



NEWS & VIEWS

August 2023

Volume 43 Issue 8

August 8 Luncheon Dr. Todd Freeman, Vestavia Hills City Schools Superintendent

Dr. Todd Freeman is beginning his sixth year as superintendent of Vestavia Hills City Schools. From 2013 to 2018, Dr. Freeman was superintendent of Sylacauga City Schools in east Alabama. Prior to that, he spent twenty years in Auburn City Schools as a social studies teacher and coach, high school principal, and executive director of operations and services.



During his time in Vestavia Hills City Schools, the district has renewed its accreditation, implemented a revised strategic plan, and opened three new schools. The school system has also increased its test scores, college scholarship offers, career and technical education credentials, and special education services during this five-year span.

Dr. Freeman holds a bachelor’s degree in education from Jacksonville State University, a master’s in education from Auburn University, and a doctorate in educational leadership from Valdosta State University.

Dr. Freeman, his wife, Rachel, and two sons, Samuel and Jacob, are residents of Vestavia Hills. Rachel is the Senior Program Director at Shades Valley YMCA. Samuel is a fourth grader and Jacob is a second grader at Vestavia Hills Elementary Dolly Ridge. Dr. Freeman is a member of the Vestavia Hills Rotary Club and Civitan International, and he and his family attend Shades Mountain Baptist Church.

First Horizon Bank

LUNCHEON SPONSOR

First Horizon is proud to serve the Vestavia Hills Community! As our company entered the Birmingham Market in 2009, our vision was to add bricks and mortar and invest in best-in-class talent to deliver exceptional service to our clients. In 2011, we chose Vestavia Hills as the location to build our first new office located at 613 Montgomery Highway. In May of this year, we were proud to celebrate 12 years of growing relationships and investing in the Vestavia Hills community.



Please stop by and visit us soon!

First Horizon Corp. (NYSE: FHN), with \$85.1 billion in assets as of June 30, 2023, is a leading regional financial services company, dedicated to helping our clients, communities and associates unlock their full potential with capital and counsel. Headquartered in Memphis, TN, the banking subsidiary First Horizon Bank operates in 12 states across the southern U.S. The Company and its subsidiaries offer commercial, private banking, consumer, small business, wealth and trust management, retail brokerage, capital markets, fixed income, and mortgage banking services. First Horizon has been recognized as one of the nation's best employers by Fortune and Forbes magazines and a Top 10 Most Reputable U.S. Bank.



Donnie Dobbins

August is here and along with it came the HEAT! I hope everyone has had an enjoyable summer. The summer seems to come and go in a flash every year and families are sad to see it pass, but look forward with enthusiasm to the transition to Fall.

Football season is right around the corner, a favorite time of the year for all of us in the State of Alabama. As our kids start back to school, we embrace each new day as students set goals for the year, and receive the challenge and benefits of our wonderful school system.

The balance of 2023 brings a positive energy for our Chamber members and community. Continued collaboration from our Board and the City to develop new business initiatives has been at the forefront of daily activity. Our Business Development Committee, lead by Jamie Pursell, met on July 26th. The meeting was well attended by several businesses, Chamber Board Members, and City officials. Conversation was robust, and we look forward to launching several projects very soon that will benefit our Chamber businesses, school system, and the citizens in Vestavia Hills. Details to come next month!

Our next Chamber luncheon is Tuesday, August 8th, with Dr. Todd Freeman, Superintendent of Vestavia Hills City Schools as the speaker. We look forward to hearing the latest on the state of our school system. As always, this is a well-attended luncheon, and you don't want to miss hearing from Dr. Freeman and some fun guests!

I invite you all to visit the Chamber's website: vestaviiahills.org to check out all the great events planned for August. We have several ribbon cuttings scheduled for August, and we look forward to welcoming these new businesses to our city. We are very fortunate to maintain a healthy business environment in our city that continues to attract key new businesses. I hope you'll plan to join me at a ribbon cutting event soon.

All the best,

Donnie Dobbins
First Horizon Bank
Board Chair, 2023

As the summer is wrapping up August brings excitement to Vestavia Hills. With school back in session the activities are abundant. Here at the Chamber, after skipping our July Luncheon we will be resuming on August 8th at 11:30am. We are super excited to have VHCS superintendent, Dr. Todd Freeman. He will be presenting the state of our school system and introducing a special guest from the counseling department of Vestavia Hills Elementary West – Merlin – and what a treat this will be! Please visit our website www.vestaviiahills.org ; click on events; then click on Register.



