

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

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

Absent: Ellen Free

Guest: Dawn Riley

Call to Order

- Charlotte Rentz called the meeting to order at 6:00 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*

Lorenné Fey- *Present*

Ellen Free- *Absent*

Melanie Rabb- *Present*

Approval of Minutes

- A motion was made by Susan Bailey to approve August 10, 2024 minutes. Lorenné Fey seconded the motion. Carried 6; 1 Abstained.

Approval of Financial Statements

- A motion was made by Susan Bailey and seconded by Melanie Rabb to approve the Financial Statement for the June 2024, July 2024, and August 2024 periods. All approved.

GM on Main Street Grant

- Dawn Riley presented the final total for the project, being \$63,000 with sign fabrication, installation, and payment to Source Urbanism. She presented potential design changes that could help reduce the cost of the Art District Sign. Those design changes include removing the 3D lettering in ARTS, fewer side lights, and the removal of a couple lights. These changes reduced the cost to \$43,000 as opposed to \$50,000. The board discussed using money in their budget to assist in offsetting the additional cost.

- The board decided that they would like to keep the 3D lettering
- Dawn discussed the possibility of additional cost depending on nearby powerlines needing to be shut down, and permits/road closures. Nikki Cales ensured that because this is a City project, no cost will be associated with road closures or permits. Dawn Riley also mentioned that there is the potential of additional cost if the existing pole structure is deemed inadequate.

A motion was made by David Burt and seconded by Lee Duke to authorize \$16,500 out of our upcoming fiscal year budget for sign fabrication and installation. All approved.

Old Business

2023-2024 Workplan

Art Containers

- Lorene Fey thanked Nikki Cales for the work she has done to refurbish the Art Containers and the board agreed that they look fantastic.
- Nikki Cales provided an update on the project. The Depot Museum submitted a proposal to take ownership over the art containers. Nikki Cales submitted a proposal regarding the work the Main Street Board has already completed and a timeline of what programming we plan to begin. Both proposals are being reviewed and there is no further update.
- Susan Bailey stated that the Main Street Board has been working on this idea for two years and have finally gotten to a point where they can execute the Art Container activation because there is now a Main Street Manager in place. There is difficulty in understanding how the Depot Museum and Art Containers correlate.
- David Burt provided background information regarding the Art Containers and how they came to fruition.

Hapeville Shutter Fest

- The artists and photographs have been selected. Cat Eye Creative sent them to Nikki Cales and David Burt for review and confirmation.
- The locations include both art containers, the methodist church, and large photos on the fence by the pedestrian bridge.
- Cat Eye would like to offer a vendor market in Arts Alley and the board approved.
- David Burt will coordinate music.
- Melanie Rabb let the board know that there is a photography festival in Atlanta that is similar to Atlanta Celebrates Photography called Atlanta Parties for Photography. The board is interested in reaching out and participating in the future.

New Business

Butterfly Launch Event

- The butterflies will be complete on September 20th so the board will offer a “Butterfly Launch” at the Academy Theatre on October 3rd from 6:30-8 pm. Artists, their family and friends, and the public are invited.
- Susan Bailey is coordinating having them sealed by Chris Phillips at All Pro Muffler at no cost to the board.
- Nikki Cales would like to purchase all new plaques. The board suggests Right Sales and Service.
- Nikki Cales discussed locations that the previous butterflies were located. The board will need to decide the location for each butterfly.
- The board decided to have the butterflies displayed on tables with black tablecloths with an artist introduction beginning at 7pm. The board would like to invite Mayor Hallman to introduce the project and the artists. Susan Bailey will reach out to him.
- The board would like to hire Brass Tap to cater food and offer a specialty cocktail. The Academy Theatre will provide sodas and waters.
- The board would like to get stickers and magnets made of each butterfly to sell or giveaway. Not necessarily for the event but in general to have.
- Nikki Cales is working with Brighter Travel on how to engage the Hapeville Butterfly Tour through QR codes and “Passport” events. She will provide updates as they come.

Sharing Our Stories

- The Board would like to include promotional material related to the Sharing Our Stories public art pieces to include a QR code with each piece that will lead to a page on the website that describes the background of the piece.

Free Art Hapeville

- Date: December 7th
- Budget: The board discussed the previous budget.
 - \$7500 budgeted, and \$5900 was spent.
- Melanie Rabb suggests that we keep the budget at \$7500. Nikki Cales and Melanie Rabb will meet to discuss details of the event.

Main Street Manager report

- Manager’s report was represented throughout the meeting.

Announcements

- Lorene Fey announced the Film Summit.
- Lorene Fey announced the the opening of Two Drink Minimum this past Friday.

- Nikki Cales announced the Tri-Cities Merchant Mixer on September 19th at WiseAsh Cigar and Spirits Lounge.
- Nikki Cales announced the first film in the 2024/2025 Southern Circuit Film Series will take place on September 27th.
- Nikki Cales announced a ribbon cutting event for Greyson Recovery and Mediation Solutions tomorrow morning at 10am.

Next Meeting

- **October 9, 2024 at 6:00 pm.**

Public Comments

None.

Adjourn

A motion was made by David Burt and seconded by Lee Duke to adjourn September 11, 2024 meeting. All approved. The meeting was adjourned at 7:33 pm.

Charlotte C. Rentz, President

Nikki Cales, Secretary