

Hapeville Main Street Board of Directors Meeting (Retreat)
February 25, 2023, at 10:00 AM

Present: Charlotte Rentz, Susan Bailey, Lee Duke, David Burt, Lorene Fey, Melanie Rabb, Derrick Booker, Bre'ana Eatmon

Absent: Ellen Free

Guest: Chantelle Rytter, Butterfly Parade Artist and Adrienne Senter, Planning & Economic Development Manager

Call to Order

- Charlotte Rentz called the meeting to order at 10:26 am and welcomed all Board members.

Roll Call

Melanie Rabb- *Present*

Lee Duke- *Present*

David Booker- *Present*

Ellen Free- *Absent*

Charlotte Rentz- *Present*

David Burt- *Teleconference*

Lorene Fey- *Present*

Susan Bailey- *Present*

Guest Welcome/ Public Comments

None.

Old Business

Butterfly Parade –

- David Burt will be working on getting music for the parade. Melanie Rabb suggested they book the Lip Sync Drag Queens to entertain the guests from 6 pm – 8 pm. Melanie Rabb is going to clarify and find out if additional music will be needed by asking Chantelle Rytter, the Butterfly Parade artist.
- Jaime Jones is coordinating with the food vendors, TBD.
- Melanie Rabb will be checking into getting other rental signage from ATL Tool Bank to put on the street during the parade.
- Jaime Jones and Chantelle Rytter joined the meeting via phone call to update the Board on the Butterfly Parade. Jamie Jones indicated that she is awaiting word from Brass Tap about the sale of alcohol and food. Mexican street snacks will be sold by Angelica, a Mexican snack seller, and Got Seafood will also be a vendor.

- The Christ Church will be use as the green room. In order to signal to all guests that the parade is about to begin, Chantelle Rytter stated that everyone will march behind the band 10 to 15 minutes before the event. The parade will start at 8:10 pm and the walk should be approximately 45 minutes. After the parade the band will give the crowd a finale and then the Lip Sync Drag Queens will be live DJ's right after; 8:45 pm until 10 pm.

New Business

Review of Vision and Mission Statement -

- The vision and mission statement will remain unchanged, according to general agreement.

Annual Standards/ Assessment for Accreditation Overview –

- Adrienne Senter, joined by phone and stated that the 2023 Workplan must be submitted by the next calendar year in January (2024).
- Adrienne Senter stated that the Assessment for Accreditation is required to be submitted every three years. The projected year is 2025.
- This matter will be discussed further at a later meeting.

Hotel Motel Tax –

- Susan Bailey requested Bre'ana Eatmon to research if the TPD committee is still in place and when are they supposed to meet next. Has the TPD committee been disbanded and if so, what is the current process for determining how TPD funds are spent? Is there any public input into that process or not? How do the public or board members have input as to what product would be supported or paid for? How do you make a submission? When will the meeting be to discuss it so that you can have input into the meeting? What is the current balance of the TPD fund, what projects have been designated to be paid for out of the TPD fund, and what the purposed cost is?
- Susan Bailey requested Bre'ana Eatmon to research the full definition and explanation of what hotel and motel tax can be used for.
- Charlotte Rentz requested that the Board postpone this debate to the following meeting and invite Adrienne Senter to participate in further discussion on that date.

- Discussion ensued regarding funding a parking sign at North Fulton on the south side of the intersection where the landscape bed sits. David Burt suggested that the sign should be artistically designed for the arts neighborhood, like a large arrow with "PARKING" and lights on the side that bends at the bottom.
- Bre'ana Eatmon was tasked by Susan Bailey to ask the city if parking places for the Hape Plaza Mural would be lined off so that people would know where to park and make the best use of the available space.
- Susan Bailey and Charlotte Rentz asked Bre'ana Eatmon to retrieve more information about the Parking Study that took place. Susan Bailey suggested that the Board put together a small committee to gather information recommendations for arts district signage and parking signage.

Lights for trees on Dogwood -

- Susan Bailey requested that the Board purchases the lights to be affixed to the poles using funds from the following year's budget.
- Susan Bailey requested that Bre'ana Eatmon find out what type of lights the city use for the alleyway.

Relocating events from Alley to Mount Plaza located by Depot –

- Susan Bailey suggested that the Board move some of their events to the Plaza, Jess Lucas Park, and Goat Farm to change the presentation of events.
- Atlanta Celebrates Photography event has a projected date of October 7, 2023, details will be discussed.
- Free Art Hapeville event has a projected date of December 9, 2023.
- Food as Art/ #Free Art Hapeville event has a projected date of June 10, 2023. The idea is to advertise the event for chefs, not businesses but people with a passion for creativity when it comes to food.
- This discussion is postponed until further details are discussed in upcoming meetings.

Hanging Planters –

- Susan Bailey will ask if Simply Flowers can take over the hanging planters project due to dissatisfaction with the current landscape company.

Daycare Explosion –

- Discussion issued regarding the meeting Susan Bailey and Charlotte Rentz had with the architects. The architects were already informed of the history of the explosion and they also agree that a statue would be the best way to memorialize this tragedy.
- The Board is currently awaiting a rendering and a plan from the architects. With this plan, the Board will be able to present to the Mayor and Council as well as surrounding companies who may like to donate.

Announcements

None.

Adjourn

The meeting was adjourned at 3:11 PM.

Charlotte C. Rentz, President

Adrienne Senter, Acting Secretary