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. Susan Bailey 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 is 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 3rd.
- The Georgia Main Street annual assessment is due January 15th and board training hours need to be completed by December 31st.

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 Nikki Cales, Secretary