

Hapeville Main Street Board of Directors Meeting
February 12, 2020 at 6:00 pm
Hapeville City Hall Conference Room

Present: Charlotte Rentz, Lorene Fey, Susan Bailey, David Burt, Melanie Rabb, and Bianca Howard (City Staff)

Absent: Michael Gibbs, Ellen Free

Guests: Lee Duke, Robert Hall, Ellen Simpson, Derrick Booker, Nikki Foxx, Ashley Henry, and Chloe Alexander (Council)

Call to Order

- Charlotte Rentz called the meeting to order at 6:01PM and welcomed all Board members and City Staff.

Guest Welcome/Public Comments

- Charlotte asked guests to introduce themselves to the Board.

Approval of Minutes

- A motion was made by Susan Bailey to approve January 8, 2020, minutes. Melanie Rabb seconded and all approved.
- A motion was made by David Burt to approve minutes from February 1, 2020, meeting with the noted changes. Melanie Rabb seconded and all approved.

Approval of Financial Statement

- A motion was made by David Burt and seconded by Lorene Fey to approve the Financial Statement, with amendments, for the period ending January 31, 2020.

Old Business

- Project Reports/2020 Workplan –
 - Façade Grant Program – Susan Bailey asked about Main Street handling the Façade Grant Program for the City and if there were any buildings in need of façade improvement. Bianca Howard mentioned the Council wanting Main Street to head the downtown façade program and Chloe Alexander clarified that it was a brainstorming session and not necessarily a project directed for Main Street. David Burt suggested doing a modified façade program that focuses on signage. Susan Bailey suggested not having property and/or business owners who have received funding in the past to receive funding in the future. Further discussion and modification will take place at the next (called) Board meeting.
 - Cute Shuttle and Docents for Art Containers– David Burt suggested using Cute Shuttle Services for the African American Art Exhibition. David Burt also

mentioned hiring docents to patrol the art containers during the Gallery Crawls so that they remain open outside of event hours. Chloe Alexander suggested having volunteers over hired assistance due to the lack of participation she observed from a previous event. Susan Bailey suggested try the hired docents for continuity and to see if there is high participation and if it does not pay off then stop. David Burt motioned to spend up to \$1000 for Cute Shuttle transportation during the Black History Month event on February 22, 2020. Melanie Rabb seconded the motion and all approved.

- Lorene mentioned having a Main Street tagline for events and projects. Nikki Foxx mentioned what was discussed at the Retreat was “Another Gallery Experience by Hapeville Main Street and Hapeville Arts Alliance”.
- Guerilla Marketing – Nikki Foxx presented 20 artists that would fit into the Guerilla Marketing project and have the Board decide which artists to choose. The images/artists that are chosen we will pay for the rights to use for 18 months. The Board has made Nikki Foxx the Hapeville Main Street Board Public Arts Advisor.

New Business

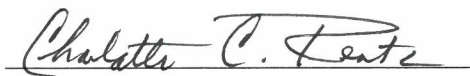
- 2020 Board Appointment –
 - Susan Bailey nominated Derrick Booker for the Main Street Board. Melanie Rabb seconded the nomination. There were no other nominations. Susan Bailey motioned to close the nominations, and all were in favor for Derrick Booker to be the newly appointed Board member.
 - Bianca Howard informed the Board that Alexia Ryan resigned from the Board and that the Board now needs to replace her position. David Burt suggested waiting one month and reposting the application for those who are interested before committing to filling the vacancy.
- Neglected Maintenance on Unoccupied Buildings – Susan Bailey mentioned concerns about Dogwood Drive and its neglected and/or unoccupied properties. Susan Bailey said those property owners need to follow maintaining the properties and asked for the Board thoughts for approaching property owners to comply. Chloe Alexander mentioned that there are abatement proceedings for some properties along Dogwood Drive. Susan Bailey asked for suggestions on ways to enhance the street for beautification. There was talk about having light in between the lampposts down Dogwood Drive. Bianca Howard will look into the company that Main Street has previously used.

Announcements

- Bianca Howard mentioned there will be a March Merchant Mixer at Corner Tavern.
- Charlotte Rentz mentioned the nice turnout for South Arts Film Series.
- Lorene Fey and Chloe Alexander discussed details of the Black History Month Exhibit.
- Lorene Fey also promoted the current show for the Academy Theatre.
- Melanie Rabb mentioned Atlanta Eats doing a special in the Tri-Cities area and Corner Tavern is mentioned for a full segment and a lunch special, airing March 21st and rerun episodes.

Adjourn

- A motion was made by Susan Bailey and seconded by Melanie Rabb to adjourn the meeting. Charlotte Rentz adjourned the meeting at 7:36PM.

A handwritten signature in cursive script, reading "Charlotte C. Rentz", written over a horizontal line.

Charlotte C. Rentz, President

A handwritten signature in cursive script, reading "Bianca", written over a horizontal line.

Secretary