

Hapeville Main Street Board of Directors Meeting
July 9, 2020 at 6:00PM
Dial 1-646-558-8656; Meeting ID 879 9798 3860#

Present: (In-Person): Charlotte Rentz, Melanie Rabb, Lorenn Fey, Michael Gibbs, Derrick Booker, and Bianca Howard (Staff)

Present (Via Teleconference): Susan Bailey

Absent: Lee Duke and Ellen Free

Nikki Foxx (Public Art Consultant), Darwin Conort, Cara Warren, Carol Cahill

Guests: (Via Teleconference): John Russell

Call to Order

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

Roll Call

- Due to teleconference, Charlotte Rentz conducted a roll call of all attendees.

Guest Welcome/Public Comments

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

Approval of Minutes

- A motion was made by Lorenn Fey to approve June 11, 2020. Derrick Booker seconded and all approved.

Approval of Financial Statement

- A motion was made by Michael Gibbs and seconded by Melanie Rabb to approve the Financial Statement for the period ending June 30, 2020. All approved.

Old Business

- Project Reports/2020 Workplan –
 - Pedestrian Bridge Art Project – Nikki Foxx read in the news that the Pedestrian Bridge should be completed by end of July 2020, pending no interruptions.
 - Patriotic Music Event – Lorenn Fey reported that over 100 people attended the event, using all measures of safety. Lorenn Fey thanked the Board for their financial support.
 - Free Art Friday – event possibly moved to Fall 2020. The Board will wait to hear a report from David Burt at the next Board meeting.
 - Interactive Gallery Crawl – event possibly moved to Fall 2020. The Board will wait to hear a report from David Burt at the next Board meeting. Charlotte Rentz mentioned having an interactive kiosk outside of the Depot Museum that could also work as a device used to showcase artists during Gallery Crawls.

- Arts District Lights – as a reminder, \$9,000 was dedicated to this project. Invoice will be paid within the next week so that the installation can be started. This project will come from Fiscal Year 2021.
- Guerilla Marketing – all invoices have been submitted for the chosen artists of this project. Next step is printing, which Nikki Foxx will work with Bianca Howard to pay for printing. Melanie Rabb motioned to approve the final design for the back of the postcard. Derrick Booker seconded the motion and all approved. Melanie Rabb will also work on incorporating a QR Code into the Main Street logo.
- Free Art Boxes– Nikki Foxx has created a call for artist for this project, which will be posted to Social Media once account access is granted. Charlotte Rentz requested the call for artist write-up be sent to the Board to view.
- Business Initiatives – Michael Gibbs motioned to approve two business forums at \$300 each and \$250 for videography to highlight two downtown businesses for Fiscal Year 2021. Lorene Fey seconded the motion and all approved.
- Atlanta Celebrates Photography – this year, the event may be virtual. Melanie Rabb stated the deadline for submission is August 15th but will provide more information to the Board later.
- Georgia Council for the Arts – submission to fund Fiscal Year 2021 Day of the Dead Event was not approved by GCA. Charlotte Rentz encouraged the Board to review the feedback from the panelist and be on the lookout for alternate funding. Melanie Rabb asked about including alcohol sponsors, as their promotion numbers are low. Melanie Rabb also explained how an alcohol sponsorship should work. Bianca Howard will ask Chloe Alexander about alcohol promotions.
- South Arts Film Series –dates are set for the new season, but films are still being paired with those dates.

New Business

- Boundary Map – Bianca Howard stated that the Board needs a consensus about the priority areas for Main Street. Lorene Fey stated the Board previously discussed having transportation for visitors at the outskirts of Main Street but was not sure about funding. Charlotte Rentz stated that we are not going to focus on funding right now, but to have a consensus about the immediate downtown area being the first priority. All agreed about the priority focus.
- Hoyt Smith Center Mural – Bianca Howard presented a mural design by Muhammad Yungai to go on the Hoyt Smith Center Building. Bianca Howard has asked the Board to contribute part of the cost of the mural, which is also funded by the Fulton County Arts Council. Susan Bailey commented that the Board has not been involved from the very beginning of the conception of the mural and she does not support anything that the Board has not participated in since the beginning. Susan Bailey motioned to not approve the Yungai mural based on not being included in the beginning of the project again. Michael Gibbs seconded the motion and all approved. Lorene Fey also commented that it is not a part of our Standard Operating Procedures. Lorene Fey and Melanie Rabb did like the design of the mural but was not in agreement with the lack of involvement.

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 Lorenné Fey and seconded by Melanie Rabb to adjourn the meeting. Charlotte Rentz adjourned the meeting at 7:33PM.



Charlotte C. Rentz, President



Secretary