



Hapeville
georgia

CIVILITY PLEDGE

The way we govern ourselves is often as important as the positions we take. Our collective decisions will be better when differing views have had the opportunity to be fully vetted and considered. All people have the right to be treated with respect, courtesy and openness. We value all input. We commit to conduct ourselves at all times with civility and courtesy to each other.

MAIN STREET BOARD

700 Doug Davis Drive
Hapeville, GA 30354

April 10, 2024 6:00 PM

AGENDA

- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
 - Charlotte Rentz
 - Susan Bailey
 - Derrick Booker
 - David Burt
 - Lee Duke
 - Lorrene Fey
 - Ellen Free
 - Michael Gibbs
 - Melanie Rabb
- 3. BANNER PROJECT:**
 - 3.I. AT from ATL District to Present Banner Renderings
- 4. APPROVAL OF MINUTES:**
 - 4.I. March 13, 2024
- 5. APPROVAL OF FINANCIAL STATEMENT:**
 - 5.I. March 31, 2024
- 6. OLD BUSINESS:**
 - 6.I. 2023-2024 Workplan
 - 6.II. Butterfly Lantern Parade
 - 6.III. Butterfly Installations
 - 6.IV. Other Projects
- 7. NEW BUSINESS:**
 - 7.I. GM on Main Street Grant
 - 7.II. DCA Report
 - 7.III. Main Street Logo
- 8. MAIN STREET MANAGER REPORT:**
- 9. ANNOUNCEMENT(S):**
- 10. NEXT MEETING:**
- 11. PUBLIC COMMENTS:**
- 12. ADJOURN:**

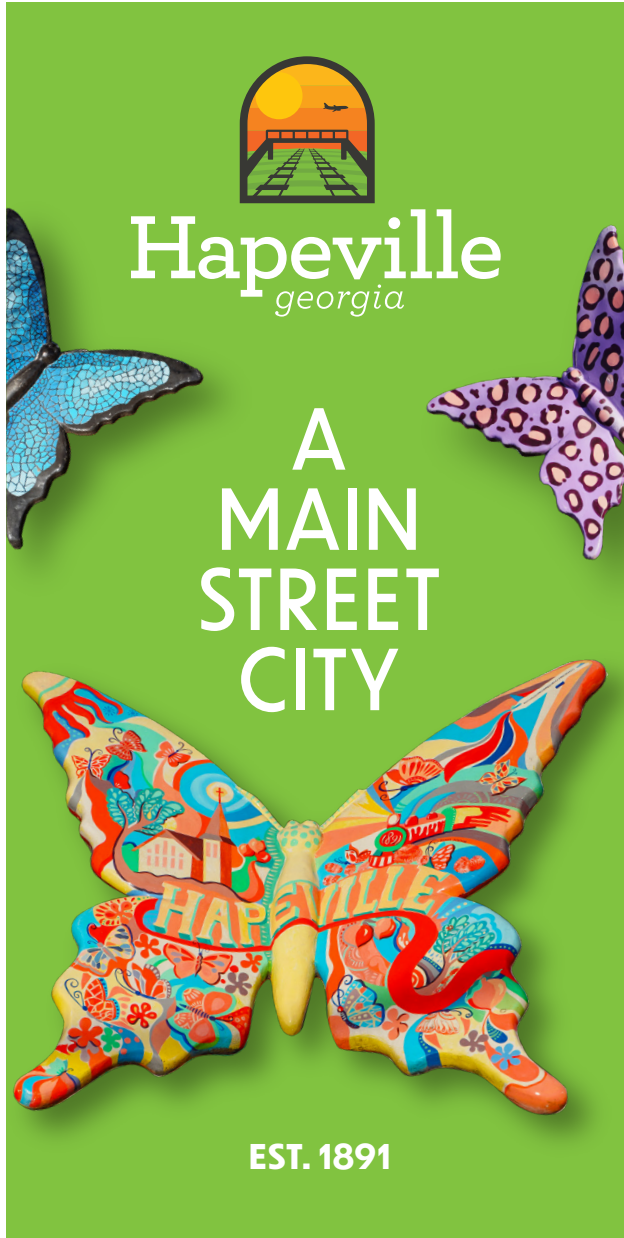
Hapeville Street Pole Banners - Banner 1

Large

1A



1B

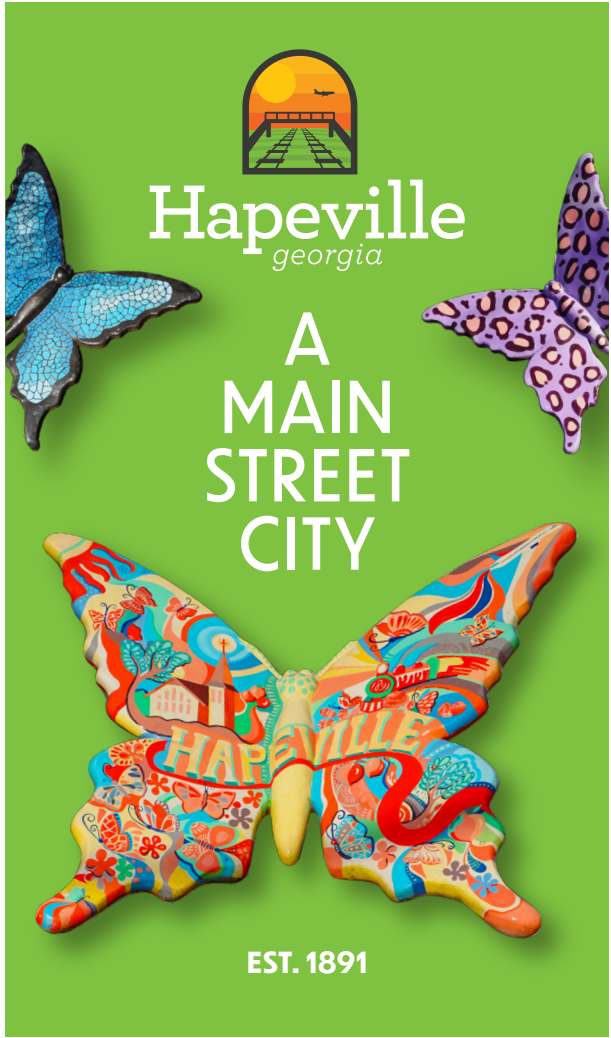


Small

1C



1D



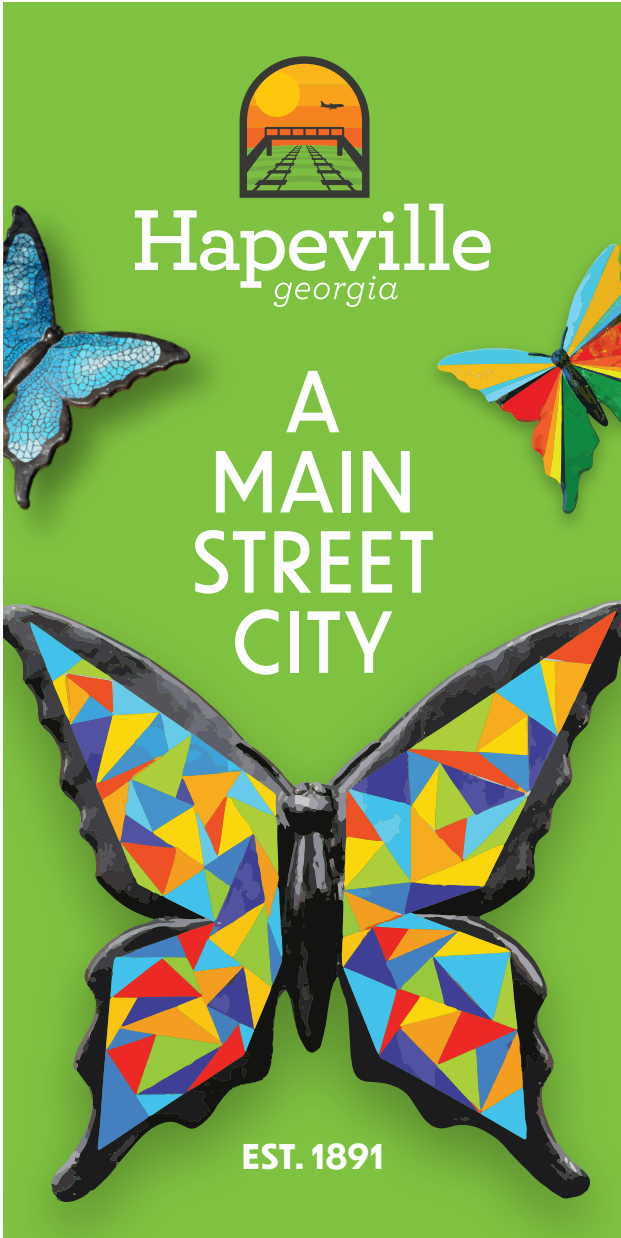
Hapeville Street Pole Banners – Banner 2

