



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

3468 N Fulton Ave.
Hapeville, GA 30354

May 13, 2026 6:00 PM

AGENDA

- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
 - Charlotte Rentz
 - Derrick Booker
 - David Burt
 - Lee Duke
 - Lorenne Fey
 - Ellen Free
 - Christine Reid
- 3. PUBLIC COMMENTS:**
- 4. APPROVAL OF MINUTES:**
 - 4.I. April 8, 2026
- 5. APPROVAL OF FINANCIAL STATEMENT:**
- 6. OLD BUSINESS:**
 - 6.I. 2025-2026 Workplan
 - 6.II. Summer Gallery Crawl
- 7. NEW BUSINESS:**
 - 7.I. Vice President Nomination
 - 7.II. Board Committees
- 8. ANNOUNCEMENT(S):**
- 9. NEXT MEETING:**
 - 9.I. June 10, 2026
- 10. ADJOURN:**

Hapeville Main Street Board of Directors Meeting
April 8, 2026, at 6:00 PM

Present: Charlotte Rentz, Derrick Booker, Lee Duke, Lorene Fey, Ellen Free, David Burt

Absent: Melanie Rabb

Guest:

Call to Order

- Charlotte Rentz called the meeting to order at 6:05 PM and welcomed all Board members and guests.

Roll Call

Charlotte Rentz- *Present*

Derrick Booker- *Present*

David Burt- *Present*

Lee Duke- *Present*

Lorene Fey- *Present*

Ellen Free- *Present*

Melanie Rabb- *Absent*

Vacant

Approval of Minutes

- **A motion was made by Lee Duke to approve March 11, 2026 minutes. Derrick Booker seconded the motion. Carried 7; 0 Abstained.**

Approval of Financial Statements

- **The Board will wait to approve financial statements until further notice.**

OLD BUSINESS:

2025-2026 Workplan

- Nikki Cales gave a brief update of the financials that are reported on the 2025-2026 Workplan to include amount spent and the remaining budget.

Butterfly Lantern Parade Recap

- The event was a huge success!
- Ways to improve the event for next year:
 - Hire a company to assist with crowd control, parking lot control, etc.
 - Create a parade line up location in Sam Hape Plaza where the public that are participating in the parade line up and know when to enter.

- Creation Station: implementing a time limit, more volunteers, take the chairs away to encourage turnover, limit to only a couple crafts. Maybe we could get college students to assist.
- More directional signage for each activity
- Faster facepainting and caricature drawing
- Assistance with parade wrangling
- Ensure that the Main Street Board members that are volunteering at the booth needs to be rotating so that one person isn't stuck there the whole time
- No booths in the 1-5 booth locations because it was too crowded
- Moving the DJ closer to the action

NEW BUSINESS:

Vacant Board Positions

A motion was made by Derrick Booker and seconded by David Burt to nominate Christine Reid as a Main Street Board member. All Approved. Carried.

Next Meeting –

- **June 10th at 6:00 PM**

Announcements

None.

Public Comments

Mike Rabb, owner of Corner Tavern, proposed a fundraising opportunity for the Main Street Board where once a month a percentage of the profits from Corner Tavern will go to the Main Street Program. Staff will contact Mike Rabb with instructions and details.

Adjourn

A motion was made by Lee Duke and seconded by Ellen Frree to adjourn May 13, 2026 meeting. All approved. The meeting was adjourned at 8:30 pm.

Charlotte C. Rentz, President

Nikki Cales, Secretary

Key: Has been expended -not yet reflected in expense report
 Suggestion All expenses reflected
 Will be credited Planned expenditures

account	Free Art Hapeville	Artist Residency	Oct Gallery Crawl
Festivals	\$780.00	\$350.00	\$4,500.00
Festivals	\$1,110.00	\$350.00	\$3,300.00
Festivals	\$400.00	\$60.00	\$500.00
Festivals	\$425.00	\$500.00	\$350.00
Festivals	\$500.00	\$500.00	\$300.00
Festivals	\$450.00	\$500.00	\$299.00
Festivals	\$395.00	\$500.00	\$500.00
Festivals	\$500.00	\$84.70	\$2,100.00
Festivals	\$500.00	\$500.00	\$300.00
Festivals	\$200.00	\$800.00	\$125.86
Festivals	\$500.00		\$32.63
Festivals	\$400.00		\$57.84
Festivals	\$350.00		\$100
Festivals	\$865.00		
Festivals	\$372.60		
Festivals	\$129.73		
Festivals	\$159.99		
Festivals	\$48.77		
Festivals	\$178.50		
Festivals	\$74.49		
Total Spent	\$9,339.06	\$3,844.70	\$12,865.33
Total Allocated	\$8,369.08	\$5,000.00	\$12,865.33
			\$0.00
			\$11,155.30
			\$30.00

