

2020: A YEAR IN REFLECTION



VESTAVIA HILLS

CHAMBER of COMMERCE

photo courtesy of Larry Durham





John Henley - State Farm
2020 Chair of the Board

When I started 2020 with the honor of serving as the Board Chair for the Vestavia Hills Chamber of Commerce, I had a large number of ideas and plans on how we would serve our members and the Vestavia Hills Community as a whole. Along with many of you, when March rolled around, our lives changed dramatically, in ways I never could have imagined prior to this year.

We all had to start identifying with terms such as Covid-19, Essential Businesses, PPP, contact tracing, personal protective equipment, Zoom and the wearing of masks. On Friday, March 13th I was at the Atlanta International Airport to pick up my daughter and her friends as they returned from their senior Spring Break Trip to Cancun. I was amazed at the number of people who were coming out the International Terminal with masks. Little could I have imagined, this was going to be our way of life for the foreseeable future.

As we continued through the year, I was amazed at how our business community evolved and adapted to the new rules and regulations which were put in place. Some businesses have thrived in this environment, some have closed and others have survived. As a small business owner, it has been a struggle throughout the year as we continued to deal with the unknown.

Through all of these uncertainties, I have been amazed again and again about the number of people who have stepped up to ask what they can do for others. The number of volunteers who have stepped forward to help others is one of the things I love about our community.

Through all of the changes this year, the City of Vestavia Hills has unveiled the new park behind Cahaba Heights Elementary School, the completion of the new swimming pool at Wald Park and the new Miracle Field. In addition, The Vestavia Hills Board of Education, started classes at the

new Pizitz Middle School which is located at the former Berry High School. The Vestavia Hills City Schools also celebrated their 50th anniversary with the unveiling of the inaugural class for the City Schools Hall of Fame.

In 2021, the Community Spaces Building will open and with this the Chamber of Commerce will move to a new home. This will be a great place to gather as a community and allow our city to showcase all that is great about where we live, work and play.

I want to thank a moment to thank the Vestavia Hills Chamber Officers and Board of Directors. Since we were not able to achieve our goals for 2020, all of the officers and directors are returning in the same roles in 2021. We will be looking to continue our work from 2020 with the continued implementation of the Chamber's Strategic Plan.

I also want to thank Karen Odle, our Chamber President, along with our Chamber Staff, Katie Woodruff, Betsy Webster and Lisa Christopher. They all pulled together to do what was necessary to continue to provide assistance to our businesses and to look at new ways to support them.

While many of our regular events were cancelled in 2020 we will start to have more events in 2021 as it is safer for us to do so.

I am looking forward to serving our Chamber members in 2021 and I am excited about the opportunities which are before us. I am sure we will have many more challenges as we continue to move forward in 2021, but my commitment to you is to do what we can to assist our members and our community.

Thanks to everyone for all you do for our Chamber and the Vestavia Hills Community.



Karen J. Odle
President
Vestavia Hills Chamber of Commerce

The Vestavia Hills Chamber of Commerce started 2020 with great hopes for a fantastic year and it was looking like it would be during January and February and then came March! What a crazy year it turned out to be as we were introduced to COVID-19. With the fears and the unknown, especially early in the 2nd quarter and continuing until December (when this letter was written) when hopes of a vaccine became a reality, everyone buckled up and looked for ways to keep their businesses viable.

Second quarter saw many folks beginning to work from home as did the Chamber staff for the month of April but we came back in person on May 4th and have been working in our office since that time.

With these unprecedented times in our city, state, nation and world, the Chamber staff worked hard to determine how best to serve our members as well as the entire Vestavia Hills business community. We learned and researched everything we could about Paycheck Protection Program (PPP) and Economic Injury Disaster Loan (EIDL) and many of our accountants and bankers were extremely helpful in helping us with updates and information to make sure we had the most current information to share with our members.

We fortunately had begun the process of implementing a brand new website for the Chamber in 4th quarter of 2019. The website went live on April 6, 2020; our first day working from home. However, it went off without a hitch and with all of the information being shared with us by the many governmental entities, we were able to update our website easily to keep our members informed and let them know what businesses were open; partially open; doing curbside, etc.. Not only were we able to post all of the information coming in, but our staff used this opportunity to also publish a “Shop Local Guide” and asked the businesses to let us know what their business was doing to stay safe and meet the required guidelines so we kept that updated too.

