

# *A Salute to* Pell City, Riverside & St. Clair County **COMMERCE** **2017**







Submitted photo

New chamber directors Charity Mitcham, Teresa Carden, Kelly Fergurson, Ashley St. John, Blair Goodgame and Brian Worley take their oaths of office from District Judge Alan Furr. Not pictured is John Garrison.

## Pell City Chamber of Commerce looks ahead to a full year

By **BUDDY ROBERTS**  
Special Projects Editor

The Pell City Chamber of Commerce remains committed to its goal of fostering growth in business and civic interests, according to its 2017 president.

"We're really excited about the chamber's direction this year," Larry Daugherty said. "We are focusing on trying to improve the downtown area and tourism, both of which are moving forward in a positive way and seeing new development, which we're excited about."

The chamber began the new calendar year with a total of 398 members, thanks to the best single month for new memberships.

"We had nine new members join in January, which is the most we've ever had join in one month," said Kelsey Bain, the chamber's new executive

director. "That's about two new members a week, so we're excited about that, too. Hopefully, the rest of the year will keep going like that."

The chamber's schedule for 2017 kicked off last month with the annual stakeholders' meeting, at which seven new members of the board of directors took office. Inducted were John Garrison, Garrison Steel; Ashley St. John, Bain & Co. CPAs; Blair Goodgame, Lakeside Landing; Charity Mitcham, St. Clair County Soil and Water Conservation District; Teresa Carden, Lakeside Hospice; Brian Worley, State Farm; and Kelly Fergurson, Trussell, Funderburg, Rea & Bell PC.

Officers for the current year are Daugherty, president; Adam Bain, vice president; Lindsey Woodard, treasurer; and Nancy Gerety, president-elect. Courtney Castleberry has been

named the chamber's new executive assistant.

Plans are underway for one of the chamber's biggest events of the year, the Pell City Hometown Block Party, scheduled for Friday, June 2. First held in 2001, the event has routinely brought more than 10,000 people to Pell City for the festival of food, music and entertainment.

"People have already been asking about it this year, and our goal is, of course, to make this year's block party better than it's ever been," Bain said.

The block party will be followed in late summer or early fall by the Blues & BBQ Festival. "The exact date hasn't been determined yet, but we're definitely bringing it back this year," Bain said. Last held in 2015, the event includes musical performances and a barbecue cook-off.

Pell City's 2017 Christmas Parade is scheduled for Dec. 14.

"Last year, we did not have one complaint," Bain said, "which is always our goal. Everyone liked it that the parade route was straight on Highway 78 and that it flowed continuously without turning."

Throughout the year, the chamber will host Lunch and Learn events, a quarterly series of luncheons with guest speakers, that began last year. Beginning March 16, the series continues on July 20 and Nov. 16. The cost is \$12 for chamber members and \$15 for non-members.

"We've had a lot of requests for information about social media, so one of the events will be social media class for business owners," Bain said. "It should provide a lot of good help about how to use platforms like Facebook and Instagram in your business."

Coffee & Conversations events are scheduled throughout the year, from 7:30-9 a.m. every second Tuesday at the Pell City Municipal Complex. "This is my favorite event," Bain said. "The sole purpose is networking. And you get free coffee and doughnuts. You can't beat that."

The next Coffee & Conversations is set for March 14, to be hosted by the Pell City Business and Professional Women's organization.

