

Hapeville Main Street Board of Directors Meeting
June 12, 2024, at 6:00 PM

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

Absent: Michael Gibbs, Melanie Rabb

Guest: Dawn Riley (Source Urbanism)

Call to Order

- Charlotte Rentz called the meeting to order at 6:02 PM and welcomed all Board members and guests.

Roll Call

Charlotte Rentz- *Present*

Susan Bailey- *Present*

Derrick Booker- *Present*

David Burt- *Present*

Lee Duke- *Present*

Lorenn Fey- *Present*

Ellen Free- *Present*

Melanie Rabb- *Absent*

Michael Gibbs- *Absent*

Approval of Minutes

- A motion was made by Susan Bailey to approve the May 8, 2024 minutes. Ellen Free seconded the motion. Carried 5; 1 Abstained.

Approval of Financial Statements

- A motion was made by David Burt and seconded by Susan Bailey to approve the Financial Statement for the period ending May 2024. All approved.

Source Urbanism – Arts District Signage

- The board discussed changes to the sign rendering to ensure that the sign meets the criteria set forth by council: maximum height of 25 ft and using LED lights in place of neon. Source Urbanism will make the following changes and create a new rendering to be shared with council and city manager:
 - Remove the rotating mechanism and bring the pole down to 11 ft.
 - Replace neon lights with LED lights \

- Reduce the size of “ARTS” lettering and slightly reduce the space between letters.
- Remove “Welcome to” section at the top of the sign
- Rounded edges of the sign to follow typical vintage sign style
- Reduce the number of text lines in the text box to 5 lines.
- Show the small bulbs around the arrow. This is an idea that has been included in the original design, but was not represented in the current rendering
- The sign will be wired to city power
- The “Arts Alley” sign will be designed similarly to the Arts District sign and will be placed on the corner of Dearborn Plaza and Arts Alley.

OLD BUSINESS:

Project Reports: 2023-2024 Workplan

Hapeville Celebrates Photography

- Cat Eye Creative proposed \$15,000 to curate, promote, and break down for the event. David Burt countered with \$13,000 with the removal of the Depot as one of the gallery locations. Cat Eye Creative approved.

A motion was made by Susan Bailey and seconded by Ellen Free to increase the payment to Cat Eye Creative for Hapeville Celebrates Photography from 9,000 to 13,000 and an additional \$500 for musical performances. All approved. Carried.

Main Street Logo

- The board discussed the designs presented and requested more options with the changes made:
 - Concept 1- removing the dots on the ends of the lines and the 1891.
 - Concept 2a-lowering the top of the light post so that it looks like the head of the butterfly.
 - Concept 3b-changing the middle color of the butterfly to orange for some contrast. Provide 2 options, 1 with a thin outline of the wings in the darker color and one without.

A motion was made by David Burt and seconded by Ellen Free to approve the 3 colors as the Main Street Board color palette (purple, pink, and orange) and font. The butterfly component will be decided at a later date. All approved. Carried.

A motion was made by David Burt and seconded by Lee Duke for Nikki Cales to spend up to \$5000.00 on logo items with the logo approved at this meeting. All approved. Carried.

Butterfly Installations

- Nikki Cales provided a brief update on the project.
 - The butterflies that are being refurbished are almost complete. The payment of \$3,000 will be transferred by the end of the month.
 - She met with Shannon Short to discuss replacing butterfly bracket straps that are rusted and cleaning the current butterflies. He will provide a quote for labor.
 - Artist applications- there are currently 11 applications and the board decided to extend the deadline to July 3rd at 5 pm. The board will discuss and choose designs during the July 10, 2024 board meeting.

Main Street Boundaries

A motion was made by Susan Bailey and seconded by Lee Duke for the following changes be made to the Main Street Boundaries Map:

- **South Central: Paper Plane (816 S. Central) to Fish Bowl Poke (610 S. Central Ave.)**
- **Virginia Ave: ending the district at Jakes Ice Cream (755 Virginia Ave.)**
- **N. Central: N. Whitney to Corner Tavern (573 N. Central Ave.)**
- **Dogwood: stopping at Arches (3361 Dogwood Dr.)**

All approved. Carried.

Other Projects

- Main Street Manager presented ideas that Councilman Reichart shared. The board decided to consider these new ideas in future meetings. The project ideas include:
 - Positive publicity for the Art District art piece and sign project
 - Placemaking murals
 - Destination Hapeville Signs
 - Arts Alley Connector
 - Electric Bell Tower
 - Painting Utility Junction Boxes
- Georgia 811 Temporary Memorial Plaque
 - Charlotte Rentz shared an update from 811. 811 proposed a historic plaque with a list of victims from the Daycare Explosion that is to be placed on the fence. The board discussed and agreed that placing the plaque on the fence would prevent people passing by from seeing it and suggested connecting it to a pole and placing it in the right of way by the sidewalk. The board also suggested including how this tragedy resulted in the creation of Georgia 811.
- Lee Duke suggested that the “Historic Hapeville” signs be replaced.

New Business

Landscaping at Dearborn Plaza

- The Main Street Manager received a quote from Simply Flowers to provide landscaping around the William Massey Art Piece in Dearborn Plaza for \$1618.75. The board suggested they add stone around the area as well to discourage cars from parking/driving in that area.

A motion was made by David Burt and seconded by Derrick Booker to approve up to \$2,000.00 to Simply Flowers for landscaping labor in Dearborn Plaza. All Approved. Carried.

State Art Collection Tour Grant

- The Board is interested in pursuing this grant opportunity to take place at Christ Church. The grant application requests for the grantee to choose 3 potential exhibit dates at which the board chose the following:
 - Venue 3: May 12-June 20
 - Venue 4: June 30-August 8
 - Venue 10: June 8-July 17
- The Main Street Manager will submit the application by the deadline on June 28, 2024.

May DCA Report

- No questions or comments posed.

Main Street Manager report

- The Manager proposed that the remaining funds from the 2023-2024 budget be used to purchase art supplies so that she can do weekly “Art Drops” in the Art Boxes. This will aid in promoting this resource and Main Street, as well as providing free art supplies to the residents and visitors of Hapeville.
- The Manager proposed that the remaining funds from the 2023-2024 budget also be used to purchase promotional materials with the chosen logo font and color scheme.

A motion was made by David Burt and seconded by Derrick Booker to approve up to \$2,000.00 for art supplies for “Art Drops” in the Art Boxes. All approved. Carried.

Announcements

- Ribbon Cutting Event will take place for Mind + Body Works on 6/13/24 at 11 am. 3396 Dogwood Dr.

Next Meeting

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

Public Comments

None.

Adjourn

A motion was made by Lee Duke and seconded by Ellen Free to adjourn June 12, 2024 meeting. All approved. The meeting was adjourned at 8:36 pm.

Charlotte C. Rentz, President

Nikki Cales, Secretary