original allocation of \$7500

account	Butterfly Parade	Free Art Hapeville	Artist Residency	Oct Gallery Crawl
Festivals	\$7,775.00	\$780.00	\$350.00	\$4,500.00
Festivals	\$1,635.00	\$1,110.00	\$350.00	\$3,300.00
Festivals	\$717.07	\$400.00	\$60.00	\$500.00
Festivals	\$400.00	\$425.00	\$500.00	\$350.00
Festivals	\$433.85	\$500.00	\$500.00	\$300.00
Festivals	\$7,775.00	\$450.00	\$500.00	\$299.00
Festivals	\$7,337.50	\$395.00	\$500.00	\$500.00
Festivals	\$1,750.00	\$500.00	\$84.70	\$2,100.00
Festivals	\$10,500.00	\$500.00	\$500.00	\$300.00
Festivals	\$121.36	\$200.00	\$800.00	\$125.86
Festivals	\$573.13	\$500.00		\$32.63
Festivals	\$599.19	\$400.00		\$57.84
Festivals	\$299.61	\$350.00		\$100
Festivals	\$400.00	\$865.00		
Festivals	\$34.86	\$372.60		
Festivals	\$59.09	\$129.73		
Festivals	\$65.16	\$159.99		
		\$48.77		
		\$178.50		
		\$74.49		
Total Spent	\$40,475.82	\$9,339.06	\$3,844.70	\$12,865.33
Total Allocated	\$40,475.82	\$8,369.08	\$5,000.00	\$12,865.33
				\$0.00

** This includes the Fulton county grant & budget increase of \$5000
 *** \$1,350 made from art vendor fees + \$500 APCU Sponsorship

account	Mural/public art pieces	Landscaping	June Gallery Crawl
Supplies	\$16.18		\$500.00
Supplies	\$14.98		\$5,000.00
Supplies	\$180.93		\$1,600.00
Supplies	\$54.38		\$3,000.00
Supplies	\$154.20		\$450.00
Supplies	\$14.14		\$757.00
Supplies	\$70.69		\$350.00
Supplies	\$380.00		\$400.00
Supplies	\$146.97		
Supplies	\$48.99		
Supplies	\$200.00		
Supplies	\$500.00		
Supplies	\$55.41		
Supplies	\$33.07		
Supplies	\$146.72		
Supplies	\$176.22		
Supplies	\$42.72		
Supplies	\$19.98		
Supplies	\$30.67		
Total Spent	\$2,255.68	\$0.00	\$12,057.00
Total Allocated	\$4,000.00	\$0.00	\$12,057.00
			\$0.00
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original allocation of \$7500

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Summer Gallery Crawl

June 13, 4pm-8pm

Exhibition Locations DRAFT:

1. The Monarch Studio - Abiola Batiste
2. Arts Alley Chain Link Fence - ATL Printmakers Studio Print Big prints
3. Sam Hape Plaza - Fauxto Booth caricature artist
4. Corner Tavern -
 - Live mural painting by Katelin Colburn
 - Morgan Lugo Sculpture
5. In front of Tara Club - sculptures in flower beds in front Esteban Patino
6. LatJohns Pilates - Amber Owens
7. LatJohns Yoga - Floating Ink workshop
8. Impossible Moon Bookshop - Martina Perez
9. Academy Theatre - See the Set & meet the set designer 4pm-6pm
10. Coffeeman - need to place an artist with Easels
11. Pedestrian Bridge - maybe dashboard
12. ATL Glassworks - Margo Hayes
13. Flower bed in front of post office - living statues
14. 2000 AD - Neil Carver sculpture
15. Goat Farm Satellite open studios. 5 studios so far
16. Methodist Church Gallery - Tree Lyiness
17. Methodist Church film viewing 6Pm-8PM Olamma Oparah
18. Jess Lucas Park - Dashboard installation
19. The Glasswing Studio - Rachel Myrick
20. The Hapeville Depot Museum
21. Cranford Realty - Katya Holmes
22. Bittersweet Bakery - Domonique Stanford
23. Chalk artist in front of vacant 631 N Central Heather Cap
24. Folk Art (current artist displayed)
25. Swimmerman -Meeting on May 22nd to discuss

Music Scheduling:

- Update from David
- Hapeville Depot Plaza
 - 4pm-6pm
 - 6pm-8pm
- Sam Hape Plaza
 - 5pm-7pm

- Do we want music on the Loading Dock or should we just play a speaker?
People don't typically hang out around there.
- Other locations
 - Corner Tavern
 - Folk Art
 - Academy Theatre
 - 2000 AD?

