



MAIN STREET BOARD OF DIRECTORS MEETING

Municipal Annex: 700 Doug Davis Drive, Hapeville, GA 30354

January 10, 2024 6:00PM

AGENDA

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

Charlotte Rentz, President
Susan Bailey, V. President
Derrick Booker
David Burt
Lee Duke
Lorenne Fey
Ellen Free
Michael Gibbs
Melanie Rabb

3. APPROVAL OF MINUTES

- December 13, 2023

4. APPROVAL OF FINANCIAL STATEMENT

- December 31, 2023

5. OLD BUSINESS

- Project Reports: 2023-24 Workplan
 - Placement and maintenance of public art pieces
 - Butterfly Lantern Parade (budget, etc)
 - Daycare Memorial
 - Other projects

6. NEW BUSINESS

- Election of Officers
 - President
 - Vice President
- December 2023 DCA report
- Main Street Boundaries

7. MAIN STREET MANAGER REPORT

8. ANNOUNCEMENT(S)

9. NEXT MEETING:

- February 14, 2024

10. PUBLIC COMMENTS

Members of the public wishing to speak shall have up to three (3) minutes). The entire general comment session shall not last more than ten (10) minutes unless extended by Board.

11. ADJOURN:

Hapeville Main Street Board of Directors Meeting
December 13, 2023, at 6:00PM

Present: Charlotte Rentz, Susan Bailey, Derrick Booker, Lee Duke, Lorene Fey, Melanie Rabb, Ellen Free, Nikki Cales, Bre'ana Eatmon, Adrienne Senter

Absent: Michael Gibbs, David Burt

Guest: None

Call to Order

- Charlotte Rentz called the meeting to order at 6:04 PM and welcomed all Board members and guests.

Roll Call

Charlotte Rentz- *Present*

Susan Bailey- *Present*

Derrick Booker- *Present*

David Burt- *Absent*

Lee Duke- *Present*

Lorene Fey- *Present*

Ellen Free- *Present*

Melanie Rabb- *Present*

Michael Gibbs- *Absent*

Approval of Minutes

- A motion was made by Lorene Fey to approve September 26, 2023, minutes. Lee Duke second that motion. Carried 6; 0 Abstained.
- A motion was made by Susan Bailey to approve November 8, 2023 minutes. Derrick Booker seconded the motion. Carried 4; 2 Abstained.

Approval of Financial Statements

- A motion was made by Lee Duke and seconded by Ellen Free to approve the Financial Statement for the period ending June 30, 2023. All approved.

Old Business

Project Reports: 2023-2024 Workplan

Banner Project

- Adrienne Senter notified the board that banner renderings from ATL District are still in progress and will be presented at January board meeting.
- Board would like to know who is funding the banner project.

Free Art Hapeville Event December 9th, 2023

- Board suggested requiring vendors to submit invoice within 30 days following the event.
- Ellen Free suggested we provide portable lights for tables that are not close to street lighting.
- Melanie Rabb would like more businesses involved, especially businesses located along Arts Alley. Ellen Free stated she would talk to Volare about a potential wine tasting for future events.
- **Susan Bailey motioned to pay Bryan with Academy Theatre for his set up and breakdown work at the event. Seconded by Ellen Free.** Lorenn Fey will submit invoice to Nikki Cales.
- Board would like to use videographer for future events. Nikki Cales will contact the photographer/videographer used for City of Hapeville special events.

Butterfly Parade (update and confirmation of budget)

- Board would like to know if the City of Hapeville will be contributing to the Butterfly Lantern Parade budget.

A motion was made by Susan Bailey to approve Main Street Board of Directors 2024 Meeting Schedule. Ellen Free seconded the motion.

Other projects

- Susan Bailey is interested in using Jennie Osiek's artwork "Trains, Planes, and Automobiles" as a marketing tool for the Main Street Program. Lorenn suggested using the artwork on post cards with the main street logo.
- Board mentioned interest in offering an event catered towards pets in October.

New Business

November DCA Report

- Charlotte Rentz inquired about report's accessibility on the Georgia Main Street Website for those that are interested in viewing. Nikki Cales will look into this and report back.

Placement and maintenance of public art pieces (butterflies, murals, art boxes.)

- Ellen Free to look for location to place 6 butterflies located in the City Hall conference room.
- Susan Bailey stated that the artists who completed the murals would be best to provide maintenance.

