

Hapeville Main Street Board of Directors Meeting
January 8, 2025, at 6:00 PM

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

Absent: Lorene Fey

Guest: Chantelle Rytter

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*

Lorene Fey- *Present*

Ellen Free- *Absent*

Melanie Rabb- *Present*

Vacant

Approval of Minutes

- **A motion was made by Lee Duke to approve the December 11, 2024 minutes with the correction made to who seconded the minutes motion. Melanie Rabb seconded the motion. Carried 5; 1 Abstained.**

Approval of Financial Statements

- **A motion was made by David Burt and seconded by Ellen Free to approve the Financial Statement for the period ending December 31, 2024. All Approved.**

OLD BUSINESS:

Butterfly Lantern Parade

- Chantelle Rytter suggested to reserve Christ Church for the whole week before the event
- Chantelle Rytter will reach out to The Hangar to see if they are interested in selling the lantern kits
- Melanie Rabb will reach out to Kathy with ATL Printmakers Studio to see if they are interested in hosting a parade viewing party at their location

- The board would like to reach out to The Hangar to see if they are interested in hosting the after party.
- Melanie Rabb will attend January 28th Logistics Meeting at City Hall.
- The board would like new parking signs for the Jess Lucas Park parking lot that state it is only open for accessible parking and vendor parking. Chantelle Rytter needs 5 spots dedicated for parade people. We will confirm how many parking spots are available in the lot so that we can decide how many spots to offer the vendors.
- The board would like to have the Mayor announce the parade beginning, Susan Bailey will connect the Mayor and Chantelle.
- Last year the Fire Truck joined the parade at the wrong time. We want to ensure that doesn't happen again.
- We need to make sure that the parking lots on Virginia Ave. are blocked so that patrons leaving places like Waffle House are not able to get into the road.
- 8:10 start time for parade
- We want to promote the event in a way that let's people know that they don't have to spend money to attend
- Nikki Cales is meeting with Freeside Atlanta to see if there is an opportunity to collaborate in creating an interactive art piece for the festival attendees
- Ellen Free will reach out to the Photobooth company to see if we are able to get a photobooth in Hapeville for the event.
- Melanie Rabb has been in contact with Coca-Cola for a sponsorship opportunity. They will have a booth where they will give away bottles of water. They will also be donating \$500.
- Nikki Cales explained that any sponsorships we receive must be paid to the City of Hapeville. The sponsorship funds do not immediately go into our budget.

2024-2025 Workplan

- Nikki Cales provided an explanation for the Bridge Budget. Our current budget is \$55,400.00 and the expenses from the Bridge Budget was not deducted from our 2024/2025 budget.
- The board would not like to discontinue the Hapeville Shutter Fest and replace it with Gallery Crawls.
- Nikki Cales provided an update on the Artist Residency Program. We have been given the go ahead to begin. Nikki has created an application, contract, and promotional material. The next step is to create an interview panel of people from arts organizations in Hapeville.
- Nikki Cales suggests applying for the T-Mobile Hometown Grant to secure funding to make improvements to the Art Containers to include: keyless entry, new doors, security

system, cameras, extended patio, messaging boards installed on the outside, etc. David Burt will share an architect contact to get a rendering created of patio extensions.

- Melanie Rabb suggests adding the artwork that the board has collected to a third party website where people can purchase merchandise. The board suggests working with Tanya Downin to create a butterfly to be used for merchandise.

A motion was made by Susan Bailey and seconded by Melanie Rabb that the board implements a requirement that all debts of invoices must be submitted within 60 days from date of service. All approved. Carried.

Art District Signage

- Henry Inc. reached out to Georgia Power concerning the power lines above the current sign. Three of them are regular distribution lines and one of them is a transmission line that is connected to the airport as a backup. If the airport loses power, this is a line that is used. This makes it difficult to have the power lines turned off. There may also be a need for an authorization letter from the transmission department of Georgia Power to put the sign under it. The existing pole is unusable so we will be relocating it further back into the plaza.

A motion was made by David Burt and seconded by Ellen Free to authorize Charlotte Rentz and Nikki Cales to pay for a historic plaque for the Worry Rock. Carried. All Approved.

NEW BUSINESS:

Election of Officers

A motion was made by David Burt and seconded by Ellen Free to elect Charlotte Rentz as the Main Street Board President. All approved. Carried.

A motion was made by Susan Bailey and seconded by Ellen Free to elect Melanie Rabb as the Main Street Board Vice President. All approved. Carried.

A motion was made by David Burt and seconded by Lee Duke to elect Nikki Cales as the Main Street Board Treasurer and Secretary. All approved. Carried.

- Charlotte Rentz discussed with the board that the election of board members has been staggered in the past but is not reflected in current documentation. The beginning of the year is also the time for board members to be reappointed. The board will work to confirm the members standings.

Next Meeting – Main Street Retreat

- **February 22, 2025 at 10:00 am.**

Announcements

- Nikki Cales reminded the board that they are invited to the Ethics Training offered by the City of Hapeville. This is optional. February 1st.
- Nikki Cales reminded the board that they are invited to the Board Appreciation Dinner hosted by the City of Hapeville.
- Nikki Cales is finishing the annual assessment for Georgia Main Street on January 15th
- Nikki Cales is applying for the Municipality Project Grant on January 17th to assist in funding the butterfly lantern parade
- The Butterfly Parade logistics meeting will take place at City Hall on January 28th.

Public Comments

None.

Adjourn

A motion was made by David Burt and seconded by Lee Duke to adjourn January 8, 2025 meeting. All approved. The meeting was adjourned at 8:08 pm.

Charlotte C. Rentz, President

Nikki Cales, Secretary