We were introduced to ZOOM and had daily calls (sometimes many calls per day) with the staff to keep everyone informed on what was happening and what we could do to encourage our residents and businesses and to keep our members informed of opportunities for grants and loans to keep them afloat...especially since we went through a partial or total shutdown for many businesses that the Governor determined were “non-essential”.

Besides the important information that we shared on a daily basis, we also did some fun things to keep community members engaged and looking at our social media and website so they could see what the businesses were doing to remain open. Each Tuesday at 2:00 PM, the staff hosted a Facebook Live event called Tuesday Trivia at 2:00 with a business sponsoring each one. It garnered a lot of family interest as they used the concept of “Are you smarter than a 5th grader” so it got people to view our Facebook page to see all of the innovative ways our businesses were remaining viable. Our sponsors were Family Medical Supply, Pure Fitness, Brookdale Senior Living, Newks, Town Village and a generous cash prize from Mayor and Mrs. Butch Zaragoza.

The staff put together goody bags for families to drive by curbside at the Chamber office to pick up the bags that had coupons and fun things for the families from our local businesses in an effort to encourage “Shop Local”. We also were able to put together 150 Welcome Bags with items from our businesses for new families that had moved into Vestavia Hills. We partnered with the school systems counselors for them to share the bags with the new families as they came to register their students for school.

We worked hard to get the Mayor's Prayer Breakfast in but finally decided it was best to reschedule the event with our speaker, Brodie Croyle, with Big Oak Ranch for April 21, 2021.

The 2020 Vestavia Hills Living was in process when the pandemic hit, so we had to pause the compilation and ad sales until our businesses got back operational. We resumed the effort in August with the magazine being published in September. It was still a fantastic issue even with all of the challenges we faced.

We continued our monthly luncheons the best we could going virtual via ZOOM. While our numbers were down from in-person meetings, we still had some informative, good speakers virtually so we are grateful to everyone that participated in these. We also took our seminars virtual. We partnered with the Vestavia Hills Police Department and Gracie Jiu-Jitsu to help us provide information vital to our business owners and employees on Safety in the Workplace and had seminars on topics such as theft in the workplace, personal safety and cybercrime. While our ribbon cuttings were down due to the shutdowns, we were able to begin with some in-person ribbon cuttings and groundbreakings in the fall with social distancing and masks being required. See elsewhere in this report for a listing and photos of these.

We had to cut back on our Annual Helping Hands in the Hills in September due to COVID-19 so also cut down on the number of volunteers and project requests. We had 56 volunteers on 8 projects helping seniors in need of leaves being raked, bushes being trimmed, mulch being spread as well as other needs. This event is combined with the Annual e-Recycle & Shredding Day with Hazardous Waste Collection and the Medication Take Back station staffed by the Vestavia Hills Police Department (see story elsewhere in this report for the numbers collected for these services). With many residents working from home, basements and garages were cleaned and we had one of our biggest recycling days we have had.

The Chamber continued to work with the City on the Annual Holiday in the Hills for the 4th quarter. We introduced SHOP. DINE. PLAY. LOCAL. to encourage shopping in Vestavia Hills. We focused on the kick off at Vestavia City Center with their tree lighting on November 19th, then in Rocky Ridge celebrating with them the Rockin' Rocky Ridge Christmas Carnival on November 20th and on November 21st we Decked the Heights with the businesses in Cahaba Heights. The Chamber focused on promoting participating area businesses, updated the Facebook page for the event and promoted all events through print, web and social media as well as television commercials for two weeks. The City Christmas Tree Lighting was held on December 1st and the Chamber hosted a business expo at the tree lighting with most businesses being outdoors. We welcomed Redstone Church and thank them for providing beautiful Christmas music to kick off the holiday season. We then enjoyed our "Drive-by Breakfast with Santa on December 12th under the portico at Vestavia Hills Elementary West and ended with the Christmas Parade at Liberty Park on Sunday, December 13th. A special thank you to all of the businesses that took part in all of these events!

We partnered with Vestavia Hills United Methodist Church to offer "Lead to Lead" Video Seminar with John Maxwell and other great motivational speakers and had great feedback from attendees.





James Robinson - Spire
Vice Chair - Programming

2020 was definitely not the typical year for our Chamber luncheons. We were only able to hold our first three luncheons in person at the Vestavia Country Club before moving to virtual meetings via Zoom. We would especially like to thank our speakers for their flexibility during such an uncertain time. Entering 2020, we had the complete lineup of speakers on the calendar and booked for the entire year. When COVID restrictions were put in place and meeting in person was no longer possible, those speakers who could not present virtually, graciously allowed us to keep them booked, but postpone until 2021. The variety and interest of the speaker is a large part of our success, therefore we are grateful for their flexibility and willingness to work with us during the pandemic.

