.
- **Ordinance 1870:** Amended Section 50-46(b)(6) of the city Code related to the speed limit of all sections of Overton Road within the city limits of the City of Mountain Brook, Alabama.
- **Ordinance 1871:** Amended the zoning ordinance and map of the City of Mountain Brook, Alabama.
- **Ordinance 1872:** Amended Section 50-46(a) of the City Code related to the speed limit of a section of Overton Road located within the City limits of the City of Mountain Brook, Alabama.
- **Ordinance 1873:** Rezoned certain parcels of land in the City of Mountain Brook, Alabama from Residence D District to Planned Unit Development District

THE CITY COUNCIL HAS AUTHORIZED OR APPROVED THE FOLLOWING PROJECTS SINCE MAY 2012:

- Authorized temporary construction and grading easements for driveway work in conjunction with Phase 6 sidewalks.
- Authorized the execution of an agreement with Callahan & Associates with respect to telecommunication transition to the new municipal complex for a projected fee of \$4,900 - \$5,750.
- Authorized sale of two surplus police vehicles
- Authorized execution of Change Orders No. 8 and 9 with Taylor-Miree for the Municipal Complex
- Awarded street paving bid to Dunn construction in amount of \$639,055.
- Authorized execution of Change Order for installation of stone arches at Fire Station #1 in amount of \$4,000.
- Authorized execution of agreement with ALDOT for AT&T Southeast for relocation of communication facility in alley.
- Authorized execution of agreements with ALDOT, Mountain Brook Elementary and Crestline Elementary Schools for Safe Routes to Schools project.
- Authorized rezoning of Western Supermarket Shopping Center and Park Lane Apartments.
- Authorized city's participation in the "2012 Severe Weather Preparedness Tax Holiday".
- Authorized sale of one surplus 1996 Quality fire pumper from Fire Department.
- Ratified change order No. 12 with Taylor-Miree regarding municipal complex construction project.
- Authorized Parks & Recreation Department to resurface the entrance to the Athletic Complex at a cost of approximately \$5,800.
- Awarded the bid to Peach State Ambulances in the amount of \$159,671 for the purchase of an ambulance for the Fire Department.
- Awarded bid to Victory Police Motorcycles in the amount of \$31,852.50 for the purchase of two motorcycles for the Police Department.



Pictured: Michael Clark, Ashley Martin

NEW ANIMAL CONTROL OFFICER

The Mountain Brook Police Department would like to introduce Ashley Martin as our new Animal Control Officer. Ashley was hired April 10, 2012 to replace Michael Clark, who retired after 25+ years of honorable service to the City.

Ashley comes to us with years of experience handling animals from her previous employment as a veterinary technician. She has an Associate Degree in Applied Sciences. She is excited about her new opportunity with the City and looks forward to continuing to provide the high level of service previously provided by Michael Clark.



Budget Report

The City's economy continues to improve overall, however, the ongoing decline in real estate tax collections remains a great concern. Some of the major revenue highlights for the eight month period ended May 2012 include:

- Sales tax increased \$526,000 (9%). With the exception of March 2011, the City has experienced consistent sales tax growth for 30 months.
- Building permits are up \$46,000 (9%) compared to last year's collections indicating that building activity continues to improve.
- Ad valorem tax collections are down \$458,000 (3%) from last year.
- Business license collections are up \$91,000 (4%) from last year.
- Utility taxes and franchise fees are mixed but down collectively by \$147,000 (7%) from last year.

The 2013 budget process has already begun with the first review by the City Manager of the various departmental budgets in late July. The Finance Committee is tentatively scheduled to review the second draft of the budget on August 14. The City Council will review the budget and Finance Committee recommendations on August 28. The public hearing to consider the 2013 budget is tentatively scheduled for September 24.

