



VESTAVIA HILLS
CHAMBER
of
COMMERCE

NEWS & VIEWS

February 2023

Volume 43 Issue 2

February 14 Luncheon Jennifer Ryan, Founder & CEO of BLUEROOT and Croux

Jennifer Ryan is the founder and CEO of BLUEROOT, a healthy, fast-casual eatery and catering business, and the co-founder and CEO of Croux, an app that connects talent with flexible work opportunities. Prior to moving to Birmingham, the southern California native spent over a decade working in finance and technology in New York City and Silicon Valley. Since launching BLUEROOT in 2020, she has been recognized as an Alabama Retailer of the Year finalist, an Alabama Environmental Council Gold Partner for outstanding sustainability practices, and the Entrepreneur of the Year by the Les Dames d’Escoffier of Birmingham. Jennifer - together with three hospitality veterans and a software engineer - launched Croux last summer to support hospitality talent and businesses alike in an industry rocked by the Great Resignation. In the last nine months, Croux has won the Alabama Launchpad startup competition, expanded to four markets, filled more than 1,500 shifts, and raised \$1M in funding. Through BLUEROOT, Croux, and other ventures, she is on a mission to fuel the local economy, which she believes begins -- but certainly does not end -- with food.



LUNCHEON SPONSOR

McDonald’s-Black Family Restaurants

Black Family Restaurants is proud to be your neighborhood McDonald’s restaurant – not just a restaurant in your neighborhood. Did you know the McDonald's in Vestavia has been here for 51 years? We have had the privilege of serving this community as Owner Operators for the last 7 years and we want to thank YOU for welcoming us in. Every day we strive to be a good neighbor and a positive influence in our community. Our 16 McDonald’s restaurants support a wide variety of efforts throughout central Alabama including local churches and schools, arts and cultural events and, of course, our hometown Ronald McDonald House as they provide a home away from home for families in need. Giving back to our community is something we do because, like our customers, we live here. We are proud supporters of Vestavia Schools, Arts, Athletics and several organizations throughout this great city. We know many of you by face and by name, but if not we hope you will stop and introduce yourself to our team. We are Lovin' being a part of this city and look forward to all the great things ahead!



BLACK FAMILY RESTAURANTS



Donnie Dobbins

From the Chair...

It is my great honor to serve as the 2023 Chair of the Vestavia Hills Chamber of Commerce Board of Directors. The Board of Directors held their annual Board Retreat in January to review the plans for 2023 for Chamber events and activities. Our commitment is to provide for strong businesses that drive our local economy and our quality of life in Vestavia Hills.

Here are some highlights from the Vice Chairs' reports:

Business Development Committee (BDC) is led by Vice Chair-Jamie Pursell with Leaf & Petal. Jamie's goals for 2023 are:

- Create a robust mechanism for spurring business to business benefits for fellow chamber members (discounts, samples, privileges, services, assistance, and etc.) Once achieved, a distributable long list of tangible BENEFITS and immediate VALUE to prospective members will undoubtedly spur Chamber membership growth.
- Identify significant VOIDS and opportunities in the business offerings within the three main Vestavia Hills districts (Hwy. 31, Cahaba Heights, Liberty Park) in order to facilitate new business RECRUITMENT.
- Partner with the City of Vestavia Hills to create an outline/framework to interface with existing online presence to inform prospective businesses of the PRO-BUSINESS nature of our City and current City Administration. This will involve communicating the City's willingness to consider WIN-WIN incentives to assist development and highlighting the overwhelmingly positive demographic data the Vestavia has to boast.
- Examine a proposal to determine the most efficient Committee meeting format and schedule.

Vice Chair-Chris Thomas with America's First Federal Credit Union leads the Programming Committee. Speakers from both within Vestavia Hills and from our local area have been lined up for the luncheon meetings held on the 2nd Tuesday of each month. Topics include economic development, education, and events that have both an economic impact and entertainment aspect. Every year we look forward to hearing from our local leaders on the state of the schools and the city.