- Board would like to see if the Hotel/Motel tax would be able to fund public art maintenance.
- Board would like a list of available walls for murals as well as a list of current murals in need of maintenance.
- Melanie Rabb suggested a book of murals as promotional material to go on website.
- Melanie Rabb is in contact with an artist who will look at maintenance needs of the butterfly installation pieces and provide a cost estimate.

Main Street Manager report

- Nikki Cales submitted the application for the GM on Main Street Grant Program 12/13/2023. We will know if we did or did not receive the grant by the end of January 2024.
- Nikki Cales is working on updating the Main Street page on the City of Hapeville website.
- Nikki Cales is updating the list of Main Street businesses and their contact information.
 - Susan Bailey requested revisiting the Main Street boundaries.
- Nikki Cales and Charlotte Rentz will meet monthly.
- Lorraine Fey inquired about Main Street Manager's role and expectations within the board.
- Lorraine Fey is interested in having a representative from the board create and maintain relationships with concierge employees at local hotels for marketing purposes.

Announcements

- Academy Theatre will start showing Cinderella on Friday.

Next Meeting

- **January 10, 2024 at 6:00 pm.**

Public Comments

None.

Adjourn

A motion was made by Charlotte Rentz and seconded by Ellen Free to adjourn December 13, 2023 meeting. All approved. The meeting was adjourned at 8:01 PM.

Charlotte C. Rentz, President

Nikki Cales, Secretary

100-GENERAL FUND
DEPARTMENT - MAIN STREET

% OF YEAR COMPLETED: 50.00

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	CURRENT BUDGET	BEGINNING BALANCE	CURRENT MONTH	CURRENT BALANCE	BUDGET BALANCE	% OF BUDGET
PERSONNEL SERVICES							
100-5-7550-511400 Vacation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-511500 Sick	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-511600 Holiday	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL PERSONNEL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CONTRACTED SERVICES							
100-5-7550-521200 Professional	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-521300 LCI Grant Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-521309 Art Grant-Fulton Count	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-522000 Festivals	33,930.00	33,930.00	7,530.00	1,858.21	9,388.21	24,541.79	27.67
100-5-7550-522100 ARC - Sharing Our Stor	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-523200 Communications	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-523300 Advertising	2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	0.00
100-5-7550-523400 Printing & Binding	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
100-5-7550-523500 Travel	2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	0.00
100-5-7550-523600 Dues & Fees	600.00	600.00	0.00	0.00	0.00	600.00	0.00
100-5-7550-523700 Education & Training	1,000.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00
100-5-7550-523850 Contract Labor	2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	0.00
TOTAL CONTRACTED SERVICES	42,530.00	42,530.00	7,530.00	1,858.21	9,388.21	33,141.79	22.07
SUPPLIES & MINOR EQPT							
100-5-7550-531100 Supplies	1,500.00	1,500.00	0.00	0.00	0.00	1,500.00	0.00
100-5-7550-531400 Books & Periodicals	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-531600 Small Equipment<5000	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-531700 Other Supplies	300.00	300.00	0.00	0.00	0.00	300.00	0.00
TOTAL SUPPLIES & MINOR EQPT	1,800.00	1,800.00	0.00	0.00	0.00	1,800.00	0.00
CAPITAL OUTLAYS > \$5000							
100-5-7550-541200 Site Improvements	14,000.00	14,000.00	3,812.50	0.00	3,812.50	10,187.50	27.23
100-5-7550-542300 Furniture & Fixtures	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-542400 Computers	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-5-7550-542410 Technology	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL CAPITAL OUTLAYS > \$5000	14,000.00	14,000.00	3,812.50	0.00	3,812.50	10,187.50	27.23
OTHER COSTS (NOC)							
100-5-7550-579000 Contingencies	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER COSTS (NOC)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL MAIN STREET	58,330.00	58,330.00	11,342.50	1,858.21	13,200.71	45,129.29	22.63
TOTAL EXPENDITURES	58,330.00	58,330.00	11,342.50	1,858.21	13,200.71	45,129.29	22.63
REVENUES OVER/(UNDER) EXPENSES	(58,330.00) (	58,330.00) (	11,342.50) (	1,858.21) (	13,200.71) (	45,129.29) (	22.63

City of Hapeville
Statement of Revenues & Expenditures
 With Budget Comparisons
 Main Street Department
 Sixth Month Ended December 31, 2022

