



**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

January 8, 2025 6:00 PM

**AGENDA**

- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
  - Charlotte Rentz
  - Susan Bailey
  - Derrick Booker
  - David Burt
  - Lee Duke
  - Lorenne Fey
  - Ellen Free
  - Melanie Rabb
- 3. APPROVAL OF MINUTES:**
  - 3.I. December 11, 2024
- 4. APPROVAL OF FINANCIAL STATEMENT:**
  - 4.I. December 31, 2024
- 5. OLD BUSINESS:**
  - 5.I. 2024-2025 Workplan
  - 5.II. Butterfly Lantern Parade
- 6. NEW BUSINESS:**
  - 6.I. Election of Officers
  - 6.II. Public Art Projects
  - 6.III. Grant Opportunities
- 7. ANNOUNCEMENT(S):**
- 8. NEXT MEETING:**
- 9. PUBLIC COMMENTS:**
- 10. ADJOURN:**

Hapeville Main Street Board of Directors Meeting  
December 11, 2024, at 6:00 PM

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

Absent: Derrick Booker, Ellen Free

**Call to Order**

- Charlotte Rentz called the meeting to order at 6:07 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*

Lorenne Fey- *Present*

Ellen Free- *Absent*

Melanie Rabb- *Present*

Vacant

**Approval of Minutes**

- **A motion was made by Lee Duke to approve the November 13, 2024 minutes with the correction made to the next meeting year. Lee Duke seconded the motion. Carried 4; 1 Abstained.**

**Approval of Financial Statements**

- **A motion was made by David Burt and seconded by Lee Duke to approve the Financial Statement for the period ending November 30, 2024. All Approved.**

**OLD BUSINESS:**

2024-2025 Workplan

- Charlotte Rentz made suggestions for the allocated budget to ensure that the board does not exceed their budget. The suggestions included changing the allocated \$16,500 to \$0 for the art district sign project and changing the allocated \$3,000 to \$0 for the Art Container Gallery Curation. No vote.
- The board discussed the 2025 retreat and tentatively planned for February 22, 2025. Nikki Cales will reach out to her contact in Newnan, GA to inquire about potential retreat location. The board also discussed Serenbe as a potential location.

- The board discussed Hapeville Shutter Fest and potential changes for 2025's event. Nikki Cales mentioned that the attendance was lower than our goal and David Burt suggested adding something different such as projecting the photographs.
- Melanie Rabb is interested in attending the Main Street Now Conference in 2025. The board agreed to allocate funds towards the registration fee.
- The board discussed grant opportunities and would like to pursue Fulton County art grants.

**A motion was made by David Burt and seconded by Lee Duke to allocate \$465 to cover the cost of Melanie Rabb's registration fee to attend the 2025 Main Street Now Conference. All approved.**

#### #FreeArtHapeville

- The board discussed ways to improve the event for next year to include
  - Clear communication and delegation
  - All new artists
  - Earlier start time and end time, after dark in the cold we lose the crowd
- Board discussed an event in May but Main Street Manager recommended we stick to once a year in December because of budgetary constraints.

#### **New Business**

##### 2025 Meeting Schedule

- **A motion was made by Lee Duke and seconded by Melanie Rabb to approve the 2025 Main Street Board Meeting Schedule. All approved.**

##### Butterfly Lantern Parade

- Susan Bailey has been in contact with Chantelle Ryter. Chantelle will be emailing her proposal and potential workshop dates soon.
- Nikki Cales will reach out to the DJ Scott Morris to see if he is available.
- The board would like to sell merchandise at the event including t-shirts and Hapeville related artwork that we have acquired through Free Art Hapeville.
- The board would like to book Market Hugs again and want to express specific parameters around the vendors and their merchandise to ensure it aligns with the theme.
- Susan Bailey recommended new signs near parking that say "Permit Parking Only" for the Jess Lucas Park parking lot.
- The board would be interested in pursuing sponsorships for this event. Melanie Rabb is reaching out to Tito's and other corporations that could potentially sponsor. Nikki Cales will create a sponsor tier to share with businesses.

## **Announcements**

- Aladin will be showing at the Academy Theatre this weekend.
- Nikki Cales will be facilitating the annual assessment presentation for DCA and Georgia Main Street on March 3<sup>rd</sup>.
- The Georgia Main Street annual assessment is due January 15<sup>th</sup> and board training hours need to be completed by December 31<sup>st</sup>.

## **Next Meeting**

- **January 8, 2025 at 6:00 pm.**

## **Public Comments**

None.

