



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

August 12, 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
 - Thomas Schaefer
 - Charlita Varner
- 3. PUBLIC COMMENTS:**
- 4. APPROVAL OF MINUTES:**
 - 4.I. July 8, 2026
- 5. APPROVAL OF FINANCIAL STATEMENT:**
- 6. OLD BUSINESS:**
 - 6.I. 2025-2026 Workplan
 - 6.II. Board Committees and Goals
 - 6.III. Arts Proposals
- 7. NEW BUSINESS:**
 - 7.I. Fall Gallery Crawl
 - 7.II. 2026-2027 Retreat
- 8. ANNOUNCEMENT(S):**
- 9. NEXT MEETING:**
 - 9.I. September 9, 2026
- 10. ADJOURN:**

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

Present: Charlotte Rentz, Lorene Fey, Ellen Free, David Burt, Christine Reid, Charlita Varner, Thomas Schaefer, Nikki Cales, Natalie Carner

Absent: Lee Duke, Derrick Booker

Guest: Kathleen McManus.

Call to Order

- Charlotte Rentz called the meeting to order at 6:06 PM and welcomed all Board members and guests.

Roll Call

Charlotte Rentz- *Present*

Derrick Booker- *Absent*

David Burt- *Present*

Lee Duke- *Absent*

Lorene Fey- *Present*

Ellen Free- *Present*

Christine Reid- *Present*

Thomas Schaefer- *Present*

Charlita Varner- *Present*

Approval of Minutes

- A motion was made by Ellen Free to approve June 10, 2026 minutes. Thomas Schaefer seconded the motion. Carried 6; 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. The board would like to plant the 2026-2027 Retreat to begin budgeting for the next fiscal year. The board is interested in purchasing the sculptures installed on N Central Ave.

Summer Gallery Crawl

- Overall, the board believes the event was a success. The heat was an issue and we want to explore either a different summer date or moving the time to 5pm-9pm. We would like to get some feedback from businesses for event time.
- The S Central side was difficult to activate, and we would like to brainstorm ways to attract attendees through collaboration with Dashboard.
- We received mixed feedback on the passport, with the overall feedback being positive. The board wants to try a QR system for the passport to make it more accessible and to allow the artists a little more freedom from having to stamp maps. The board also would like to offer multiple prizes.
- The board would like to invest in merchandise to sell at the events, as we've gotten inquiries from attendees.

Board Committees

- The board members discussed the board committee's and the desire for each committee to have a measurable, strategic goal. After discussion, the board members will take the month to brainstorm and come to the next meeting with the topics they believe are a priority for each committee.

NEW BUSINESS:

Fall Gallery Crawl

- The board did not have time to discuss the Fall Gallery Crawl and will table it until next meeting.

Next Meeting –

- **August 12th at 6:00 PM**

Announcements

None.

Public Comments

Kathleen McManus spoke to the board about PANTOS and the potential to collaborate.

Adjourn

A motion was made by Ellen Free and seconded by Charlita Varner to adjourn July 8, 2026 meeting. All approved. The meeting was adjourned at 8:11 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

ARTS/EVENTS	Butterfly Parade	Free Art Hapoville	Artist Residency	Oct Gallery Crawl
account				
Festivals	\$7,775.00	Channelle 1st payment		\$4,500.00
Festivals	\$1,635.00	face painter, fairy hair, giant bubbles		\$3,300.00
Festivals	\$717.07	Creation Station Supplies		\$500.00
Festivals	\$400.00	Caricature Artist Deposit		\$350.00
Festivals	\$433.85	Creation Station supplies		\$300.00
Festivals	\$7,775.00	Channelle 2nd payment		\$299.00
Festivals	\$7,337.50	WM Events		\$500.00
Festivals	\$1,750.00	all drum line		\$2,500.00
Festivals	\$10,794.00	DJ, slit walker, installation, hoop station		\$300.00
Festivals	\$121.36	Butterfly Parade Flyers		\$125.86
Festivals	\$573.13	Flower crowns & creation station supplies		\$32.63
Festivals	\$589.19	Butterfly Parade Banner/ yard signs		\$57.84
Festivals	\$229.61	custom prints		\$100
Festivals	\$400.00	Caricature Artist final payment		\$330
Festivals	\$34.86	Creation station / glitter glue		\$330
Festivals	\$59.09	creation station supplies		\$330
Festivals	\$65.16	creation station supplies		\$330
Total spent	\$40,699.82	Remaining:		Remaining:
Total Allocated	\$40,699.82			

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

PUBLIC ART / Bca	Mural/public art pieces	Art Containers	Landscaping	June Gallery Crawl
account				
Supplies	\$16.18	tokens for fauxbooth		\$500.00
Festivals	\$14.98	reflective film, fauxbooth		\$500.00
Supplies	\$180.93	neon sign, fauxbooth		\$1,650.00
Supplies	\$54.38	neon sign, custom color		\$15.97
Supplies	\$154.20	neon letters (will be returned)		\$517.46
Festivals	\$14.14	clear stickers for fauxbooth		\$757.00
Supplies	\$70.69	clear stickers for fauxbooth		\$350.00
Contract Labor	\$380.00	Fauxto Booth Painting		\$450.00
Festivals	\$146.97	stickers		\$4,974.50
Festivals	\$48.99	stickers		\$142.41
Contract Labor	\$200.00	Julio - Large Butterfly for Parade		\$2,700.00
Contract Labor	\$500.00	Crayon Free Art Box Repair		\$250.00
Supplies	\$55.41	Crepe Paper & Vinyl for Giant Flowers/ Buttery		\$2,750.00
Supplies	\$33.07	LED lights and Crepe paper for Giant Flowers		\$200.00
Supplies	\$146.72	Flowers for bridge and Crepe paper		\$860.00
Supplies	\$176.22	Crepe paper for Giant Flowers		\$14.88
Supplies	\$42.72	LED lights for Giant Flowers		\$21.68
Supplies	\$19.98	Crepe paper for Giant Flowers		\$171.00
Supplies	\$30.87	Green plates for flowers		\$28.83
Supplies	\$99.75	Sculpture Plaque Stands		\$16.87
Supplies	\$171.94	Fauxto Booth Branded Paper		\$16,670.60
Supplies	\$72.75	Sculpture Plaques		Remaining
Total spent	\$2,630.69	Remaining:		\$0.00
Total Allocated	\$2,630.69			