We would also like to thank our sponsors for their unwavering support. We would not be able to host these events without them. We look forward to an incredible lineup of speakers for 2021 and hope to be meeting in person soon.



JANUARY (In Person)

Vestavia Hills Chamber of Commerce Annual Awards
and Officer Installation
Sponsor: Vestavia Hills Rotary Club

FEBRUARY (In Person)

Nick Sellers / World Games CEO
Sponsor: Liberty Park Joint Venture

MARCH (In Person)

Greg Canfield / Alabama Sec. of Commerce
Sponsor: Vestavia Hills United Methodist Church

APRIL (Cancelled)

MAY (Cancelled)

Sponsor: Verizon Cellular Sales

JUNE (Cancelled)

Sponsor: Vestavia Country Club

JULY (Virtual Luncheon)

Mayor Ashley Curry - State of the City
Sponsor: Standard Heating & Air

AUGUST (Virtual Luncheon)

Pete Blank - Leadership Expert
Sponsor: McDonald's

SEPTEMBER (Virtual Luncheon)

Todd Freeman, VHCS Superintendent - State of the Schools
Sponsor: America's First Federal Credit Union

OCTOBER (Virtual Luncheon)

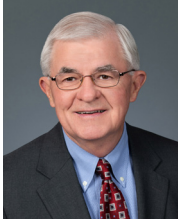
Fred McFadden/ KPR – Vestavia City Center
Sponsor: Regions Bank

NOVEMBER (Virtual Luncheon)

Doug Neil /Daniel Properties
Sponsor: Progress Bank

DECEMBER (Cancelled)

Sponsor: OnTime Service



Gary Jordan- Summit Franchising
Immediate Past Chair - Foundation

The Vestavia Hills Chamber of Commerce Foundation assists the Vestavia Hills Chamber with the mission to “foster, promote, advance and improve the economic, civic, education and general business conditions of its members and the Vestavia Hills community.” A very visible and important component of this mission is to foster and promote the development of future leaders.

It is in that spirit this year that the Chamber Foundation awarded very worthy Vestavia Hills students with scholarships, which was the result of the nominating committee’s rigorous evaluation process of submitted applications.

The Chamber and Chamber Foundation have enjoyed a long and beneficial relationship with the students at Vestavia Hills High School, which has been highlighted by their partnership with both the Youth Leadership program and the City Youth Connection. Ms. Emily Giles was a committed member of the City Youth Connection, and the Chamber Foundation offered Ms. Giles for a scholarship to attend Huntingdon College’s Economic and Community Development Scholar Program during the summer to hear from business leaders on the topic of economic development as well as hear from government leaders.

The Chamber Foundation was equally delighted to select Vestavia Hills High School student Ms. Claire Christie to receive a college scholarship to study Business or a related field. Ms. Christies’ high school accomplishments were distinguished by hard work and involvement in many service outreach efforts. We look forward to watching her accomplish all that she sets her mind to!

On behalf of the members of the Chamber Foundation Board, we wish each of these young people the very best in their current academic studies and future career pursuits.

And clearly, the Chamber Foundation could not fund these awards and scholarships without your generosity. Our sincere gratitude to all who, past and present, work tirelessly to continually sustain the funding for the Chamber Foundation. And let us all look forward anxiously to the 2021 return of our signature Viva Vestavia event, refreshed and reimagined!



Emily Giles



Claire Christie



Erin Holtz - Pure Fitness
Vice Chair - Membership

Lisa Christopher
Membership and Marketing Consultant
Vestavia Hills Chamber of Commerce

Although this year has been far from normal, as Vestavia Hills continues to thrive, so does our Chamber! In 2020 we retained our position in the *Birmingham Business Journal* as THE LARGEST Chamber in Jefferson County! Through the efforts of many, we continue to add members of varied sizes and with varied goals; many located within our City limits and beyond who recognize the value of being a part of such an active, engaging and resourceful organization!

Our board members, ambassadors and members-at-large, each take an active role in recruitment. Vice Board Chair of Membership Erin Holtz, with Pure Fitness LLC lead a committee with many goals, including identifying businesses within Vestavia Hills city limits to reach out to consider membership. Recognizing that it is truly a “win-win” when a business locates and thrives in Vestavia Hills, she encouraged her team to not only reach out to those who have recently opened their doors in our City, but also to those who simply may not know what a remarkable Chamber we have to help them succeed! When businesses in our City succeed, the ability to fund desired services and facilities can then become a reality.

