

AGENDA
Main Street Board of Directors Meeting
February 12, 2020 at 6PM
CITY HALL CONFERENCE ROOM
3468 N. Central Avenue, Hapeville, GA 30354

Mission Statement: The mission of the Hapeville Main Street Program is to promote, facilitate, enhance and encourage quality growth and development in Downtown Hapeville while preserving the City's historic character and supporting a vibrant arts district.

- I. Call to Order**
- II. Guest Welcome/Public Comments**
- III. Approval of Minutes**
- IV. Approval of Financial Statements**
- V. Old Business**
 - Project Reports/2020 Workplan
- VI. New Business**
 - 2020 Board Appointment
 - Neglected Maintenance on Unoccupied Buildings
- VII. Announcements**
- VIII. Next Meeting – Wednesday, March 11, 2020 – 6PM**
- IX. Adjourn – 7:30PM**

Hapeville Main Street Board of Directors Meeting
January 8, 2020 at 6:00 pm
Hapeville City Hall Conference Room

Present: Charlotte Rentz, Michael Gibbs, Ellen Free, Lorene Fey, Susan Bailey, David Burt, and Bianca Howard (City Staff)

Absent: Alexia Ryan, Melanie Rabb

Guests: Nikki Foxx

Call to Order

- Charlotte Rentz called the meeting to order at 6:11PM and welcomed all Board members and City Staff.

Guest Welcome/Public Comments

- None.

Approval of Minutes

- A motion was made by Susan Bailey to approve December 11, 2019, minutes. Ellen Free seconded and all approved.

Approval of Financial Statement

- A motion was made by David Burt and seconded by Susan Bailey to approve the Financial Statement for the period ending December 31, 2019.

Old Business

- Election of Officers – Susan Bailey motioned to move Election of Officers to first item under Old Business. Ellen Free seconded the motion and all approved. Susan Bailey nominated Charlotte Rentz for 2020 Board President; Ellen Free seconded the motion. David Burt moved to close nominations and all approved. David Burt nominated Susan Bailey for 2020 Board Vice President. Ellen Free seconded the motion and Michael Gibbs closed the nominations. All approved. Susan Bailey nominated Bianca Howard as 2020 Secretary and Treasurer. Michael Gibbs seconded the motion. Ellen Free closed nominations and all were in favor.
Mural Project, Fund Request (Update) – Bianca Howard provided the Board with Yehimi Cambron's CV, Portfolio, and news articles so that they could see her past work. Charlotte Rentz informed the Board that Council approved funding for Cambron's mural at December Council Meeting. The decision to assist with funding the project was tabled on the Main Street Board's agenda from December and added to January 2020 meeting. Susan Bailey asked Bianca Howard to explain the process from beginning to end for choosing art projects. Bianca Howard informed Susan Bailey that

we do not have a formal public art process and artists have been chosen based on recommendations. Bianca Howard also confirmed that in the past, the Board has discussed that there needs to be a formal process for commissioning art in the City. Susan Bailey made a motion to put a moratorium on any public art until a process has been in place by the Board. David Burt said he did not want to outright say no but to see if the process could be changed, including the project completion date and additional review of mural design(s). Charlotte Rentz asked Bianca Howard to speak to the artists about Main Street's concern. Bianca Howard said she has spoken with the artist before and Ms. Cambron was open to addressing the concerns of the Board. David Burt suggested she come to one of our meeting or have a special meeting at a restaurant to talk about the process. The Board agreed that this project needs due diligence. Charlotte Rentz would like to appoint a Chair for Standard Operating Procedures Committee. The committee will create a public art process for commissioning art. Michael Gibbs and David Burt have volunteered to be a part of the committee. Nikki Foxx also volunteered to be on the committee along with her friends who have an interest in public art. The committee has decided to meet Monday, January 13, 2020, at 6PM.

