

Hapeville Main Street Board of Directors Meeting
September 10, 2020 at 6:00PM
Dial 1-646-558-8656; Meeting ID 880 0322 2395#

Present: (In-Person): Charlotte Rentz, Susan Bailey, Lorenn Fey, David Burt, Lee Duke, and Bianca Howard (Staff)

Present (Via Teleconference): Melanie Rabb and Michael Gibbs

Absent: Derrick Booker and Ellen Free

Guests: Chloe Alexander (Council) and Tim Young (Staff)

Guests: (Via Teleconference): Nikki Foxx

Call to Order

- Charlotte Rentz called the meeting to order at 6:04PM 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.

Old Business

- Project Reports/2020 Workplan –
 - Day of the Dead Event – Councilman Chloe provided a background of the Day of the Dead Special Event's inception in the City of Hapeville. To accommodate the regulations for social distancing, Chloe Alexander will make this event a ticketed event inside Jess Lucas Park. Having film screenings at different times will help monitor crowd control. Lorenn Fey had questions about altars for businesses and having artists complete altars. Chloe Alexander said that altars are meant to be personal and should not be created by an artist unless they are working with the person whose altar it is. David Burt agreed with the reason why the event would be held at Jess Lucas park (to keep track of attendance numbers) but expressed concerned about downtown businesses not receiving traffic because of event location. Chloe Alexander said she confirmed \$7000 would be used for the Day of the Dead event and has presented a preliminary budget of \$5250. Chloe Alexander did say that price could go up or down, which depends on sponsors for the event and/or additional charges. The Board will make a decision on the budget once the 2020-2021 Workplan is explored. Michael Gibbs asked Chloe Alexander how much sponsorships are. Chloe Alexander said whatever donation businesses want to give are accepted.
 - Pedestrian Bridge Art Project – Charlotte Rentz asked David Burt to confirm that Main Street has completed its financial commitment for the pedestrian bridge. David

Burt confirmed and said the rest of the money will come from Tourism Product Development (TPD).

- Guerilla Marketing – Charlotte Rentz confirmed that \$875 was spent so far for this project, with a budget of \$2,000. Bianca Howard confirmed that printing was included in the \$875. David Burt suggested leaving \$500 in for a second round of printing. Making the total allocated budget for Guerilla Marketing \$1375 instead of \$2000.
- Free Art Boxes & Painted Electrical Boxes – Nikki Foxx said she has about 13 submissions. Nikki Foxx said the submissions have been pretty good and she will send them out to the Board. Charlotte Rentz wanted to know how many art boxes we would be able to do. David Burt said we would not know until we see the submissions and the artists costs. Bianca Howard provided a list of electrical boxes in the city. Susan Bailey said she had four more to add to the list and will get those over to Bianca Howard. Full list will be provided at October meeting. David Burt motioned to approve up to \$2200 for Free Art Boxes. Lee Duke seconded. All approve.
- Hapeville Western Day – Lorene Fey let the Board know that Academy Theatre has asked and received funding from the City for October 2nd – 4th and November 6th-8th. Lorene Fey said there are also pending events that the Academy is seeking funds for, including a New Year's Eve concert where money was allocated from Main Street in February 2020's Annual Retreat. Some Board Members expressed the event should continue despite COVID-19, even if there needs to be a location change. David Burt motioned approval up to \$2000 for Western Day and \$3000 for New Year's Mantra Concert. Lee Duke seconded. All approved.
- Free Art Friday Gallery Crawl – David Burt suggested combining Free Art Friday and the Interactive Gallery Crawl, making it lowkey. This event will be a possible start date of November. Budget will be \$8,000 total for the combined event.
- Interactive Gallery Crawl – see above.
- Atlanta Celebrates Photography – this year, the event is virtual. David Burt suggested working with Adam Crawford. On October 23rd, photography will be installed outside. The Main Street Board confirmed a \$4500 budget for this event. David Burt will place request on Council's agenda to approve hanging the photographs along the fence of Jess Lucas Park. Adam Crawford's previous down payment from Main Street will go towards this event. Previous down payment to Adam Crawford was \$1500.
- Arts District Lights – Charlotte Rentz confirmed that we have spent \$2000 of the \$9,000 for this project. Susan Bailey said we can proceed with the project or stop where we are and resume when the Board is ready. Allen Electric will install electrical outlets for the lighting down Dogwood Drive. David Burt suggested doing phases for this project. The Board will discuss this at future meetings.
- Chinese New Year – David Burt said he would still like to do this project and we could possibly work with a group to organize the event. David Burt suggested leaving the budget of \$5000 as a placeholder for 30-60 days to see if there is a group we can work with.

- Latin American Print Exchange – Bianca Howard confirmed that Chloe has not mentioned any plans for the exhibit. The Board agreed that the budget of \$1000 can be removed for this project.
- May 2021 Historic Preservation Month – Charlotte Rentz suggested the Hapeville Historical Society takes monetary responsibility for this event. David Burt suggested leaving some money in just in case there is a project Main Street Board wants to do for this. David Burt and Susan Bailey agreed to leave \$1500 from the budget for this event.
- Business Initiatives – The Board decided to remove the Small Business Saturday and Breakfast from 20-21 budget. The Business Forum budget has been reduced to \$550.
- David Burt motioned to approve \$86 for Nikki Foxx's business card. Lee Duke seconded.
- Susan Bailey motioned to approve all changes to the 2020-21 budget (noted above). Lee Duke seconded the motion and all approved.

New Business

- Fall Programming for Academy Theatre – decision written above under Hapeville Western Day.

Announcements –

- Susan Bailey requested Bianca Howard sends the Board's Policy & Procedures to Council so that they are aware of the Board's processes.
- Bianca Howard will ask Community Services about trash bins for cigarette butts to be placed around Tara Club.

Approval of Minutes

- A motioned was made by Susan Bailey to approve August 13, 2020. David Burt seconded and all approved.

Approval of Financial Statement

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

Adjourn

- A motion was made by David Burt and seconded by Lorene Fey to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:04PM.



Charlotte C. Rentz, President



Secretary