



VESTAVIA HILLS
CHAMBER
of
COMMERCE

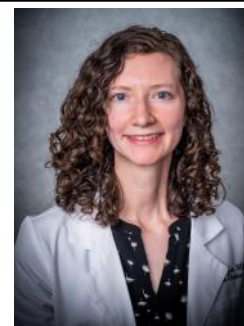
NEWS & VIEWS

February 2021

Volume 41 Issue 2

Virtual Luncheon: February 9 at 12:00 pm on Zoom Dr. Rachael Lee, UAB Division of Infectious Diseases

Dr. Rachael Lee joined the UAB Division of Infectious Diseases at UAB in 2016 and is an Assistant Professor of Medicine in the Division of Infectious Diseases and currently serves as healthcare epidemiologist for the UAB Health System. Through this role, she has broad expertise in healthcare-associated infections and her research thus focuses on the complex relationship between hospital epidemiology, antibiotic resistance, and antibiotic stewardship in order to prevent morbid infections in vulnerable patients.



Dr. Lee earned her Bachelor of Science degree in Biology from Birmingham-Southern College. She received her medical degree from the University of Alabama at Birmingham School of Medicine, where she also completed her medicine residence and infectious diseases fellowship. She is also a Master of Science Public Health Clinical and Translational Sciences and Epidemiology from UAB School of Public Health.

Lee is an expert in all things infectious disease related, ranging from the spread of diseases like the flu, to infection prevention and control. As timely local and global health crises arise, Lee can comment on prevention

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LUNCHEON SPONSOR

Regions Bank

Regions Financial Corporation (NYSE: RF), with \$126 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, and mortgage products and services. Regions serves customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1500 banking offices and 2000 ATMs. Regions Bank is an Equal Housing Lender and Member FDIC. Additional information about Regions and its full line of products and services can be found at www.regions.com.



Regions Financial Corporation traces its roots to three Alabama-based banks: the First National Bank of Huntsville, the National Bank of Montgomery, and Exchange Security Bank of Birmingham. The oldest, the First National Bank of Huntsville, was formed in 1852.

The three banks chartered in 1970 as the first multi-bank holding company in Alabama, First Alabama Bancshares, Inc.

Years of growth and changes followed, culminating in 1994, when the company became Regions Financial Corporation to better reflect its growing presence throughout the South.

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As we end January and start a new month, it is time to really touch on a couple of points. The City of Vestavia Hills is fortunate to have a revenue stream that is not dependent on only type of revenue. For many years the large percentage of revenue for our city was based on property taxes. Over the last nine years, sales tax has continued to become a more prominent part of the revenue for the City of Vestavia Hills. When the Community Spaces program began, the city made a decision to raise our local sales by 1% to pay the debt payments for the debt incurred to improve and upgrade the parks throughout our city.



John Henley

I am sure the question is, John why is this important? It is important as the city depends on sales tax revenue in order to pay the debt associated with these bonds. It is imperative for the city to obtain enough sales tax revenue each year on this 1% to make the debt payments. If for some reason, the 1% sales tax is not adequate to pay this debt, then the city may have to use other revenue sources to make these payments. Our city is required by law to have a balanced budget, therefore, it is imperative to have revenues adequate to take care of the needs of our city.

Realistically, I know that we cannot make all of our purchases within the boundaries of our city, however, when you can and if there is an option to purchase an item in the City of Vestavia Hills, please make that decision to purchase from a business in our city. Our local businesses want you to use their goods and services and our city benefits greatly when you do make a purchase in Vestavia Hills.

We continue to plan events in 2021 and we recently had our Chamber Board retreat. The Board of Directors and I are excited about what potential 2021 has for our local businesses, our city and our chamber. Please be on the lookout for events as we are able to have them this year.

John Henley
John Henley-State Farm Insurance
Board Chair, 2021

From the President...

Your Chamber Board of Directors has been hard at work planning for 2021 with high hopes of being able to get back to in-person events in 2nd quarter of this year. We had our annual planning retreat on January 21st with the board discussing goals for the year and ways to enhance both the quality of life and the economic well-being in Vestavia Hills. I sincerely appreciate our Board members taking time from their busy schedule to devote their time, energy and talents to help Vestavia Hills businesses as economic development is continuing to grow in our community.