Large

2A

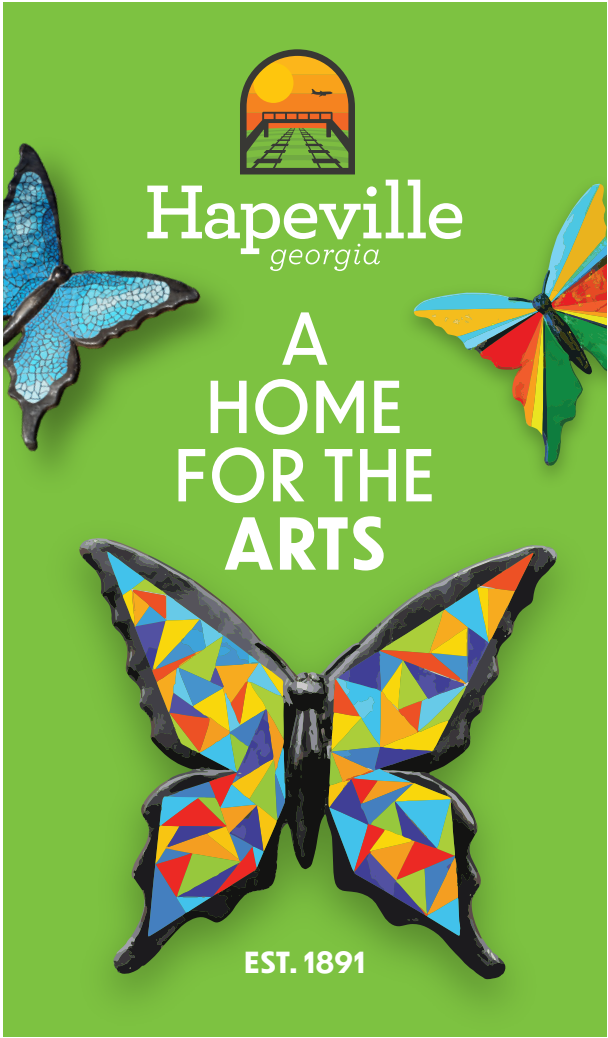


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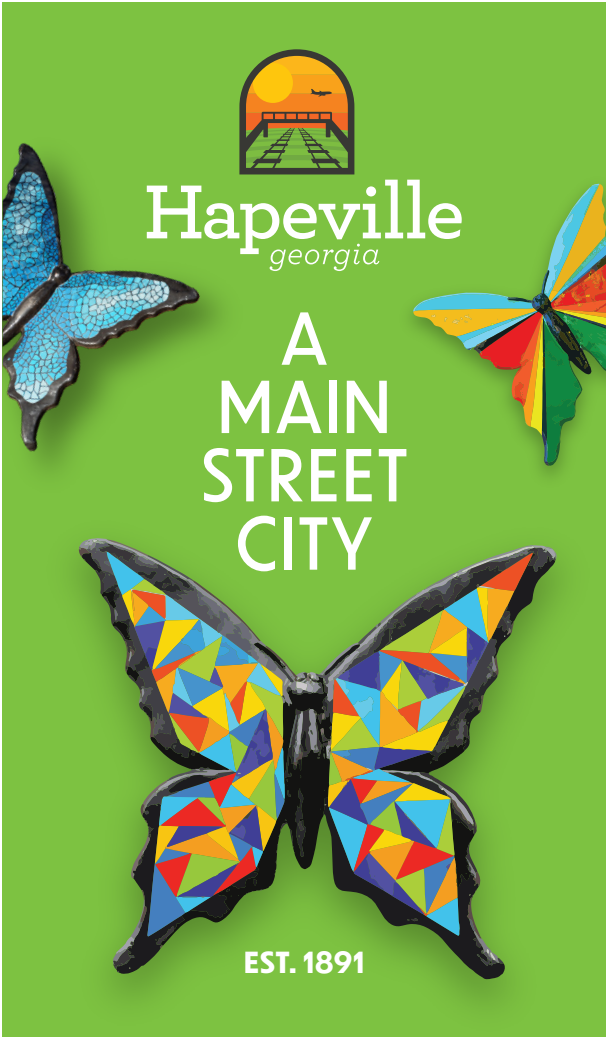


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2C



2D



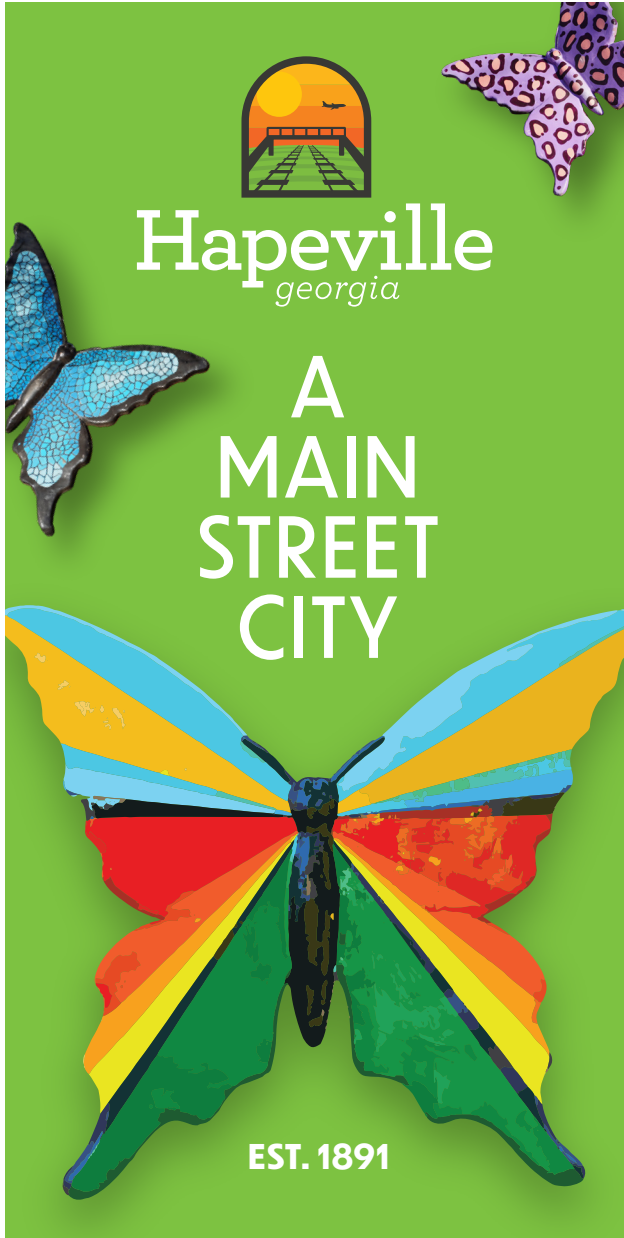
Hapeville Street Pole Banners - Banner 3