BOARD VACANCY

The City of Mountain Brook has the following board/committee vacancy to fill immediately:

- Board of Zoning & Adjustment (Supernumerary) – 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, PO Box 130009,
Mountain Brook, AL 35213
email: gastons@mtnbrook.org

SCHEDULE OF MEETINGS

• City Council*	2nd & 4th Mon.	7:00 p.m.	City Hall
	<i>(Call 802-3800 for time of Pre-Meeting and location.)</i>		
• Board of Education	2nd Mon.	3:30 p.m.	Call Board of Ed Office
• Library Board	3rd Tues.	4:45 p.m.	Library
• Park & Recreation Board	2nd Tues.	5:00 p.m.	City Hall
• Board of Zoning Adjustment	2nd Mon.	5:00 p.m.	City Hall
• Planning Commission	1st Mon.	5:30 p.m.	City Hall
• Design Review Committee	3rd Wed.	8:00 a.m.	City Hall
• Tree Commission	3rd Tues.		
• (odd months)	5:15 p.m.	City Hall	
• Chamber of Commerce	3rd Thurs.	7:30 a.m.	Board of Education Office (32 Vine Street)
• *Reminder: City Hall has moved to 3928 Montclair Road which is two buildings east of the Crest-line Post Office			

NEW BUSINESSES

• Alfred T. Rector • dba Rector Lawn Service • 4912 Branch Mill Circle • 568-2741	• Divine 4 LLC • dba\ Canterbury Nails • 2800 Cahaba Village Plaza, • Suite 300 • 968-6666	• Highpoint, LTD dba\ PBLM Properties • 110 Office Park Drive • 871-7000
• Ard Brothers, LLC • 120 Office Park Drive • 870-0035	• EER Group, Inc. dba\ Magic City • Recycling • 6 Office Park Circle, • Suite 105 • 281-3562	• Janae O'Flinn Photography, LLC • 3858 Cove Drive • 879-9757
• Bare & Bare, PC • 16 Office Park Circle, Suite 20 • 503-4000	• Elite Concierge, Inc. • 6 Office Park Circle, • Suite 100 • 795-3000	• Lazarus Designs, LLC dba\ Beauty by • Jessica Lazarus • 2816 Culver Road • 914-1458
• CDC-Colorado, LLC • 431 Office Park Drive • 414-6400	• Friedman & Downey, P.C. • 2700 Highway 280, • Suite 450E • 879-3033	• Livid, LLC • 2732 Cahaba Road • 414-7936
• Charme, LLC • (inside Mountain Brook • Plastic Surgery) • 2850 Cahaba Road • 907-7744	• Fritze Financial, Inc. • 2700 Highway 280, • Suite 245E • 977-9781	• Micheal Meadows Fitness Center, LLC • 2830 Culver Road • 908-9603
• Christine's Across The Street/new • owner • 2423 Canterbury Road • 871-6611	• Hand Wealth Management • 3928 Montclair Road, • Suite 217 • 802-2569	• Perry Design, LLC • 2935 Balmoral Road • 867-4110
• D & R Property dba\ State Farm • Insurance • 2102 Cahaba Road, • Suite E • 879-8887	• Hartbrook, LLC • 4305 Caldwell Mill Road • 612-6050	• TC Counseling & Consulting Services • 3 Office Park Circle, • Suite 105 • 378-9038
		• TwoMaids Holdings, Inc. • 16 Office Park Circle, Suite 18 • 870-8643
		• Yarbro Law Office, LLC • 3451 Brookwood Road • 520-4527

Emmet O'Neal Library News

Fall Adult Programming

We'll head into Fall with some stellar programs at our weekly Brown Bag Lunch Series. Several great speakers are lined up for you including Julie Hedgepeth Williams, a professor at Samford University and author of *A Rare Titanic Family: The Caldwell's Story of Survival* published by New South Books. Ms. Williams heard about the famous disaster from her great-uncle, Albert Caldwell, who survived the shipwreck along with his wife, Sylvia, and baby son, Alden. She will speak at the Brown Bag program on Wednesday, August 22nd.

For armchair Alabama historians or geologists, our next Brown Bag speaker will be perfect for you! Aileen Henderson will speak on September 29th about her new non-fiction title, *Eugene Allen Smith's Alabama*. Meticulously researched and based in part on Smith's journals, logbook, and copious letters, it tells the little-known story about the life and work of our state's first geologist, a man who is credited with first chronicling Alabama's rich natural resources.

October's speakers are a perennial favorite! On October 3rd Katie Moellering and Holley Wesley, our Adult Department Librarians, will give their semi-annual Fall Book Preview! We'll discuss your favorite authors, up and coming book club titles and debut authors to snuggle up with this fall. For a complete list of fall Brown Bag programs, please visit our website at www.eolib.org.