Vice Chair-Tyler Kime with Standard Heating, Cooling & Plumbing leads the Community Affairs Committee to plan, promote and execute events that appeal to both Chamber members and the community at large. These events include well-known and loved community events, including the Dogwood Prayer Breakfast, I Love America Night, Viva Vestavia, and Haunt the Hills that give our members an opportunity to sponsor and promote their services while creating a fun event for all attendees that fosters unity and civic pride.

Vice Chair-Keri Bates with Rocky Ridge Drug Co. leads our Membership Development Committee in continuing to Recruit, Retain and Engage in 2023. We have successfully transitioned into new leadership, welcomed new staff, and planned new community events. The "Refer and Win" program continues with a drawing for \$250 prize each quarter from names of members who have referred a new member. Other activities that Engage include Save a Seat, Write a Note, Be Informed and Drop a gift by. Drop a gift by is when a board member visits a business to thank them for being a member or encourage them to join the Chamber and leave a gift. The Ambassadors support Membership Development by assisting with communications and attending luncheon, ribbon cuttings, and facilitating introductions.

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Vice Chair-Rachel Patterson leads our Public Education Committee and is the liaison between the Chamber and the school system. Community Partners formerly known as Partners in Education (PIE), recognizes businesses who support the schools directly. A few goals of the Committee for 2023 are:

- Continue to develop and foster relationship with Dr Todd Freeman and Asst. Superintendents.
- Continue to assist in the recognition of community partners through our new initiative-Coffee and Classrooms, along with continuing with newsletters and social media.
- Re-evaluate the Community Partners program in the first few months of the year to make any changes and emphasize the most effective parts of the program from both the school's and the business owner's perspective.
- Meet with City Youth Connection President to determine best practices to promote and utilize the students of CYC and Vestavia Hills High School in Chamber events.
- Continue to develop and strengthen working relationship with PTO Council President and Community Partners representatives for each school.
- Communicate the needs of the schools to the Chamber and its members.

In addition, **Chair-Elect Clabe Dobbs is leading the Chamber Strategic Plan for 2023**. After a pause during the pandemic, 2022 saw several initiatives achieved as we shifted to a new four (4) year timeframe that carries us through 2026. The plan is for the benefit of the entire community and led by the Chamber.

Great things are happening in our City, and I'm excited about the opportunity for our Board to continue to serve the Chamber membership at a high level. We invite you to come see us in our magnificent new office inside the new Civic Center, and I want to thank the City for our strong partnership.

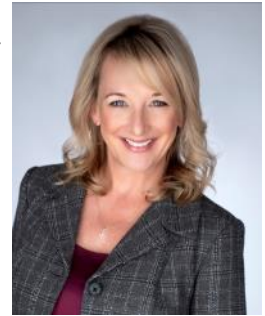
We are blessed to live, work, and play in such a vibrant community. I look forward to seeing you often in 2023!

All the best,

Donnie Dobbins
First Horizon Bank
Board Chair, 2023

Happy February! What joy to begin seeing the first spring flower buds beginning to emerge. Spring is on its way in Vestavia Hills. We have been busy little bees here at the Chamber with our Annual Awards Luncheon, Board Retreat, fun and engaging Ribbon Cuttings, Coffee and Classrooms, the kick-off for our Lunch and Learn, and VIVA Vestavia Hills!

VIVA Vestavia Hills XVIII, held in the new Vestavia Hills Civic Center's ten thousand square foot ballroom on January 24, 2023. About 250 guests gathered and enjoyed food, beer, and wine tastings from area restaurants at our annual Taste of Vestavia Hills event. This event is the signature fundraiser for the Vestavia Hills Chamber of Commerce Foundation which assist to "foster, promote, advance and improve the economic, civic, education, and general business conditions of its members and the Vestavia Hills community." Part of that mission is to aid in the development of future leaders and the ability to award scholarships to students at Vestavia Hills High School.