	Previous Month (Balance)	6 Month Ended 31-Dec-22	Annual Budget	Year to Date	Budget Balance
Revenues:					
MS Donations					
Expenditures:					
Professional Festivals	0	0	0	0.00	0
Advertising	7,530	1,858	33,930	9,388.21	24,541.79
Printing & binding	0	0	2,000	0.00	2,000
Travel	0	0	1,000	0.00	1,000
Dues & fees	0	0	2,000	0.00	2,000
Education & Training	0	0	600	0.00	600
Contract Labor	0	0	1,000	0.00	1,000
Supplies	0	0	2,000	0.00	2,000
Other supplies	0	0	1500	0.00	1,500
Site improvements	3,813	0	300	0.00	300
			14000	3,812.50	10,187.50
	0	0	0	0.00	0
Total Expenditures	11,343	1,858.21	58,330.00	13,200.71	45,129.29

Transactions: 4

Festivals	
Reimbursement for S. Bailey	58.21
FAH Event Aura Photos- Kirkland	1,000
FAH Artist ATL Printmakers- patches	300
FAH Artist GR Sports- Christmas ornaments	500

	A	B	C	D	E	F	G
1							
2						Main Street Board Annual Work Plans FY2023-24 @ 20231231	
3							
4		23-24 Brd App Spent @	Budget 2023-24 (Max\$)	See 22-23 Budget			
5						Board Administration & Training	
6	A	\$0.00	\$0.00			Dues & fees	
7	A	\$0.00	\$0.00			Travel	
8	A	\$0.00	\$0.00			MSB Retreat	
9							
10						Hapeville Arts District/Main Street	
11							
12						Marketing & Signage	
13		\$0.00	\$0.00			Arts Alley Signage (Possibly eligible for TPD funding) PROJECT PUT ON HOLD (@20231130: 2 yard signs & 4 poly signs= \$304 spent in FY22-23)	
14	P	\$0.00	\$3,225.00	\$975.00		Arts District Signage: Signage at Vir Ave Printmakers Location (\$1,775.00 approved & spent in FY22-23 for design & preliminary fabrication work (which includes Source Urbanism 20230630 invoice for \$975.00 which was charged to FY22-23. (@20230412 Mtg MSB authorized a budget of \$5,000 for Arts District Signage, thus \$5,000 - \$1,775 already spent in FY 22-23, the approved "carry over budget" if MSB affirms for current FY is \$3,225.)	
15						Main Street City Banners: Lee Duke worked with the City Photographer and the banner rendering company to get a cost estimate for the project. (\$10,349.55 estimate received for 4 butterfly designs, 50 banners(total) & hardware)	
16		\$0.00	\$0.00				
17						Public Art & Beautification	
18							
19		\$0.00	\$0.00			N. Central Hanging Planters (No budget has been allocated for FY23-24)	
20		\$0.00	\$0.00			Depot Beautification Project/Low/no Maintenance Landscaping (No budget has been allocated for FY23-24)	
21		\$0.00	\$0.00			Shannon Lake Mural (@20230228Mtg MSB voted to put project on hold until further notice)	
22							
23						Local Business Support	
24		\$0.00	\$0.00			Local Business Support program (No proposals have been offered to implement this project)	
25							
26						Historic Preservation & Arts District Site/Venue Improvements	
27	**	\$3,812.50	\$3,812.50	\$3,812.50		HistPres May 2022 Historic Preservation Month Project: Delta Memorial Garden-Daycare Explosion Project to memorialize the event with a plaque in the ROW of the property. Project is possibly a candidate for TPD funding. @20221005 Delta okayed the project; lawyers are talking & City is waiting for revised proposal to submit to Delta; after that we still need to find funding & finalize date) (@20230510 MSB authorized moving forward with the memorial project and inclusion in this physical year's for the design phase of the project) (@20230619 Source Urbanism invoice received: \$3812.50 & charged to FY22-23 budget) (@20230918 Source Urbanism invoice for remaining Expense for conceptual rendering received: \$3812.50 & charged to FY23-24 Budget)	
28							
29						Arts & Celebration Events (All events approved by Council on 20220906)	
30	**	\$5,375.00	\$6,000.00	\$5,000.00		20231007 ACP/Oct 07 (MSB needs to approve for ACP event. Application deadline for ACP is 202210800. D. Burt will get a proposal & retainer invoice from Cat Eye, & will arrange with GigsSalad for music (\$500-\$800). MSB will contact Goat Farm, Atlanta Printmakers, & Arches to invite their location's participation. (Cat Eye \$5,000 retainer invoice received & charged to FY 22-23 budget. (@20230809 Mtg MSB approved (& on 20230828 reapproved) a multi-year \$6000 project budget for ACP 2023. (\$5,000 charged to FY 22-23 budget) (\$1,000 remains for payment out of the FY23-24 Budget) [Invoice for 50% (\$5,000) remaining after FY22-23 pmt - see Nov receipts]	
31		\$4,013.21	\$7,100.00	\$400.00		20231209 Free Art Hpyl (FAH) Dec 9 (Perhaps a Holiday/Winter Wonderland theme for Dec FAH.) M. Rabb will coordinate call for artists. D. Burt will coordinate musicians & has booked violinist for event. (See retainer invoice of \$400 which was charged to FY22-23 budget. (@20230809 Mtg MSB approved (& on 20230828 reapproved) a multi-year \$6000 budget for FAH 20231209. The \$6,000 project budget is shown here as \$5,600 approved for FY23-24 Budget) (@20231108 Mtg, MSB approved additional \$1,500 (for Aurora Photography?)) (@20231213 Nov Receipts see following expenses: Kirkland Prod Aura Photo \$1000; Reighstorm Graphics \$500; Taylor Santorufo \$300; Wit's End Llama 50% deposit \$355.00) Expenses reported on 20231231 MS Financial report = \$1,858.21).	
32		\$0.00	\$0.00			20230200 Black History Month (BHM)/Feb 00 (20230808 MSB has not approved any support a BHM event.)	

