

AGENDA
Main Street Board of Directors Meeting
September 10, 2020 at 6PM
HOYT SMITH CENTER
3444 N. Fulton Avenue
Dial 1-646-558-8656; Meeting ID 880 0322 2395#
Password: 814154
Zoom Web Address:

<https://us02web.zoom.us/j/88003222395?pwd=dUp0ZVFsaDgwbUl4VDBjNVJXbGlyUT09>

Mission Statement: The mission of the Hapeville Main Street Program is to promote, facilitate, enhance, and encourage quality growth and development in Downtown Hapeville while preserving the City's historic character and supporting a vibrant arts district.

- I. Call to Order**
- II. Roll Call**
- III. Guest Welcome/Public Comments**
- IV. Approval of Minutes**
- V. Approval of Financial Statement**
- VI. Old Business**
 - Project Reports/2020 Workplan
- VII. New Business**
 - Fall Programming for Academy Theatre
- VIII. Announcements**
- IX. Next Meeting – Thursday, October 8, 2020 – 6PM**
- X. Adjourn – 7:30PM**

Hapeville Main Street Board of Directors Meeting
August 13, 2020 at 6:00PM
Dial 1-646-558-8656; Meeting ID 825 1802 3917#

Present: (In-Person): Charlotte Rentz, Susan Bailey, Melanie Rabb, Lorenn Fey, David Burt, Ellen Free, and Rachelle Eyma (Staff)

Present (Via Teleconference): Lee Duke (exited meeting at 6:36PM)

Absent: Derrick Booker, Michael Gibbs

Guests: Timothy Thomas, Al Dellinger, Nikki Foxx, Dorjan 'DJ' Williams

Call to Order

- Charlotte Rentz called the meeting to order at 6:07PM and welcomed all Board members and City Staff.

Roll Call

- Charlotte Rentz conducted a roll call of all attendees.

Guest Welcome/Public Comments

- Charlotte Rentz asked guests to introduce themselves to the Board and made a motion to open the floor for public comments.
 - Timothy Thomas and Al Dellinger introduced themselves as business owners for the full-service florist shop 2000 A.D., Inc Concepts of Floral Art and mentioned their interest in rebranding as well as reducing their inventory to have about 1/3 of their space dedicated to a possible art gallery and heavier gardening. Charlotte Rentz asked if the artists for the gallery are expected to work on-site at the florist shop. Timothy Thomas explained that there will not be any artists working on-site the specified space would only be used to display finished artwork. Al Dellinger also expressed interest in wanting their shop to be considered for a possible mural.
 - Lorenn Fey asked if Bianca Howard could provide a list of murals around the City of Hapeville.
 - Charlotte Rentz explained that there was interest garnered by the Board to support 2000 A.D. Inc. David Burt explained that proper steps must be taken to begin the process of a proposal and that the business owners would need to make a list of criteria. Charlotte Rentz explained that there is also a possibility Council approval would be needed in regard to the mural request.
 - Dorjan 'DJ' Williams for East Point news and digital production introduced himself and explained that the funding and implementation will be cut back due to the current COVID-19 pandemic. In 4 weeks', time he'd no longer have the contract to continue the program with East Point and wanted to know if there was interest within the City of Hapeville as he has noticed so much creative growth in the City. Charlotte Rentz expressed interests in using Dorian Williams services so long as it is cost-efficient.

- David Burt mentioned how Dorjan 'DJ' Williams skill set can be used for a project that Michael Gibbs is currently working on. Charlotte Rentz expressed concern for possible conflict of interests.
- Dorjan 'DJ' Williams explained that his contract does not constrict him to work with other contracts and his contract would be over in about 4 weeks with East Point as well, he would be working in a much more restricted capacity and only be able to use his skills for editing. David Burt got a business card from Dorjan 'DJ' Williams and explained that he will get him in touch with Michael Gibbs to see if there can be possible proposals drawn up for the current project Michael Gibbs is working on.
- Charlotte Rentz requested that Dorjan 'DJ' Williams have a price list of services made and would also get him in touch with Cookie Smoak, as well as getting the Museum involved for a cinematographic project.
- Lorenn Fey clarified that the next step is getting Dorjan 'DJ' Williams to set up a fee structure and having him get in touch with Bianca Howard so that he can be added to next month's agenda.

Approval of Minutes

- A motion was made by Susan Bailey to amend the July 9, 2020 minutes for approval. Melanie Rabb seconded the motion 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 July 31, 2020. All approved.