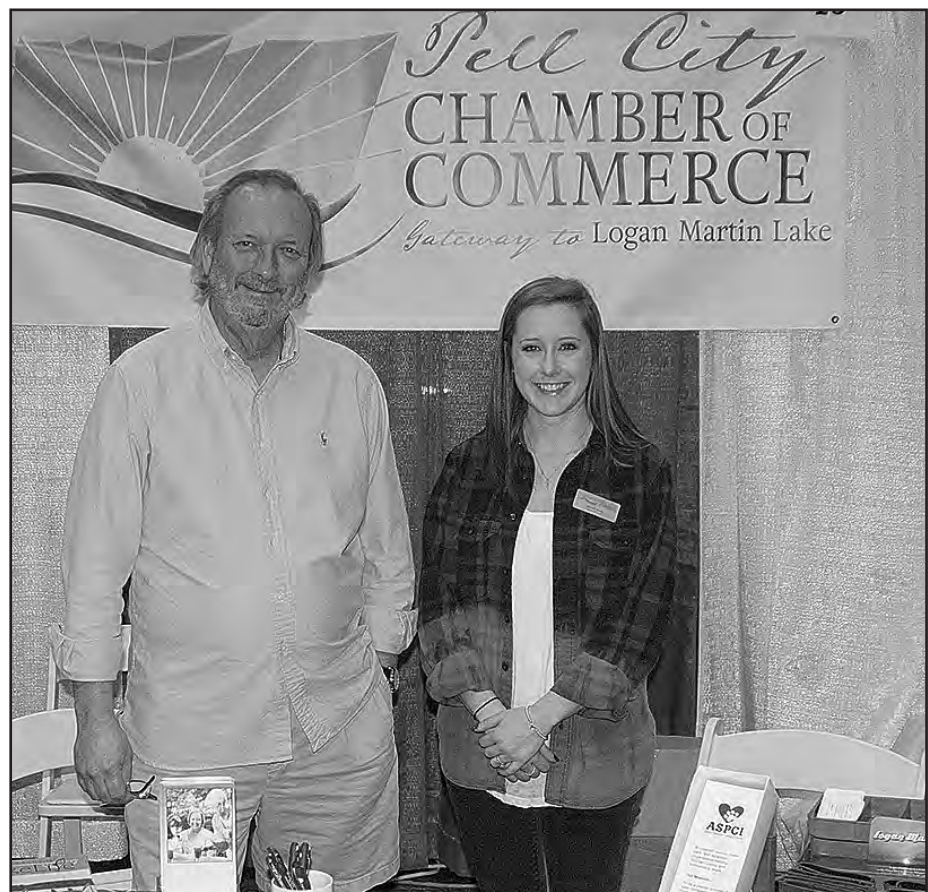
"This is a great opportunity to see large business and industry leaders talking to small business owners," Bain said. "It's rare to get such a range of people in the same room at the same time, but it happens at Coffee & Conversations."

For information about chamber membership and its benefits, call 205-338-3377.



Submitted photo

Larry Daugherty is the chamber's current president. Kelsey Bain is its new executive director.



Buddy Roberts/The Daily Home

Board member Matt Mitcham and Bain represented the chamber while promoting Logan Martin Lake at the recent Birmingham Boat Show.



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# 'IT'S A NATURAL THING'



David Atchison/The Daily Home

Father and daughter Rick McCleney and Vanessa Reynolds will help meet your floral needs at Flower Art. The shop offers a variety of decorative items and gifts for special occasions.

## Flower Art floral business is a family affair

By DAVID ATCHISON  
Home staff writer

**PELL CITY** -- It is something that has been passed down in the family and it has bloomed into a full-fledge business – Flower Art.

"It's a natural thing," said Vanessa Reynolds, who along with her father Rick McCleney opened Flower Art less than one year ago. "We are a full-fledged florist."

Both she and her father are artists. Both paint and draw.

McCleney, an architect who turned over his general contract business to his son, is now in business with his daughter.

"Dad purchased the building, and I work for him, so here we are," said Reynolds, who has formal training in interior design, floral, event and wedding planning. "My specialty is real flowers," she said.

Reynolds sat at a table with her father in a room surrounded by flowers, gifts and displays that Flower Art rents out for special occasions, like weddings. McCleney took a painting off the wall.

"She painted this," he said.

"He's a proud daddy," Reynolds said.

The family is originally from Fultondale, but McCleney built a home on the lake about 18 years ago. It was the lake and the local airport that attracted him to Pell City.

McCleney said he learned to fly at the St. Clair County Airport when it was privately owned. He moved to Pell City permanently after he retired, and the father and daughter decided to open Flower Art in July 2016.

"I run the business," she said, "but he owns the business."

