

Hapeville Main Street Board of Directors Meeting
April 10, 2024, at 6:00PM

Present: Charlotte Rentz, Susan Bailey, David Burt, Lee Duke, Lorenné 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***

Lorenné Fey- ***Present***

Ellen Free- ***Present***

Melanie Rabb- ***Present***

Michael Gibbs- ***Absent***

Approval of Minutes

- A motion was made by David Burt to approve March 13, 2024 minutes. Lee Duke seconded the motion. Carried 7; 0 Abstained.

Approval of Financial Statements

- A motion was made by Lorenné Fey and seconded by Lee Duke to approve the Financial Statement for the period ending March, 2024. All approved.

Banner Project

- Andria Towne from ATL District presented updated banner renderings to the board.
 - Board members were pleased with the banners presented. It was recommended that for Banner 4 – replacing the “Hapeville” butterfly with the Blue butterfly from the top left corner as the focal point. Then, replacing the blue butterfly with the purple butterfly. It was also recommended to include the “A” for both “A Home for the Arts” and “A Main Street City.”

A motion was made by Loreenne Fey and seconded by Lee Duke to present the banner renderings to Mayor and Council with the recommended changes completed. All approved.

Old Business

Project Reports: 2023-2024 Workplan

Butterfly Lantern Parade

- Susan Bailey expressed concerns surrounding the police vehicles and fire truck going after the bikes in the parade. The police vehicle should be in the very front and the fire truck is not necessary for next year.
- Because every roadblock was not manned, the board suggests using a parking company to assist with controlling cars to ensure that no cars drive into the parade route.
- Nikki Cales will send the final Butterfly Lantern Parade expense and revenue report to Charlotte Rentz to update the work plan.
- Melanie Rabb will ask Laurie from the Little 5 Points parade for insight on parade management.
- Susan Bailey suggested that we have a point person who tells the bikes when to start, tells the Mayor when to start, and ensures that the creation station is closed up.
- Susan Bailey will confirm March 22, 2025 with Chantelle Rytter for the next parade.
- It was recommended by The Brass Tap that only 2 alcohol vendors are necessary for future parades.

Butterfly Installations

- The board decided on 10 butterflies to restore
 - “Untitled” by Jeffery Loy
 - “Summertime” by Amelia Donlan, Lillie Kline, and Elyse Elliott
 - “El Corazon de la Ciudad” by Allison Woodward
 - “Skyscape” by Madeleine Evans
 - “Stained Glass Menagerie” by Ashley Bush – but keeping the original design
 - “Believe in Yourself” by Dana Gray
 - “Metamorphosis” by Gabriella Smith
 - “Untitled” by Lee Eddie
 - “Unknown” by “unknown”
 - “Chapman Drugs” by unknown
 - “Chick Fil A” by unknown
- Susan Bailey will ask Chapman Drug Company if they would like the “Chapman Drugs” butterfly to display in their store. If not, we will proceed with refurbishing.
- David Burt suggested that the Butterfly located in The Depot Museum be moved outside or into a high-traffic area, such as City Hall. He will confirm why the butterfly is indoors.
- Nikki Cales will create the artist application to be reviewed by the Board.

- Artist Application will include stipulations listed below:
 - No political statements
 - No business promotion/logos/trademarks
 - No words
 - No obscenities
 - No religious material
- Lee Duke suggested that one question on the application include the supplies/materials required for the artist to complete their design.
- The Board suggested a \$500 stipend for artists. We will provide the paint.
- Nikki Cales will contact Cowpainters to see what paint is best.
- Nikki Cales recommended replacing all plaques for the Butterflies. David Burt suggested that we include Sharing Our Stories plaques as well.

Other projects

- Art Container Gallery
 - David Burt and Nikki Cales will meet with Adam from Cat Eye Creative to see if he would be interested in curating both art containers for a 4-month trial run- June, July, August, and September.
 - We would like to have a small art event once a month surrounding the exhibition. Potentially with live music and an alcohol vendor.
 - David Burt and Nikki Cales will also talk to Cat Eye Creative about the current installation being picked up.
 - Nikki Cales will ensure that the art container at Jess Lucas Park is painted.
 - Nikki Cales will check the air conditioning systems to ensure they are working
- #FreeArtHapeville
 - The Board tentatively decided on December 7, 2024 as the date for the next event.
 - David Burt will contact the violinist used at the 2023 event.
 - The board is interested in having a projectionist attend. David Burt will contact
- Landscaping at Samuel Hape Plaza
 - Ellen Free suggested using funds for landscaping around the art installation by William Massey
 - David Burt will send landscaping architect contact information
 - David Burt also suggested reaching out to William Massey about minor repairs to the art installation.

New Business

- GM on Main Street Grant
 - Nikki Cales expressed that it was recommended to obtain new renderings for the Art District sign at Atlanta Printmaker's Studio to comply with the City of

Hapeville sign ordinance. The height of 32 ft and the neon lights are noncompliant. The Board stated the following:

- Based on the verbiage on the grant application, the proposed rendering is a public art piece and therefore does not fall under sign ordinance requirements
- The GM on Main Street approved the grant proposal for this particular sign rendering, and changing this rendering means that we are receiving the grant money under false pretenses. The board believes this will violate the grant contract.
- The idea behind this sign was to be an iconic art piece in Hapeville that would attract visitors and set Hapeville apart from other cities.
- Nikki Cales asked the Board if they would be willing to compromise with adjusting the height of the design and eliminating the neon lights. The Board discussed potentially accepting a slightly shorter height but felt that the height and the neon lights align with the vision of making this an iconic art piece.
- The Board stated that they would like to present this to Mayor and Council and suggested that if it is not approved, then the grant money be returned to General Motors.
- Nikki Cales will report the board's viewpoint to her superiors and will provide the Board with suggestions on the next steps in this process.

December DCA Report

- No questions or comments posed.

Main Street Logo

- The Board requested that we reach out to AT with ATL District to see if they can assist in creating a new Main Street Logo with a butterfly theme.

Main Street Manager report

- Manager's report was represented throughout the meeting.

Announcements

- No announcements.

Next Meeting

- **May 8, 2024 at 6:00 pm.**

Public Comments

None.

Adjourn

A motion was made by Lee Duke and seconded by David Burt to adjourn April 10, 2024 meeting. All approved. The meeting was adjourned at 8:32 pm.

Charlotte C. Rentz, President

Nikki Cales, Secretary