

AGENDA
Called Main Street Board of Directors Meeting/Board Retreat
February 25, 2023
Truitt Vanderbilt Club
304 Broad Street LaGrange, Georgia 30240

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.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. GUEST WELCOME/ PUBLIC COMMENTS**
- 4. OLD BUSINESS**
 - a) 2022-23 Workplan
 - b) Butterfly Parade – March 25, 2023
- 5. NEW BUSINESS**
 - Review of Vision and Mission Statement
 - Annual Standards/Assessment for Accreditation Overview
 - 2024 Workplan
 - Lights for trees on Dogwood
 - Relocating events from Alley to plaza area located by Dogwood
- 6. NEXT MEETING:**
 - a) **Wednesday, March 8, 2023 at 6 PM**
- 7. ADJOURN:**

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Vision Statement

The vision of the Hapeville Main Street Program is to support local business owners to create a vibrant downtown cultural arts district while preserving the community's history in order to provide an exceptional quality of life for citizens and guests of Hapeville.

Mission

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.

National Main Street Program Accreditation Criteria

1. Broad-based community support
 2. Vision and mission statements
 3. Comprehensive work plan
 4. Historic preservation ethic
 5. Active board and committees
 6. Adequate operating budget
 7. Paid professional staff
 8. Program of ongoing training
 9. Reporting of key statistics
 10. Main Street Network membership
-

Recommendations for discussion during this year's evaluation:

In order for a local program to be designated as an Accredited Georgia Main Street Program, the organization must meet eligibility requirements and receive a score of at least 7 points on 9 of the 10 standards, and a minimum of 10 points in Standard 4.

Total number of accreditation criteria receiving 7 or more points:

Please note indicators in bold under standards are required.

2021 Workplan (Updated 12/31/2021)

Transformation Strategy 1: Regional Arts Destination

Why? To provide a go to location for artists to create and display their work while also creating an accessible space for art.

Goal 1	Goal 2	Goal 3	Goal 4
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Wildly Important Goal

Maintain Signature Art Exhibitions	Provide Accessible Public Art	Promote Visual and Performing Arts and the Humanities	
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Repeat Annual Responsibilities

Newsletter: Market all events through the City's monthly newsletter
 Social Media Marketing: push out content 3-4x weekly
 Gallery Crawls: Quarterly art events held on Saturdays
 Atlanta Celebrates Photography: yearly art program/event in collab with ACP
 Free Art Hapeville: Quarterly event, sometimes in conjunction with the Gallery Crawl. Opportunity for visitors to receive free art
 Black History Month: Yearly exhibition held at Academy Theatre and the Depot Museum and Visitor Center, featuring black artists
 Free Art Boxes: periodically refill boxes with art for visitors + promote that free art can be donated in the boxes
 Guerilla Marketing: postcards designed by local artists that are randomly placed throughout the public space

Transformation Strategy: Regional Arts Destination

Goal 1:

Maintain Signature, Quarterly Gallery Crawls

Define Success:

Having 3-4 Gallery Crawls Per Year

Partners: Hannah Palmer (Finding the Flint); Virginie Kippelin; Cateye Creative; Atlanta Celebrates Photography (ACP)

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible	Responsible	Responsible	Responsible			
1. Contact/Book Cateye Creative	David B.		Bianca H.		9/7/2021	Completed	\$0
2. Market on City's Newsletter			Bianca H.		9/15/2021	Completed	\$0
3. Social Media			Bianca H.		9/24/2021	Completed	\$0
4. Apply for ACP	David B.				9/7/2021	Completed	\$0
5. Partner with ACP + Hannah Palmer + Virginie K.	David B., Charlotte R., Lorenne F., Susan B.				9/21/2021	Completed	\$0
6. Contact + Pay Artists (Free Art Hapeville)	Melanie R.				9/7/2021	Completed	\$3,800
7. Pay Artists (Gallery Crawl/ACP Event)			Bianca H.		10/8/2021	Completed	\$11,200
8. Market Event (Gallery, Flint Tour, and Art Exhibition)	Board				9/24/2021	Completed	\$0

Transformation Strategy: Regional Arts Destination

Goal 2:

Provide Accessible Art

Define Success:

Install 5 Free Art Boxes; Have Free Art Hapeville Event; Re-install Butterflies

Partners: Local Artists

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contact + Book Artists – Free Art Hapeville Event	Melanie R.	Bianca H.	Ongoing	Completed	\$5500
2. Place Call for Artists for Art Box	Melanie R.	Bianca H.	1/2021	Completed	\$0
3. Have Board Members Vote Top 5	All		2/2021	Completed	\$0
4. Contact Top 5 Artists		Bianca H.	2/2021	Completed	\$0
5. Pay Artists/Art Installation		Bianca H./Community Services Dept.	4/2021	Completed	\$2,200
6. Market Project on social media + newsletter	Melanie R.	Bianca H.	Ongoing	Completed	\$0
7. Coordinate location and installation for butterflies	Lee D., David B., Susan B., Charlotte R., Lorene F., Michael G., Melanie R.	Bianca H./Comm. Services Dept.	12/2021	In Progress	\$0