Michelle Hawkins

Thanks to our Participating Restaurants!

Ashley Mac's
Biscuit Love
Bistro V
Cajun Steamer Bar & Grill
Cookie Fix
Crumbl Cookies
Davenport's Pizza Palace
Donatos
Dunkin'
Iz Cafe
Kathy G & Co.

Local Roots
Martin's BBQ Joint
Masaman Thai Kitchen
McDonald's
Mealfit
Newk's Eatery
Samurai Japan
Sol Azteca
Troup's Pizza
Waldo's Chicken & Beer

Congratulations to **Samurai Japan-Best Food** and **Kathy G. & Co.-Best Presentation!**

And a Thank you to our Sponsors:

John Henley, State Farm Insurance, Champion Cleaners and City of Vestavia Hills
Wine Glasses – Jackson, Howard & Whatley, CPAs
Beer – Back Forty Brewery
Wine – International Wines & Cameron Travis & Co., CPAs

Also, thank you to Christina Babineaux and the Silent Auction Committee for their work organizing the auction. We raised nearly \$5500 from the Silent Auction!

Please join us for our Luncheon on Tuesday Feb 14, 2023, at 11:30 AM - 1:00 PM. We are so excited about our guest speaker, Jennifer Ryan, Founder of Blueroot & Croux. Register at vestaviahills.org!

Sending each member love, joy, and hugs this Valentine's Day. Please remember to shop and dine LOCAL for your special someone! Thank you for allowing me to serve Vestavia Hills.

With Warm Wishes,

Michelle Hawkins,
President

February 14 Luncheon

Reservations must be made by 4:00 PM Thursday, February 9, 2023 and cost \$25. Late reservations will cost \$30. Make your reservation by visiting www.vestaviahills.org or by calling 823-5011.

Please Note:

- Reservations that are made and not cancelled by 4:00 pm Thursday, February 9 must be paid for, as we must pay for the number reserved.
- Please pay online or call the office with a credit card prior to the luncheon, or we can send you an invoice afterwards.
- **Please make every effort to make your reservation on time. The number of reservations we have by the deadline is the number that we and the Vestavia Country Club prepare for.**

Please remember the Vestavia Country Club policy of NO JEANS in the ballroom where we hold our monthly luncheons.

Luncheon Business Spotlights

As a benefit of Chamber membership, you are welcome to choose two luncheons to have a booth to showcase your business. The Vestavia Country Club will provide covered 6 foot tables*-you just bring whatever information and items you would like to display! If you would like reserve your spots for 2023, please email katiew@vestaviahills.org

2023 Dates:

February 14
March 14
April 11
May 9
June 13
August 8
September 12
October 10
November 14
December 12

*Depending on number of participants each month, you may be sharing a table with another business.

WELCOME NEW MEMBERS

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

- ◆ eXp Commercial
Manisha Munikar
Hoover, AL 35226
(205) 919-1368
Category: Real Estate (Com)
- ◆ CarePath Consultants
Sara Manasco
732 Montgomery Highway, Suite 383
Vestavia Hills, AL 35216
(205) 275-4008
www.carepathconsultants.com
Category: Senior Services; Consultants
- ◆ The Wellhouse
Leah Sanderson
Odenville, AL 35120
(800) 991-9937
www.the-wellhouse.org
Category: Organizations
- ◆ Kathy G. & Co.
Kathy Mezrano
11 West Park Circle
Birmingham, AL 35211
(205) 942-4210
www.kathyg.com
Category: Caterers
- ◆ Kathy G. & Co.
Natalie Andrews
11 West Park Circle
Birmingham, AL 35211
(205) 942-4210
www.kathyg.com
Category: Caterers
- ◆ Biscuit Love
Melanie Zarzaur
4317 Dolly Ridge Road, Suite 101
Vestavia Hills, AL 35243
(205) 407-1186
www.biscuitlove.com
Category: Restaurants
- ◆ Biscuit Love
Sarah Worley
4317 Dolly Ridge Road, Suite 101
Vestavia Hills, AL 35243
(205) 407-1186
www.biscuitlove.com
Category: Restaurants
- ◆ Biscuit Love
James Handy
4317 Dolly Ridge Road, Suite 101
Vestavia Hills, AL 35243
(205) 407-1186
www.biscuitlove.com
Category: Restaurants
- ◆ Buckle
Ally Williamson
240 Summit Blvd, Suite 102
Birmingham, AL 35243
(205) 346-1660
www.buckle.com
Category: Clothing; Retail
- ◆ Alan Arnette
Vestavia Hills, AL 35242
(205) 601-6388
Category: Individuals
- ◆ Britt Animal Hospital
Daphne Orr
380 Summit Blvd
Vestavia Hills, AL 35243
(205) 967-2511
www.brittanimalhospital.com
Category: Veterinarians