Chamber member benefits are vast. The key: UTILIZE THEM and show up! “I’ve never been a member of a Chamber of Commerce before I met the people at the Vestavia Hills Chamber. When I first joined, I wasn’t really sure what to expect. The people there have been absolutely amazing. Besides the nearly 500X return on my investment, I have met mentors and made friendships that will last a lifetime. Joining the Chamber was the best decision I have ever made for my business.” Brian Riddle, Managing Director, GeoCo Facilities Solutions.

Our higher-level membership options, Trustees and Chamber Champions, continue to increase! As a Chamber Champion or Trustee, members make an annual commitment of support and thus supply a dependable cash flow to carry out the Chamber mission.

2020 CHAMBER CHAMPIONS



Our members LOVE to connect with the staff and other chamber members on social media and our user-friendly website. Our Facebook page has exceeded over 5000 followers, and our website and online edition of *Vestavia Hills Living* annual magazine are often-used tools by people in and far away to learn about our City and our members.

Thank you to our 2020 Refer & Win Sponsor's

1st Quarter

Baumhowers Victory Grille
\$250 tailgate package

2nd Quarter & 3rd Quarter

Method Mortgage
\$250 gift card to Bistro V

4th Quarter

Papa Murphy's
\$250 gift card



Taylor Burton - Taylor Burton Co.
Vice Chair- Business Development

The Business Development Committee (BDC) is focused on supporting the City's efforts as they relate to recruiting new businesses to our city, helping to retain existing businesses, and increasing sales revenue for those businesses thereby increasing sales tax revenues for Vestavia Hills. The BDC is a diverse group of people from all backgrounds, lending their expertise and wisdom about business to further our mission of fostering a vibrant business community in the City of Vestavia Hills.

Despite the complications that came with 2020, the BDC still continued to meet both in limited in person meetings and on Zoom. Business had to keep moving, so we kept moving. That being said, it was an exciting and record-breaking year for city revenues. Vestavia Hills was positioned perfectly to weather the storm brought on by the pandemic.

In the coming year, we are challenged to outperform 2020. Overall, our number one goal is keeping our "brick & mortar" strong. We love our shops and want to support them in any way we can. In doing so we invite you to join us in that effort and be apart of the BDC.

FROM THE PRESIDENT continued from page 5

While we had to cancel several of our major events such as I Love America and Back 2 School along with the Mayor's Prayer Breakfast discussed above, we were able to continue to Savor the Summer to encourage residents as well as non-residents alike to support our Vestavia Hills restaurants and save the receipts to win monetary prizes. People really enjoyed supporting local as well as having the opportunity to win prizes.

Lastly a very special thanks to the fantastic support of many, many chamber members, city leaders and area businesses AND a special thanks to our fabulous staff who have worked tirelessly to serve our membership and did a yeoman's job during the pandemic to keep our membership and community informed and up to date on new information as it became available. Katie Woodruff serves as our Communications Manager and maintains our membership database as well as coordinates our newsletters and electronic correspondence plus a hundred other things and does a wonderful job. Betsy Webster serves as our Office Manager and Social Media coordinator. She has done an outstanding job enhancing our social media efforts and expanding our reach for our businesses. In addition, she has added creating videos of our businesses to our efforts and they have been extremely well received. Also a special thanks to Lisa Christopher for her continued commitment and drive in making such an incredible difference in the Chamber and in our community. You are all incredible, and I am blessed to have such a great support staff. They each give more than anyone could ever know of their own time to make the Chamber a success.

While our membership numbers have dropped slightly due to the pandemic, we still have remained in a strong position thanks to the commitment of our business community to get through this together. It has shown what a vibrant, energetic organization your Vestavia Hills Chamber of Commerce continues to be. Thanks for letting me be part of this organization.

I look forward to many years to come as we celebrate "A LIFE ABOVE".

Unity. Prosperity. Family



Ben Chambliss - Jackson Howard & Whatley CPAs
Treasurer

It was my privilege to serve as Treasurer for 2020. I thoroughly enjoy working with the Chamber Board and Staff and can report to you that they work very hard to be good stewards of the funds entrusted to them. We currently enjoy a solid financial foundation because of this mindset that is first and foremost. That solid foundation allows the pursuit of new projects within our mission statement.

We will continue to work closely with our City and its leadership in the coming year, and we are very grateful for their commitment and support of the Chamber.