## **Adjourn**

**A motion was made by David Burt and seconded by Lee Duke to adjourn December 11, 2024 meeting. All approved. The meeting was adjourned at 8:00 pm.**

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Charlotte C. Rentz, President

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Nikki Cales, Secretary

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

100-GENERAL FUND  
DEPARTMENT - MAIN STREET  
% OF YEAR COMPLETED: 25.00

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 ICI 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	50,000.00	50,000.00	0.00	0.00	0.00	50,000.00	0.00
100-5-7550-522000 Festivals	35,000.00	35,000.00	5,664.02	94.50	5,758.52	29,241.48	16.45
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	93,600.00	93,600.00	5,664.02	94.50	5,758.52	87,841.48	6.15
SUPPLIES & MINOR EQPT							
100-5-7550-531100 Supplies	1,500.00	1,500.00	63.60	0.00	63.60	1,436.40	4.24
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	63.60	0.00	63.60	1,736.40	3.53
CAPITAL OUTLAYS > \$5000							
100-5-7550-541200 Site Improvements	10,000.00	10,000.00	1,268.75	0.00	1,268.75	8,731.25	12.69
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	10,000.00	10,000.00	1,268.75	0.00	1,268.75	8,731.25	12.69
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	105,400.00	105,400.00	6,996.37	94.50	7,090.87	98,309.13	6.73
TOTAL EXPENDITURES	105,400.00	105,400.00	6,996.37	94.50	7,090.87	98,309.13	6.73
REVENUES OVER/(UNDER) EXPENSES	( 105,400.00)	( 105,400.00)	( 6,996.37)	( 94.50)	( 7,090.87)	( 98,309.13)	( 6.73)

City of Hapeville

**Statement of Revenues & Expenditures**

With Budget Comparisons

Main Street Department

Sixth Month Ended December 31, 2022

	<b>Previous Month (Balance)</b>	<b>6 Month Ended 31-Dec-22</b>	<b>Annual Budget</b>	<b>Year to Date</b>	<b>Budget Balance</b>
<b>Revenues:</b>					
MS Donations					
<b>Expenditures:</b>					
Professional	0	0	0	0.00	0
Festivals	7,530	1,858	33,930	9,388.21	24,541.79
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
<b>Total Expenditures</b>	<b>11,343</b>	<b>1,858.21</b>	<b>58,330.00</b>	<b>13,200.71</b>	<b>45,129.29</b>

**Transactions: 4**

**Festivals**

Reinbursement for S. Bailey	58.21
FAH Event Aura Photos- Kirkland	1,000
FAH Artist ATL Printmakers- patches	300
FAH Artist GR Sports- Christmas ornaments	500

	A	B	C	D	E
1					
2					Main Street Board Annual Work Plans FY2024-25 +@ 20241231
3					(Some items to be approved by Council)
4		24-25 Brd App Spent	Budget 2024-25 Allocated		
5					Board Administration & Training
6		\$0.00	\$465.00		Dues & fees [Education & Training] [Msb mtg; approved \$465 to cover registration cost for 2025 Main Street Now Conf]
7		\$0.00	\$0.00		Travel
8		\$0.00	\$0.00		MsbRetreat
9					
10					Hapeville Arts District/Main Street
11	##		\$16,500.00		Arts District Signage: Signage at Vir Ave Printmakers Loc (Approv: @20241009 Brd Mtg, Brd approved additional \$16,500 from MS Regular COH 2024-25 budget to add to \$50,000 GM Grant. (See below) )
12					
13					Marketing & Signage
14		\$0.00	\$0.00		Arts Alley Signage
15		\$0.00	\$0.00		Art Boxes Signage & Maintenance
16		\$0.00	\$0.00		Main Street City Banners
17					
18					Public Art & Beautification
19	##	\$628.62			Butterfly Installations, Collection & Maintenance. Relaunch, Promotion (Spent: (20240900: \$5,850 ...Supplies & Labor ) + (20241000: \$14.82 + \$50.20 + \$500 = \$565.02...Butterfly Signs & Catering) = \$6,415.02). ## \$6,415.02 payment was reported on the Bridge Budget, the Oct 20024 financial showed \$565.02 or Launch signs & Catering, and the Nov 2024 financial showed \$63.60 for Butterfly plaques; but some additional expenses are expected. (Refer to MS Coordinator)
20		\$0.00	\$0.00		N. Central Hanging Planters
21		\$0.00	\$0.00		Depot Beautification Project
22		\$0.00	\$0.00		Shannon Lake Mural hold until further notice
23	##	\$1,268.75	\$1,268.75		Landscaping around William Massey Art Piece in Dearborn Plaza: (Approv: 20240612: > \$2,000) (Spent:20241100...Landscaping = \$1,268.75;adjusted allocated amount appears on 2024-25workplan budget)
24					Local Business Support
25		\$0.00	\$0.00		Local Business Support program
26					
27					Historic Preservation & Arts District Site/Venue Improvements
28		\$0.00	\$0.00		HistPres May 2025 (Historic Preservation Month Project)
29					
30					Arts & Celebration Events
31	##	\$925.00	\$925.00		20241000 HSF (Hpvl Shutter Festival) (MSB, at 20240508 mtg, approved up to \$9,000 to Cat Eye Creative for HCP Project curaion etc. and up to \$500 for a violinist for the HSF event (?): (Approv: 20240612: \$13,000...CatEye + \$500...Musical.Perf = \$13,500) (Spent: ((20240900: \$6,500...CatEye) + (20241000: \$925.00...J.Stringer.Perform) = \$7,425)) (All expenses for 2023-2024 FY(~\$7,500) have now been reported but MSB needs to vote on this project for spring of FY 2024-2025)
32	##				Art Container Gallery Curation: (MSB, at 20240508 mtg, approved up to \$3,000 to Cat Eye Creative to curate (1 or 2 container galleries ?) on a trial basis (Project currently on hold pending action by City Council.)
33	##	\$2,800.50	\$2,800.50		20241207Free.Art.Hapeville (FAH). Dec 7 (Approv: 20240911Mtg: Brd.discussed.budget of \$7,500 but no vote was taken) All expenses for Fy 2024-2025 have been reported and are shown in Col B (\$2,706 + \$94.50 =\$2,800.50 ) and budget allocation in Col C has been adjusted to reflect that number[Row 37 shows an unidentified expense item [\$2958.02] which are additional expenses that should be examined & may be for this project.]
34	##	\$0.00	\$17,000.00		20240300 Hpvl Butterfly Parade (HBP)/Spring Art Event (SAE)Mar: (Project budget needs to be discussed at 202501 MSB mtg. 20230531 financials show \$16,758.48 as the total co last year, so the estimated allocation shown here is \$17,000.00 .)
35	##	\$0.00	\$0.00		20250500 Free Art Hpvl)FAH/May 00