Karen Odle

Our **Business Development Committee (BDC) led by Vice Chair Taylor Burton with Taylor Burton Co., Inc.** had their first meeting on January 19th. The committee discussed goals for 2021 which were discussed at the retreat. These include:

- Survey Membership to explore their needs and how the Chamber could help them meet those needs.
- Present “Technology” Seminars to help our businesses understand the importance of keeping current on things such as Search Engine Optimization (SEO); Google My Business; and Google Post. These are topics that are crucial in a competitive market place to stay in front of your customers.
- Find ways to increase and promote the value of Chamber membership.
- Continue Partnership/Mentoring with the Vestavia Hills High School City Youth Connection (CYC)

Our **Vice Chair of Programming, James Robinson with Spire** is working on the list of speakers for the year which is a challenge to be sure since we don’t know when we will be back in person but he has lined up great speakers for our virtual meetings until we can meet back in person. Be sure mark your calendar for the 2nd Tuesday of each month to join us for outstanding programs and some great networking. If you have any recommendations for interesting speakers, please reach out to James or me as we keep a file for future use.

Marty Martin with B. L. Harbert International, Vice Chair of Community Affairs, has been working to lay out a great event schedule for 2021 since we didn’t get to do any of our events in 2020. These will begin with the Mayor’s Prayer Breakfast scheduled for April 20th with Brodie Croyle, Executive Director of Big Oak Ranch as our Keynote Speaker. He will be a speaker you will definitely want to hear as he has an incredible story to share about the Big Oak Ranch. Look for an email announcing our kickoff meeting coming soon so let us know if you would like to be involved with this rewarding committee.

Erin Holtz with Pure Fitness is heading up our Membership recruitment and retention again and will be working closely with Lisa Christopher, our Membership and Marketing Consultant. She will be working on a Retention Campaign so be looking for ways to get involved with this if you would like to reach out to fellow Chamber members. If you are interested in working on a fun team, please contact Lisa at lisac@vestaviiahills.org or Erin at purefitness01@gmail.com Please encourage your business contacts to join the Vestavia Hills Chamber in our efforts to support our community and collectively make a difference.

Vice Chair of Public Education is Kelly Bottcher, a minister of Disciple Engagement with Vestavia Hills United Methodist Church. She is working with the PTO representatives from each school to

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connect the needs of the school with local businesses. She will do an outstanding job in helping each of these entities with their ongoing needs. If your business wants to get involved, contact Kelly at kbottcher@vhumc.org

We have an incredible speaker lined up for the February 9th Chamber ZOOM luncheon. We are delighted to welcome Dr. Rachel Lee, an Infectious Disease doctor with UAB, and a Vestavia Hills High School graduate. She has become the go-to person regarding trends with the coronavirus and will share with us information about what she is encountering and anticipates in the near future so this should prove to be a very informative luncheon. Be sure and sign up on our website so you will get the link sent to you for the ZOOM meeting.

Many other activities are underway and will be discussed in future newsletters. Please find an area in which to get involved. You will get out of your membership what you put into it. If any of the above activities are of interest to you, pop us an email and we will help you get engaged in your area of interest.

Our doors are always open at the Chamber offices. Please stop by and see us. I look forward to working with you as together we build "A Life Above".

Unity. Prosperity. Family.

Karen J. Odle
President

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tive measures that people should take to stay healthy, the background and science behind the disease, and more.

Dr Lee has authored or coauthored several peer-reviewed articles that have been published in journals such as Clinical Infectious Diseases, Infection Control, and Healthcare Epidemiology, and has participated in podcasts including Annals on Call.

She is a member of the Society for Healthcare Epidemiologists and Infectious Diseases Society of America (IDSA).

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The combined organization shares a rich history of customer and community commitment, as well as the strength and stability of one of the top regional bank holding companies in the United States.

Regions Bank has 3 branches located in Vestavia Hills. The branches located at 529 Montgomery Highway and 3172 Heights Village are full service and the branch at 3390 Morgan Drive is drive-thru service only. Come see us for all your banking needs!



Shop Local at Vestavia Hills Businesses this Valentine's Day!
Gifts, flowers, cards, sweets, special meals-Vestavia Hills has everything you need for Valentine's Day! Find our list of ideas in our Shop Local Guide at www.vestaviahills.org.

Have something you would like added to the Guide?
Email it to katiew@vestaviahills.org

WELCOME NEW MEMBERS

Please support our newest Chamber members and remember to 'Shop Vestavia Hills First'!!

- ◆ Sterling Seacrest Partners
Charlotte Ann Adams
3179 Green Valley Road, Suite 506
Vestavia Hills, AL 35243
(205) 578-3124
www.sterlingseacrest.com
Category: Insurance

- ◆ Sterling Seacrest Partners
Ray Greer
3179 Green Valley Road, Suite 506
Vestavia Hills, AL 35243
(205) 578-3124
www.sterlingseacrest.com
Category: Insurance

- ◆ Chick-fil-A Cahaba Heights-Coming Soon!
Jerry Cotney
3949 Crosshaven Drive
Vestavia Hills, AL 35243
(334) 614-2943
www.chick-fil-a.com
Category: Restaurants; Caterers

Advertise in the 2021 Community News

The Vestavia Hills Chamber of Commerce in conjunction with the City of Vestavia Hills and the Vestavia Hills Board of Education will continue publishing the joint *Community News in 2021, with 10 full-color issues, which will be mailed to the almost 14,000 homes in Vestavia Hills. Advertising space will be limited and will be on a first come, first served basis.*

See next pages for rates and contract.