Old Business

- Project Reports/2020 Workplan –
 - Pedestrian Bridge Art Project – the main part of the art project is underway. LED and round metal pieces were ordered for the bridge. David Burt mentioned that the project has hit a brief pause as the artist try to figure out whether they will continue with painting of the stairs on to the top. Charlotte Rentz if the funds that have been allocated will continue to fund the project and David Burt confirmed that depending on what the artists decide the project may also save money as well.
 - Art Box Artist Call - Nikki Foxx has placed the call for artist specifying that the submissions of interest will be due Aug 23 and by September 23 the project is planned to be completed. Nikki Foxx has received a lot of response since putting the call for artist out and is currently creating a spreadsheet to keep the anonymity of the various artist. Lorenn Fey asked if there is a limit to picking only 4 artists boxes can they have the budget to go for maybe 6 boxes. David Burt mentioned if the response of artists shows a high interest rate it's possible the art boxes can become an ongoing project which features different artist every month and funds for a stipend can be allocated each month. David Burt expressed that the project can be a feature of the Free Art First Friday events if it does become ongoing. Charlotte Rentz mentioned that the budget needs to be kept in mind. David Burt and Nikki Foxx explained that much of the material that goes into the boxes is dependent on the public participation, so it

won't need to be funded from the budget. David Burt will work with Nikki Foxx to get a proposal for the possibility of making the art box an extended event.

- Guerrilla Art – Nikki Foxx purchased 2000 post cards made for just under \$150 to be distributed at various venues in getting the word out for the Free Art Friday.
- September Gallery Crawl- Charlotte Rentz asked if there was interest in possibly postponing the event. David Burt mentioned that since the Gallery Crawl will take on an interactive format, it will not need to be postponed it would just need to be creative in its approach to get people to participate virtually.
- Southern Circuit Tour of Independent Filmmakers – Charlotte Rentz pointed out the dates and films for the 2020-2021 Film Series.
- Atlanta Celebrates Photography – deadline is August 23rd. David Burt will submit something and the Board will discuss in detail at September meeting. David Burt motioned for Main Street and the Hapeville Arts Alliance to work together for Atlanta Celebrates Photography. Ellen Free seconded the motion and all approved.
- Day of the Dead – David Burt mentioned that despite the pandemic and with all CDC precautions taken the event should not be cancelled and there can be creative ways to still celebrate the event. Charlotte Rentz expressed concerns about holding workshops at the museum. There was an agreement that workshops and a parade may be out of the question. Melanie Rabb and David Burt announced an interest in getting a parade in place, in reference to the Lantern Parade that takes place in Old Fourth Ward- Atlanta. The Altars can be displayed in store-front windows for passersby to enjoy and look at as they stroll through Downtown Hapeville, similar to viewing Christmas light displays during the holidays.
- Look Up Hapeville- Nikki Foxx mentioned artists showing interest in extended the project from Little 5 Points into Hapeville. Display signs are put throughout the City to encourage people to look and also create social media buzz to attract people into the City. Charlotte Rentz suggested this be made into a proposal to set forth for Mayor and Council.
- Business Cards- Nikki Fox asked if she'd be able to get reimbursed for business cards as she will become an ambassador to help garner interests and collect artist for various projects. The cost is about \$86 for over 500 business cards. The Board agreed to move forward with the cost. Official vote will take place at next meeting.

New Business

- Atlanta Photography Group will be rescheduled for September's Board meeting as they were unavailable today. David Burt said he will get in touch with them
- The 2020-2021 South Arts Southern Circuit Tour of Independent Filmmakers has confirmed dates for the upcoming series, still unable to confirm many specifics with obstacles in place due to the current COVID-19 pandemic.
 - Charlotte Rentz clarified that the first film *Coded Bias* is confirmed to be a virtual screening and would debut on a Tuesday instead of the typical Saturday.
 - Charlotte Rentz mentioned that we also were approved for making a movie swap by South Arts and that the March 27 film is *Warrior Women* rather than *Overland*.

Announcements

- Charlotte Rentz acknowledged the letter sent to the Board from the Legal team regarding conflict of interest.
- Susan Bailey informed everyone that the 100th anniversary of Chapman Drugs is coming next year dated at June 7th and Main Street should do something big to celebrate.
- Susan Bailey needs a list of electrical outlets and who owns them (Fulton County, Hapeville, Norfolk Train Company, etc.) for possible art installations around the City of Hapeville.