Large

3A



3B

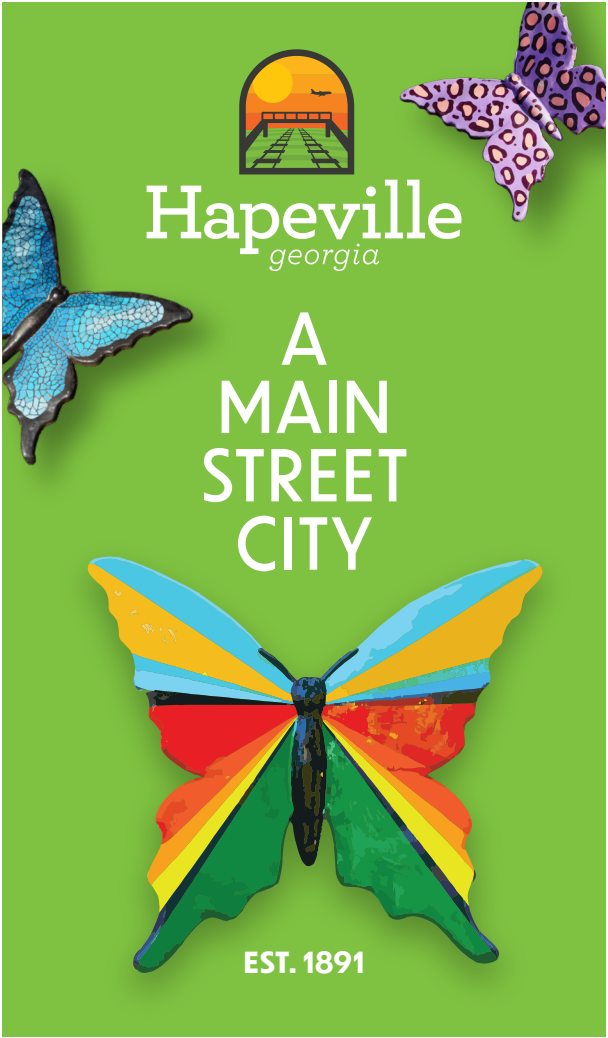


Small

3C



3D



Hapeville Street Pole Banners - Banner 4

Large

4A



4B

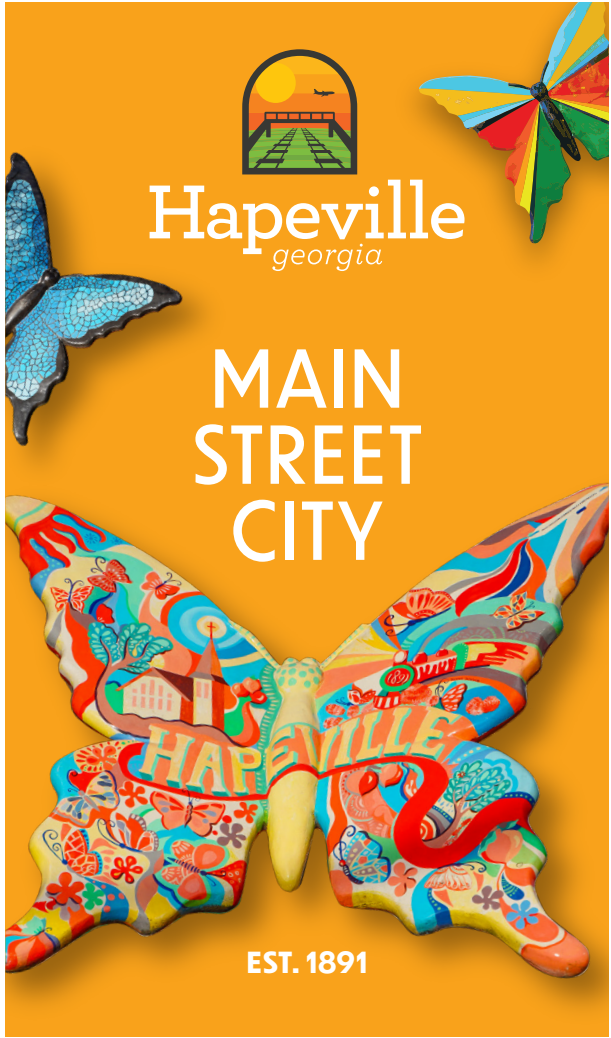


Small

4C



4D



Hapeville Street Pole Banners – Banner 5

Large

5A



5B

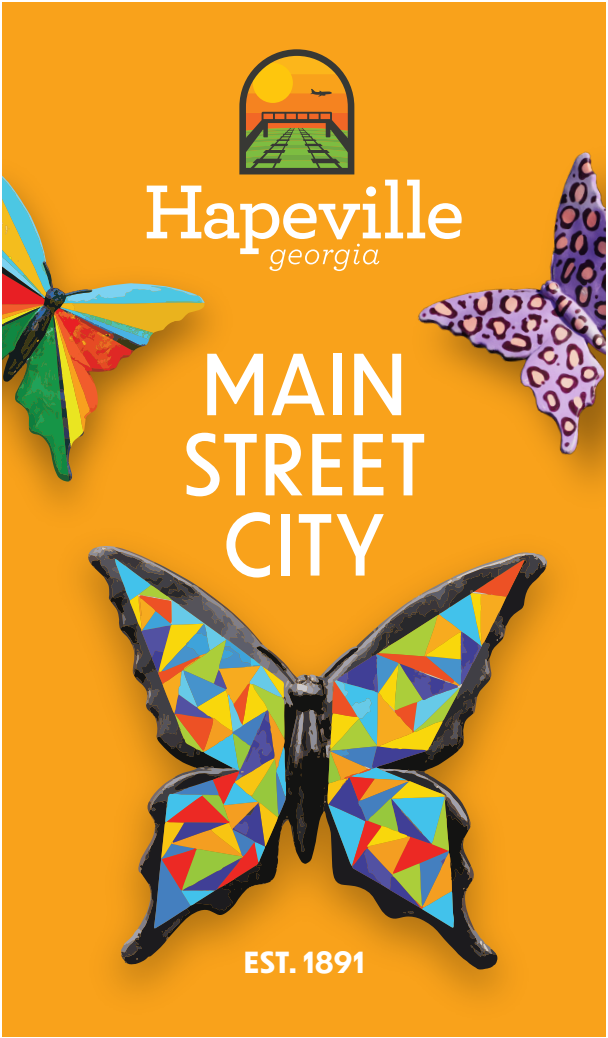


Small

5C



5D



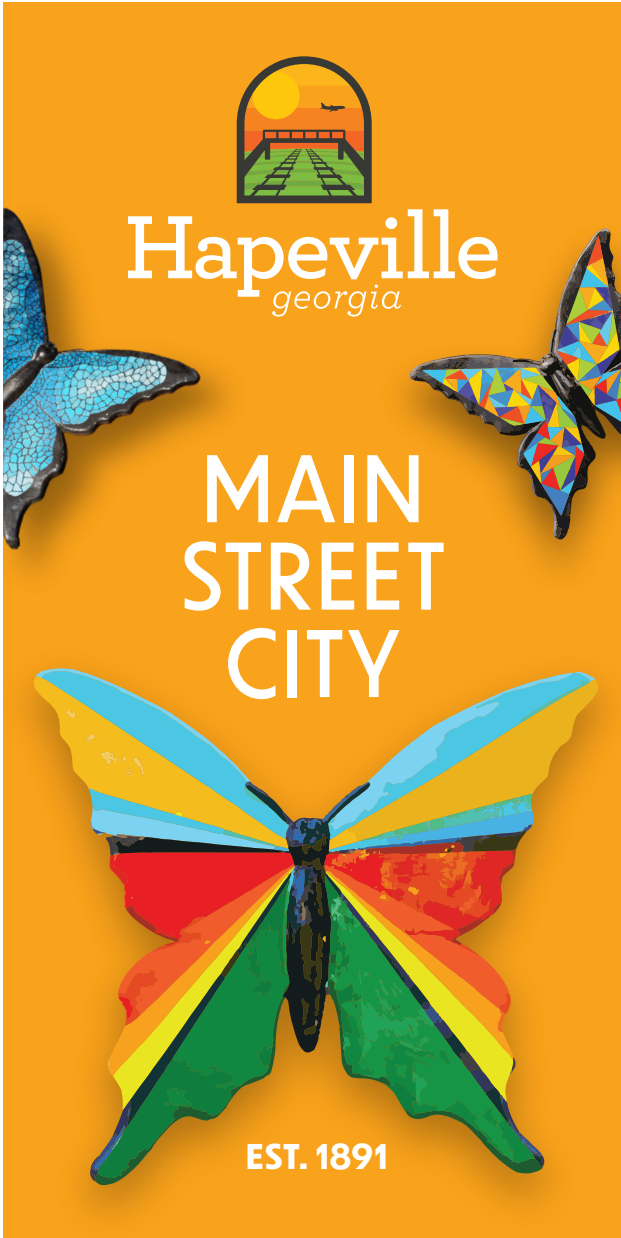
Hapeville Street Pole Banners – Banner 6