Member Notes

- **The New York Butcher Shoppe** can help you plan a perfect Valentine's meal at home! Their Valentine's Special includes certified Angus Beef Choice Filet Mignon, twice baked potatoes, fresh salad and rolls for 2 for \$59.99. Call (205) 970-7300 to order for pickup February 10-14.
- Calling all Galentines! Grab your bestie and join **Clover + Bee** for their Galentine's Celebration on February 13! Fun activities throughout the day, plus champagne bar, discounts and giveaways!
- Introducing **Ashley Mac's Kitchen** - our exciting rebranding! In our rebranding, we're adding the word "Kitchen" to our name, becoming Ashley Mac's Kitchen. Whether it's Ashley whipping up something fresh in her home kitchen, our team creating your lunch especially for you in the cafe kitchen, our production kitchen working hard to bring you Market items for you to cook in YOUR kitchen, we realized that the kitchen brings us together. So, come in and let us serve you at Ashley Mac's Kitchen.
- **Town Village Vestavia Hills** invites you to Rolls & Referrals Networking Event the 3rd Wednesday of Each Month! Pop in anytime from 8 am-9:30 am. Local businesses can build relationships and create awareness for themselves or their company. Casual networking while enjoying warm cinnamon rolls and coffee. Also, door prize drawings. Free to attend and no RSVP is needed. 2385 Dolly Ridge Road
- **VIVA MEDICARE** is a 5-Star rated Medicare Advantage plan, which means Alabamians can enroll in VIVA MEDICARE any time of the year for their 2023 coverage. Call us today at 1-888-830-8482 (TTY: 711) or visit www.VivaHealth.com/Medicare to enroll in the highest rated plan in Alabama.
- Each year, **Birmingham Martial Arts** hosts the Birmingham Invitational Tournament, bringing hundreds of competitors and their supporters from all over the Southeast and beyond. 2022 saw a record crowd of almost 1000 come through the site over the course of the day. Your business will have an amazing opportunity to showcase what you do! If you are interested in sponsoring this year's Birmingham Invitational Tournament, please call 205-909-3720, option 1 or email ATR@BhamMartialArts.com.
- **Birmingham Physical Therapy** in Cahaba Heights has a couple of small group fitness classes led by PTs! The first is Fit for Life, which is held from 12-1pm Monday-Thursday and focuses on improving the strength, balance, and endurance of its participants. The second is Fit for Life: Mobility, which will be held at 7am on Tuesdays and Thursdays and will focus on improving the mobility and flexibility of its participants. If you are interested in learning more, please email melaniecosio.dpt@gmail.com.
- Read the latest issue of **Birmingham Christian Family** that features Chamber members Children's of Alabama, Lakeshore Foundation, and more online at <https://birminghamchristian.com/issues/>.

If you have any news or events you would like to put in the News & Views, email it to chamber@vestaviiahills.org.