	A	B	C	D	E
2					<b>Main Street Board Annual Work Plans FY2024-25 +@ 20241231</b>
3					<b>(Some items to be approved by Council)</b>
4		<b>24-25 Brd App Spent</b>	<b>Budget 2024- 25 Allocated</b>		
36					<b>Miscellaneous</b>
37	##	\$1,121.49	\$1,121.49		Advertising & Promotion: (Approv: 20240612: > \$5,000.or.Total.Funds.Remaining in 23-24 Budget...Logo.Items.WithNewly.Approved.Logo + Art.Boxes.Art.Drop.Supplies: > \$2,000); (Spent: 20240800: ( ( \$330.55...Logo.Item.Giveaways + \$790.94...Logo.Stickers)=\$1121.49)
38		\$2,958.02			Unidentified (maybe Free Art Event?)
39					
40					<b>Summary</b>
41		\$9,702.38	\$40,080.74		Col B= Sum of amount spent through dec 31, 2024; Col C= Sum of amount currently allocated from 24-25 budget
42		\$15,319.26	\$55,400.00		Col B = Amount of budget still to be allocated at Dec31,2025; Col C: 2024-2025 FY Budget); Col D = Amount left remaining to spend on other projects (perhaps Arts District Signage...)
43					
44					<b>Special Funding - GM Grant for Arts District Signage</b>
45		\$23,000.00	\$50,000.00		Arts District Signage: Signage at Vir Ave Printmakers Location (Approv:20241009:Additional. \$16,500 from MS Regular COH 2024-25 budget to add to \$50,000 GM Grant) (Assume expenses taken from GM funding first with additional expenses from allocated amount listed under COH Budget above.) (Spent: 20241001: \$23,000...Claud.Neon.Feder.Signs)
46					
47					<b>GREEN: Approved; RED: SPENT; BLUE:COMMENTS; RED in Number Columns: Change from Previous Reports</b>
48					

## **Brief Butterfly Lantern Parade Timeline:**

### January:

- Meeting with Market Hugs to discuss vendor needs, forms, pricing, etc. (1/8)
- Logistics meeting with Chantelle, Police Department, Fire Department, and Community Services (1/28)
- Promote sponsorship opportunity to businesses
- Hire music
- Reach out to food and alcohol vendors we'd like to have
  - 2 alcohol vendors – brass tap & café belli? Maybe talk to chattabrewchie about hosting after party?
  - 2-3 food vendors? Grindhouse

### February:

- Confirm sponsorships (2/10)
- Order printed marketing material & install (week of 2/17)
- Confirm vendors & begin getting the necessary documentation
- Submit event to advertising platforms

### March:

- Final logistics meeting
- Letter to businesses along route
- Walk through park with Community Services
- Prepare Creation Station Supplies