Large

6A



6B

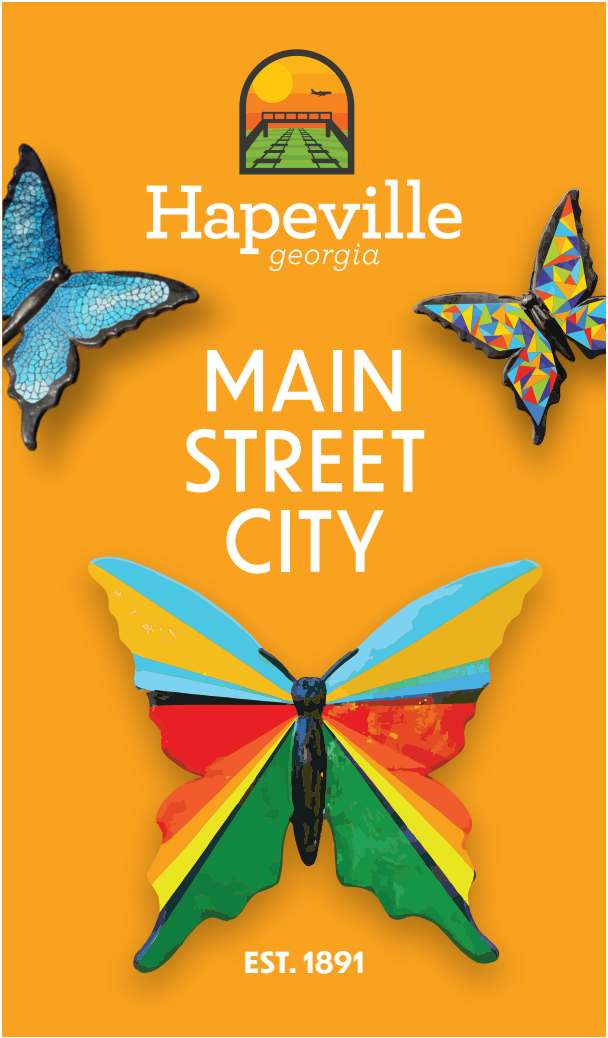


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6C



6D



Hapeville Main Street Board of Directors Meeting
March 13, 2024, at 6:00PM

Present: Charlotte Rentz, Susan Bailey, David Burt, Lee Duke, Lorenn Fey, Melanie Rabb, Ellen Free, Nikki Cales

Absent: Michael Gibbs, Derrick Booker

Guest: Andria Towne

Call to Order

- Charlotte Rentz called the meeting to order at 6:05 PM and welcomed all Board members and guests.

Roll Call

Charlotte Rentz- *Present*

Susan Bailey- *Present*

Derrick Booker- *Absent*

David Burt- *Present*

Lee Duke- *Present*

Lorenn Fey- *Present*

Ellen Free- *Present*

Melanie Rabb- *Present*

Michael Gibbs- *Absent*

Approval of Minutes

- A motion was made by Susan Bailey to approve February 14, 2024 minutes. Ellen Free seconded the motion. Carried 7; 0 Abstained.

Approval of Financial Statements

- A motion was made by Susan Bailey and seconded by Ellen Free to approve the Financial Statement for the period ending February, 2024. All approved.

Banner Project

- Andria Towne presented renderings reflecting the updates requested by board members. After reviewing, the board decided to revert to the original design (Concept 1 from the February 14, 2024 presentation).
- The board made suggestions for the original concept
 - Provide an option where the “A” is included and eliminated
 - “Home of the Arts” vs “A Home for the Arts”
 - “Main Street City” vs “A Main Street City”

- Nikki Cales suggested that we choose “A Home for the Arts” because it corresponds with the Hapeville billboard.
- Two colors- green and orange with alternating focal point butterflies.
- Front and back with one side saying “Home for the Arts” and the other saying “A Main Street City”
- Decreasing the size of the Hapeville logo

Old Business

Project Reports: 2023-2024 Workplan

Butterfly Lantern Parade

- Vendor documentation is almost complete and ready to be presented to City Manager for approval.
- The board is concerned about the number of alcohol vendors and Susan Bailey recommended reaching out to Mario with Café Belli.
- Vendors will be loading in between 2:00 pm-3:00 pm
- The board would like to know specific jobs members will be responsible for during the parade
 - Ellen Free has volunteers for the creation station. Lorrene Fey offered to be assigned to the creation station as well.
 - Susan Bailey will be assigned to parking
- Main Street would like to converge and join tents with the City of Hapeville.
- The Fire Department will have a fire truck parked in the Depot parking spaces with a first aid sign. They will follow the tail end of the parade to celebrate their 100th anniversary.
 - Board requests they arrive at 4pm and that the parking spaces are blocked off before hand.
- Melanie Rabb will email Kate with Outback Bikes to gather details regarding their participation in the parade.
- Creation station
 - David Burt recommended plastic totes to separate sizes/supplies
 - The board suggested buying pinwheels for people to carry

David Burt motioned to allocate an additional \$250 to the creation station budget.

Seconded by Susan Bailey. Carried, all approved.

After further discussion of potential supplies:

David Burt motioned to allocate an additional \$500 for a total of \$750 to the creation station budget. Seconded by Ellen Free. Carried, all approved.

Public Art Maintenance

- Butterfly Installation Restoration
 - Nikki Cales compiled quotes for new butterfly installations from Cowpainters at \$695 per butterfly with an additional \$150 for brackets added.
 - The board agreed to move forward with restoring the existing butterflies. Nikki Cales is in contact with craftsman that can sand, repair, and prime 10 butterflies for repainting. She will resend the list of butterflies to the board to determine which butterflies we would like to have re-done.
 - David Burt suggested doing a call for artists, having them submit design proposals through submittable, and having the board vote on the top 10 designs. He suggested at least a \$300 stipend for artists and providing all paint materials needed.
 - Susan Bailey suggested we create a criteria for artists to follow when creating their design including no business promotion, political statements, or profanity.
- Seasonal Benches
 - Susan Bailey will reach out to St. Johns school to see if they are interested in us donating the benches to their facility.
 - Lee Suddith with community services let Nikki Cales know that he has new benches coming in that we can replace the old benches with. The board would like to move forward with that.

Other projects

- David Burt received an email from Cat Eye Creative to see if we were interested in pursuing the Hapeville Celebrates Photography event this year. The board agreed to do so and tentatively schedule October 5, 2024 as the event date- to be determined by Cat Eye Creative's availability. Nikki Cales will confirm budget to decide if we need to pay the deposit out of the 23-24 fiscal year budget or 24-25 fiscal year budget.
- Melanie Rabb is interested in attending the Main Street Now conference on May 5th-8th 2024 in Birmingham, Alabama. Nikki Cales will handle Melanie Rabb's registration to the conference and will review travel policy to see how much of a stipend is typically allocated.

David Burt motioned for the board to allocate up to \$1000.00 for Melanie Rabb to attend and represent the Main Street Board at the Main Street Now conference. Seconded by Ellen Free. Carried, all approved.