Computer Classes For Your Every Need!

This summer the library began a series of courses called Tech Tuesdays. We offer sessions on downloading e books and audio books to a variety of devices as well as informational sessions on Word, Excel, social media basics (Facebook, Twitter, & LinkedIn) and a Tech Tour of all of the library's electronic resources and databases. Last, but not least, we offer a Senior Surfing class for those of you who are new to computing. We'll teach you how to use a mouse, navigate the web, and use email.

Library Director Receives Eminent Librarian Award

The Emmet O'Neal Library's long-time director, Ms. Sue DeBrecht recently received the Alabama Library Association's Eminent Librarian Award for her service to the library and community. Ms. DeBrecht has provided leadership for the library since 1989. She has taken the library from a 17,000 square foot facility to a 40,500 square foot state of the art "Blue Ribbon" library. Her vision helped launch an eight million dollar fundraising campaign resulting in debt-free construction of the current facility. Her dedication to her library, community and profession is exceptional and an inspiration to all who know her. She has served as Chair of the JCLC Executive Board, Chair of PLD, Chair of United Way Allocation Team, and a member of the APLS Standards Committee.



Pictured: Library Director, Sue DeBrecht, recipient of the Alabama Library Association's Eminent Librarian Award.



Pictured: Members of the Donald and Crommelin families at the Emmet O'Neal Library Garden Re-Dedication.

Library Garden Re-Dedication

On the afternoon of May 3, 2012, the Emmet O'Neal Library hosted a ceremony to rededicate the recently re-designed garden at its entrance. Gifts given in memory of Mrs. Mary Moren Crommelin made the renovations possible. To mark this special occasion, Ms. Sue DeBrecht, Library Director, welcomed guests and introduced Mrs. Crommelin's granddaughter, Miss Mary Virginia Adams. Miss Adams read a poem in honor of her grandmother and was followed by Reverend Rich Webster of St. Luke's Episcopal Church, who blessed the new garden. Next, the ceremony included the unveiling of a beautiful bronze statue by nationally acclaimed artist L'Deane Trueblood entitled *Mary, Mary Quite Contrary*. This new bronze statue sits alongside an existing statue previously given in memory of Miss Sally Wade Crommelin. The new garden design includes permanent seating, extended arbors and wonderful new plantings.

Dean Cook, Frances Robinson and Betsy Allison provided beautiful flower arrangements for the special event. After the ceremony, guests enjoyed a reception organized by Mrs. Beth McMillan with help from Mrs. Forsyth Donald, Mrs. Mimi Renneker and several Emmet O'Neal Library staff members.

On behalf of the Emmet O'Neal Library, Ms. DeBrecht expresses her sincere appreciation to Mrs. Donald for her efforts with this project and to landscape architect, Mrs. Mary Zahl, for her marvelous vision for the garden. Ms. DeBrecht encourages all residents of the community to visit the Emmet O'Neal Library and to take advantage of the lovely garden at the entrance.

Emmet O'Neal Library News

Children's Department News



Family Night

Look for the return of Family Night on Tuesday, September 11, with an outdoor favorite: Bama Air Dogs. On Wednesday the 19th, beat a path to the library for an After-School Special, the Emmet O'Neal debut of Atlanta's interactive percussion show Beatin' Path.

Thank you

Thank you for your support in making Emmet O'Neal Library's Dream Big Summer Reading program a great success! Don't forget that you can still bring your reading log to the Children's Department to be checked until August 6 and pick up your reading certificate until August 12. We'll host a special movie on the lawn on Friday, August 17. Bring a blanket and spread out on the grass to meet the creature who speaks for the trees in the latest Seuss movie adaptation.

Storytime

This school year, the Emmet O'Neal Library offers storytimes six days a week. Monday, Wednesday, and Thursday mornings, our youngest patrons and their caregivers can register for lapsit storytimes that include board books, songs, and fingerplays. Tuesday and Saturday mornings we have no-registration-required, all-ages family storytimes, and Tuesday afternoons we offer a drop-off storytime called Library Out Loud for kindergarten through second graders. We'll also continue to provide Monday evening Chess Club, Thursday afternoon SNaP programs for third through sixth graders, and two Bookmania book discussions each month.