Food and Beverage:

- Depot Plaza Alcohol Vendor: I asked Daves sports bar
- Sam Hape Plaza alcohol vendor: Corner Tavern
- Frozen Treat: I've reached out to Icery Chicks and she will let me know by May 15th. If she isn't able to, I will reach out to King of Pops or Sneauxicy Snowballs in East Point. They'll be placed in the little nook in front of Chapmans to activate that space.
- Do we need a food truck?
- Touch base with Corner Tavern, Volare, Folk Art, Thai Heaven, Hapeville Pizza, Don Chons, & Fish Poke Bowl. to encourage them to offer easy take away meals. We can help promote that.

Map & Scavenger Hunt with prize

Natalie had the idea to add a scavenger hunt using the maps to encourage everyone to go to each exhibition location. If people go to each exhibition and get it hole punched (I have hole punches that are a bunch of different shapes), then they can bring it to the Main Street Booth to be entered in a raffle to win a prize. We are still working on a prize... any ideas? I've reached out to Porsche.

Marketing:

- Banners, yard signs, flyers, and posters have been ordered.
- Teaser post has been posted
- Post with the flyer next and we will boost
- Marketing sites we need to add it to
- We will be pushing for local influencers to share the info as well

Merch:

- Do we want to do fan giveaways again?
- Should we try to sell our bags?
- Do we want to have Gallery Crawl reusable cups for each alcohol location? 20 for each location. (we also need to get wristbands

Main Street Committee Structure + Responsibilities

Using the Main Street Four-Point Approach.

ECONOMIC VITALITY COMMITTEE

Focus:

Strengthening and diversifying the local economy while supporting downtown businesses and property development.

Responsibilities

- Support business recruitment and retention efforts
- Identify gaps in downtown retail, dining, services, and entertainment
- Develop strategies to increase foot traffic and customer spending
- Assist entrepreneurs and small businesses with resources and connections
- Encourage mixed-use and adaptive reuse development
- Identify grant and funding opportunities
- Support workforce development and creative economy initiatives

What could be created by This Committee

- Business recruitment ideas
- Business resources
- Vacancy tracking
- Small business workshops
- Assist staff with Merchant Mixer and Hapeville Business Network planning

PROMOTION COMMITTEE

Focus:

Marketing downtown as a vibrant destination through events, branding, and public engagement.

Responsibilities

- Heavily involved in Butterfly Lantern Parade, Gallery Crawl, and Free Art Hapeville planning and coordination
- Promote local businesses, restaurants, artists, and attractions
- Create visitor engagement initiatives (scavenger hunts, photo contests, etc.)
- Encourage community and business participation in downtown activities
- Develop partnerships with tourism organizations and schools
- Coordinate seasonal decorations and campaigns
- Maintain consistent public communication

Created by This Committee

- Marketing- adding events to websites such as Event Bright, Creative Loafing, etc.
- Hosting public art tours
- Manage Hapeville Arts Instagram and Facebook
- Branding for the Art Container Studios
- Opportunities to bring marketing info to hotels and other tourism organizations

DESIGN COMMITTEE

Focus:

Enhancing the physical appearance and functionality of downtown.

Responsibilities

- Encourage preservation and rehabilitation of historic buildings
- Support streetscape and beautification efforts
- Coordinate public art and placemaking initiatives
- Recommend improvements for signage, lighting, landscaping, and pedestrian spaces
- Advocate for walkability and accessibility
- Assist with murals, signage, and gathering spaces
- Encourage adaptive reuse of historic structures

Created by This Committee

- Design guidelines for downtown
- Façade grant programs, possibly in collaboration with Development Authority
- Beautification projects
- Public art plans
- Streetscape improvement recommendations
- Downtown master plan recommendations
- Outdoor activation concepts

ORGANIZATION COMMITTEE

Focus:

Building relationships with community stakeholders, fundraising, and review/update of board documentation.

Responsibilities

- Recruit and retain board members and volunteers
- Coordinate fundraising efforts
- Review and maintain organizational policies and procedures
- Build partnerships with community organizations and stakeholders
 - Delta, Porsche, Center Parc Credit Union, Chick Fil A, local businesses, etc.
- Oversee/assist with strategic planning and goal setting
- Manage volunteer appreciation and engagement
- Assist with sharing training opportunities

Created by This Committee

- Volunteer program
- Downtown strategic plan
- Fundraising campaigns
- Annual review of organizational bylaws and policies
- Partnership agreements
- Community engagement initiatives