

Hapeville Main Street Board of Directors Meeting
September 14, 2022, at 6:00PM

Present: Charlotte Rentz, David Burt, Lorenne Fey, Ellen Free, Bre'ana Eatmon, Derrick Booker

Absent: Lee Duke, Melanie Rabb, Susan Bailey

Guest: Erin Lannen and Andria Towne representing the ATL Airport District

Call to Order

- Charlotte Rentz called the meeting to order at 6:14 PM and welcomed all Board members and guests.

Roll Call

Melanie Rabb- **Absent**

Lee Duke- **Absent**

Derrick Booker- **Present**

Ellen Free- **Present**

Charlotte Rentz- **Present**

David Burt- **Present**

Lorenne Fey- **Present**

Susan Bailey- **Absent**

Public Comments

- Andria Towne and Erin Lannen, representatives of ATL Airport District, introduced themselves and thanked the Board for giving them an opportunity to speak regarding marketing. ATL Airport District is the city's destination marketing organization. Andria informed the board that their funding is from Hotel/ Motel tax dollars and the use of money is restricted to marketing and promoting Hapeville as a destination for visitors, from an economic development standpoint of view. They also consist of a sales team whose job is to bring in businesses to get people in Hapeville and generate additional tax dollars for the city.
- Andria Towne stated that anytime the City of Hapeville has events the ATL District would like to be involved in promoting those events. She stated that the ATL District has designated funds set aside to do promotional campaigns for the city and they want to come up with a plan to market "Hapeville for the Arts."
- Discussion ensued about the "Home for the Arts" billboard. Andria Towne stated the ATL District would like to keep the artwork that is currently displayed but incorporate changing up the colors, etc. for each season. Andria Towne stated that doing so will allow the billboard to catch people's eyes and draw attention to it.
- Discussion ensued about a digital billboard located by the Krog Street beltline. David Burt stated interest in promoting events on that specific billboard because it has a lot of pedestrian traffic, and the community would be able to read what is being displayed with ease.

- Andria Towne mention the ATL District has been in contact with Printmaker Studios and is ready to start working with them for their press release, but Andria is unsure of the launch date. David Burt and Andria Towne will be contacting each other to get the proper contact with Printmaker Studios.
- Discussion ensued about the Goat Farm. David Burt asked if it was possible for the ATL District to do advertisement to announce that the Goat Farm is now located in Hapeville to get the word out to the community. Andria stated that this can be done if they can find a way to make it accessible to those who are in that area.
- Discussion ensued about possibly branding the “Art of Food” here in Hapeville to bring attention to the historic and interesting stories that some restaurants and restaurant owners have in the city. Andria Towne mention that it is hard to convey the message of free advertisement to the restaurant owners because it is hard for the owner to believe there are no strings attached to ATL District services that are being offered. She mentioned that it is possible because they have done restaurant marketing in the past. Andria stated that they would love to do a piece regarding the dining scene and including it in the “art” scene.
- Discussion ensued regarding if the ATL District would fund promotional signs to put in certain areas of Hapeville. Andria stated that ATL District is not allowed to fund any signs and that signs would have to be taken out of TPD funds. Andria mentioned that they can design graphics, even the artwork for the signs but “place markings”, the ATL District, would not be able to do.
- Discussion ensued about possibly rebranding the Main Street Logo and incorporating butterflies.
- The board would like if the ATL District could start by working on a logo for Free Art Hapeville. The board also spoke about the possibility of adding more Free Art boxes to put throughout Hapeville.
- ATL District will assist with creating graphics and paid advertisement for the Southern Circuit Tour of Independent Filmmakers series.
- David Burt stated that the ATL District can also began working on a plan to promote the Free Art Hapeville event in December. Andria agreed.
- Andria thanked the Board for having them and it was an honor to be at the meeting. The Board thanked her and the ATL District for all their help.

Approval of Minutes

- **A motion was made by Ellen Free to approve August 10, 2022, minutes. Lorene Fey second the motion. Carried 5-0.**

Approval of Financial Statements

- **A motion was made by David Burt and seconded by Ellen Free to approve the Financial Statement for the period ending August 31, 2022. Carried 5-0.**

Old Business

2022-23 Workplan

- Charlotte Rentz gave the Board a recap of the Mayor and Council meeting that took place on September 6, 2022. Charlotte stated that Main Street Board representatives presented their upcoming events to Mayor and Council for approval for the year 2022-2023. Charlotte stated that the Main Street Board was approved for all events presented.
- Discussion ensued regarding the Butterfly Parade and planning to find an alternate location in the event of inclement weather. The location for consideration was behind Arches Brewing by using a very large tent. (Open field behind Arches Brewing)
- Charlotte mentioned that she spoke with the owners of Arches Brewing and they stated guest will have full reign of the property to freely move inside and outside of the brewery, if needed. Arches Brewing also let Charlotte know that they will have food trucks present for the event as well.
- Discussion ensued regarding the Butterflies not being lit because the parade will be during the day. The Board discussed that they are thinking of changing the parade from a daytime parade to a nighttime parade which will allow them to add lights to the butterfly lanterns. Discussion ensued about possibly calling a special meeting to discuss an evening time for the parade to start.
- Charlotte stated that Chantelle, the artist who will be hosting the butterfly workshop, would like to host her workshop in the Christ Church.

New Business

- Research prices for tents regarding the Butterfly Parade.
- Decide on a time to start and end Butterfly Parade if parade is changed to being held at night.
- Get more Shannon Lake mugs made so that the Main Street Board can sell them at the upcoming events.

Announcements

Charlotte announced that Mayor Allan will try one last time to get Delta on board by the next Mayor and Council meeting, regarding the plaque. If there is no news from Delta by next Council meeting the Main Street Board will move forward without Delta.

Adjourn

- **A motion was made by Ellen Free and seconded by David Burt to adjourn the meeting. Meeting was adjourned at 8:08 PM. Carried 5-0.**

Charlotte C. Rentz, President

Adrienne Senter, Acting Secretary