Reynolds said their artistic talents add an important element to their floral work. Flower Art offers a variety of floral services, from floral wreaths for funerals to floral arrangements for friends recovering at the local hospital to floral displays for couples tying the knot.

"I am more of an artist; my dad is, too," Reynolds said.

"If someone wants something special, we'll design it," McCleney said.

A large cooler helps keep their flowers fresh, and McCleney has plans to build us a greenhouse.

The flower and gift shop, 4503 Cogswell Ave., Pell City, was a former Alabama Power Company power station with 16-inch thick walls.

"It's very insulated," Reynolds said.

Flower Art sells a variety of floral items and gifts, including flower bouquets, gift baskets and floral arrangements. The business also offers local delivery in Pell City and surrounding areas, including Talladega, Ashville, Moody and Springville.

For more information, visit Vanessa Reynolds' Facebook page or call 205-525-4503.



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Gary Hanner/The Daily Home

Kim Walker looks at some of the clothes in the consignment shop's inventory.

# 'Technically her dream'

## Kiki's Consignments 'like having a yard sale' without the work

By GARY HANNER  
Home staff writer

**SPRINGVILLE** — Kim Walker had an older sister named Kristy Tucker. Kim's children, Brooke and Will, called her Aunt Kiki.

Kim said her sister always wanted the two of them to open a consignment shop.

Today, Kim is the owner of Kiki's Consignments at 6414 U.S. 11, right off Main Street in Springville -- a back-door entrance only, next door to the Crawford-Skinner Agency.

"Kristy passed away January 2014," Kim said. "She did not have children, but she treated my children like they were her own. She had tons and tons of stuff -- nice stuff, and that's the reason she wanted to open a consignment shop."

Six months after Kristy died, Kim woke up one morning and felt led to honor her sister's name and all that stuff she had.

"Instead of donating it, I decided to open that consignment shop she always wanted," Kim said. "Six months after she died (July 2014), I opened it in her memory and called it Kiki's Consignment. This was technically her dream."

Kiki's Consignment carries clothing for men, women and children, along with shoes, purses and jewelry.

"If I think I can sell it and have room for it, I'm willing to try to sell it," Kim said. "We have multiple goals here. I feel led to do this. God knew I couldn't just sit at home every day and cry. So many times, people just come in, not to buy anything, but just to talk. Sometimes it tends to be a ministry, but that was not my plan. I am a good listener and a good talker."

Kim said another goal is to give local people a place to go shop so they

don't have to drive into Trussville or Birmingham to find what they need.

Consignment can be a convenient option if people want to get rid of some clothing and make a little money off it. Kiki's Consignments is the way to go.

"I sell the items for them," Kim said. "It's a 50-50 split. If I get \$10 on a sale, I keep \$5 and the person who brought in the items gets \$5. As you sell stuff, you build credit. If they do not want to shop with their credit, they can receive a check for their sold items. We have a dressing room in the back. It's like having a yard sale, but you don't have to do anything. I do all the work."

Kim said everything that is in her store was brought to her and she prices it. When she first opened two and a half years ago, she did not know what to expect or if she would still be open six months down the road.

"Since the time we opened, we have right at 500 consigners," she said. "New people walk in here every single day."

Kim is particular about the items she takes in. If it has a tear, spot, hole or stain, she does not accept it.

The business has two rooms, and she said it takes every bit of her energy and her mom's energy just to keep up with the two rooms.

Kim said she holds items for a total of 60 days.

"After 30 days in the front room, if an item has not sold, it is moved to the back room and is marked down to 50 percent," she said. "Everything in the back room is half off. After 60 days and it hasn't sold, I pull it and either call the owner to come pick it up or we donate it to a local mission here in Springville. It's a constant rotation."

The hours are 10 a.m.-5 p.m. Wednesdays-Fridays, noon-4 p.m. Saturdays. The shop is closed Sundays through Tuesdays.



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Gary Hanner/The Daily Home

Kim Walker opened Kiki's Consignments in honor and memory of her sister, Kristy Tucker.