- Bylaws – Bianca Howard provided the Board with a recommendation from a Board Member for Conflict of Interest, Article IV. The Board agreed that the language would work. Bianca Howard will send changes within 7 days of the Board meeting and will place Bylaws on February's agenda for an official vote.
- Project Reports –
 - The Derr Robinson/Guerilla Marketing Project has been cancelled for reasons outside of the Board's control. David Burt motioned to formally cancel the proposed Guerilla Marketing agreement with Derr Robinson. Susan Bailey seconded the motion and all were in favor. A Guerilla Marketing Committee is now started with David Burt as the Chair, volunteer Nikki Fox will help with compiling artists for Guerilla Marketing.
 - Lorraine Fey asked Michael Gibbs if it was a way for small business owners/entrepreneurs to do group health insurance. Lorraine Fey said having group insurance as a City would draw business owners into the City and would be groundbreaking and progressive for Hapeville Main Street to be at the forefront. Ellen Free cleared it up that Hapeville Main Street would not be the ones managing the insurance but could offer resources to businesses.
 - Pedestrian Bridge - David Burt said there is a sample of the wired mesh for Beth Malone and the Stansell's to look at. Once they give the okay, David Burt will check with Lee Sudduth to see how quickly the mesh could go up. David Burt also discussed a budget with Beth Malone, including warranty. If budget exceeds the cost of what TPD can fund, Beth Malone suggested raising funds from groups who will fund art projects. David Burt said they project should be completed April 2020.
 - December's Merchant Mixer – Bianca Howard said although it was a small crowd, it was successful. The next Mixer will be in January 22nd at East Point and Hapeville will be hosting in March.
 - Corner Tavern Tinsel Towne – Nikki Fox said the project was successful and she has plenty of pictures and videos that documents the experience.

New Business

- Partnership with Hapeville Arts Alliance – David Burt talked about free art boxes and/or mailboxes, like the little free libraries. People will be able to access and take free art from the boxes and/or leave art for someone else to pick up. Nikki Fox explained the concept of Free Art Friday Atlanta and the mission is to give back to the community and allowing people to have access to free art. David Burt suggested one be dedicated to Ann Ray and Michael Gibbs suggested also adding Main Street to the boxes to be visible to the community. David Burt will get pricing on pre-made boxes to see which ones the Board likes. David Burt also mentioned inviting artist, Lauren Stumberg, to meetings and get her input on art, especially with electric boxes. Nikki Fox said an estimate would be \$500 per electric box for artists to paint. David Burt mentioned working with Cat Eye Creative with Adam Crawford who has a method to bring different crowds at every gallery, including exposing different types of art. David Burt said the Clamshell, the Depot and the two Art Containers can be used for Gallery Crawls with Adam Crawford as the curator. Adam Crawford would curate the art for about \$1000 and handle all the work. David Burt suggested layering on other things to the Gallery Crawl, such as a music themed Crawl. Including music will be about an additional \$1000. All agreed to use Adam as a curator with possibly April being the first Crawl of the year.
- Creative Crosswalks – David Burt said TPD discussed doing a call for artist for a street mural in square space of South Central Avenue and Atlanta Avenue. David Burt wrote the call to include the Main Street Board. Once the call has been closed, Main Street would come up with top 5 recommendations for Council. David Burt confirmed that it will not come from Main Street's budget. Susan Bailey suggested running it by the Traffic Engineer about the project.
- Meet & Greet – Bianca Howard informed the Board that applicants have been emailed to inform them about the meet and greet. Light snacks will be provided. Susan Bailey asked Bianca Howard to bring information/paperwork to the Meet & Greet so that applicants have an idea of what is required for the Board.
- ATL Airport District's Restaurant Open House - Bianca Howard mentioned and to invite restaurant owners to this free event.
- Re-Appointment – David Burt motioned to amend the agenda to add re-appointments. Ellen Free seconded the motion and all agreed. David Burt made a motion to nominate Susan Bailey for re-appointment and Ellen Free seconded the motion. Ellen closed nominations and David Burt seconded. All were in favor.

Announcements

- None.

Adjourn

- A motion was made by Susan Bailey and seconded by Ellen Free to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:16PM.

Charlotte C. Rentz, President

Secretary

Called Hapeville Main Street Board of Directors Meeting/Board Retreat
February 1, 2020 at 10:00AM
The Depot at Main Street Market (Hogansville)

Present: Charlotte Rentz, Michael Gibbs, Melanie Rabb, Lorene Fey, Susan Bailey, David Burt, and Bianca Howard (City Staff)

Absent: Alexia Ryan, Ellen Free

Guests: Nikki Foxx

Call to Order

- Charlotte Rentz called the meeting to order at 10:25AM and welcomed all Board members and City Staff.

Guest Welcome/Public Comments

- None.