December DCA Report

- No questions or comments posed.

Main Street Manager report

- Manager's report was represented throughout the meeting.

Announcements

- No announcements.

Next Meeting

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

Public Comments

None.

Adjourn

A motion was made by Ellen Free and seconded by Lee Duke to adjourn March 13, 2024 meeting. All approved. The meeting was adjourned at 7:50pm.

Charlotte C. Rentz, President

Nikki Cales, Secretary

CITY OF HAPEVILLE
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2024

100-GENERAL FUND

DEPARTMENT - MAIN STREET

% OF YEAR COMPLETED: 75.00

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
100-5-7550-521400 GM Grant Exp-Main Stre	0.00	50,000.00	0.00	0.00	0.00	50,000.00	0.00
100-5-7550-522000 Festivals	33,930.00	33,930.00	19,365.56	1,878.27	21,243.83	12,686.17	62.61
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	92,530.00	19,365.56	1,878.27	21,243.83	71,286.17	22.96
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	108,330.00	23,178.06	1,878.27	25,056.33	83,273.67	23.13
TOTAL EXPENDITURES	58,330.00	108,330.00	23,178.06	1,878.27	25,056.33	83,273.67	23.13
REVENUES OVER/ (UNDER) EXPENSES	(58,330.00) (	108,330.00) (	23,178.06) (	1,878.27) (	25,056.33) (	83,273.67) (	23.13

City of Hapeville

Statement of Revenues & Expenditures

With Budget Comparisons

Main Street Department

Ninth Month Ended March 31, 2024

	Previous Month (Balance)	9 Month Ended 31-Mar-24	Annual Budget	Year to Date	Budget Balance
Revenues:					
MS Donations					
Expenditures:					
Professional	0	0	0	0.00	0
Festivals	19,366	1,878	33,930	21,243.83	12,686.17
Advertising	0	0	2,000	0.00	2,000
Printing & binding	0	0	1,000	0.00	1,000
Travel	0	0	2,000	0.00	2,000
Dues & fees	0	0	600	0.00	600
Education & Training	0	0	1,000	0.00	1,000
Contract Labor	0	0	2,000	0.00	2,000
Supplies	0	0	1500	0.00	1,500
Other supplies	0	0	300	0.00	300
Site improvements	3,813	0	14000	3,812.50	10,187.50
	0	0	0	0.00	0
Total Expenditures	23,178.06	1,878.27	58,330.00	25,056.33	33,273.67

Transactions:

Butterfly Parade Promotional	
Material (banners, flyers, post cards)	\$ 728.78
David Burt Reimbursebent (bucket hats)	\$ 280.00
Creation Station Supplies	\$ 386.56
Creation Station Supplies	\$ 259.84

Creation Station Supplies	\$	107.93
Creation Station Banners	\$	115.16
Total	\$	1,878.27

	A	B	C	D	E	F
1						
2						Main Street Board Annual Work Plans FY2023-24 @ 20240331
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	\$1,000.00			Travel [At 20240313 Mtg Msb approved budget addition of \$1,000 for Melanie Rabb to attend & represent MSB at MS Now conference.]
8	A	\$0.00	\$0.00			MsbRetreat)
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 (@20221130: 2 yard signs & 4 poly signs= \$304 spent in FY22-23)
14	?	\$0.00	\$3,225.00	\$975.00		Arts District Signage: Signage at Vir Ave Printmakers Location (\$1,775.00 approveds & 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	?	\$0.00	\$222.00			Art Boxes Signage & Maintenance-@ 20240214 Mtg MSB Bailey voted to order 3 Art Exchange signs in the size of 18x18 at \$74 plus mounting materials-\$74 x 3= \$222 entered to budget]
16		\$0.00	\$0.00			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)
17						
18						Public Art & Beautification
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		\$0.00	\$0.00			[@20240110 Mtg MSB voted to allocate \$4,000 of 23/24 budget for design work on proposed permanent stage at JL Park.] [@20240214 Mtg MSB voted to remove proposed permanent stage project at Jess Lucas Park from the workplan.]
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)(@20230619Source 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 GigSalad for music (\$500-\$800). Msb will contact Goat Farm, Atlanta Printmakers, & Arches to invite theirlocation'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 charget 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 prmt - see Nov receipts]

	A	B	C	D	E	F
2						Main Street Board Annual Work Plans FY2023-24 @ 20240331
3						
4		23-24 Brd App Spent @	Budget 2023-24 (Max\$)	See 22-23 Budget		
31		\$6,128.56	\$7,100.00	\$400.00		20231209 Free Art Hpvl (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). [Expenses reported on 20240130 MS Financial report=\$1,250] [Christmas Ornaments expense of \$509.35 & Llama Final expense of \$356 reported on 20240229 Fin Rpt].
32		\$0.00	\$0.00			20230200 Black History Month (BHM)/Feb 00 (20230808 MSB has not approved any support a BHM event.)
33		\$9,740.77	\$31,950.00			20240323 Hpvl Butterfly Parade (HBP)/Spring Art Event (SAE)Mar [@20230809 Mtg Msb approved (& on 20230828 reapproved)a \$30,000 tentative budget for Butterfly Parade 2024.] [@20230828 Mtg Msb approved an additional \$14,225 in Butterfly Parade proposed enhancements (which will include new flower puppets). (MSb requested COH funding for the \$14,225 in proposed enhancements.) [@ 20240214 Mtg MSB approved \$1200 for Creative Station Supplies.][Total Expenses of \$7862.50 reported @ 20240229: HBP DJ= \$750 & Chantelle retainer=\$7112.50] [At 20240313Mtg, MS approved additional \$750 to Creation Station budget] [Expenses reported on 20240331 FinRpt=\$1,878.27]
34		\$0.00	\$0.00			20240500 Free Art Hpvl)FAH/May 00 (In FY 22-23 MSB approved up to \$5,000.00 to a FAH event in conjunction with the Cinco De Mayo City event and subsequently approved to replace that support with support for the Hapeville Movies Night event in June. (MSB has yet to determine the type of event & budget for Spring-Summer24)
35						
36						Miscellaneous
37		\$0.00	\$0.00			Tbd
38						
39	Mf	\$25,056.83	\$53,309.50			Total Worksheet Column B & Total Column C) (C39 is the present allocated/approved budget amount for FY23-24)
40	Mf	\$33,273.67	\$58,330.00			Tot (MS Fin Rpt) : Col B=Auth budget not yet spent (invoiced/paid; i.e. "Budget Balance"), C40-B39; Col C =Authorized budget
41	Mf	\$25,056.83	\$5,020.50			(Col B (FY23-24 spent to date); (Column C=Budget Total minus (-) Paid Invoices_); i.e, (Col C= Remaining funds in budget to be allocated)
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						

Repairs Missing Re-do Priority

Name	Artist	Location	Photographs
JIGSAW Repairs needed: *Cleaning *Brackets replaced *Minor touch-ups	Claire Maxwell	3478 N. Fulton Ave (Front Alley)	 