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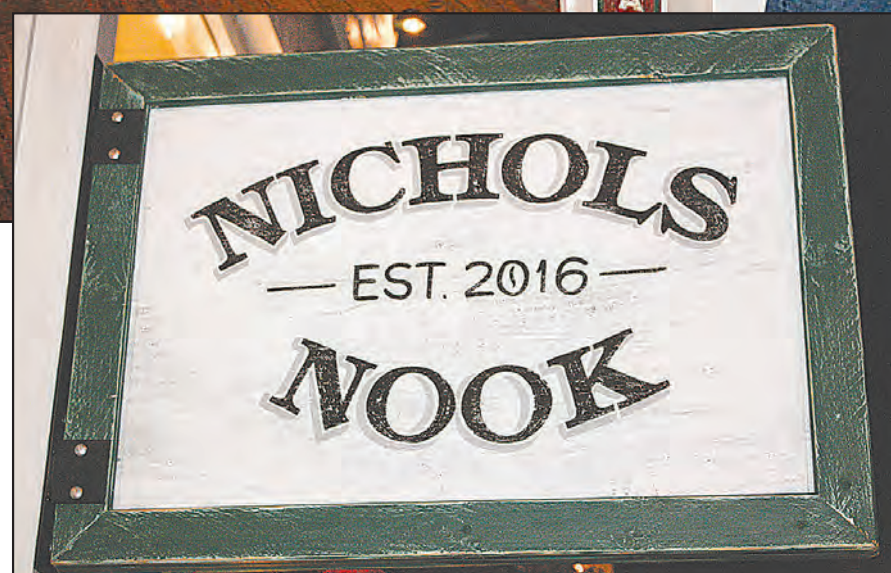
FOOD STAMPS WELCOME





Gary Hanner/St. Clair Times

Nichols Nook is one of the newest businesses on Main Street in Springville. It is owned and operated by Scott and Beth Walker. Pictured with them is their son Sam.



## A place to take a break from the stressful world around you

By GARY HANNER  
Home staff writer

**SPRINGVILLE** – Scott Walker loves Main Street.

His heritage is there. “My great-aunt and uncle Lee and Otis Laster had Laster Sundries,” he recalled. “My great-uncle Lee was the pharmacist. My great-grandfather had Simmons Motor Company. He had his Studebaker dealership in the Crown Binder building and his Chevrolet dealership in the old hardware building. My family has had multiple businesses in Springville through the years. It just means a lot to me to continue the tradition.”

He and his wife Beth recently opened Nichols Nook on Main Street, paying homage to Scott’s family history in the Springville business community and to Beth’s parents, for whom the shop is named.

“My parents loved coffee and tea,” she said. “They both loved to read, and my mom loved nooks and crannies. I want the store to be warm and cozy.”

Beth said opening Nichols Nook has brought many blessings with it.

“That’s what I want it to be to people – blessings,” she said. “I want it to be a source of light for people who come in to visit.”

When asked if she thought her mom would be proud of her, Beth said, “I

think she would.”

Nichols Nook opened its doors the day after Thanksgiving last year and had a soft opening in December. Plans call for hours and days of operation to expand in the coming weeks.

It offers a courtyard that can be used for various occasions.

“I would love nothing more than all these chairs we have in here to be filled with people,” Beth said. “Up to 15-to-20 people can sit inside our place here to meet with friends or enjoy a cup of coffee. Two courtyards outside can sit 30-to-40 people comfortably for any type of event.”

Scott said they recently planned a dinner for members of their church and they were able to host 65 people inside and out.

“When the building was renovated and restored, a lot of the historic charm was kept,” he said. “It has the original hardwood floors, complete with burn marks from the original wood stove and the building was built in 1892.”

Beth said goals include creating a warm comfortable environment where people can meet together or come alone to study, read, etc.

“We want to have a place where people can take a break from the busyness of the world around us,” she said. “We want to be a bright spot in people’s day where they can leave happier than they were when they came in.”



Gary Hanner/St. Clair Times

Two courtyards outside Nichols Nook can seat as many as 40 people comfortably.

