

Hapeville Main Street Board of Directors Minutes
February 22, 2025, Annual Retreat

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

Absent: Ellen Free

Guest: Summer Shohfi

Main Street Board

- Board members discussed details surrounding appointing new board members for vacant positions. By-Laws need to be revisited.
- Board appointment dates are out of sync and were designed to be staggered. Board members will check their records to find their first appointment was.
- Main Street Manager will review National Main Street guidelines to inquire about board member requirements related to being a business owner or resident.

Current Projects

Art District Signage

- Main Street Manager provided an update regarding the sign. David Burt agrees with Main Street Manager about moving the sign to a different location proposed in the packet. We will set up another meeting with Source Urbanism to discuss placement.
- The board only wants Main Street events and information in the message board of the sign.

Marketing

- Main Street Manager provided an update on Instagram and Facebook pages. The board is interested in starting a TikTok account.
- Creating Main Street merchandise with artwork to sell through a third-party website.
- The board discussed inquiring about the City purchasing the building and lot at 595 N Central to be used as a visitor center/art gallery. Susan Bailey will email Mayor and Council.
- Board discussed options for the butterfly component design that will be included in the Main Street logo.

Butterfly Lantern Parade

- Board discussed having a “Best Lantern” award for the parade with the judges being at the ATL Printmaker’s Studio.
- The board would like to get merchandise to sell at the event.
- Susan Bailey will count how many parking spots are available in the Jess Lucas Park lot.
- Board would like to encourage Corner Tavern to host an after party following the event. Susan Bailey will email owner.

Photobooth

- Will be used in the park for the Butterfly Parade and will be moved to N. Central.
- Interactive art piece on the side of the photobooth for an activity during the parade. Paint by numbers design.
- Board needs to budget for cost of labor for photobooth painting.

Public Art

- Hapeville Art Piece in Arts Alley- Katelin Colburn submitted a design proposal to refurbish the existing piece.
- Artist quoted \$2500 to complete project. Main Street Manager recommends finding grant funding for this project to ensure that our budget entirely is able to fund existing events/programs.

Gallery Crawls/Art Residency

- Main Street Manager provided an update on the program's progress.

Daycare Memorial Plaza

- Board received a \$5,000 grant from Georgia Power. Main Street Manager discussed best use of funds with Source Urbanism and decided that we should rescope the project to lower cost so that we can have more opportunity to secure funding. Possibly constructing the sculpture and a small concrete circle surrounding it with nice landscaping.
- Main Street Manager applied for Lowes Grant for this project.

Visioning Session

Business Support

- Main Street Manager recommends implementing more opportunities for businesses to network and receive resources. The board discussed options and agreed on creating a quarterly Zoom call for Hapeville business owners with resources attached. In person once a year.
- Board would like to create a survey for businesses to see how Main Street can support them and types of resources needed.

Community Engagement

- Main Street Manager suggested hosting a community visioning session for residents and business owners to attend to meet the board and share ideas. Board also discussed creating a survey.
- The Board discussed collaborating with other organizations in Hapeville.

Building/Parcel tracking

- The board discussed ways that we can be more aware of empty buildings with the goal of assisting in recruiting businesses.
- The board discussed the empty buildings and if there are any opportunities to encourage improvements.

Introducing new workplan

- Main Street Manager introduced an updated workplan layout to the board. The board is open to moving forward with this new layout.

Next Meeting

- **March 8, 22, 2025 at 6:00 pm.**

Charlotte C. Rentz, President

Nikki Cales, Secretary