Discussion of Materials

- Review of Vision and Mission Statement – David Burt motioned to change the vision and mission statement to – Vision Statement: The vision of the Hapeville Main Street Program is to provide an exceptional quality of life for citizens and guests by supporting local business owners to create a vibrant downtown cultural arts district while preserving the community's history. Mission Statement: the mission of the Hapeville Main Street Program is to promote, facilitate, enhance and encourage quality growth and development in Downtown Hapeville while preserving the City's historic character and supporting a vibrant arts district. Susan Bailey seconded the motion and all approved.
- Annual Standards/Assessment for Accreditation Overview – Bianca Howard informed everyone that the work the Board does in 2020 will be presenting before DCA in 2021. Therefore, she went over the Annual Standards for Accreditation and what is expected of the Board by the State for the 2020 year.
- 2020 Workplan – the Board discussed 2020-2021 plans and projects that the Board will host and fund.
 - David Burt motioned to approve up to \$2500 for the Black History Month Exhibition and Theatre. Lorene Fey abstained from voting due to the Academy Theatre participation with the project. Michael Gibbs seconded the motion and all approved.
 - David Burt motioned to approve up to \$100 for the supplies for the Meet & Greet on February 3rd. Michael Gibbs seconded the motion and all approved.
 - David Burt motioned to approve up to \$2000 for FY19-20 Guerilla Marketing and Melanie Rabb seconded. All approved.

- Melanie Rabb motioned to approve up to \$250 for the micro-artwork that will be used for the Historic Preservation Month in May. Michael seconded the motion and all approved.
- Lorene Fey motioned to approve up to \$18,000 for the Gallery Crawls that will take place from April – June 2020. Michael seconded the motion and all approved.
- David Burt motioned to approve up to \$11,000 for two business forums and two business spotlight videos that will highlight a for-profit and a non-profit organization in the City for the FY19-20. Lorene Fey abstained from voting due to the Academy Theatre being the non-profit that will be highlighted. Michael Gibbs seconded the motion and all approved.
- David Burt motioned to approve up to \$2200 to purchase and install art boxes throughout the downtown. Melanie Rabb seconded the motion and all approved.
- Michael Gibbs motioned to approve up to \$2700 for docents for the Gallery Crawl Experience brought by the Main Street Board and Hapeville Arts Alliance. Docents will secure and manage the art containers for 3 weeks out the month for 2 hours each day (Thursday and Friday night). During those times, art exhibits will be in the art container for public viewing.
- Main Street Board will wait until a rendering has been made by Yehimi Cambron to consider putting remaining MSB funds into the mural project.
- David Burt motioned to approve up to \$5000 for a Façade Program for the FY20-21 year. Lorene Fey seconded the motion and all approved.
- Michael Gibbs motioned to approve up to \$3500 for a Patriotic Music Crawl in July. David Burt seconded the motion and all approved.
- Michael Gibbs motioned to approve up to \$2000 for Guerilla Marketing for FY20-21. Melanie Rabb seconded the motion and all approved.
- David Burt motioned to approve up to \$2500 for a mural for the Storage Container. Susan Bailey seconded the motion and all approved.
- Susan Bailey motioned to approve up to \$6000 for Free Art Friday. Melanie Rabb seconded the motion and all approved.
- David Burt motioned to approve up to \$7000 for Day of the Dead, pending receiving a budget from Chloe Alexander. Susan Bailey seconded the motion and all approved.
- Melanie Rabb motioned to approve up to \$6000 for an interactive art show in September 2020. Susan Bailey seconded the motion and all approved.
- David Burt motioned to approve up to \$300 for FY 20-21 Business Forum and Susan Bailey seconded the motion. All approved.
- David Burt motioned to approve up to \$1,000 for a Latin American/Print Exchange Art Exhibit and Lorene Fey seconded the motion. All approved.
- Lorene Fey motioned to approve up to \$4500 for ATL Celebrates Photography/Gallery Crawl and Michael Gibbs seconded the motion. All approved.
- The Muhammad Yungai support request for a mural design was tabled until further details were available (design of mural, location of mural, amount requested).
- David Burt motioned to approve up to \$500 for Small Business Saturday Project. Michael Gibbs seconded the motion and all approved.
- David Burt approved up to \$1000 for a Small Business Breakfast, December 2020. Melanie Rabb seconded the motion and all approved.

- Susan Bailey motioned to approve up to \$5000 for a Chinese New Year Celebration. Melanie seconded the motion and all approved.
- Susan Bailey motioned up to \$300 for the New Year's/Mantra event at the Academy Theatre. Lorene Fey abstained due to conflict of interest. David Burt seconded the motion and all approved.
- David Burt motioned to approve up to \$4000 for May 2021 Historic Preservation Project. Melanie Rabb seconded the motion and all approved.

Announcements

- None.

Adjourn

- A motion was made by David Burt and seconded by Susan Bailey to adjourn the meeting. Charlotte Rentz adjourned the meeting at 2:58PM.