Event Calendar



To see more details for all our fall programs, you can view our calendar online at www.eolib.org. On the website you'll also find a link to a registration calendar where you can sign up for programs from home, work, or wherever you and your smart phone happen to be.



A Library Dark and Grimm

In October prepare yourself for A Library Dark and Grimm, a month of spine-tingling events for all ages. The fright – er, fun – begins on October 9 with Family Night, bringing to town Madcap Puppets with a production of the Grimm tale “When You Wish Upon a Fish.” Upper elementary students can also participate in a frightful book talk/pizza dinner by reading a Sisters Grimm book and signing up online for Bookmania. On Friday the 19th, dress as your favorite fairy tale character or villain and come to Emmet O'Neal for an array of chilling activities: take a spin through our fairy tale maze, enjoy spooky snacks, and play games. Finish the night with a Grimm movie on the lawn. If you can't make it on Friday, don't panic; the maze will be open the next day during library hours.



MOUNTAIN BROOK CHAMBER OF COMMERCE

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- Brookwood Village—Doug Prescott
- Cahaba Village—Paige Gilliland
- Crestline Village—Will Haver
- English Village—Kathryn Keith
- MB Village—Seth Adams
- Office Park—Jalona Patterson
- Overton Village—Annie Damsky
- River Run—Craig Martin, DVM

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Sustaining Member: Sam Gaston

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Mountain Brook City Schools Foundation
Board: Craig Fravert

Mountain Brook Sports Corporation:
Doug Centeno

SHOP. DINE. DISCOVER.

Welcome to the Villages of Mountain Brook

Chamber Luncheons

September 13

A panel discussion with The Birmingham Barons, The Birmingham Zoo, The Birmingham Botanical Gardens, The McWane Science Center and Vulcan Park. Moderated by State Representative Paul DeMarco, sponsored by Village Living.

October 11

John Cooper, Director of Alabama Department of Transportation will discuss current and future regional transportation projects.

Park Lane in English Village

Doors open at 11:00, luncheon begins at 11:30

Register online at:

www.welcometomountainbrook.com

Welcome New Members of the Chamber

- | | |
|---|--------------------------------|
| ■ Angela Thornton, Southeastern Financial Group | ■ Envy Nails |
| ■ Bare & Bare, PC | ■ Nuyella |
| ■ Black Tie Media/Community Coupons | ■ Ollie Irene |
| ■ Day Star Construction, Inc. | ■ Salvatore's Pizza & Pasta |
| ■ Dungan Nequette Architects | ■ Southern Femme |
| | ■ Strong, LLC |
| | ■ Taco Mama |
| | ■ Wells Fargo Business Banking |

Featured Ribbon Cuttings



Iberia Bank Now Open in Crestline Village

Platinum Level Sponsor of the Mountain Brook Chamber



Strong LLC

Platinum Level Sponsor of the Mountain Brook Chamber
Ito r - Hannon Davidson (Mountain Brook Chamber), Sandra Oden (wife of Mayor Terry Oden), Councilwoman Valerie Abbott, John Paul Strong (CEO), Mike Strong (Partner), Jack Griffis (Partner), and Amy Jackson (Chamber President)

SAVE THE DATE

January 21, 2012
8:00 AM

Mountain Brook Village to Village 10K & 1 Mile Run

Register at active.com
10K \$35 • 1 Mile \$15

welcometomountainbrook.com • (205) 871-3779



We're on Pinterest!

Follow us on Pinterest to see the coolest things in Mountain Brook.

pinterest.com/mtnbrookchamber

Platinum Level Member:



Gold Level Members:

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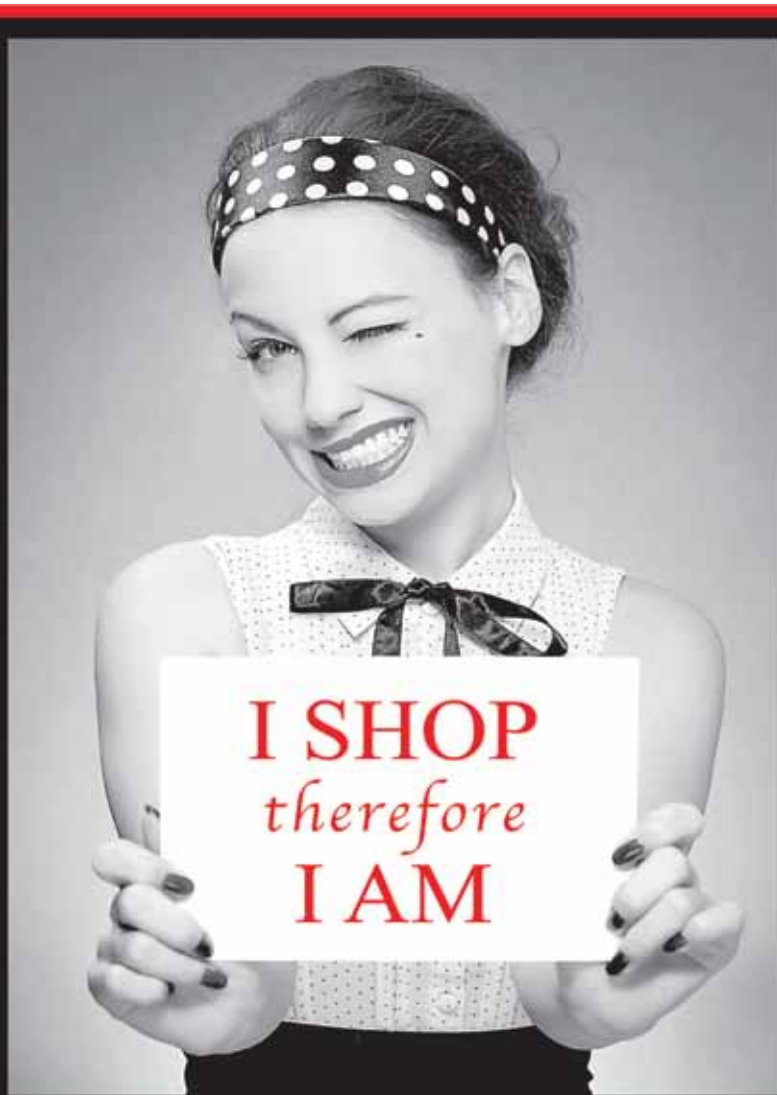
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-Chinese proverb



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District technology director Donna Williamson, director of administrative services Dr. Lisa Beckham, and Crestline technology coordinator Lynne Colley meet regarding programming on MBTV.

SCHOOL LEADERS DISCUSS UPGRADES, FUTURE OF MOUNTAIN BROOK TV CHANNEL

Mountain Brook has its own cable TV channel, known as Mountain Brook TV. A collaborative effort between the City of Mountain Brook, Mountain Brook Schools, the Mountain Brook Chamber of Commerce, Charter Communications and AT&T U-Verse, Mountain Brook TV provides the community with programming that is tailored specifically to Mountain Brook residents.

Recently, we asked Donna Williamson, Technology Director for Mountain Brook Schools, about how Mountain Brook TV came to be and what residents are likely to see in the programming.

THE REPORTER: What is Mountain Brook TV? What purpose or function does it serve in the school system and the community?

DONNA WILLAMSON: Mountain Brook TV is a channel provided by the cable TV companies used to distribute school and city news to the public. It is available to all cable subscribers in Mountain Brook through channel 10 on Charter Cable, and channel 99 on AT&T U-Verse.

From where did the idea for Mtn Brook TV come?

Many years ago, when the Mountain Brook Cable company was ready to sell the franchise, Bill Long, a Mountain Brook parent and former city council member, reviewed the original agreement with Mountain Brook Cable and determined that not all aspects of the contract had been fulfilled – such as cable connections for all Mountain Brook schools and a free dedicated channel for the city and school system to

use. Bill went to bat for the city and school system, and was able to get these components of the contract fulfilled before the franchise could be sold. This became a partnership of the city government, the cable company, and the school system.

When I began as Technology Director in Mountain Brook in 1994, Bill Long brought the plan and the concept of a city and school system cable channel to my attention. As part of the cable franchise transfer, all the schools were wired with a coax network and the cable channel was designated to the city and schools. Another aspect of the original cable contract was assistance with a broadcast studio in the school system. Each school was equipped with a small broadcast studio for use within the school, and equipment was purchased to broadcast videotaped programming over the cable channel to the community, which is what became known as Mountain Brook TV. Over \$100,000 was designated to make broadcast possible. We have just recently exhausted that fund with the purchase of updated equipment and a line to connect with AT&T U-Verse for an expansion of Mountain Brook TV to meet the needs of more of the community.