7.										\$0
8.										\$0
									Total	\$4500

Transformation Strategy:

Goal 4:

Define Success:

Partners:

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible	Responsible	Responsible	Responsible			
1.							\$0
2.							\$0
3.							\$0
4.							\$0
5.							\$0
6.							\$0
7.							\$0

Promotional Videos: videos that spotlight downtown businesses
 Social Media Marketing: used to promote deals and updates of businesses
 Email Marketing: provide updates and inform businesses of opportunities
 Ribbon Cutting: participate in grand opening celebrations
 Quarterly Forums/Network Events: host Board sponsored forums + connect with local cities to have quarterly networking events
 Meet & Greet: opportunities for businesses to meet Board members

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses

Goal 1:

Communicate regularly with businesses

Define Success:

Send 1-2 emails a month about local or funding and marketing opportunities for businesses

Partners: BrightTrTravel; Georgia Main Street; National Main Street; City Staff; Local Businesses

Task	Board Member				Staff
	Responsible	Responsible	Due Date	Progress	Budget
1. Stay updated on all emails from NCMS & Georgia Main Street + push out to businesses	All	Bianca H.	N/A	Ongoing	\$0
2. Disseminate current events/news/opportunities	All	Bianca H.	N/A	Ongoing	\$0
3. Update Email List, as needed		Bianca H.	N/A	Ongoing	\$0

4. Visit businesses on foot, as needed	All	Bianca H.	N/A	Ongoing	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses

Goal 2:

Provide opportunities for businesses to engage with Main Street and its events

Define Success:

Businesses being aware of every event and the opportunity to market their store

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Set-up meet and greet with Board Members	All	Bianca H.			\$0
2. Plan events with local businesses	All	Bianca H.			\$0
3. Provide businesses opportunities to market their stores during Main Street events	All	Bianca H.	N/A	Completed	\$0
4. Support Chapman's 100 th Anniversary Celebration	All	Bianca H.	7/2021	Completed	\$0

5.							\$0
6.							\$0
7.							\$0
8.							\$0
Total							\$0

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses	
Goal 3: Support Local Businesses and their need to thrive	Define Success: Completion of 2 Business Video Spotlights
Partners: Chapman's Drug Store; College Park; East Point	

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1. Locate space to host Merchant Mixers	All		Bianca H./Econ Dev. Dept		N/A	Ongoing	-
2. Market Merchant Mixer on Facebook and Email	All		Bianca H.		N/A	Ongoing	\$0
3. Celebrate and Market Grand Openings and Ribbon Cuttings	All		Bianca H.		N/A	Ongoing	\$0

4. Coordinate 100 TH Anniversary Celebration	Susan B.		6/2021	Completed	\$4,500
5. Coordinate and Create Business Spotlight Videos	Michael G.		6/2021	Completed	\$400
6.					\$0
7.					\$0
8.					\$0
				Total	\$4,900

Transformation Strategy:

Goal 4:

Define Success:

Partners:

Task	Board Member		Staff Responsible	Due Date	Progress	Budget
	Responsible					
1.						\$0
2.						\$0
3.						\$0
4.						\$0

Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville

Goal 1:

Create downtown designs and landscapes for Main Street

Define Success:

Completed alleyway lighting; completed tree lighting for Dogwood Drive; completed low maintenance landscaping for Depot Museum

Partners: Allen Electric; Simply Flowers

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1. Choose type of lighting for downtown	All		Bianca H.		6/2021	Completed	\$4000
2. Make purchase for alleyway lights	David B.		Bianca H.		6/2021	Completed	\$0
3. Install alleyway lights	Susan B.				6/2021	Completed	\$0

4. Make purchase for Dogwood Drive tree lights	Susan B.		12/2021	In Progress	\$4000
5. Install Dogwood Drive tree lights	Susan B.	Bianca H./Comm. Services Dept.	1/2022	Not Started	\$0
6. Seek Contractor for Landscape of Depot Museum	Susan B.		12/2021	Not Started	\$0
7. Complete Landscape of Depot Museum	Susan B.		12/2021	Not Started	N/A
8. Maintain Semi-Annual Maintenance of Planters in Downtown		Bianca H./Econ Dev. Dept.		Ongoing	\$-
Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville					Total \$8,000

Goal 2:

Distinguish historic sites and activities

Define Success:

Completed memorial garden for Hapeville daycare

Partners: DCA; Delta Airlines

Task

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible	Responsible	Responsible	Responsible			
1. Create a rendering of Memorial Gardens	Charlotte R.	Bianca H.			4/2021	Completed	\$400
2. Contact Delta Airlines about Property	Charlotte R.; Ellen F.	Bianca H.			4/2021	In Progress	\$0
3. Break ground for memorial gardens					6/2021	Not Started	\$0
4.							\$0

2023 Workplan

Transformation Strategy 1:

<i>Why?</i>				
Goal 1	Goal 2	Goal 3	Goal 4	
Wildly Important Goal				
Repeat Annual Responsibilities				
Newsletter: Market all events through the City's monthly newsletter Social Media Marketing: push out content 3-4x weekly Gallery Crawls: Quarterly art events held on Saturdays Atlanta Celebrates Photography: yearly art program/event in collab with ACP Free Art Hapeville: Quarterly event, sometimes in conjunction with the Gallery Crawl. Opportunity for visitors to receive free art Black History Month: Yearly exhibition held at Academy Theatre and the Depot Museum and Visitor Center, featuring black artists Free Art Boxes: periodically refill boxes with art for visitors + promote that free art can be donated in the boxes Guerilla Marketing: postcards designed by local artists that are randomly placed throughout the public space				

Transformation Strategy: Regional Arts Destination

Goal 1:

Define Success:

Partners:

Task	Board Member		Staff Responsible	Due Date	Progress	Budget
	Responsible	Responsible				
1.						\$
2.						\$
3.						\$
4.						\$
5.						\$
6.						\$
7.						\$
8.						\$

Transformation Strategy: Regional Arts Destination		Total	\$
Goal 2:	Define Success:		
Partners:			

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					
2.					\$
3.					\$
4.					\$
5.					\$
6.					\$
7.					\$

8.									\$
Total									\$

Transformation Strategy: Regional Arts Destination	
Goal 3:	Define Success:
Partners:	

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1.							\$
2.							\$
3.							\$
							\$
							\$
5.							\$
6.							\$

7.										\$
8.										\$
									Total	\$

Transformation Strategy:	
Goal 4:	Define Success:
Partners:	

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1.							\$
2.							\$
3.							\$
4.							\$
5.							\$
6.							\$
7.							\$

8.								\$
							Total	\$

Transformation Strategy 2: Build and Maintain Relationships with Downtown Businesses				
Why?				
Goal 1	Goal 2	Goal 3	Goal 4	
Wildly Important Goal				
Repeat Annual Responsibilities				

Promotional Videos: videos that spotlight downtown businesses
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 Quarterly Forums/Network Events: host Board sponsored forums + connect with local cities to have quarterly networking events
 Meet & Greet: opportunities for businesses to meet Board members

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses

Goal 1:

Define Success:

Partners:

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible	Responsible	Responsible	Responsible			
1.							\$
2.							\$
3.							\$

4.								\$
5.								\$
6.								\$
7.								\$
8.								\$
Total								\$

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses

Goal 2:

Define Success:

Partners:

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1.							\$
2.							\$
3.							\$
4.							\$

5.									\$
6.									\$
7.									\$
8.									\$
Total									\$

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses	
Goal 3:	Define Success:
Partners:	

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1.							\$
							\$
							\$

4.									\$
									\$
6.									\$
7.									\$
8.									\$
Total									\$

Transformation Strategy:	
Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$
2.					\$
3.					\$
4.					\$

5.									\$
6.									\$
7.									\$
8.									\$
Total									\$

Transformation Strategy 3: To Create an Inviting Display and Design of Downtown Hapeville				
<i>Why?</i>				
Goal 1	Goal 2	Goal 3	Goal 4	
Wildly Important Goal				
Repeat Annual Responsibilities				

**Historic Preservation Project
Lighting and Landscape**

Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville

Goal 1:

Define Success:

Partners:

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1.							\$
2.							\$
3.							\$

4.								\$
5.								\$
								\$
7.								
8.								\$
Total								\$

Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville	
Goal 2:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$
2.					\$0
3.					\$0
4.					\$0

5.									\$0
6.									\$0
7.									\$0
8.									\$0
Total									\$

Transformation Strategy:

Goal 3:

Define Success:

Partners:

Task	Board Member		Staff		Due Date	Progress	Budget
	Responsible		Responsible				
1.							\$0
2.							\$0
3.							\$0

4.									\$0
5.									\$0
6.									\$
7.									\$
8.									\$
Total									\$

Transformation Strategy:

Goal 4:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$
2.					\$
3.					\$
4.					\$

5.									\$
6.									\$
7.									\$
8.									\$
Total									\$