Try it Tuesday

The Chamber is starting a new initiative called Try it Tuesday. This post will hit on Tuesday, which will include a short video or photos on our social media account of someone from the Chamber coming to highlight your business! We will schedule a time to visit (any day of the week) Ideas can be a menu item, fitness class, salon treatment, specific topic that you can share about your service or product(s), or just about ANYTHING! Be creative and let us know if you would like to participate, please contact Tracy Thornton, tracyt@vestaviahills.org.

To be entered in the 2023 First Quarter Refer and Win prize drawing, simply refer someone to the chamber who joins as a new member. Contact the Chamber at (205) 823-5011 or email annilynw@vestaviahills.org. We 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 2023 First Quarter drawing sponsored by **Smoothie King Vestavia Hills!**



**COFFEE &
CLASSROOMS**

Scan here to sign up!



Time Change!

**February 23rd
9:00-10:00 AM
East Elementary
School**

Vestavia Hills Chamber of Commerce

Vestavia Hills Community News Rate Sheet 2023



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 2023, 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.

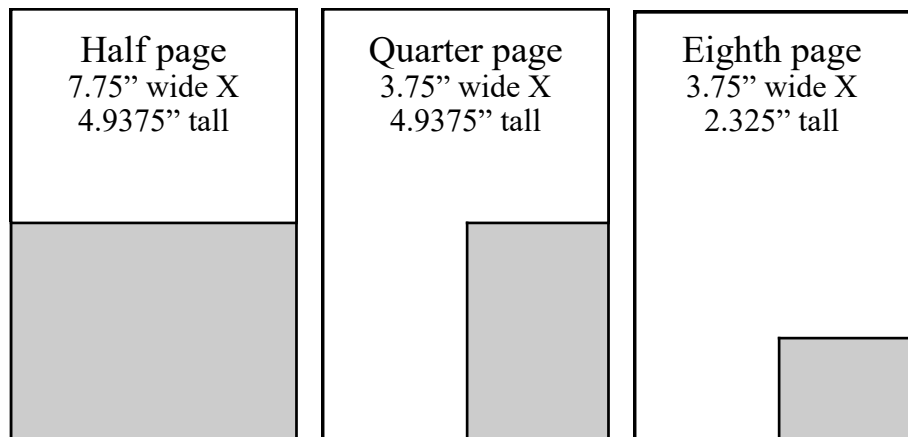
This is a great way to target Vestavia Hills residents in a cost effective way.
Don't miss this special opportunity to reach a very targeted, desirable market!

10 Issues Published Per Year

2023 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. 5; Feb. 2; Mar. 6; April 6; May 4; July 6; Aug. 3; Sept. 7; Oct. 5; Nov. 3

<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 RGB 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
2023**

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, 2023 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:



- | | | |
|--|---|---|
| <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 2022

2023 Trustees

Kimberly Jackson-Alabama Power Company
 Chris Thomas-America's First Federal Credit Union
 Jefferson County Commissioner Steve Ammons
 Tommy Cannon-Ascension St. Vincent's Health System
 Patrick Cushman-Cadence Bank
 Sandra Cleveland*-BCR Wealth
 Ben Nevins-B.L. Harbert International
 Ginger Aarons-Birmingham Business Journal
 Frank Buck-Frank S. Buck, P.C.
 Angie McEwen*-Butler Snow LLP
 Chad Gay-Cahaba Benefits Group
 Dr. Darcy Schofill-Cahaba Mountain Brook Animal Clinic
 Gerry Travis-Cameron Travis & Company, CPAs
 Representative Jim Carns
 Brian Barksdale-Carr, Riggs & Ingram, CPA
 David Surber-Cellular Sales Authorized Agent of Verizon Wireless
 Doug Dean*-Children's of Alabama
 Calvin Brown-Dog U
 Jonathan Handey-Eco Three
 Donnie Dobbins-First Horizon Bank
 Dan Bundy-First US Bank
 Ashley Mathews-Grandview Health Center
 Charlie Norton-Harbert Realty Services
 Steve Mote-Hollywood Pools/Alabama Gaslight & Grill
 Mike Jackson*-Jackson Howard & Whatley, CPAs
 Stan Glantz-KPR-Vestavia City Center
 Jamie Pursell-Leaf & Petal
 John Bonanno-Liberty Park Joint Venture
 Mark Macoy-Mark W. Macoy, LLC
 Chip McCallum-McCallum Hoaglund & McCallum, LLP
 Jim Black-McDonald's
 Eric Smith-Medicare Advisors of Alabama