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## PELL CITY: GATEWAY TO LIVING THE GOOD LIFE



**Kelsey Bain**  
Executive Director

Known by most as “The Gateway to Logan Martin Lake,” much of Pell City borders the picturesque waters, an inviting scene to all who visit and all who choose to call this special place home.

But Pell City is much more than a lake town.

As one of the fastest growing communities in Alabama, it not surprisingly offers amenities found in much larger cities while retaining that small town, hometown charm and feel.

A quaint downtown full of specialty shops, professional offices, an art gallery and even loft apartments draw people to the city’s center each day.

Thriving commercial districts line either side of U.S. 231, a major thoroughfare running through the heart of the city, and just north of Interstate 20, which connects Atlanta and Birmingham.

Recreational offerings are among the best in the state. Schools are nationally accredited. Quality health care is central to the city. And houses of worship, representing virtually every denomination, are welcoming.

Yes, Pell City is the Gateway to Logan Martin Lake, but as you can readily see, it is the gateway to much, much more.

Pell City has an active Chamber of Commerce which will be glad to assist you.

[www.pellcitychamber.com](http://www.pellcitychamber.com)



# Wanna go bowling or to the movies? You'll soon be able to in Pell City

By DAVID ATCHISON  
Home staff writer

Ground was broken this month at the site of a long-awaited \$9 million entertainment center that will bring a multi-screen movie theater and bowling alley to Pell City..

“It was a long journey, but we finally made it,” said former Mayor Joe Funderburg, who spearheaded the economic development effort. “We’re tickled to death for Pell City.”

Funderburg worked during his entire tenure as mayor to bring a movie theater to the municipality. He left office in November.

“I want to thank Gary Moore (president and CEO for Premiere Cinema Corporation) for his confidence in our community,” he said.

Funderburg and the former council attended Wednesday’s groundbreaking.

Current Mayor Bill Pruitt publicly thanked the former administration for helping bring the new movie theater and bowling alley to the city.

“It’s an incredible time in our history,” Pruitt said. “Folks are really excited about this ... So many people put so much effort into this.”

Pell City developer Bill Ellison was also credited for his work in helping make the project a reality.

“He’s the one who got our attention,” Moore said before the official groundbreaking.

Ellison thanked Moore on behalf of the city.

“You are making this a great day for us,” Ellison said. “Thanks for sticking with it.”

Moore said once the construction project starts going vertical, it should only take about eight months to complete.

“This is a high priority for us this year,” he said.

Moore said Premiere hopes to complete the facility and have it open sometime during the fall.

“It’s a beautiful layout,” he said of



Submitted

**Pell City’s long-awaited entertainment center is a step closer to reality. The 50,000-square-foot facility will include a multi-screen movie theater and a bowling alley.**

the building plans.

Moore said the entertainment center will be 50,000 square feet. The movie theater will have seven screens. He said the state-of-the-art theater will have beautiful, comfortable, recliner-style seating.

He said the bowling alley will have 12 lanes, a family amusement center, a pizza kitchen and adult bar.

Moore said the entertainment center will also have a Starbucks inside.

“We take great joy in partnering with the different municipalities on projects that will benefit the citizens of St. Clair County,” said St. Clair County Commission Chairman Paul Manning. “The leaders in Pell City have been working to recruit a first-

rate theater into the community, and Premiere Cinemas is the perfect fit.”

Moore said this will be the fourth movie theater Premiere Cinema Corporation has built in Alabama. The company has movie theaters in Bessemer, Gadsden and Mobile with a total of 51 screens.

“We are truly excited to begin our fourth location in Alabama in a community like Pell City,” he said. “It has been an amazing experience how well the county and local officials have worked together with our team to make this project a reality. I want to thank the community’s economic development team, including Pell City’s elected officials and staff, County Commission and the EDC

for being one of the best groups with whom I have worked.”

Moore said Premiere Cinema Corporation builds about two movie theater facilities each year and specializes in smaller cities.

“We’re thrilled with a market this size,” he said.

Local officials said the new entertainment center will help spark more economic development in Pell City.

Premiere Cinema Corporation is headquartered in Big Spring, Texas, and is among the largest privately held movie theater corporations in the U.S. As of 2016, the company owned 282 screens in 25 locations in five states: Texas, New Mexico, Alabama, Florida and South Carolina.