account				
Contract Labor	\$350.00	Final Payment Julio Ceballos		
Contract Labor	\$350.00	Final Payment Nick		
Printing & Binding	\$60.00	Art Residency A Frame Signs		
Contract Labor	\$500.00	Abiola first payment		
Contract Labor	\$500.00	Rachel first payment		
	\$450.00	libeedesigns		
	\$395.00	nick twiner		
	\$500.00	avenue jane shop		
	\$500.00	Kandus Johnson		
	\$500.00	the human dj - Music		
	\$500.00	Moira art		
	\$400.00	Paige art		
	\$350.00	Jennifer uplin		
	\$865.00	Banners and Yard Signs		
	\$372.60	Bags with artwork		
	\$129.73	christmas decor		
	\$159.99	Christmas decor		
	\$48.77	Hapoville Plaza for Workers		
	\$178.50	yard signs		
	\$74.49	Save the date FAH Flyer		
Total spent	\$8,139.09	Remaining:		
Total Allocated	\$8,139.09			

original allocation of \$7500

account				
Supplies	\$172.98	Repairing Jess Lucas after residency		
	\$250.00	Repairing Jess Lucas after residency		
Total spent	\$422.98	Remaining:		
Total Allocated	\$422.98			

account				
Festivals	\$4,500.00	Dashboard Installations		
Festivals	\$3,300.00	WM Events- tables/chairs		
Festivals	\$500.00	Fire Dancers		
Festivals	\$350.00	photography on stairs		
Festivals	\$300.00	live human dj music		
Festivals	\$299.00	Ne You - musician		
Festivals	\$500.00	Picasso Blac, live painting		
Festivals	\$2,500.00	Freestyle - exclamation points		
Festivals	\$300.00	Old Soul Silk Road music		
Advertising	\$125.86	yard signs / flyers		
Festivals	\$32.63	Family Dollar GC Supplies		
Festivals	\$57.84	Wrist bands		
Festivals	\$100	July GC Payment for Nick		
Festivals	\$330	live artist (canceled)		
	\$330.00	refund for live artist that cancelled		
Total spent	\$12,865.33	Remaining:		
Total Allocated	\$12,865.33			

account				
	\$500.00	Charicature Artist		
	\$500.00	Installation in park		
	\$1,650.00	living statues		
	\$15.97	stamps		
	\$517.46	floating ink workshop		
	\$757.00	print marketing		
	\$350.00	Merch		
	\$450.00	Chalk Artial		
	\$4,974.50	WM events		
	\$142.41	social media boost		
	\$2,700.00	exclamation points		
	\$250.00	benjo player		
	\$2,750.00	music in common		
	\$200.00	daniel aguilara		
	\$860.00	keltic fiddler		
	\$14.88	stamps		
	\$21.68	sharpies & glue dots		
	\$171.00	charicature papers		
	\$28.83	Rainbow Curtains		
	\$16.87	Wrist Bands		
Total spent	\$16,670.60	Remaining		
Total Allocated	\$16,670.60			

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
- Identify opportunities for development and define what would be best in those spaces for our downtown economy.
- Business resources/training opportunities
- 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 Crawls, and Free Art Hapeville planning and coordination
- Create simple visitor engagement initiatives (scavenger hunts, photo contests, seasonal activities, etc.)
- Encourage community and business participation in downtown activities
- Develop partnerships with tourism organizations, local corporations, and schools

Created by This Committee

- Marketing- adding events to websites such as Event Bright, Creative Loafing, etc.
- Manage Hapeville Arts Instagram and Facebook
- Branding for the Art Container Studios & assisting in coordinating new signage/mural work on the spaces.
- Connecting with hotels and other tourism organizations to bring marketing information, specifically encouraging visitors to visit our social media and downtown website.

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/arts district overlay
- 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 (annual review of bylaws)
- 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
- Assist with sharing training opportunities for board members

Created by This Committee

- Downtown Master Plan
- Volunteer program
- Fundraising campaigns
- Annual review of organizational bylaws and policies
- Partnership agreements
- Community engagement initiative

Arts Proposals

The Glasswing Studio Mural

Artist: Elaine Stephenson

[Dubsado CRM For Creatives](#)

Fall Gallery Crawl Interactive Activity

Artist: Lola Okunola

<https://canva.link/8m3jtw2eas2wji>

Fall Gallery Crawl Dashboard Installation

Multiple Artists

[Dashboard + City of Hapeville _ Fall Gallery Crawl _ Artist for Consideration \(1\)](#)

HVL Art Circuit Presentation

Rotating public art sculpture program

<https://canva.link/nh332z4712kvsna>