What funding sources provide Mountain Brook TV?

Mountain Brook TV is a collaborative effort like so many other things that set this community apart from other cities—a partnership between the cable providers – Charter Communications an AT&T U-Verse, the City of Mountain Brook, Mountain Brook Schools, and SportsNet. Most recently, the Mountain Brook Chamber of Commerce has become another partner in the collaboration that is Mountain Brook TV. The Chamber is developing its own content in the form of a TV news show that covers all aspects of the city, and it's a very exciting addition to Mountain Brook TV. Every partner in this collaborative effort provides some of the funds to support Mountain Brook TV, but the broadcast hardware is

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MEET THE NEW MOUNTAIN BROOK JUNIOR HIGH PRINCIPAL: AMANDA HOOD

In June 2012, the Mountain Brook Board of Education appointed Amanda Hood as the new principal of Mountain Brook Junior High. Amanda had served for one year as assistant principal for curriculum and instruction at Mountain Brook High School. "When Amanda Hood joined us a year ago to serve at the high school, we knew that we had hired a first-rate leader," said superintendent Dicky Barlow. "We think she has all the characteristics of an excellent principal. Her thorough knowledge of secondary curriculum is an asset and she has the interpersonal skills which will contribute to ongoing excellence at Mountain Brook Junior High. We are very excited to be working with Amanda in her new position."

THE REPORTER: Tell us about your background: Where were you born, where did you grow up and go to school?

Amanda Hood: I was born and raised in Selma. My family moved to Tuscaloosa when I was in the 9th grade. I graduated from Hillcrest High School before going to Troy State University on a full scholarship. I received my bachelor's degree secondary education with an emphasis in math and history. I then attended the University of Montevallo where I received my masters and Ed.S. in Educational Leadership. My parents still live in Tuscaloosa, and my younger brother and his family have returned to Selma to raise their family. I have lived in the Birmingham area most of my adult life. I taught math at Oak Mountain High School, where I also coached cheerleading and started the ambassador program. I also served as the assistant principal for curriculum and instruction at Spain Park High School for 6 years, before joining the Mountain Brook High School team as the assistant principal for curriculum and instruction during the summer of 2011.

What's the most notable thing you can tell us about your

own career as a Junior High or High School student?

I always loved school. I was influenced by many great teachers who introduced me to a variety of meaningful classroom experiences. I was challenged every day. They taught me to look beyond myself and see the world differently. I have still maintained many of those relationships with some of those teachers who continue to mentor me today.

I can honestly say that I learned as much outside of the classroom, in extracurricular activities, as I did inside. I always served in leadership positions during high school. I served as head cheerleader for two years, president of the National Honor Society, was very heavily involved in Key Club at the school and state level, attended Girls' State, as well as received the DAR Good Citizen Award voted "Most School Spirited" for four years. This may be more than you wanted to know but it was fun to remember all of it!

When did you decide on a career in education?

I have always wanted to be a teacher. There was never a time that I could imagine my life without school. I love the growth that you experience through academic



and extracurricular opportunities at the junior high and high school level. I truly believe that these opportunities have a tremendous impact on who you are and what you choose to do with your life.

Talk about your family and your kids. There's a great story.

I am married to Jerry Hood who is also a teacher and a coach. We both have a passion for children and providing positive opportunities for them to grow and develop. Jerry and I have four wonderful children: Olivia, 13, Christian, 12, Daniel, 8, and Vica, 7. Four years ago, Jerry and I applied to adopt a sibling group from Ukraine. We anticipated adopting two children. When we arrived to meet with their government officials, they presented us with pictures of four beautiful children. We thought that each child was being presented individually. They quickly shared with us that the children were a sibling group. After recovering from the shock, they gave Jerry and me about 45 minutes to talk privately. That may be the quickest life-planning conversation in the history of families. We talked about school, college, weddings,

cars, feeding and loving four children, and how we would need to change our lives. In the end, there was never any doubt that we would meet the children. I remember meeting them for the first time and not having enough arms to hug them all. From that moment, it is an understatement to say that our lives changed forever. It is probably better to say that my perspective on my life changed. Our family is about more than us as individuals. We are about being a team, through the good and the bad.

