

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.** Lorene 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. Lorene 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