

Hapeville Main Street Board of Directors Meeting
March 11, 2020 at 6:00 pm
Hapeville City Hall Conference Room

Present: Charlotte Rentz, Loreenne Fey, Susan Bailey, David Burt, Melanie Rabb, Derrick Booker, Ellen Free, Michael Gibbs, and Bianca Howard (City Staff)

Guests: Nikki Foxx, Martha Revelo, Lee Duke, and Robert Hall

Call to Order

- Charlotte Rentz called the meeting to order at 6:08PM and welcomed all Board members and City Staff.

Guest Welcome/Public Comments

- Charlotte Rentz asked guests to introduce themselves to the Board.

Approval of Minutes

- A motion was made by Loreenne Fey to approve February 12, 2020, minutes. Derrick Booker seconded and all approved.

Approval of Financial Statement

- A motion was made by Susan Bailey and seconded by Ellen Free to approve the Financial Statement for the period ending February 29, 2020.

Old Business

- Project Reports/2020 Workplan –
 - Guerilla Marketing – Nikki Foxx gave an update on the project and the response she received from artists. Nikki Foxx did say most quotes she has received range from \$100-\$200 for 18 months of use of distributing the artists' image. The artists will use a more specific agreement with the artists for this project. Susan Bailey mentioned having a website on the card that will direct people. David Burt mentioned using hapevillearts.com and the City site. The City website would be more so for people to receive information about the City and Hapeville Arts will be to direct people to upcoming events. Susan Bailey also mentioned during email marketing to local business.
 - Gallery Crawls – Main Street has contracted with Adam Crawford to curate upcoming Gallery Crawls. There will be music by the Depot Museum, inside the Theatre, and Arches. In April and June, the Hembree's will do small food as to not prevent people from patronizing local restaurants. For this event, we will need volunteers and a map showing where the music is playing. For the month of April, event time will be 4-10PM.

- Western Day in Hapeville – the Academy Theatre proposed partnering with the Main Street Board for a Western Day, which will include a Saddle concert, mechanical bull, pony rides, food, and a pop-up store. Michael Gibbs motioned to approve up to \$3250 for Western Day, pending follow-ups on liabilities. Ellen Free seconded the motion and all approved. Lorene Fey abstained from the vote.
- Bianca Howard suggested not to add anymore projects to this fiscal year's budget because funds have been exhausted. Bianca Howard also passed out the mock-up of Yehimi Cambron's mural for InCity Suites. Susan motioned to not fund Yehimi's mural and Melanie Rabb seconded. All approved. The reasoning behind the decision is because of Main Street not being involved from its inception, no true representation of who Hapeville is, and only receiving one mock-up when three were requested.
- Bylaws– Michael Gibbs motioned to approve the bylaws as approved by Legal. Ellen Free seconded the motion and all approved. Susan Bailey did suggest adding 6 months residency requirements and volunteer requirements for Board members who are residents of the City. Bianca Howard will draft changes and send to Board for next Board meeting.
- Appointment for Public Art Advisor – David Burt motioned to nominate Nikki Foxx as the Public Art Advisor. Ellen Free seconded the motion and all approved.
- 2020 Board Appointment – Ellen Free nominated Lee Duke for Board membership. David Burt seconded the motion and all approved.

Public Comments

- Martha Revelo made comments and suggestions about volunteer recruitment and retention.

New Business

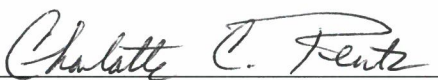
- No New Business

Announcements

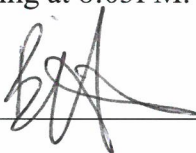
- Michael Gibbs mentioned the next Business Forum on May 14th at Treat Love from 6-7:30PM and will discuss insurance for Business Associations.
- Lorene Fey passed out Diamond Stage Events Schedule for the Academy Theatre.
- Melanie Rabb mentioned needing pictures for the coloring book by the next meeting in order to have something for May's Historic Preservation Month.

Adjourn

- A motion was made by Susan Bailey and seconded by David Burt to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:03PM.



Charlotte C. Rentz, President



Secretary