		F				G	
		Main Street Board Annual Work Plans FY2023-24 @ 20231231					
2							
3							
4							
33							
34							
35							
36							
37							
38							
39	Mf						
40	Mf						
41	Mf						
42							
43							
44	A: invoiced & paid already but no budget, so adjusted amount set to paid						
45	B: event occurred >3 months ago, so assume all expenses submitted & paid; adjusted amount set to amount paid						
46	C: expense approved >6 months ago but no activity: so adjusted budget amount set to \$0.00						
47	D: expense approved > 6 months ago but event to occur in the future; so adjusted budget set to previously approved budget						
48	Mf: numbers in boxes match numbers in the financial statement; NMF: numbers in boxes do not match numbers in financial statement						
49							
50							
51							
52							

Form Name:	2023 Community Activity Reports
Submission Time:	January 3, 2024 12:36 pm
Browser:	Chrome 120.0.0.0 / Windows
IP Address:	96.67.120.193
Unique ID:	1180012042
Location:	

Main Street Community Reporting: Hapeville

Designation Level Classic

Month of Report: December

Region: Region 3

Community Population: 5,001 to 10,000

Person Reporting: Nikki Cales

I would like a copy of this completed report emailed to: ncales@hapeville.org

PROGRAM OPERATIONS

What is the total dollar amount spent on your program's operational expenses during this reporting period? 1858.21

Please select all funding sources which contributed financially to your program's monthly operational expenses: City's General Funds

EVENTS and VOLUNTEERS

Did any events occur downtown during the reporting period? Yes

Were any of these events funded through or by the Main Street program? Yes

If known, please estimate the total amount of volunteer hours for all events, board meetings and committee meetings hosted by the local Main Street program: 41

What is the total cumulative expenditures for these events, including advertising? 6350.00

OPTIONAL REPORTING

How many events occurred in the downtown district during this reporting period?

1

What is the total estimated attendance for all events:

150

Main Street Manager's Notes - Events

#FreeArtHapeville December 9th: ~150

JOB CREATION

Did any of the following occur in your downtown district during this reporting period? Check all that apply.

Business Opening

How many new businesses opened in your program area during this reporting period?

1

How many new jobs were created from new business opening during this reporting period?

3

Main Street Manager's Notes - Businesses Opening

Skinny's - 897 Virginia Ave.

PROGRAM PROJECTS AND EXPENSES

Were any of the following projects completed within your downtown district during the last month?

New Construction (in-fill development) - Housing/Residential

How many new housing or residential units were completed in your program area during this reporting period?

4

What was the total financial investment?

1209817.20

Main Street Manager's Notes - Residential or Housing

3642, 3644, 3646, 3648 South Fulton Ave.

NEW MAIN STREET STAFF

Did your program hire any new staff this month?

No

Did your program release staff this month?

No

Complete and Certify

By signing below, you verify that the information contained in this report is accurate to the best of your knowledge.

A handwritten signature in black ink, appearing to read "M. C. Lee", is written over a horizontal line.