Michelle Hawkins

We also just wrapped up our fun summer activity -- SHOP. DINE. PLAY. Pig Bingo 2023. The Shop, Dine, and Play pigs are placed around Vestavia Hills at businesses in the community. These pigs represent when you spend your money in Vestavia Hills you are putting your dollars back into the city's piggy bank! When you shop locally that money goes back into improving our streets, parks, schools, and other city spaces. Most of these pigs were painted by local school art classes and artists. The game started June 1st and ended on July 31st -- a HUGE grand prize valued over \$1000.00 has been awarded! To find out who won the grand prize visit our website or check us out on Instagram or Facebook @vhchamber. When you follow us remember to “like” and “heart”, add comments, and share” this increases everyone’s marketing campaigns by doing so, it helps our Vestavia Hills businesses and hence will drive more traffic into restaurants, retail, professional and service industry establishments, resulting in more dollars back into our City. -- SHOP. DINE. PLAY. In Vestavia Hills!

We are so excited about our August Ribbon Cuttings! Come welcome and celebrate with our new Chamber members and enjoy these networking opportunities.

- **August 1st- 1:00 PM BODYBAR Pilates** in Cahaba Heights near Biscuit Love
4317 Dolly Ridge Road Suit 117 Vestavia Hills Al 35243
- **August 3rd- 11:00 AM Jeremiah’s Italian Ice** in the Publix shopping center on 31
790 Montgomery Hwy Vestavia Hills Al 35216
- **August 3rd- 4:30 PM Bandwagon Sports** in the Heights Village next to Manhattan South
3122 Heights Village Vestavia Hills Al 35243
- **August 17th- 4:30 PM Vulcan Wellness** behind Popshelf on 31
2015 Kentucky Ave Vestavia Hills Al 35216
- **August 24th- 5:00 PM D1 Vestavia Hills** on 31 near the Uhaul Place
1014 Montgomery Hwy Vestavia Hills Al 35216

Last month I shared some fun marketing ideas and company activities based on highlighted dates. Here are the August fun fact dates:

- August 4th- National Beer Day
- August 13th- National Left Hander’s Day
- August 15th- National Relaxation Day
- August 17th- National Non- Profit Day
- August 26th- National Women’s Equality Day
- August 26th- National Dog Day

We are elated to be collaborating in a profitable fundraiser with the Vestavia Hills High School Athletic Department and Band with the Vestavia Hills Shares Discount Card. Our goal as the Vestavia Hills Chamber of Commerce is always to support and promote our community and educational partners. We embrace fresh ideas and strive to improve our methods of collaboration. Not only will this fundraiser raise much needed funds for athletic transportation, athletic needs, and general band budget, but it will send customers into your doors! We are creating a VESTAVIA SHARES card to help with this effort!

The basic idea behind our VESTAVIA SHARES card:

- Partner with VHHS Athletics and VHHS Band.

(Continued on page 5)

August 8 Luncheon

Reservations must be made by 4:00 PM Thursday, August 3, 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, August 3 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 katie@vestaviahills.org

2023 Dates:

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

August 8
September 12
October 10
November 14
December 12

(Continued from page 3)

- Raise money to help with initiatives for our school partners and raise money for the Chamber of Commerce to support the Chamber's mission to promote our members with engaging networking events and operations.
- The card can be purchased from athletics, band, and local businesses for \$30.
- The card is valid from September 1, 2023-May 31, 2023.
- Businesses will be provided with a counter card/flier to let customers know who a participating merchant is.
- Participating businesses will choose the HOT DEAL monthly or keep the same deal for the duration of the card.
- The customer will present the card to our participating businesses for HOT DEAL.

This will be linked to our website with a QR code on the back of the card! Not only will we promote on social media, but we will have the promotional resource of the Vestavia Hills Athletics and VHHS band and their huge social media following, emails, calendars, and newsletters.

There is no cost to businesses to participate - It is a WIN WIN for everyone! Right now, we have 55 businesses participating and we would love more! Please contact our office if you are interested 205-823-5011.

As always, it is my honor and joy to serve all our Vestavia Hills Chamber members.