Going from a couple to a family of six, almost literally overnight, and watching our children thrive in their environment, has also had an impact on my thinking about education and schools. It makes Jerry and me more aware that our schools and programs have to be places where children are challenged but supported. The environment that surrounds our children has a tremendous impact on their development. Our responsibility is to make sure that we are doing everything we can to create that positive environment where they are challenged and engaged every day.

What do you hope to see happen in your new position?

My hopes for my new position are that I will be able to provide the vision, direction, and support needed to make Mountain Brook Junior High the very best school it can be. We are going to build on the incredible foundation that is Mountain Brook, and challenge ourselves to try new and innovative things that will help to continue to develop a culture focused on students. My dream is that we will be a school that is academically focused, but finds the perfect balance of fine arts, athletics, and community service.



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housed within the school system.

What kind of programming is offered and who determines the programming?

While classrooms in other school systems in Alabama were wired and equipped with televisions for cable news access through a program called Channel One, the city of Mountain Brook and the school system wanted greater control over the internal programming that students were exposed to as well as the ability to broadcast to our community.

The content for Mountain Brook TV began with SportsNet, which distributed replays of Mountain Brook High School football games, and school system announcements. Since the school system housed the equipment for Mountain Brook TV, and no staff was dedicated to manage the program, it stayed pretty much a parent-run entity for broadcasting sporting events for many years. Eddie Berg, another Mountain Brook parent, has been largely responsible for the success of SportsNet in the community and the growth it has experienced through adding as many sporting events as possible, not just football games. The technology coordinator for Crestline Elementary, Lynne Colley, has been responsible for setting up all the school system announcements, in addition to her duties at Crestline.

We recently upgraded our programming system. This allowed us to get away from the need to load video manually each time, and provided more 21st century digital video as well as more professional templates and graphics for the announcement slides. Each school's technology coordinator is responsible now for developing announcement slides for their own schools, and Lynne manages district announcements and works with the city on the content of their announcements.

Who should be contacted if someone in the community has trouble receiving Mountain Brook TV?

The school system keeps a check on the video and audio going out of our broadcast site, but we have no way to know or control what the feed looks or sounds like coming into individual homes or businesses. If someone experiences a problem receiving Mountain

Brook TV or the picture is not clear, the first point of contact should be the cable provider – either Charter Communications or AT&T U-Verse. Most of the time, the problem arises between the area booster and the location experiencing the problem. That's not something the school system can do anything about. It's also important to know that not all channels have the same broadcast strength. The strongest channels are for those stations that make money from selling advertising. This is a free channel provided to the city and school system, so naturally, it carries a weaker signal.

How does Mountain Brook TV fit into the overall Communications plan or process for the school system?

Mountain Brook Schools' Communication Plan is a dynamic plan, ever-evolving as the technologies change, and Mountain Brook TV is evolving as an integral part of our communications process more and more. We not only look at what technologies we have here in the school system, but also the technologies that are in the hands of the community. At times we need to push out as well as pull in emergency announcements and other time-sensitive announcements and information, and we utilize many avenues, almost simultaneously, such as School Messenger, which is a rapid call and/or email system for parents, Twitter, school and district websites, and the new crawl feature on Mountain Brook TV, which allows us to broadcast the information without interrupting the regular programming.

Where can the public find a programming schedule or guide for Mtn Brook TV?

Programming is scheduled in advance for a month at a time. Announcement slides play at any time that video is not playing, and the shorter videos are played up to three times

a day, with those times alternating by day. SportsNet content is aired on a fixed schedule in the mornings and evenings, so the Chamber news, school system news and information, and city news and information are played in between the SportsNet shows. We plan to add a programming slide each month for viewers to know when particular information will be shown, and there is a link for Mountain Brook TV on the school system website with programming information. www.mtnbrook.k12.al.us

Why does the programming play repeatedly throughout a given month?