To be entered in the 2021 First Quarter Refer and Win prize drawing, simply refer someone to the chamber who joins as a new member. Contact the chamber's Membership and Marketing Consultant, Lisa Christopher at 862-3445 or email lisac@vestavi hills.org. Lisa will be happy to provide complete membership information to your prospects and will diligently try to "close the deal" so you can be included in the 2021 First Quarter drawing for **a \$250 gift card to Milo's Hamburgers!** Milo's Hamburgers is a local favorite in the Birmingham area and home of the original saucy burger. Choose from the original burgers, hand-breaded chicken, crispy fried pies or famous sweet tea.



Vestavia Hills Chamber of Commerce

Vestavia Hills Community News Rate Sheet 2021



VESTAVIA HILLS
CHAMBER of COMMERCE

The Vestavia Hills Chamber of Commerce in conjunction with the City of Vestavia Hills and the Vestavia Hills Board of Education will continue publishing the joint *Community News* in 2021, with 10 full-color issues. The Chamber will make available to its members a unique advertising and marketing opportunity in newsletter which will be mailed to the almost 14,000 homes in Vestavia Hills. Advertising space will be limited and will be on a first come, first served basis.

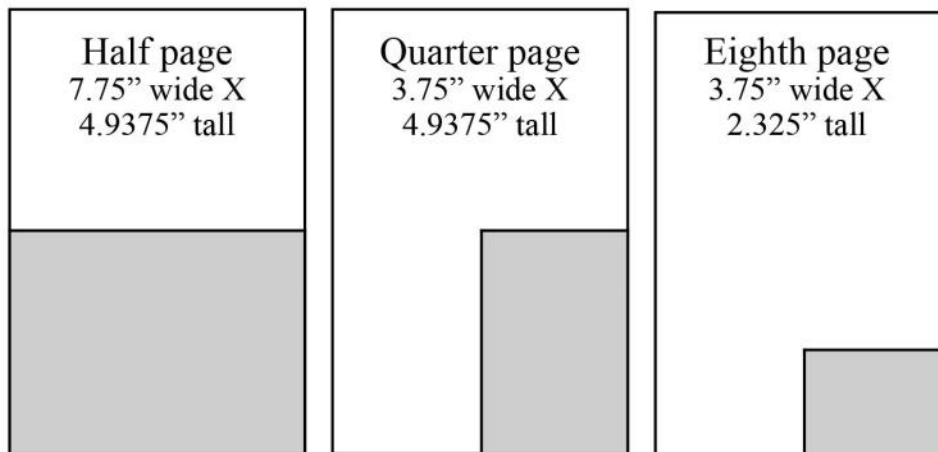
This is a great way to target Vestavia Hills residents in a cost effective way.
Don't miss this special opportunity to reach a very targeted, desirable market!

10 Issues Published Per Year

2021 Issue Dates: **Feb. 1, March 1, April 1, May 1, June 1, Aug. 1, Sept. 1, Oct. 2, Nov. 1, Dec. 1**
Copy Deadline: Jan. 6; Feb. 3; Mar. 3; April 7; May 5; July 7; Aug. 4; Sept. 8; Oct. 6; Nov. 3

Display Advertising Rates

<u>Size</u>	<u>1 Issue*</u>	<u>5 Issues*</u>	<u>10 Issues*</u>
Half page	\$ 785/per issue	\$ 735/per issue	\$ 685/per issue
Quarter page	\$ 540/per issue	\$ 475/per issue	\$ 420/per issue
Eighth page	\$ 385/per issue	\$ 340/per issue	\$ 305/per issue



1. All rates are based on camera ready copy. Adobe Acrobat; Illustrator; InDesign or PhotoShop
2. All ads must be high-resolution (300 dpi)
3. Acceptable formats: PDF (press optimized; no RBG or Spot Colors)
4. Color: CMYK only; no Pantone or Spot Colors
5. Bleed: Not available; Non-bleed only

**Vestavia Hills Chamber of Commerce
Joint City/Chamber/School Newsletter Agreement
Vestavia Hills Community News
2021**

Company Name _____

Address _____

Address _____

City _____

State _____

Zip _____

Phone _____

Contact Email _____

Terms: Undersigned agrees to participate in the Joint City/Chamber/School Newsletter program. Participants will be billed per issue unless otherwise noted beginning February 1, 2021 with payment due within 30 days. Participant agrees to pay all costs of collection or attempted collection to include a reasonable attorney's fee, made necessary by non-payment.