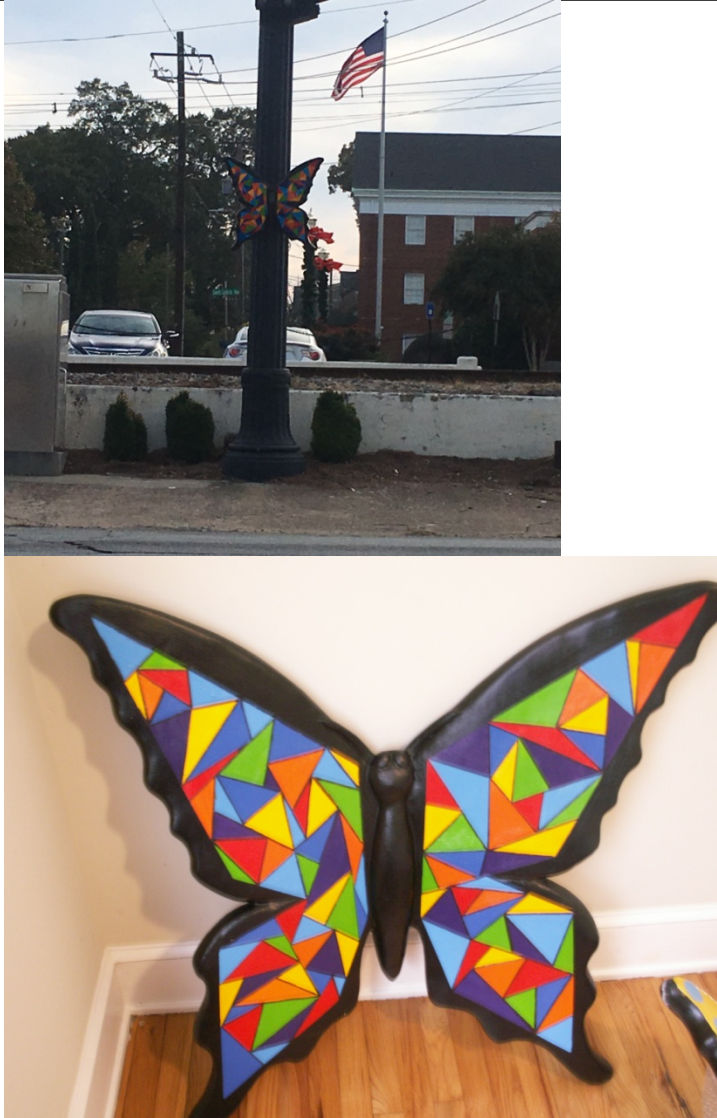
SPECTRUM Repairs Needed: *Cleaning	Molly Bates and Kathleen Sherali	ArtSpace (container gallery, Mid Alley)		
Untitled Repairs Needed: *Small crack *Paint touch-up *Bracket repair *cleaning Can be re-done (located in city hall conference room)	Jeffery Loy	Near 575 N. Central Ave (Back of Alley)		

SUMMERTIME Can be re-done	Amelia Donlan, Lillie Kline, & Elyse Elliott	573 N. Central (Side of Corner Tavern)	
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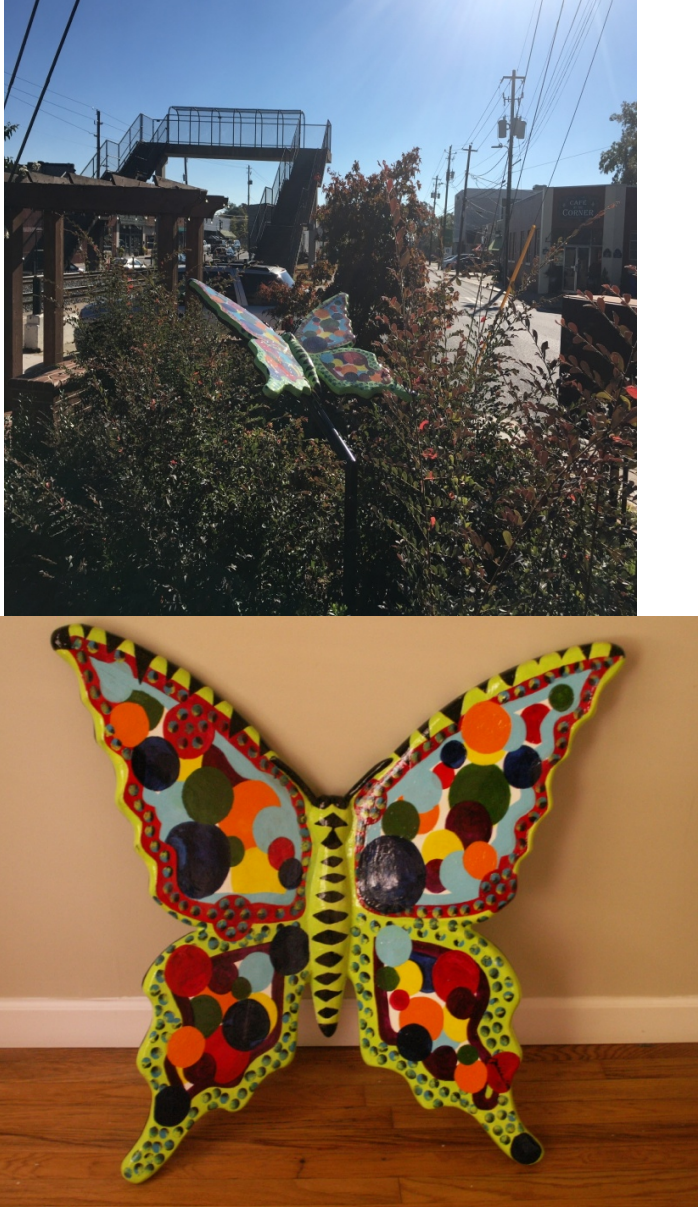
PIECES OF THE SKY Repairs needed: *Light patching, hole found *Paint touch ups *re-varnished *Cleaning *New plaque	Paige Garson	Near 575 N. Central Ave – US 19 (Deaborn Plaza) Near 575 N. Central Ave – US 19 (Deaborn Plaza)	
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EL CORAZON de la CIUDAD Can be re-done	Allison Woodward	(Corner) of 575 N. Central Ave	 
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LE PPUR CO Repairs needed: *New bracket *paint touch ups *has hole and is cracked	Jacob Ruppel	583B N. Central Ave		
SKYSCAPE Repairs needed: *Significant cracks Could be completely re-done- significant sanding required	Madeleine Evans	583B N. Central Ave		

STAINED GLASS MENAGERIE Repairs needed: *Large crack *Chipped paint *Cleaning Could be re-done- significant sanding required	Ashley Bush	N. Central & N. Fulton Ave.	
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WILD THING Repairs Needed: *Cleaning *plaque cleaning *small touch ups	Monika Julien	3483 North Fulton Ave (Depot)		
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UNTITLED Repairs Needed: *Cleaning *small touch ups	Julianne Hardy	Depot Plaza	 The image contains two photographs of a large, colorful butterfly sculpture. The top photograph shows the sculpture outdoors, partially obscured by green foliage, with a metal bridge structure visible in the background under a clear blue sky. The bottom photograph shows the sculpture indoors, leaning against a light-colored wall on a wooden floor. The sculpture is painted with a vibrant pattern of large, overlapping circles in red, orange, yellow, green, and blue, with a black and white striped body.
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UNTITLED Repairs needed: *Crack repaired *Cleaning *re-varnish *New plaque *Paint is significantly sun damaged. Still in decent shape though.	Tanya Downin	646-648 S. Central Ave (Depot, across from Chapman's)	
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UNTITLED Repairs needed: *Cleaning	Tanya Downin	620 S. Central Ave (Depot Museum)	
Untitled Inside Depot, so it's still in good shape	Allen Mason	Inside Depot Museum	

Hope Repairs Needed: *bracket and stand fixed, re-hung up *small touch ups Could be re-done, sanding and touch ups needed.	Katie Ferrero	636 S. Central Ave (Café at the Corner)	
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Believe In Yourself Repairs Needed: *Cleaning *Paint chipping Could be re-done: significant sanding required. (located in conference room)	Dana Gray	Jess Lucas Park, Gazebo		
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Penelope Cleaning needed	Julia Wener	680 S. Central Ave (by Christ Church and Carriage House)	
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Metamorphosis could be re-done	Gabriella Smith	636 S. Central Ave		
Untitled	Lee Eddie	Art Container at Jess Lucas Park		

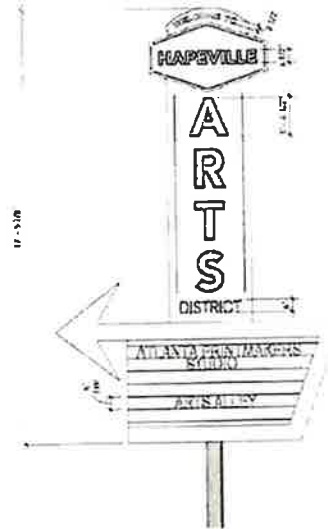
Could be re-done			
Unknown Repairs Needed: *Cleaning *Revarnished Could be completely re-done due to sanding required to refinish	Unknown	Art space, next to gallery container	