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# 'We love helping out'

## Glitz & Glamour is the local answer to your formal wear needs



Gary Hanner/The Daily Home

Looking at some tiny dresses are assistant Donniss Reed, left, and owner Pam Everidge.



Ashville's Shelby Burleson tries on a wedding dress at Glitz & Glamour. She's getting married Sept. 23.

By GARY HANNER  
Home staff writer

**PELL CITY** — If it's prom dresses, pageant dresses, homecoming dresses and wedding dresses you are looking for, then look no further than Glitz & Glamour Formal Wear & Accessories.

For the past five years, Glitz & Glamour has been at 2303 Cogswell Ave. in Pell City.

Tamara Adams started Glitz and Glamour 15 years ago. The first 10 years the business was open, they were at a different location on Cogswell Avenue. Pam Everidge bought the business from Adams in August 2015.

They have everything ladies are looking for when it comes to those special events as well as tuxedos for men. They also have shoes, jewelry and accessories for that special occasion.

"We order wedding dresses and bridesmaid dresses," Everidge said. "We are right in the middle of the busiest time of the year. We start getting busy in December because some of the proms come earlier. We just went through Valentine's Day and several pageants were held and many of the schools have proms in March through May."

They have dresses for little girls on up, from size Double 0 to size 30 for the ladies who are curvy. Everidge said it was hard sometimes for the curvy women to find something new and updated.

"We carry the bow ties,

suspenders, etc. for the guys," she said. "A lot of the little guys just want the bow ties and suspenders."

Designers include Sherri Hill, Rachel Allan, Johnathan Kayne, Ritzee, Mac Duggal, Jovani and many more.

Everidge said her goal is to serve St. Clair County.

"We love helping out with our community," she said. "We help out with things like fundraisers for the schools, and help the Pell City Business & Professional Women's annual fashion show. That is just a great opportunity for us. We are just here for our community."

Everidge said they also enjoy providing services beyond St. Clair County, including Jefferson, Shelby, Talladega and Etowah counties.

"So many of our parents have to come from Birmingham, Talladega County and Shelby County to find what they need for their children," she said. "We want to make it convenient for them. A high school student will pick out a dress and then have to bring in mom for final approval. We feel like we have a great selection to choose from. If we do not have what they are looking for, we can order it."

Hours are from 11 a.m.-5 p.m. Mondays through Fridays; 11 a.m.-4 p.m. on Saturdays, and during the prom season, the shop are open on Sundays from 1-5 p.m. It can be reached at 205-884-9050.

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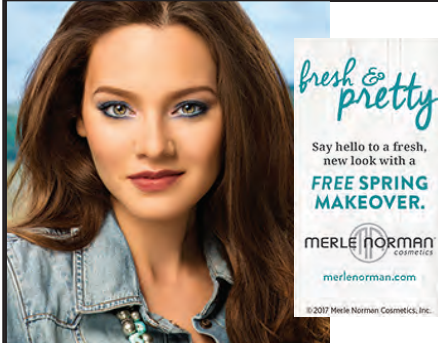
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David Atchison/The Daily Home

April Willis said she is moving her Merle Norman store two doors down from its current location on Cogswell Avenue.

# 'Try before you buy'

## Temporary management turns full-time for Merle Norman owner

By DAVID ATCHISON  
Home staff writer

PELL CITY -- April Willis was only going to keep the business going until her mom, Cobina Howard, returned.

She never did.

And now Willis continues to operate Merle Norman in Pell City.

"She owned this store for over 30 years," Willis said.

For Willis, she never dreamed of running the store. It was only temporary.

"I kept doing it because I liked the people, the customers," she said. "My mom loved her customers. They are all so sweet and very supportive. They encouraged me to keep going."

About a year after her mother died, Linda Bryant, who worked for many, many years at Merle Norman in Pell City, died.

"She was my dad's niece," Willis said. "That was devastating. Linda was probably my biggest cheerleader. She encouraged me."