Charlotte C. Rentz, President

Secretary

City of Hapeville
Statement of Revenues & Expenditures
 With Budget Comparisons
 Main Street Department
 Seven Month Ended January 31, 2020

	Current Month	7 Month Ended 31-Jan-20	Annual Budget	Over (Under)
Revenues:				
MS Donations	70	70	0	0
Expenditures:				
Professional Festivals	-	594	-	(594)
Advertising	1,271	6,716	25,000	18,284
Printing & binding	0	5	250	245
Travel	0	663	2,650	1,987
Dues & fees	0	0	200	200
Education & training	0	196	350	154
Contract Labor	0	0	1,000	1,000
Supplies	90	90	-	(90)
Other supplies	0	271	200	(71)
Site improvements	0	0	300	300
	0	0	15,050	15,050
Total Expenditures	\$1,271	8,535	45,000	36,465

Transactions: (1)
 Derr Robinson Exhibit Reimbursement - Historical Society

100-GENERAL FUND
DEPARTMENT - MAIN STREET

% OF YEAR COMPLETED: 58.33

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	TOTAL ENCUMBERED	BUDGET BALANCE	% YTD BUDGET
PERSONNEL SERVICES						
100-5-7550-511400 Vacation	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-511500 Sick	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-511600 Holiday	0	0.00	0.00	0.00	0.00	0.00
TOTAL PERSONNEL SERVICES	0	0.00	0.00	0.00	0.00	0.00
CONTRACTED SERVICES						
100-5-7550-521200 Professional	0	0.00	593.75	0.00 (	593.75)	0.00
100-5-7550-521300 LCI Grant Expenses	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-521309 Art Grant-Fulton Count	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-522000 Festivals	25,000	1,270.79	6,715.92	0.00	18,284.08	26.86
100-5-7550-522100 ARC - Sharing Our Stor	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-523200 Communications	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-523300 Advertising	250	0.00	5.00	0.00	245.00	2.00
100-5-7550-523400 Printing & Binding	2,650	0.00	662.83	0.00	1,987.17	25.01
100-5-7550-523500 Travel	200	0.00	0.00	0.00	200.00	0.00
100-5-7550-523600 Dues & Fees	350	0.00	196.00	0.00	154.00	56.00
100-5-7550-523700 Education & Training	1,000	0.00	0.00	0.00	1,000.00	0.00
100-5-7550-523850 Contract Labor	0	0.00	90.35	0.00 (	90.35)	0.00
TOTAL CONTRACTED SERVICES	29,450	1,270.79	8,263.85	0.00	21,186.15	28.06
SUPPLIES & MINOR EQPT						
100-5-7550-531100 Supplies	200	0.00	271.19	0.00 (	71.19)	135.60
100-5-7550-531400 Books & Periodicals	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-531600 Small Equipment<5000	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-531700 Other Supplies	300	0.00	0.00	0.00	300.00	0.00
TOTAL SUPPLIES & MINOR EQPT	500	0.00	271.19	0.00	228.81	54.24
CAPITAL OUTLAYS > \$5000						
100-5-7550-541200 Site Improvements	15,050	0.00	0.00	0.00	15,050.00	0.00
100-5-7550-542300 Furniture & Fixtures	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-542400 Computers	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-542410 Technology	0	0.00	0.00	0.00	0.00	0.00
TOTAL CAPITAL OUTLAYS > \$5000	15,050	0.00	0.00	0.00	15,050.00	0.00
OTHER COSTS (NOC)						
100-5-7550-579000 Contingencies	0	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER COSTS (NOC)	0	0.00	0.00	0.00	0.00	0.00
TOTAL MAIN STREET	45,000	1,270.79	8,535.04	0.00	36,464.96	18.97

2020 Calendar Activities*

February

- Black History Month Exhibition (starting February 22nd)
- Black History Theatre Performances
 - o Combined \$2500
- Meet & Greet - \$50

March

April

- Gallery Crawl - art exhibition featuring live music (second Saturday) - \$6000
- Guerilla Marketing Project - marketing the City of Hapeville as the place to visit through artistic postcards - \$2000

May

- Celebrating Historic Preservation Month - \$250
- Gallery Crawl - art exhibition featuring live music (second Saturday) - \$6000
- Quarterly Business Forum - \$300

June

- Gallery Crawl - art exhibition featuring live music (second Saturday) - \$6000
- Business Forum/Business Spotlight Video - \$800

July

- Façade Grant Program - program for local property owners looking to transform the design of their property, making it more appealing - \$5000
- Patriotic Music Crawl - small music crawl celebrating Independence Day (first Saturday) - \$3500

August

- Free Art Friday/Gallery Crawl - art exhibition featuring live music (second Saturday) -\$6000
- Storage Container Art - \$2500