Please check appropriate boxes

- Bill in lump sum¹**
- Bill monthly (as appropriate)**

Ad Size: _____

Signature: _____ **Date** _____

Months to run ads:



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- | | | |
|--|---|---|
| <input type="checkbox"/> ALL issues | <input type="checkbox"/> June/July | <input type="checkbox"/> December/
January |
| <input type="checkbox"/> February | <input type="checkbox"/> August | |
| <input type="checkbox"/> March | <input type="checkbox"/> September | |
| <input type="checkbox"/> April | <input type="checkbox"/> October | |
| <input type="checkbox"/> May | <input type="checkbox"/> November | |

¹May be paid in 2020

Member Notes

- **TrustCare Urgent Care's** Vestavia Hills clinic is now open! TrustCare offers a wide range of services, including COVID-19 testing. 708 Montgomery Highway, Suite 100
- This spring, **aTeam Ministries** will begin offering a College Scholarship to a pediatric cancer survivor who is a high school senior or already enrolled in a two or four year degree college or university. They also have a goal of providing a similar scholarship to the sibling of a pediatric cancer patient. If you are interested in donating to this program and helping cancer survivors succeed, visit <https://ateamministries.org/donate/> today!
- **New York Butcher Shoppe** is taking orders for Super Bowl Boston Butts. Feed your crew with one of their Boston Butts slowly smoked over hickory wood for \$29.99 each or \$85 for three. Call (205) 970-7300 to reserve yours! Available for pickup on February 5 or 6.
- Read the latest issue of **Birmingham Christian Family** online to find the latest on Chamber Member Brookdale University Park's vaccine plan and much more!
- **Satterfield's Restaurant** has completed their renovations and are now open Tuesday-Saturday for lunch and dinner! Dine-in or order take-out and try their new menus. 3161 Cahaba Heights Road, Suite 113
- Take a tour of **Fair Haven** by February 12, and get a free Godiva Chocolate treat! Schedule a tour with Ardell Fleeson at (205) 956-4150 or afleeson@fairhavenbirmingham.org.
- **Ashley Mac's** Valentine's Date Night Bundle is here! Package includes 4 crab cakes, brown sugar bacon green beans, cheesy twice baked mashed potatoes, a dozen sour cream biscuits, and 2 cake slices in the flavor of your choice, all frozen, and ready to bake whenever you decide to celebrate, for \$68! Pre-Order online to pick up any day February 10th-13th.
- Spend Galentine's Day at **The Heights Village** from 10:00 am-5:00 pm on February 13 and enjoy local Pop Up Shops like Freedom Soaps, Grace Calligraphy, A Edge Jewelry and more. Stroll through your favorite local shops and register to win a Heights Village Basket full of prizes.
- **Cajun Seafood House** is offering a Valentine's Surf'n'Turf Dinner for 2 from 11:00 am-9:00 pm on Valentine's Day. You and your valentine can enjoy two 9oz Ribeye Steaks cooked to order, two orders of Grilled Butterflied Shrimp, with Grilled Asparagus and Dirty Mashed Potatoes and a Bottle of Wine for \$59.99! Call 205-823-7395 to make your reservations. 2531 Rocky Ridge Road
- **Flower Betty** is booking up quickly for Valentine's Day! Get your order in now for a beautiful flower arrangement for your Valentine! Call (205) 694-9229 or order online at www.flowerbettybham.com
- **Bruster's Real Ice Cream** is looking for smiling faces to join their team! Apply online at <https://brusters.com/brusters-jobs/>
- Baseball and Softball season is almost here! Shop LOCAL for your gear at **Romeo's Sporting Goods!** 1425 Montgomery Highway, Suite 141

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 Dan Starnes-Vestavia Voice
 Senator Jabo Waggoner
 Beth Moody-The Welch Group
 Stephen Allen-Williams Blackstock Architects
 Mark Yanosky, D.M.D.-Yanosky Orthodontics

*Chamber Past Chair

2021 Chamber Champions



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Pure Fitness
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Taylor Burton Co., Inc.
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Karen J. Odle, President

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Web: www.vestaviiahills.org

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Email: lisac@vestaviiahills.org

Betsy Webster, Office Manager

Email: betsyw@vestaviiahills.org

Katie Woodruff, Communications Manager

Email: katiew@vestaviiahills.org

Upcoming Chamber Meetings

Feb 18 Board of Directors, 7:45 am

Other Meetings & Holidays

Feb 8 City Council Meeting, Council Chambers 6 pm

Feb 11 Planning & Zoning Commission, 6 pm

Feb 18 Board of Zoning Adjustment, 6 pm

Feb 22 City Council Meeting, Council Chambers 6 pm



News and Views

Vestavia Hills Chamber of Commerce

1975 Merryvale Road

Vestavia Hills, AL 35216