Willis has remained the owner/operator of the store. Her dad, Jimmy Howard, is a co-owner, but he has left the operation of the store to his daughter.

Merle Norman was once located on U.S. 231, but moved to 1917 Cogswell Ave. about 10 years ago.

Willis announced the store will move again into a larger space only two doors down from the current location.

Willis said Artscape

Gallery will share the space in the new store.

"They will have the back space in the store," she said. "They have a lot of unique artwork and gift items."

Willis said she is excited about the move.

"It's going to be bigger," she said. "Hopefully, it will offer more services and expand our accessory line."

Merle Norman is basically a cosmetic store.

"We offer free makeovers and steam facials every day," Willis said.

The new store will provide more privacy for those who want steam facials and free makeovers.

"We have a full range of skincare and color cosmetics," Willis said. "Our saying is, 'Try before you buy.' Customers can try out any of our products."

Merle Norman has a 30-day return policy if a customer is unhappy with the product.

"But we don't have a whole lot of returns," she said.

There's no need, Willis said, for women to travel to Birmingham for their cosmetic needs with Merle Norman located in the historic downtown district of Pell City.

Willis said they hope to move into their new store sometime in March.

"That's our goal," she said.

Willis grew up in Pell City. She and her husband, Jamey, have two sons, Jamison, 18, and Grayson, 14.

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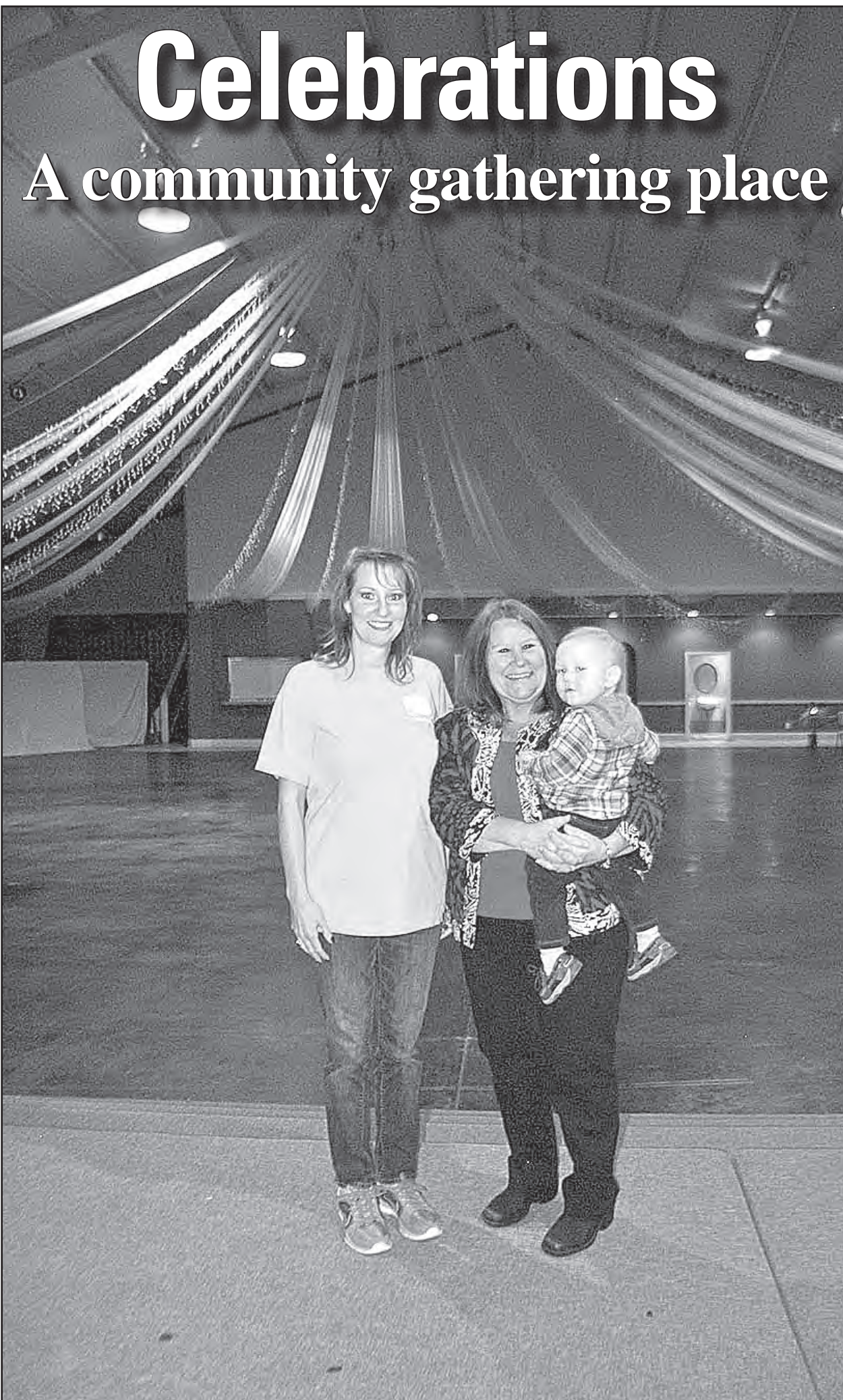
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# Celebrations