Without your membership there would be no Chamber, so we are very thankful for each of our members. The payment of your membership dues, referral of a potential new member, the support of an event as a sponsor or by purchasing a ticket, is an investment in the Chamber, and we appreciate you.

Some of the financial highlights are:

BUDGETING AND CASH MANAGEMENT

We use an operating budget which allows the effective monitoring of expected revenues and expenditures during the year. This allows the Board to make informed up-to-date decisions about the Chamber's finances. This effective management of funds allows all of the financial obligations to be paid in a prompt and timely manner.

MEMBERSHIP

The lifeblood of the Chamber is the membership. It not only provides a source of revenue, but it is the resource for the seemingly endless need of volunteers and workers for all the activities and events. We especially thank those who stepped up to one of the premium levels of membership, as a Chamber Champion or Trustee. This membership commitment gives us the ability to confidently budget financial resources early in the year.

PROGRAMS AND EVENTS

Support and attendance of our various programs and events was exceptional. Every program or event requires a commitment of financial resources, however, knowing that the membership, city leaders and community will support and attend the events gives us the assurance that it will not be a financial drain, but a positive community experience.

We look forward to an exciting 2021!

RIBBON CUTTINGS

Swaid Vestavia Medical Center

1021 Montgomery Hwy Vestavia Hills 35216

Ardent Preschool & Daycare of Patchwork Farms

3030 Healthy Way Vestavia Hills 35243

Pigtails & Crewcuts

700 Montgomery Hwy, Suite 120 Vestavia Hills 35216

Longleaf Liberty Park

451 Liberty Parkway Vestavia Hills 35242

Relax the Back

1425 Montgomery Hwy, Suite 129 Vestavia Hills 35216

Romeo's Sporting Goods

1425 Montgomery Hwy, Suite 141 Vestavia Hills 35216

Flower Betty

2531 Rocky Ridge Road, Suite 101 Vestavia Hills 35243

Milo's Original Hamburgers, Cahaba Heights

3965 Crosshaven Drive, Suite 101 Vestavia Hills 35243

The Lindsey Building

2828 Old 280 Court Vestavia Hills 35243

RE101 Vestavia

601 Vestavia Parkway, Suite 280 Vestavia Hills 35216

InVision Ophthalmology

2660 10th Avenue South, Suite 201 Birmingham 35205

Farmer's Insurance - Stacy O'Shields Agency

3945 Cypress Drive Vestavia Hills 35243

GROUND BREAKINGS

Community Bank

8001 Liberty Parkway Vestavia Hills 35242

StoneCreek Dental Care

1990 Southwood Road Vestavia Hills 35216



BOARD OF DIRECTORS



John Henley
Chair
John Henley State Farm Insurance



Sandra M. Cleveland, CFP,
CCPS
Chair-Elect
BCR Wealth Strategies, LLC



Taylor Burton
Vice Chair
Business Development
Taylor Burton Co.



Marty Martin
Vice Chair
Community Affairs
B.L. Harbert International



Erin Holtz
Vice Chair
Membership Development
Pure Fitness, LLC



James Robinson
Vice Chair
Programming
Spire



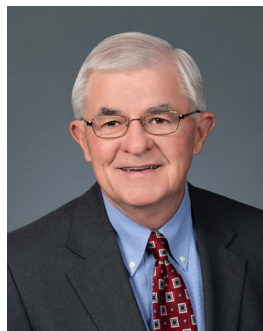
Kelly Bottcher
Vice Chair
Public Education
Vestavia Hills
United Methodist Church



Mark Macoy
Secretary/Legal Counsel
Mark W. Macoy, LLC



Ben Chambliss
Treasurer
Jackson, Howard & Whatley,
CPAs



Gary Jordan
Immediate Past Chair
Summit Franchising Group



Roger Steur
Past Chair
Method Mortgage, LLC

BOARD OF DIRECTORS

13



Keri Bates
Director
Rocky Ridge Drug Co.