With Warm Wishes,

Michelle Hawkins,
President

WELCOME NEW MEMBERS

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

- ◆ Magnetic Hope
Renee Richesin
1025 Montgomery Highway, Suite 200
Vestavia Hills, AL 35216
(205) 637-3055
www.magnetichope.com
Category: Physicians
- ◆ Rise + Refine Hot Yoga
Trina Smith
300 Old Towne Road
Vestavia Hills, AL 35216
(205) 910-3806
www.kivahotyoga.com
Category: Fitness; Gym/Health Club
- ◆ The Birmingham Water Works Board
Jeremy Ervin
3600 First Avenue N.
Birmingham, AL 35222
(205) 244-4141
www.bwwb.org
Category: Utilities
- ◆ Trustmark National Bank
Bizzy Thomas
1808 29th Avenue S.
Homewood, AL 35209
(205) 909-5578
www.trustmark.com
Category: Banks; Financial Services
- ◆ Megan Montgomery Foundation
Meredith Montgomery-Price
270 Doug Baker Blvd, Suite 700-226
Birmingham, AL 35242
(205) 568-7474
www.megansfoundation.org
Category: Organizations; Education
- ◆ Drew Carter State Farm Insurance
Drew Carter
2521 Rocky Ridge Road
Vestavia Hills, AL 35243
(205) 568-5184
www.drewcarter.net
Category: Insurance
- ◆ Church of the Cross
Zac Hicks
3139 Cahaba Heights Road
Vestavia Hills, AL 35243
(205) 842-2145
www.crossbham.org
Category: Churches
- ◆ Practice Works
Meredith Calhoun
400 Vestavia Parkway, Suite 406
Vestavia Hills, AL 35216
(205) 506-6100
www.practice-works.com
Category: Shared Office Services; Real Estate
- ◆ Medical Properties Trust
Jason Frey
1000 Urban Center Drive, Suite 501
Vestavia Hills, AL 35242
(205) 397-8576
www.medicalpropertiestrust.com
Category: Real Estate (Com.); Hospitals
- ◆ Medical Properties Trust
Alison Schmidt
1000 Urban Center Drive, Suite 501
Vestavia Hills, AL 35242
(205) 397-8564
www.medicalpropertiestrust.com
Category: Real Estate (Com.); Hospitals
- ◆ Medical Properties Trust
Cassie Cates
1000 Urban Center Drive, Suite 501
Vestavia Hills, AL 35242
(205) 397-8569
www.medicalpropertiestrust.com
Category: Real Estate (Com.); Hospitals
- ◆ Medical Properties Trust
Matt Stuenkel
1000 Urban Center Drive, Suite 501
Vestavia Hills, AL 35242
(205) 745-2635
www.medicalpropertiestrust.com
Category: Real Estate (Com.); Hospitals

WELCOME NEW MEMBERS

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

- ◆ Medical Properties Trust
George Carlis
1000 Urban Center Drive, Suite 501
Vestavia Hills, AL 35242
(205) 397-8561
www.medicalpropertiestrust.com
Category: Real Estate (Com.); Hospitals
- ◆ Beth Hontzas Photography
Beth Hontzas
3 Office Park Circle, Suite 116
Birmingham, AL 35223
(205) 253-5870
www.bethhontzas.com
Category: Photographers

JOIN US FOR THE ANNUAL ROCKY RIDGE ROAD
VESTAVIA HILLS

BACK TO SCHOOL BASH

FRIDAY, AUGUST 11TH : 5-9PM

ROCKY RIDGE ENTERTAINMENT DISTRICT
3525 ROCKY RIDGE PLAZA, VESTAVIA AL 35245



LIVE
MUSIC



KID
FRIENDLY



LOCAL SHOPS
& VENDORS



FOOD
& DRINK

— THE RIDGE, ROCKY RIDGE PLAZA, RIVER BANK & DREW CARTER STATE FARM —



VESTAVIA HILLS
CHAMBER of COMMERCE

New Member Orientation



Wine & Cheese Reception



August 21, 2023 | 5:00 PM | Vestavia Hills Chamber Office

Anyone is welcome!



If you're new to the VH Chamber, or simply want a refresher, we'll be going over member benefits, resources, advertising options and more!