## A community gathering place



David Atchison/The Daily Home

Left: Zumba instructor Libby Perry, Debra Dyer and Dyer's grandson Jaxson stand on the stage of a large banquet room inside Celebrations.

Top: This 10,000-square-foot room inside Celebrations has a spring floor for gymnastics.

Above: A beautiful lobby at the entrance of Celebrations separates two large 10,000-square-foot rooms.

By DAVID ATCHISON  
Home staff writer

**PELL CITY** -- For almost two years, Libby Perry has taught morning Zumba classes at Celebrations.

"The first class is always free, so people can try it out and see if they like it," she said.

Perry is one of many individuals and/or groups who rent space at Celebrations.

"I also have a Zumba instructor who teaches classes at night," said Debra Dyer, who is owner and operator of Celebrations.

Dyer is celebrating the 10-year anniversary of the reopening of Celebrations after a fire destroyed the facility in 2006.

She and her late husband, Glenn Dyer, moved to Pell City in 1993. Dyer is originally from Augusta, Georgia. She said her husband's work, Cable television, and Logan Martin Lake are what attracted them to Pell City.

She still lives on the lake, but her life centers around Celebrations.

"Honestly, I have no life," she said, sitting at a table with her 18-year-old grandson, Jaxson, in a large banquet room at Celebrations. "Maybe one day he will want to take it over. He loves it here."

Actually, Dyer does, too. She enjoys being around people who come in and out of Celebrations.

"I enjoy meeting all the people here," she said.

Dyer said her business allows her the flexibility to take care of and spend

time with her grandson.

"God first, family second and work third," Dyer said.

She has three grown children, Jessica Brannon, 29, and twins, Taylor and Tyler, 23.

Celebrations is widely used by the community.

"I'm blessed," Dyer said. "Some weeks we could do more, some weeks we have more than we can handle."

Celebrations stays busy because people rent the facilities for a wide range of activities. The facility has two 10,000-square-foot rooms, one is more suited for banquets while the other has a spring floor, geared more toward gymnastic activities. Both rooms are the size of large gymnasiums.

ACE Gymnastics of Gadsden teaches floor tumbling and gymnastics to children in the room equipped with the spring floor.

"They have a really big group," Dyer said.

The other room is used for large wedding receptions, class and family reunions, company parties, birthday parties and special events.

Dyer said she tries to do her part with the community, and she has allowed the facility to be used for civic fundraisers, providing special rates for some nonprofit groups.

Regular clients, like the local Line Dancing Group and Fit to Dance with instructor Janie Smith, make good use of the building, and a local church meets at Celebrations every Sunday morning and on Wednesdays.

The facility has an

upstairs meeting room and several smaller meeting rooms downstairs.

"I do a lot of baby and bridal showers in the smaller meeting rooms," she said. "We have so many different types of

functions here. I do a lot of company Christmas parties."

For more information, visit Celebrations at 3005 Martin St., Pell City or call 205-884-8632.



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