September

- Day of the Dead Workshops - \$7000
- Interactive Mural Installations/Gallery Crawl - art exhibition that will include artists painting mural during event (second Saturday) - \$6000
- Quarterly Business Forum - \$300

October

- Latin American Art Exhibit - \$1000
- Atl Celebrates Photography/Gallery Crawl - \$4500

November

- Day of the Dead Celebration and Parade (See September)
- Small Business Saturday Program - national program celebrating and supporting small businesses the Saturday after Black Friday - \$500

December

- Business Appreciation Breakfast - \$1000
- Holiday Market - guests will be able to enjoy downtown holiday decorations while exploring art -\$TBD

*Activities' dates are subject to change. List may have additions or removals any time throughout the year.

Community Work Plan Review Form			
2020 Annual Work Plan (FY19-20 & FY20-21)			
Vision Statement	To provide an exceptional quality of life for the citizens and guests of Hapeville by supporting local business owners to create a vibrant downtown cultural arts district while preserving the community's history		
Mission Statement	To promote, facilitate, enhance, and encourage quality growth and development in Downtown Hapeville while preserving the City's historic character and supporting a vibrant arts district.		
Transformation (implementation) Strategies			
Transformation (implementation) Strategy #1:			
Build and maintain reciprocal relationships with viable downtown businesses.			
Transformation (implementation) Strategy #2:			
Support making Hapeville a regional arts destination.			
Top Priorities for Year 2019			
Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
In Progress			Communicate, Engage, and Support Local Businesses
			Goal(priority) #2
In Progress			Have Signature Art Events; Provide Accessible Public Art; Promote All Visual and Performing Arts and the Humanities.
Comments on Goal/Priority Status			

Strategy #1

Transformation (implementation) Strategy: **High Impact Long Lasting**

Build and maintain reciprocal relationships with viable downtown businesses.

Goal: the object of a community's ambition or effort; an aim or desired result

Communicate, Engage, and Support Local Businesses

Objective: smaller subsets of the goal, measurable tasks that lead you closer to the goal.

Provide quarterly business forums; provide monthly e-newsletters, including marketing materials and city updates

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
Ongoing	Host/Support Quarterly Business Forum	Michael, David, and Sta	\$1,400	MS	Jun-19	Ec Dev; Promo
Completed	Annual Meet & Greet	Board;Staff	\$50	MS	Feb-20	Organization
Not Started	Facade Grants	Staff; David B.	\$5,000	MS	Jul-20	sign; Economic Vital
Not Started	Small Business Saturday	Michael G.; Melanie R.; S	\$500	MS	1-Nov	Economic Vitality
Not Started	Business Appreciation	Staff; Board	\$1,000	MS	Dec-20	Economic Vitality
Not Started	Holiday Market	Board	\$	MS	Dec-20	omic Vitality; Promo

Partner Involvement

Agency Name	Primary Contact	Level of Commitment

Strategy #2

Committee Chair:

Transformation (implementation) Strategy:

Support making Hapeville a regional arts destination.

Goal:

Have Signature Art Events; Provide Accessible Public Art; Promote All Visual and Performing Arts and the Humanities.

Objective

Have Monthly Art Events/Exhibitions

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
Not Started	Black History Month Exhibition and Theatre Performance	Councilman Alexander; Lorene Fey	\$2,500	MS	Feb-20	Promotion; Economic Vitality
Ongoing	Gallery Crawls	Board	\$38,000	MS	Feb-20	Organization
Ongoing	Guerilla Marketing	David B., Melanie R.; Board Volunteer	\$4,000	MS	N/A	Promotion
Not Started	Create Coloring Tablets to Celebrate Historic Preservation	Melanie R.; Michael G.; Volunteer	\$250	MS	1-May	Promotion; Economic Vitality
Not Started	Mural for Storage Container	Volunteer David B.	\$2,500	MS	1-Apr	Design
Not Started	Latin American Exhibit	Councilman Alexander	\$1,000	MS	1-Oct	Promotion
Not Started	Day of the Dead Workshops and Celebration/Parade	Councilman Alexander; Staff	\$7,000	MS; Grants from GC	1-Nov	Promotion

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Hapeville Arts Alliance	David Burt	High
Academy Theatre	Lorene Fey	High
Hapeville Historical Society	Charlotte Rentz	High

Board Applicant Names

1. Derrick Booker
2. Yolande Devo
3. Joan Shorter
4. Ellen Surber-Simpson
5. Ann Taylor
6. Vanessa West
7. Tania Wismer