

AGENDA
Main Street Board of Directors Meeting
December 9, 2020 at 6PM
Municipal Court
700 Doug Davis Drive
Dial 1-646-558-8656; Meeting ID 892 8958 6160#
Password: 691194
Zoom Web Address:

<https://us02web.zoom.us/j/89289586160?pwd=Ync3K0lYN3l3MTZXU0RqWEQ4YWNIQT>

09

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. Presentations**
 - Atlanta Photography Group
- V. Approval of Minutes**
- VI. Approval of Financial Statement**
- VII. Old Business**
 - Project Reports/2020 Workplan
 - 2021 Board Retreat Date
- VIII. New Business**
 - 2021 Board Meeting Calendar
- IX. Announcements**
- X. Next Meeting – Wednesday, January 13, 2021 – 6PM**
- XI. Adjourn – 7:30PM**

Hapeville Main Street Board of Directors Meeting
November 12, 2020 at 6:00PM
Dial 1-646-558-8656; Meeting ID 843 6626 9885#

Present: (In-Person): Charlotte Rentz, Susan Bailey, David Burt, Lee Duke, Derrick Booker, Melanie Rabb, Ellen Free, and Bianca Howard (Staff)

Absent: Michael Gibbs and Lorene Fey

Guests: Chloe Alexander (Council)

Call to Order

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

Guest Welcome/Public Comments

Presentation

- Look Up Hapeville Project – not present to discuss.

Approval of Minutes

- A motion was made by Susan Bailey to approve September 10, 2020, minutes. Lee Duke seconded and all approved.

Approval of Financial Statements

- A motion was made by Susan Bailey and seconded by David Burt to approve the Financial Statement for the period ending September 30, 2020. All approved.
- A motion was made by David Burt and seconded by Melanie Rabb to approve the Financial Statement for the period ending October 31, 2020. All approved.

Old Business

- Project Reports/2020 Workplan –
 - Atlanta Celebrates Photography – Charlotte Rentz reported there were a total of 200 attendees during this event.
 - Day of the Dead Event – Councilman Chloe Alexander provided data from the event, including that there were roughly 400-450 attendees. Councilman Alexander also asked about MSB sponsoring virtual film screenings due to the weather being too cold for some to enjoy during the event. The screenings would be available for viewing for a short period. Councilman Alexander will come back with numbers that the filmmakers have provided for access to virtual screenings.
 - Atlanta Photography Group – Judy with the organization will visit Hapeville to explore and get a feel of the City. There could possibly be a collaboration in the future.
 - Dogwood Lighting – Board members will work with Community Services to provide information on lighting positioning.
 - Guerilla Marketing – Bianca Howard now has the cards at City Hall for those interested in picking some up to distribute.

- Free Art Boxes – the deadline for artists will be extended past the November deadline. The Board will wait to hear from Melanie Rabb on a possible deadline.

New Business

- Agenda Material Deadlines – Bianca Howard will ensure that presentations are given a week before the meeting, giving time to send to the Board the Friday before meetings.
- 2020 Board Appointments – due to oversight, Lorenn Fey and Melanie Rabb were not re-appointed in January 2020. David Burt nominated both Lorenn Fey and Melanie Rabb to be reappointed for a three-year term, backdated to be effective January 8, 2020. Susan Bailey seconded the nomination and all approved.
- 2021 Board Appointments – to avoid oversight and the unknown future of the pandemic, David Burt motioned to nominate both Ellen Free and Lee Duke for re-appointment of a three-year term, effective January 13, 2021. Derrick Booker seconded the motion and all approved.
- 2021 Election of Officers – will take place in January 2021.
- 2021 Board Retreat Date – possible date is Saturday, February 27, 2021. Location TBD.

Announcements –

- Melanie Rabb let everyone know about Saturday, December 19, 2020, which is the Blood Drive with American Red Cross.

Adjourn

- A motion was made by Susan Bailey and seconded by Lee Duke to adjourn the meeting. Charlotte Rentz adjourned the meeting at 7:04PM.

Charlotte C. Rentz, President

Secretary

City of Hapeville
Statement of Revenues & Expenditures
 With Budget Comparisons
 Main Street Department
 Fifth Month Ended November 30, 2020

	Current Month	5 Month Ended 30-Nov-20	Annual Budget	Over (Under)
Revenues:				
MS Donations				
Expenditures:				
Professional	-	-	-	-
Festivals	1,633	10,515	20,000	9,485
Advertising	0	0	4,000	4,000
Printing & binding	141	753	1,000	247
Travel	0	0	5,000	5,000
Dues & fees	0	0	600	600
Education & training	0	0	1,000	1,000
Contract Labor	300	1,175	-	(1,175)
Supplies	127	132	200	68
Other supplies	0	0	300	300
Site improvements	750	4,750	7,500	2,750
	0	0	0	0
Total Expenditures	\$2,951	17,325	39,600	22,275

Transactions: 10
Festivals - DOTD
 DOTD Art Material - \$215.08
 DOTD Film Fee Jesus Lugo Gomez \$800
 DOTD Portable Screen - \$618.01
Printing & Binding - DOTD
 DOTD Prints Busters - \$104
 DOTD Prints Martino White -\$36.65
Contract Labor - Business Relations
 Derrick Barnes Videographer - \$300
Supplies - DOTD
 Decorations from Local Store - \$108.54
 Misc Supplies \$18.35
Site Improvements - DOTD
 Temporary Mural Edgar Litumasoto -\$250
 Temporary Patricia Hernandez -\$500