Chapman Drugs Could be re-done	Unknown	Office	
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Chick fil a Repairs Needed: *Sanding, paint touch-ups, and re- varnishing Could be re- done	Unknown	office	
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Exhibit D



2 3D AXON
10-18

1 ELEVATION OF NEON SIGN - FRONT
3'-8" x 1'-9"



Source: LumaSign LLC
P.O. Box 1754
Stone Mountain, Georgia 30086
T 202-614-7008
lumaluma.com

HAPEVILLE ARTS DISTRICT - NEON SIGN
748 VIRGINIA AVENUE
HAPEVILLE, GA 30354

CITY OF HAPEVILLE
200 VIRGINIA AVENUE
HAPEVILLE, GA 30354

NEON SIGN
SD-1.0
09/26/2023



1 VIEW FROM CORNER OF VIRGINIA AVE & S CENTRAL AVE - NEON SIGN
10-18



Source: LumaSign LLC
P.O. Box 1754
Stone Mountain, Georgia 30086
T 202-614-7008
lumaluma.com

ATLANTA PRINTMAKERS STUDIO
748 VIRGINIA AVENUE
HAPEVILLE, GA 30354

CITY OF HAPEVILLE
200 VIRGINIA AVENUE
HAPEVILLE, GA 30354

NEON SIGN
SD-1.1
09/26/2023

Title	0014	12/13/2023
	by Nikki Cales in GM on Main Street Grant Program 2023-2024	id. 44940045
	ncales@hapeville.org	

Original Submission	12/13/2023
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Score	n/a
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The GM On Main Street grant program will award five (5) \$50,000 grants to nonprofit organizations and municipal government entities to implement innovative placemaking initiatives in their local commercial districts. Applicants must be located near a General Motors facility to be eligible. See the list of eligible counties [here](#). Made possible by General Motors, this grant program prioritized applications that were place-making focused, innovative, inclusive, feasible, and replicable or easily scalable for other Main Street programs. The application period will be open through Monday, December 11, 2023 at 10:00 a.m. CT. This application form cannot be saved nor changed once submitted, so we recommend that you draft your responses separately, and then copy and paste your responses into this form to ensure that materials are not lost. Questions? Contact the GM on Main Street Grant Program team at GMonMain@mainstreet.org. We look forward to reading your application!

Applicant Details

Project Title	Art District Signage
First Name	Nikki
Last Name	Cales
Title/Position	Main Street and Grants Coordinator
Email Address	ncales@hapeville.org
Phone Number	+14046694673
Organization Name	City of Hapeville
Organization's Street Address Line 1	3468 North Fulton Avenue Hapeville, Georgia 30354
Organization's Street Address Line 2	
Organization's City	Hapeville

Organization's State: Georgia

Your Organization's
County Fulton, GA

Don't see your state or county listed? This grant program is only open to eligible counties selected based on their proximity to GM facilities; only certain counties in Georgia, Indiana, Kansas, Kentucky, Michigan, Missouri, Ohio, Tennessee, and Texas will be eligible for the program. Click [here](#) for a full list of eligible counties.

Your Organization's
ZIP Code 30354.0

Which best
describes your
organization: Municipal government entity (other than MSA Member Organization)

Organization Details

How many staff (full-
time and part-time)
does your
organization have? 146

Has your
organization led a
local placemaking
initiative before? No

If no, please
describe your
capacity/expertise to
manage such an
initiative. The City of Hapeville and the Main Street Board have conducted numerous public art projects in the community. Examples of these include butterfly installations, multiple murals, Free Art Boxes, and more. Although a placemaking initiative of this scale has not been constructed in Hapeville yet, we believe we will be successful because of our experience in fabricating public art projects, understanding of building/zoning procedures, and knowledgeable staff/board members. We have also utilized consultants that are experts in fabrication and installation of signage.

How many years has
the project lead been
in their current
position? 1

If the project lead were to leave their current position, what steps would be taken to ensure that this project would continue uninterrupted and be completed by the August 31, 2024 deadline?	The project lead works directly with the City of Hapeville Main Street Board. The Main Street Board is comprised of nine members. The members along with the Economic Development Department staff will ensure the project will continue uninterrupted and be completed by the August 31st, 2024 deadline.
Does your organization currently have any relationships or other partnerships with the GM facility in your area?	No

Project Details	
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Tell us about your project idea. Be sure to describe how your idea represents innovative, experimental, creative and/or entrepreneurial approaches to local, place-based placemaking.	The project proposed for this grant combines Hapeville’s goal of preserving and celebrating its small-town charm and history with its ambition to become a major arts center in metro Atlanta. The project consists of the fabrication and installation of two signs that will celebrate the Hapeville arts district. Each of these signs will be an original work of art created from sculpted metal and neon. Their design will harken back to Hapeville’s past and its extensive collection of buildings from the early 1900s. One sign will be located in front of the recently completed home for the Atlanta Printmakers Studio (APS) and will point the way to the rest of the downtown arts district. The APS building is a historic gas station that was painstakingly restored through a partnership between the City of Hapeville and the Hapeville Development Authority. The arts district sign in front will honor the style of the building while also creating a new visual focal point at a major downtown intersection. The second sign in this project will be located at the entrance to the Arts Alley in downtown Hapeville. The Arts Alley was formerly a blighted and rarely used service drive behind the historic downtown buildings. Over the past decade, numerous projects have transformed it into the active heart of downtown Hapeville, and most businesses have created secondary entrances at the back of their buildings to take advantage of its popularity. Projects completed by the city include: the installation of brick pavers, the construction of an art gallery from a shipping gallery, the painting of numerous murals, the construction of a plaza next to City Hall, and the installation of string lights across the alley. This sign will be stylistically similar to the sign in front of the Atlanta Printmakers Studio and will provide additional color, excitement, and whimsy in the Arts Alley. While wayfinding signage is commonly found in communities across America, this project will be a public art project that is a unique expression of Hapeville’s history and its future aspirations. Hapeville is a small town
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founded in 1891 and located directly adjacent to the City of Atlanta and the Hartsfield-Jackson International Airport. In the 1980s and 1990s, Hapeville suffered from a great deal of disinvestment and blight as the local economy shifted and most growth moved to the suburbs. However, in the early 2000s the city began to experience a renaissance as potential businesses and residents started to value its location close to the heart of metro Atlanta. In 2013, the Hapeville city government engaged with local residents to craft an economic development plan in order to guide the redevelopment and growth already taking place in the community. Through a process of extensive public engagement, two themes repeatedly emerged: a desire of local residents to preserve Hapeville's historic small-town charm; and excitement over the city's emerging identity as a progressive intown community with a thriving arts scene. The resulting economic development plan called for preserving the historic downtown buildings and neighbourhoods that recall its small-town roots while also creating a forward-looking and vibrant arts district.

Based on its growing arts scene, Hapeville began to brand itself as a "home for the arts" and the city government has supported these efforts through numerous programs and projects. These include: a series of murals and other public art resulting in the Hapeville Art Trail; the use of hotel/motel tax funds to construct a performing arts centre in downtown Hapeville for the Academy Theatre; the use of hotel/motel tax funds to restore a historic gas station to become the new home of the Atlanta Printmakers Studio; the creation of "free art" events where artists are paid by the Main Street program to create art that is given away to local residents and visitors; the construction of two art galleries from shipping containers; and the development of the "Arts Alley" behind downtown businesses. This signage/public art project will continue to build upon and celebrate Hapeville's unique identity as metro Atlanta's small-town "home for the arts."

At which stage are your plans for this project as of now?