We want as many people in the community as possible to see the programming, thus the repeating schedule. We don't have a full-time staff to manage Mountain Brook TV, and it cannot function as a live channel. It was not until this year that we had someone other than me to look at programming and help facilitate adding programming from the school system other than announcements. Our Director of Administrative Services, Dr. Lisa Beckham, plays an integral role in working with Mountain Brook TV as a partner to develop school system content. This past year, we added informational video from the schools, and informational programming from various district level departments. Our Student Services Director, Dr. Dale Wisely, shared some of his popular parenting topics on Mountain Brook TV. Dr. Beckham provided information on kindergarten registration. Our Child Nutrition director, Mrs. Pamela Stembridge, introduced each school's cafeteria staff and explained the online lunch payment process. There have been others with more programming like this will be developed in the coming year, and we welcome suggestions from the community. Suggestions for content can be made to mbtv@mtnbrook.k12.al.us

NOTICE OF NONDISCRIMINATION

The Mountain Brook School system does not discriminate on the basis of race, color, religion, national origin, sex, disability or age in any of its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following persons have been designated to handle inquiries regarding the nondiscrimination policies: Dr. Dale Wisely—Director of Student Services (Title VI), Mrs. Sylvia Harper—Personnel Director (Title IX), Dr. Missy Brooks—Director of Instruction (Title II), Mrs. Shannon Mundy—Special Education Director (Section 504), Contact Information: 32 Vine Street, Mountain Brook, AL 35213, telephone: 205-871-4608.



Mountain Brook City Schools FOUNDATION



The school system formed a team early in the summer to develop a plan for using tablets in the schools. This plan will be tailor-made for our community, but it will also be scalable so that it can serve as a model for others.

MOUNTAIN BROOK CITY SCHOOLS FOUNDATION MARKS 20TH YEAR

This fall marks 20 years since the Mountain Brook City Schools Foundation came into existence. Established in 1992 by a group of citizens concerned about being able to continue the quality of education in Mountain Brook for generations to come, the Foundation has become integral to the success of the schools.

WHAT WE ARE DOING

Over our history we have committed more than \$4,700,000 in additional support to the Mountain Brook City Schools. As such, every child has been the beneficiary of the Foundation's work.

1. Library Enhancement - \$165,520

The way a student learns and finds information may have shifted significantly over the last decade, but a well-rounded and successful student must know how to utilize and gain knowledge from the printed page, which is why we continue to support the libraries in all of our schools.

2. Professional Learning - \$2,246,014

Mountain Brook teachers participated in 12,247 hours of professional development during summer 2011 – this would not have happened without ongoing Foundation support.

These sessions allowed the teachers to gain valuable new insights into how children learn and stay abreast of current educator trends away from the grind of school year. In addition to professional development, the Foundation has funded two math coaches in the elementary schools to enhance students' mathematical skills, which is so important to success in the world today.

3. Technology - \$2,325,916

Technology is playing an increasingly important role in our day-to-day lives. Without a good foundation in and comfort with using it, our children will fall behind. The Foundation continues to give so much in the area of technology so the schools can try different options to ultimately determine which technologies will be most effective in the classroom.

In the last month, you've likely heard about other school districts in the region rolling out

iPad programs. We don't want Mountain Brook to fall behind, but we also don't want to spend money uselessly, which is why for one of our 2012-2013 initiatives we are funding a pilot program to provide the data needed to guide purchases and choices for personal devices in the future. Students will use iPads in the pilot teachers' classrooms and in other classrooms where applicable and they will be able to take the iPads home. The digital content along with the iPads provided by the Foundation will be critical in paving the road for digital textbooks, online assessments and more.

This program will offer students and teachers the opportunity to determine different creative and innovative uses for the technology. A successful pilot will ultimately determine if iPads are feasible for application in the Mountain Brook Schools. Other successful Foundation funded pilot projects have led to the addition of laptops for the primary grades, sound systems and projectors in every classroom and just last year, the implementation of Promethean Boards in all K and 1st grade classrooms.

It is the Foundation's hope and goal to provide additional funding necessary for the Mountain Brook City Schools to lead with innovation.

MARKING OUR 20TH ANNIVERSARY

Look for events, newsletters and communication coming from the Foundation soon. Get on our mailing list online or by calling (205) 414-0042.

WHAT YOU CAN DO

Participate

The impact of ongoing pro-ration, the reduction in property tax revenue associated with lower real estate values and an overall sluggish economy have put more financial pressure on the schools than ever before.

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www.mtnbrookschooolsfoundation.com