

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 Sudduth 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