Adjourn

- A motion was made by Lorenn Fey and seconded by Melanie Rabb to adjourn the meeting. Charlotte Rentz adjourned the meeting at 7:33PM.

Charlotte C. Rentz, President

Secretary

City of Hapeville
Statement of Revenues & Expenditures
 With Budget Comparisons
 Main Street Department
 Two Month Ended August 31, 2020

	Current Month	2 Month Ended 31-Aug-20	Annual Budget	Over (Under)
Revenues:				
MS Donations				
	-	-	-	-
	0	360	25,000	24,640
	0	0	250	250
	500	500	2,650	2,150
	0	0	200	200
	0	0	350	350
	0	0	1,000	1,000
		375	-	(375)
	5	5	200	195
	0	0	300	300
	0	2,000	15,050	13,050
	0	0	0	0
Total Expenditures	\$505	3,240	45,000	41,760

Transactions: 2
 Sympathy Card for David \$5
 Printing for Guerilla Marketing Cards - \$500

100-GENERAL FUND
DEPARTMENT - MAIN STREET

% OF YEAR COMPLETED: 16.67

DEPARTMENTAL EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	TOTAL ENCUMBERED	BUDGET BALANCE	% YTD BUDGET
PERSONNEL SERVICES						
100-5-7550-511400 Vacation	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-511500 Sick	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-511600 Holiday	0	0.00	0.00	0.00	0.00	0.00
TOTAL PERSONNEL SERVICES	0	0.00	0.00	0.00	0.00	0.00
CONTRACTED SERVICES						
100-5-7550-521200 Professional	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-521300 LCI Grant Expenses	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-521309 Art Grant-Fulton Count	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-522000 Festivals	25,000	0.00	360.00	0.00	24,640.00	1.44
100-5-7550-522100 ARC - Sharing Our Stor	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-523200 Communications	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-523300 Advertising	250	0.00	0.00	0.00	250.00	0.00
100-5-7550-523400 Printing & Binding	2,650	500.30	500.30	0.00	2,149.70	18.88
100-5-7550-523500 Travel	200	0.00	0.00	0.00	200.00	0.00
100-5-7550-523600 Dues & Fees	350	0.00	0.00	0.00	350.00	0.00
100-5-7550-523700 Education & Training	1,000	0.00	0.00	0.00	1,000.00	0.00
100-5-7550-523850 Contract Labor	0	0.00	375.00	0.00	(375.00)	0.00
TOTAL CONTRACTED SERVICES	29,450	500.30	1,235.30	0.00	28,214.70	4.19
SUPPLIES & MINOR EQPT						
100-5-7550-531100 Supplies	200	5.00	5.00	0.00	195.00	2.50
100-5-7550-531400 Books & Periodicals	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-531600 Small Equipment<5000	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-531700 Other Supplies	300	0.00	0.00	0.00	300.00	0.00
TOTAL SUPPLIES & MINOR EQPT	500	5.00	5.00	0.00	495.00	1.00
CAPITAL OUTLAYS > \$5000						
100-5-7550-541200 Site Improvements	15,050	0.00	2,000.00	0.00	13,050.00	13.29
100-5-7550-542300 Furniture & Fixtures	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-542400 Computers	0	0.00	0.00	0.00	0.00	0.00
100-5-7550-542410 Technology	0	0.00	0.00	0.00	0.00	0.00
TOTAL CAPITAL OUTLAYS > \$5000	15,050	0.00	2,000.00	0.00	13,050.00	13.29
OTHER COSTS (NOC)						
100-5-7550-579000 Contingencies	0	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER COSTS (NOC)	0	0.00	0.00	0.00	0.00	0.00
TOTAL MAIN STREET	45,000	505.30	3,240.30	0.00	41,759.70	7.20

Light Box Inventory

1. North Fulton and King Arnold(Front of Fire Station)
2. North Fulton and North Central (Next to the Ped Bridge) (GA DOT OWNED)
3. Atlanta Ave and South Central (Next to the Depot)
4. Virginia Ave and South Central (Across tracks from shell gas station).
5. International and Virginia Ave(Across From delta credit union.
6. Virginia and Rainey (Close to Skinny's Restaurant)
7. Virginia and Doug Davis (Across the Street From Johnny's Pizza).
8. Dogwood and North Ave (In front of the H Mart Store) (GA DOT OWNED)
9. Dogwood and King Arnold) (Front of Village Church)(GA DOT OWNED).