Community engagement and planning

Physical Address of Project Site

748 Virginia Ave and Arts Alley (500 block of N. Central Ave.)
Hapeville
GA
30354
US

Briefly describe the public space where this project proposal would be implemented. (Please include its current size, location within the surrounding area, amenities, and any existing programming.)	The first sign will be located on a prominent corner at the entrance to downtown Hapeville and the arts district. It will anchor a public plaza located in front of the recently completed city-owned building that is home to the Atlanta Printmakers Studio. The building consists of a fully restored and renovated 1950s gas station along with a modern addition. It includes workspace for print artists, an art gallery, and a museum/gift store featuring antique printing presses. The building and addition create an L-shape at the corner with a public plaza in front. The plaza is slated to host a variety of outdoor arts related events featuring both APS and other artists. It includes extensive landscaping, electrical power for events, and a series of public art/street furniture created from automotive related items found inside the formerly abandoned gas station before its renovation.
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The second sign/public art installation included in this project will be located in the heart of downtown Hapeville at the entrance to the Arts Alley. This location is also adjacent to the Veterans Plaza and Hapeville City Hall. The Veterans Plaza currently includes a brick-paved, terraced outdoor space with a colonnade and a water fountain. The Arts Alley is a brick paved pedestrian path that ties together many of the businesses and activities in downtown Hapeville. There are several murals along the alley as well as a shipping container art gallery. Together, the Arts Alley and the Veterans Plaza are the location of a great deal of arts programming in Hapeville, and this sign will serve as a very visible landmark for those visiting for the first time. It will also be visible from many local businesses, including restaurants and coffee shops, with outdoor spaces along the alley.

Please upload 2-3 photos of the project space as it currently exists.

[Location_image_1.jpg](#)
[Location_image_2.jpg](#)
[Arts_Alley_location.jpg](#)

Does your organization own the site?	Yes
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Which type of public space is this site?	Street
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Please briefly describe the community in which your project would be implemented, including community demographics (racial, socioeconomic, age, etc.), population size, primary employers, etc.	Population size: 6,600 Racial Demographics: Black or African American- 37% White or Caucasian- 34% Hispanic or Latino- 31% Two or more races- 18% Asian- 3% Socioeconomic Demographics: Median household income- \$64, 235 About a quarter of households make over \$100,000 annually 13% of households making less than \$25,000 annually Largest industries are Accommodation and Food Services as well as Transportation and Warehousing Age Demographics: Median age of residents- 33.3
Main Street America believes Main Streets are for everyone. Please describe how your project design (including community engagement) and project execution plan actively takes into consideration the lived experiences and abilities of all of your community members such as race, age, gender, ability, religion, socioeconomic status, etc.	The City of Hapeville is one of the most diverse communities in metro Atlanta. In fact, no race or ethnic group constitutes a majority of the city's population. Whether it is celebrations during Black History Month, a mural by Yehimi Cambron, or the annual Dia de Muertos festival, public art and art events in Hapeville represent the diversity of the community. Hapeville is also very socioeconomically diverse. Art events sponsored by the City of Hapeville and the Hapeville Main Street program are always free of charge so that all are able to participate regardless of their income. This project will celebrate the diversity of Hapeville's art scene and will be a work of art that all can enjoy. It will also build on the ideas expressed by local citizens in numerous public engagement processes over the past decade.

Please provide three (3) specific ways in which you intend for this project to benefit your community. Additionally, how could this project be modeled and/or scaled for other Main Street programs.	1. Hapeville is located in metro Atlanta with many competing shopping, dining, and entertainment districts located close by. This project will build on our brand as the small town "home for the arts" and differentiate us from nearby communities. Local businesses will benefit from this heightened profile as metro Atlanta area residents look for places that unique and interesting. 2. This public art project will also be one of the first visual cues encountered by first-time visitors. It will very quickly begin the process of sharing the Hapeville story and its unique offerings and attributes. This is important for Hapeville because of its location directly adjacent to Hartsfield Jackson International Airport. There are literally millions of visitors to the area every year, and Hapeville typically has only a small amount of time to catch their attention and grab their interest in learning more about the community. 3. The public art/signage will also help orient visitors to the City and provide wayfinding landmarks to help direct people to downtown businesses and art venues. This project would a be an excellent opportunity for any Main Street Program that is also interested in distinguishing their Main Street Boundary as a hub for art and culture. Each city could take the project design and transform it to exhibit their unique qualities.
If this project lends itself to a volunteer day, please describe how volunteers from the nearest GM Facility could be involved.	N/A
Please provide a timeline for your project. Note when the different stages/elements of your project will be executed, if selected.	February 2024- Design Finalized March 2024- Public input April 2024- Request for Proposal May- Contracts signed. June/July- Installation
Does your project need more than \$50,000 to be completed?	Yes
If your project needs more than \$50,000 to be completed, please describe how you will cover the remainder of the budget.	The estimated cost of this project is approximately \$67,700. The remaining approximate 17,700 balance will be paid for by the City of Hapeville.

Please provide an itemized budget (.pdf, .xlsx, .jpg, or .doc) showing how the grant funds would be used. Make sure to include labor costs in your budget.

[Final_Arts_District_Sign_Budget_2024_.pdf](#)

Please upload up to three (3) letters of support for your project initiative.

[Letter_of_support-_historical_society.pdf](#)

[GM_on_Main_Street_Letter_of_Support_-_D_Burt.pdf](#)

[Letter_of_support-_MSB.pdf](#)

Please upload any other items you would like us to consider as a part of your application. For instance, copies of project renderings, photos of the space in which the project would be implemented, artist biographies, etc.

[arts_district_rendering.pdf](#)

Financial Information

If your organization is selected to receive this grant, you may be asked to provide more detailed business and financial information. Will you be able to provide these documents?

If you are awarded a grant, you will also be required to submit a simple final grant report using a template that we will provide. Will you be able to submit the report?

By checking this box, you acknowledge and agree to the GM on Main Street Grant Program terms and conditions.

Form Name:	2024 Community Activity Reports
Submission Time:	April 5, 2024 2:24 pm
Browser:	Chrome 123.0.0.0 / Windows
IP Address:	96.67.120.193
Unique ID:	1212142763
Location:	

Main Street Community Reporting:	Hapeville
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Designation Level	Classic
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Month of Report:	March
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Region:	Region 3
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Community Population:	5,001 to 10,000
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Person Reporting:	Nikki Cales
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I would like a copy of this completed report emailed to:	ncales@hapeville.org
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PROGRAM OPERATIONS

What is the total dollar amount spent on your program's operational expenses during this reporting period?	1878.27
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Please select all funding sources which contributed financially to your program's monthly operational expenses:	City's General Funds
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EVENTS and VOLUNTEERS

Did any events occur downtown during the reporting period?	Yes
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Were any of these events funded through or by the Main Street program?	Yes
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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:	114
---	-----

What is the total cumulative expenditures for these events, including advertising?	18383.73
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OPTIONAL REPORTING

How many events occurred in the downtown district during this reporting period?	1
What is the total estimated attendance for all events:	1600
Main Street Manager's Notes - Events	Butterfly Lantern Parade - Main Street Program

JOB CREATION

Did any of the following occur in your downtown district during this reporting period? Check all that apply.	Business Expansion
How many business expansions occurred in your program area during this reporting period? Keep in mind Business Expansions will have new jobs created	1
How many new jobs were created by business expansions during this reporting period?	3
Main Street Manager's Notes - Businesses Expanding	Verispine Joint Centers @ 1001 Virginia Ave. Suite 208.

PROGRAM PROJECTS AND EXPENSES

Were any of the following projects completed within your downtown district during the last month?	Building Rehabilitation - Commercial
How many commercial rehabilitation projects were completed during the reporting period?	3
What was the total investment for these projects	561750.00
Main Street Manager's Notes - Building Rehabs - Commercial	397 N. Central Ave. Ste 300 3396 Dogwood Dr. 703 N. Central Ave. Ste B.

NEW MAIN STREET STAFF

Did your program hire any new staff this month?	No
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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.