Douglas Dean
Director
Children's of Alabama



Donnie Dobbins
Director
IBERIABANK



Clabe Dobbs
Director
Progress Bank



Rachel Patterson
Director
Bradford Health Services



Linda Parker
Director
Dream Vacations



Jamie Pursell
Director
Leaf & Petal

STAFF



Karen J. Odle
President/CEO



Betsy Webster
Office Manager



Katie Woodruff
Communications Manager



Lisa O. Christopher
Membership\Marketing
Consultant



Gary Jordan
2019



Doug Dean
2018



Roger Steur
2017



James Robinson
2016



Angie McEwen
2015



Linda Parker
2014



Scott Perry
2013



Martha Cook
2012



Paul Sumner*
2011



Janet Holcomb
2010



Derek Meek
2009



Scott Perry
2008



Ruby Cade
2007



Charles A. (Chip)
McCallum
2006



Jim Anderson
2005



Michael C. Perry
2004



Mike Jackson
2003



Robin Morgan
2002



Lisa Christopher
2001



Loring S. Jones
2000



Frank Green*
1999



Kevin Kilpatrick
1998



Greg Canfield
1997



Karen Anderson
1996



Ray Harris*
1995



David Kirkpatrick
1994



Bill Hasty Jr.
1993



Stephen Johnson
1992



Lee Pilleteri*
1990-91



Glenn Peacock
1989



Patricia Barr*
1988



Cleve Ernest*
1987



Jim Herrin*
1986



Pat Reynolds*
1984-85



Tom Humphreys Jr.*
1981-83

Annual events that were cancelled/postponed in 2020 due to COVID –



Marty Martin - B.L. Harbert International
Vice Chair - Community Affairs

ANNUAL MAYOR'S PRAYER BREAKFAST

The annual prayer breakfast has long stood out as one of the most unifying and memorable events on the City's Calendar. Due to the restrictions surrounding COVID-19, the event has been postponed until April 2021. Brodie Croyle, former University of Alabama and NFL Quarterback and now Executive Director of Big Oak Ranch will be the Key Note Speaker.



Katie Woodruff - Communications Manager
Committee Chair

I LOVE AMERICA NIGHT

The 39th Annual I Love America Night, presented by Vestavia Hills Chamber of Commerce, and Vestavia Hills Parks and Recreation, was intended to be held on June 30th this year at Vestavia Hills High School due to construction at Wald Park; however, due to restrictions with COVID-19, the event was cancelled. We look forward to hopefully hosting the event in 2021 at the newly completely Wald Park.



Lisa Christopher - Membership Consultant
Committee Chair

BACK 2 SCHOOL IN THE HILLS

The 7th annual Back 2 School in the Hills event, held each year in the Cahaba Heights Neighborhood, was also unfortunately cancelled due to COVID. We look forward to hosting it again in August 2021.



Betsy Webster - Chamber Office Manager
Helping Hands in the Hills Committee Chair

In the midst of all the complications brought on by the pandemic, 2020 was still a year of community growth and service for both our Chamber of Commerce and the city of Vestavia Hills as a whole. Many turned their focus to helping their neighbors and community in a time of need and uncertainty. In addition, many people were quarantined in their homes during much of 2020, leading to various home projects and cleaning. It is these reasons that I think both our Helping Hands and Shred and E-Recycle events on Sept 12th were some of our most successful in recent memory.

Helping Hands started in 2015 as an attempt to help our residents (senior citizens, disabled, etc.) who needed a “helping hand” with minor projects or yard work around their home. On September 12, 2020, we kicked off our sixth year of the event, and although we scaled back the number of teams, projects and volunteers due to COVID, were humbled by the amount of people who wanted to volunteer their Saturday mornings to help those who needed it!



Starting at 8:30 AM, 56 volunteers broke up into 8 different project teams dispatched throughout the city to serve residents at homes of our seniors. Our volunteers raked leaves, cleared brush, shaped up a lot of overgrown shrubbery, removed dead bushes and did general yard work.

We consider Helping Hands in the Hills a huge success due to the difference that was made both internally and externally. Homes, highways and buildings looked nicer externally, but internally, our residents were brought together for a greater good. The residents who received service couldn’t have been more grateful for the volunteers. They explained that “comfort and satisfaction” was brought to them through this event when they most needed it.

Like the previous years, we combined our service day with another service we offer to our residents- E-recycling. We held our E-Recycle & Shredding Day in conjunction with Helping Hands, and had 32 volunteers maintain a constant stream of citizens bringing their recyclables to City Hall all day. In total, we shredded 11,090 pounds of paper; took in 14,935 pounds of electronics for recycling and 12.68 TONS of hazardous waste along with 12 boxes of bulbs and 18 buckets of batteries. We also provided Medication Take-Back in coordination with the Vestavia Hills Police Department. They took back 168 pounds of old/unused medications!

Our hope is that this service day will continue to grow each year with even more volunteers in 2021 to be able to serve more residents and bring the city together as we strive to make the City of Vestavia Hills “A Life Above.”