Roger Steur*-Method Mortgage
 Robin Morgan*-Morgan Properties
 Todd Jackson-Newk's Eatery
 Kerry Adkins-OnTime Service
 Maury Wald-Over the Mountain Journal
 Lisa Bearden-Overture Tributary
 Sean Johnson-Progress Bank
 Lacey Alford-Ray & Poynor Properties
 Scott Perry-RealtySouth
 Angela Stevens-RealtySouth
 Margaret Schuneman-Regions Bank
 Senator Dan Roberts
 Lauren Trim-Sentry Heating, Air Conditioning,
 Plumbing & Generators
 Tommy DeRamus-Shades Mountain Baptist Church
 Maury Molyneaux-Shoe Station
 Scott Jenkins-Southern States Bank
 Steve Smith-SouthPoint Bank
 Rob Dowda-SpeedPro Direct
 James Robinson*-Spire
 Tyler Kime-Standard Heating, Cooling & Plumbing
 John Henley-John Henley State Farm Insurance
 Taylor Burton-Taylor Burton Company
 Steve Vickery-Truist
 Dr. Bill Brunson-Vestavia Hills Methodist Church
 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

2023 Chamber Champions

Platinum



Gold



Silver



Board of Directors

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Chair Elect: Clabe Dobbs, Progress Bank
Vice Chair Membership Development: Keri Bates,
Rocky Ridge Drug Co.

Vice Chair Business Development: Jamie Pursell,
Leaf & Petal

Vice Chair Community Affairs: Tyler Kime,
Standard Heating, Cooling & Plumbing

Vice Chair Programming: Chris Thomas,
America's First Federal Credit Union

Vice Chair Public Education: Rachel Patterson,
Bradford Health Services

Treasurer: Ben Chambliss

Jackson, Howard & Whatley, CPAs

Secretary/Legal Counsel: Mark Macoy

Mark W. Macoy, LLC

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Past Chair: John Henley, State Farm

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Christina Babineaux, IRA Innovations

Jamie Black, McDonald's

Taylor Burton, Taylor Burton Co., Inc.

Erin Holtz, Pure Fitness

Marty Martin, B.L. Harbert

Katherine McRee, The Lili Pad

Linda Parker, Dream Vacations

Michelle Hawkins, President

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Tracy Thornton, Dir. Membership/Marketing

tracyt@vestaviiahills.org

Annilyn Warner, Office Manager

Email: annilynw@vestaviiahills.org

Katie Woodruff, Communications Manager

Email: katiew@vestaviiahills.org

Upcoming Chamber Meetings

Feb 14

Monthly Luncheon, 11:30 am, Vestavia Country Club

Feb 16

Board of Directors, 7:45 am, Chamber Office

Events

Feb 23

Coffee & Classrooms, 9 am, East Elementary

Feb 28

Lunch & Learn, 12 pm, Chamber Office

Other Meetings & Holidays

Feb 9

Planning & Zoning Commission, 6 pm

Feb 13

City Council Meeting, Council Chambers 6 pm

Feb 16

Board of Zoning Adjustment, 6 pm

Feb 27

City Council Meeting, Council Chambers 6 pm



News and Views

Vestavia Hills Chamber of Commerce

1975 Merryvale Road

Vestavia Hills, AL 35216