100-GENERAL FUND
DEPARTMENT - MAIN STREET

% OF YEAR COMPLETED: 41.67

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	20,000	1,633.09	10,515.40	0.00	9,484.60	52.58
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	4,000	0.00	0.00	0.00	4,000.00	0.00
100-5-7550-523400 Printing & Binding	1,000	140.65	752.89	0.00	247.11	75.29
100-5-7550-523500 Travel	5,000	0.00	0.00	0.00	5,000.00	0.00
100-5-7550-523600 Dues & Fees	600	0.00	0.00	0.00	600.00	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	300.00	1,175.00	0.00	1,175.00	0.00
TOTAL CONTRACTED SERVICES	31,600	2,073.74	12,443.29	0.00	19,156.71	39.38
SUPPLIES & MINOR EQPT						
100-5-7550-531100 Supplies	200	126.89	131.89	0.00	68.11	65.95
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	126.89	131.89	0.00	368.11	26.38
CAPITAL OUTLAYS > \$5000						
100-5-7550-541200 Site Improvements	7,500	750.00	4,750.00	0.00	2,750.00	63.33
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	7,500	750.00	4,750.00	0.00	2,750.00	63.33
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	39,600	2,950.63	17,325.18	0.00	22,274.82	43.75

Main Street Board Annual Work Plans FY 2019-20 & FY2020-21 @20201030				
	Board Approved			
	FY19-20	FY20-21	Spent	
	≤	≤	@20201030	
Board Administration & Training				
	\$100		Meet & Greet (February 3, 2020)	Bianca Howard
			MSB Retreat Dec 2019	Bianca Howard
			Misc Brd Expenses	
		\$86	Bus Cards-Nikki	
Marketing & Signage				
	\$2,000	\$1,375	\$875	Guerilla Marketing (GM) - (Artists, Images, & Web Site(s) & Printing)
	\$9,000	\$9,000	\$2,000	Lighted MS/Arts District
				David Burt, Nikki Foxx & Melanie Rabb (Funding may come from TPD_See 20191211 MSB Mtg Minutes); Bianca: Coord call for & supplying GM Ambassadors
				Susan Bailey
Public Art				
	\$2,200	\$2,200		Free Art Boxes & Painted Electrical boxes (Suggested budget of \$500 per box)
	\$9,000 (\$9,000)	\$0		Public Art: Pedestrian Bridge
	\$0	0		Creative Crosswalks (TPD funding of \$3,500 & expenses but MSB recommend (Apr 2020)winning submission(Deadline Mar2020) from artist call)
				David Burt; 20-21 Funding From TPD
				David Burt; Funding from TPD
ArtsEvents				
	\$2,500	0		Black History Month Feb-Mar 2020
	\$18,000			Gallery Crawls/FY2019-20 n=3 (Cateye_\$1,000 each for Clamshell, Depot, & 2 art containers) + (Music@\$1,000 per Crawl)
	\$2,700			Gallery Crawl Docents for Thursday & Friday Night Experiences (2 hours each night) for 3 weeks of each Month for 3 Months
	\$3,250	\$2,000	\$928	Western Day in Hapeville Event in Oct2020 (@20201030 \$880+\$48.27 new expenditures added)
	\$2,500 (\$2,150)	\$360	\$360	Patriotic Music Crawl In July 2020
				Academy Theatre - MSB Partnership
				Academy Theatre - Music Event Supported by MS (Note: \$2,150 spent FY19-20 & \$360 expenditure applied to FY20-21 account shown here as budgeted))

Main Street Board Annual Work Plans FY 2019-20 & FY2020-21 @20201030				
	Board Approved			
	FY19-20	FY20-21	Spent	
	≤	≤	@20201030	
	NNA	\$8,000		Free Art Friday/Saturday Gallery Crawl, Aug 2020
		\$0		Interactive Art Show/Gallery Crawl Sep 2020 (See Free Art Friday/Saturday Galart Crawl)
		\$4,500	\$3,375	ATL Celebrates Photography/Gallery Crawl October 2020
		\$7,000	\$3,067	Day of the Dead Celebration - Main Street Oct-Nov Events (@20201030 \$2,817.31 new added to \$250 expenditures to date)
		\$0		Latin American/Print Exchange Art Exhibit Nov 2020
		\$3,000		New Year's Mantra Concert
		\$5,000		Chinese New Year Feb 2021
				Historic Preservation
	\$250	0		May 2020 Historic Preservation Month Coloring Sheet (Budget for micro-work)
		\$1,500		May 2021 Historic Preservation Month Project
				Local Business Support
	\$1,100	\$550		Business Forums FY 2020-21 n=1 (\$300 each); Business Spotlight Videos (250 for n=2); and & Business Association Health Insurance Pgm
		\$0		Small Business Saturday Nov 2020
		\$0		Small Business Breakfast Dec 2020
				Christmas 2019: Corner Tavern Tinsel Towne
	NA	\$0		Fascade Grant Program (FY 20-21)
	NA			Operational Support For Southern Circuit Film Series
				Chapman's 100th Anniv June 7, 2021
		?		
		\$44,571	\$10,610	(FY20-21 funds not yet allocated to a budget item = \$429) (Budget at present only allocates \$86 for business cards, but no other miscellaneous or administrative expenses.)

2021 Meeting Schedule

Main Street Board

The Main Street Board meets the second Wednesday of every month at 6:00PM unless otherwise posted. All meetings are held at Hapeville Municipal Court located at 700 Doug Davis Drive.

Meeting Date		
January	Wednesday, January 13, 2020	
February	Wednesday, February 10, 2020	
March	Wednesday, March 10, 2020	
April	Wednesday, April 14, 2020	
May	Wednesday, May 12, 2020	
June	Wednesday, June 9, 2020	
July	Wednesday, July 14, 2020	
August	Wednesday, August 11, 2020	
September	Wednesday, September 8, 2020	
October	Wednesday, October 13, 2020	
November	Wednesday, November 10, 2020	
December	Wednesday, December 8, 2020	