Katie Woodruff - Communications Manager
Committee Chair

Holiday in the Hills is a series of events that take place each November and December throughout the City designed to celebrate the holiday season as a community. Although things looked a little different this year, we were able to be creative using various social media platforms and outdoor social distancing events.

We also introduced a new series of events in 2020 called Shop.Dine.Play.Local. These events were centered around Vestavia Hills' 3 entertainment districts: All is Bright Tree Lighting at City Center, Rockin' Carnival at Rocky Ridge and Deck the Heights Holiday Open House in Cahaba Heights. This year more than ever, it was so incredibly important that we remembered to shop LOCAL.

When we shop local, we not only support the small businesses, but Vestavia Hills as a whole.





Kelly Bottcher - Vestavia Hills United Methodist Church
Vice Chair - Public Education

The primary responsibility of the Vice Chair of Public Education is to be the liaison between the Chamber and the school system in order to foster a mutually beneficial partnership. One program which strongly connects the two entities is Partners in Education (PIE), a recognition program for businesses who support our schools directly. Over the course of the past year, the Chamber allowed all Vestavia Hills City Schools as well as the Vestavia Hills City Schools Foundation to recognize their top-level partners at the monthly Chamber luncheons, both in person and virtually via Zoom. This was accomplished through collaboration with Betsy Webster at the Chamber office; Kristen Tunnell, PTO Council President; and Kim Heninger, Partner in Education Vice President of PTO Council. In addition, PIE representatives from each school as well as PTO presidents and school principals attended the luncheons.

Despite the restrictions and craziness that came along with 2020, this year brought an even stronger bond between the public school system in Vestavia Hills and the Chamber of Commerce businesses. It is that spirit of collaboration that strengthens the fabric of the community, and I was honored to be a small part of that in 2020 and look forward to 2021.





Sandra Cleveland - BCR Wealth Strategies
Vice Chair - Programming

CHAMBER VALUES

Integrity - Adhering to the highest ethical standards in everything we do.

Excellence - Committing to meeting our high expectations for all that we do.

Stewardship and Transparency - Managing our resources and delivering our services in a wise, responsible, and open manner.

Collaboration - Engaging with members and partners to accomplish our goals together.

Inclusion and Diversity - Treating everyone fairly and respectfully as we gain perspective, strength, and wisdom from our differences.

Innovation - Embracing fresh, new ideas and methods to continuously improve our processes and services.

VISION STATEMENT

The Chamber of Commerce is the essential business champion and community builder for Vestavia Hills – the Southeast’s leading community for creativity, innovation, and economic vitality.

MISSION STATEMENT

To serve and promote members and, together with community partners, advance the economic, civic, and educational environment of Vestavia Hills.

PRIORITIES, GOALS & STRATEGIES

Priority #1 - SERVICE TO MEMBERS

Goal #1 - Deliver high-quality programs and services that provide value to all chamber members.

- Assess.
- Network.
- Member Promotion.
- Portfolio. Conduct programs/events that promote networking and brand promotion.

Goal #2 - Champion the interests of the business community.

- Government Relations.
- Forums. Connect with decisionmakers through chamber-facilitated meetings, forums, etc.
- Public-Private Bridge. Serve as the liaison between government and businesses.
- Communication.

Priority #2 - MANAGEMENT EXCELLENCE

Goal #1 - Ensure effective planning, management, and impact.

- Plan. Implement, publish, & review quarterly
- Team. Staff functions as an integrated team
- Committees. Maintain effective committees.
- Evaluation. Conduct an analysis of resources

Goal #2 - Ensure chamber's current and future financial stability.

- Reserve. Maintain 6-month cash reserve

Priority #3 - QUALITY OF PLACE

Goal #1 - Enhance community leadership, collaboration, and engagement

- Community Partnerships.
- Collaborative Leadership. Executive roundtable of key local stakeholders.
- Inclusion. Promotion and development
- Forums. Chamber subgroups

Goal #2 - Enhance economic development.

- City Partnership.
- Shop Local. Market and promote
- Communication. Share local economic info

Goal #3 - Support workforce development initiatives.

- Schools. Support education initiatives related to college and career readiness.
- Business-Education Partnership.
- Hospitality Workforce. Explore solutions to worker shortages in dining/hospitality industry.

Priority #4 - MARKETING COMMUNICATIONS

Goal - Develop a comprehensive branding, marketing, and communications strategy.