Join us at our new office, 1090 Montgomery Highway,
Behind CVS Pharmacy

Member Notes

- **Vestavia Hills Rotary Clubs** are sponsoring a Community Cornhole Competition on Saturday August 5th 2:00 pm at the Vestavia City Center. Benefiting: Children's of Alabama Critical Care Transport Team, Vestavia Hills student scholarships & programming, Vestavia Hills First Responders, and Unless U. Find more information at vestaviarotary.org/cornhole-tournament
- Join the merchants in Cahaba Heights and Rocky Ridge on August 18-20 for a Tent Sale! Find deals up to 90% off on shoes, clothing, home goods, jewelry and accessories!
- Save the date for **Birmingham Christian Family's** 4th Annual Celebrate the Family Expo on September 16, 2023 from 10am-2pm at the Hoover Met Complex's Finley Center. Find more details at www.birminghamchristian.com/expo2023.
- The Vestavia Hills Farmers Market is open from 10:00 am to 1:00 pm every Wednesday through August 30! Located at Scout Square, right off of Highway 31, the Farmers Market is an outreach ministry of **Vestavia Hills Methodist Church**, created to bring local crafts and seasonal goods into our community!
- **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.
- **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 Brookdale University Park, Children's of Alabama 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.

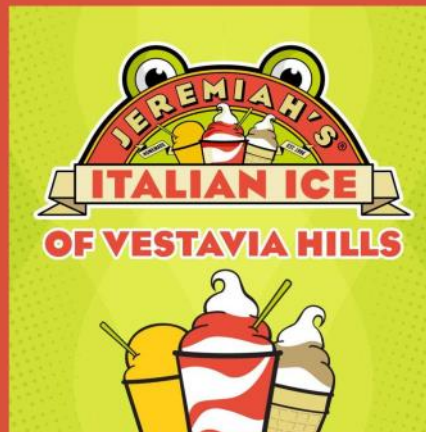
RIBBON CUTTINGS

JOIN US FOR A RIBBON CUTTING FOR BODYBAR PILATES!



**AUGUST 1ST 1:00PM
4317 DOLLY RIDGE RD
VESTAVIA HILLS AL 35243**

Join us for a ribbon cutting at Jeremiah's Italian Ice!!



**11:00 AM August 3rd
790 Montgomery Hwy
Vestavia Hills Al 35216**

Help us celebrate with Vulcan Wellness & Aesthetics at a Ribbon Cutting!



**August 17th 4:30 PM
2015 Kentucky Ave
Vestavia Hills Al 35216**

Join us for a ribbon cutting and free class with D1 Vestavia Hills!



**5:00 PM August 24th 2023
1014 Montgomery Hwy
Vestavia Hills Al 35216**



Save the Date for our 2023 Haunt the Hills Trick-or-Treat Night, set for Saturday, October 28 at Wald Park! More details coming soon!

Want to be on the planning committee? Email katiew@vestaviiahills.org to be added to the committee roster. The first committee meeting will be Wednesday, August 16 at 11:30 am at the Chamber Office.

Lunch and Learn
@ the Chamber
August 15th 11:30 AM-12:30 PM

Subject: Vestavia Hills Shares discount cards

A light lunch will be provided

Sign Up here
Please!

Come here from Tracy about
the Vestavia Shares cards and
see if it is something you want
to be a part of!



Join the City of Vestavia Hills for a night of free family fun, fellowship, and promoting public safety on Thursday, October 5 from 5:00pm-7:30pm!

Community Night Out is an opportunity for first responders to network with local businesses, civic groups, churches, schools, and community volunteers in a symbolic stance to promote public safety. Bring a chair or blanket and enjoy a night of free family fun! There will be jump houses, photobooth, pumpkin patch, free food and more! Thank you to Shades Mountain Baptist Church, Truist Bank, and all of our contributors who will be passing out candy and free swag.

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 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



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Katie Woodruff, Communications Manager

Email: katiew@vestaviiahills.org

Upcoming Chamber Meetings

Aug 8
Aug 17

Monthly Luncheon, 11:30 am, Vestavia Country Club
Board of Directors, 7:45 am, Chamber Office

Events

Aug 1
Aug 3
Aug 15
Aug 17
Aug 21
Aug 24

Ribbon Cutting: BodyBar Pilates, 1 pm
Ribbon Cutting: Jeremiah's Italian Ice, 11 am
Lunch & Learn, 11:30 am, Chamber Office
Ribbon Cutting: Vulcan Wellness & Aesthetics, 4:30 pm
New Member Orientation, 5 pm, Chamber Office
Ribbon Cutting: D1 Vestavia Hills, 5 pm

Other Meetings & Holidays

Aug 10
Aug 14
Aug 17
Aug 28

Planning & Zoning Commission, 6 pm
City Council Meeting, Council Chambers 6 pm
Board of Zoning Adjustment, 6 pm
City Council Meeting, Council Chambers 6 pm



News and Views

Vestavia Hills Chamber of Commerce

1090 Montgomery Highway

Vestavia Hills, AL 35216