- Quality of Place. Promote Vestavia Hills
- Website/Social Media. Utilize the chamber website and social media outlets
- Participation. Increase participation in chamber events/programs through marketing.
- Targeted Communication.
- Branding. Reevaluate the regional branding and promotional strategy

Priority #5 - MEMBERSHIP & DEVELOPMENT

Goal - Build an organization with a diverse membership reflective of the larger community.

- Strategic Growth.
- Volunteers. Maintain a core of volunteers to fulfill board, committee, and Ambassador roles.
- Retention. Maintain membership retention rate
- Inclusion and Diversity. Develop membership reflective of the diversity of the community.



photo courtesy of Larry Durham



Alison Howell Steineker
Alabama Power Company



Chris Thomas
America's First Federal
Credit Union



Jeff Phillips
American Pest Control



Beau Bevis
ARC Realty



Ben Nevins
B.L. Harbert International



Steve Ammons
Background IQ



Patrick Cushman
BancorpSouth



Steve Vickery
BB&T



Becky Hicks
Becky Hicks with RE/MAX
Southern Homes



Sandra M. Cleveland, CFP, CCPS
BCR Wealth Strategies



Ginger Gardner Aarons
Birmingham Business Journal



Angie McEwen
Butler Snow LLP



Chad Gay
Cahaba Benefits Group



Representative Jim Carns



Brian Barksdale
Carr, Riggs & Ingram, CPA



David Surber
Cellular Sales Authorized
Agent of Verizon Wireless



Douglas B. Dean
Children's of Alabama



Dennis Cameron
Cooke, Cameron, Travis,
Campbell and Co.



Calvin Brown
Dog U



Keith Andrews, CCIM
eXp Commercial LLC -
Andrews Brokerage



Christina Babineaux
First US Bank



Frank Buck
Frank S. Buck, P.C.



Charlie Norton
Harbert Realty Services



Steve Mote
Hollywood Pools



Donnie Dobbins
IBERIABANK



Michael J. Jackson
Jackson, Howard & Whitley,
CPAs



Matthew Allen
JBMC Media, LLC



John Henley
John Henley State Farm
Insurance



Stan Glantz
KPR - Vestavia Hills City
Center



John Bonanno
Liberty Park Joint Venture,
L.L.P.



Mark W. Macoy
Mark W. Macoy, LLC



Dr. Mark R. Yanosky
D.M.D.
Mark Yanosky Orthodontics



Charles "Chip" A. McCallum
McCallum Hoaglund & Irby, LLP



Jim Black
McDonald's



Roger Steur
Method Mortgage, LLC



Robin Morgan
Morgan Properties, LLC



Todd Jackson
Newk's Eatery



Kerry Adkins
OnTime Service



Maury Wald
Over The Mountain Journal



Melanie Petro M.D.
Petro Facial Plastic Surgery
& MedSpa



Sean Johnson
Progress Bank



James Pace, Jr.
Rainbow Paint & Decorating
of Vestavia Hills



Angela Stevens
RealtySouth - Angela Stevens



Jimmy Nuckles
Regions Bank



Senator Dan Roberts



Lauren Conklin Trim
Sentry Heating, Air Conditioning,
Plumbing and Electrical



Scott Jenkins
Southern States Bank



Amy Ward Kabase
Spectrum Reach



Rob Dowda
SpeedPro Imaging Direct



James E. Robinson
Spire



Tyler Kime
Standard Air, Plumbing &
Insulation



Dan Starnes
Starnes Publishing



Nicol Pettway M.D.
Summit Express Urgent Care



Tony Truitt
Truitt Insurance and
Bonding Inc.



Bill Brunson
Vestavia Hills United
Methodist Church



Senator Jabo Waggoner



Stephen Allen
Williams Blackstock
Architects, PC

We are more than a city.

**We are businesses, neighbors and friends, all connected by place.
A place built high on a crest by adventurers who sought fertile ground and
fresh perspectives.**

**A place that inspires us with elevated views.
On life. On home. On family. And on the true meaning of each.
We are rooted in a shared pride for our heritage.
We are bound by the values we embrace every day.
We are fueled by the fire that lights tomorrow's course.**

**This place is a part of who we are.
This place is a part of who our children will grow to become.
We are here with awareness. With conviction.
And with a true passion for this beautiful place we call home.**

**We are Vestavia Hills.
Unity. Prosperity. Family.**



VESTAVIA HILLS

A LIFE ABOVE

*Vestavia Hills Chamber of Commerce | 1975 Merryvale Road | Vestavia Hills, AL 35216
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