

AGENDA
Main Street Board of Directors Meeting
April 14, 2021 at 5PM
Municipal Court
700 Doug Davis Drive
Dial 1-646-558-8656; Meeting ID 870 0429 00032#
Password: 127894
Zoom Web Address:

[https://us02web.zoom.us/j/87004290032?pwd=SDd6WHBCeEhmSzR5TWMyNDRvR3hIdz](https://us02web.zoom.us/j/87004290032?pwd=SDd6WHBCeEhmSzR5TWMyNDRvR3hIdz09)

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. Approval of Minutes**
- V. Approval of Financial Statement**
- VI. Old Business**
 - Project Reports/2021 Workplan
- VII. New Business**
- VIII. Announcements**
- IX. Next Meeting – Wednesday, May 12, 2021 – 6PM**
- X. Adjourn – 7:30PM**

Called Hapeville Main Street Board of Directors Meeting
March 24, 2021 at 6:00PM
Dial 1-646-558-8656; Meeting ID 879 3924 1078#

Present: Charlotte Rentz, Susan Bailey, Melanie Rabb, Lee Duke, Ellen Free, Michael Gibbs, Lorene Fey, and Bianca Howard (Staff)

Absent: Derrick Booker and David Burt

Guests: Hannah Palmer

Call to Order

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

Guest Welcome/Public Comments

- Hannah Palmer introduced herself and presented the Finding the Flint project and her connection with photographer Virginie Drujon-Kippelen for a possible collaboration for Atlanta Celebrates Photography in October.

Approval of Minutes

- A motion was made by Susan Bailey to approve February 10, 2021, minutes. Ellen Free seconded and all approved.

Approval of Financial Statements

- A motion was made by Lee Duke and seconded by Michael Gibbs to approve the Financial Statement for the period ending February 28, 2021. All approved.

Old Business

- Project Reports/2020 Workplan –
 - Chapman's 100th Anniversary – Susan Bailey gave a brief report on the what the committee members discussed, including hiring actors to play respective characters during the event.
 - Historic Preservation Month – Carmine with DCA created two concepts/drawings for the Board to review for the Daycare Memorial Garden. Next step is to get contacts for Delta Airlines to present the two concepts and seek their opinion/direction of the memorial garden.

New Business

- JMK Innovation Prize – Lorene Fey presented this grant opportunity and discussed the guidelines to receive money from this program. After conversation, this is not something the Board will pursue but will instead look at capital campaigns for projects along the Main Street district. Things to discuss is the purpose of the Board pursuing a capital campaign and where the capital campaigns will be based on the Main Street district. Board members will walk the downtown area to discuss areas where a capital campaign will be beneficial on April 13th.

- Tree Memorial Program - Susan Bailey motioned to ask City Manager and Mayor and Council if trees can be planted at City Parks and/or property in memory of those who have since passed but have made accomplishments for the City of Hapeville. Melanie seconded the motioned and all approved.

Announcements

- None

Adjourn

- A motion was made by Susan Bailey and seconded by Lee Duke to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:11PM.

Charlotte C. Rentz, President

Secretary

City of Hapeville
Statement of Revenues & Expenditures
 With Budget Comparisons
 Main Street Department
 Ninth Month Ended March 31, 2021

	Current Month	9 Month Ended 30-Mar-21	Annual Budget	Over (Under)
Revenues:				
MS Donations				
	-	-	-	-
Expenditures:				
Professional	0	10,765	20,000	9,235
Festivals	0	0	4,000	4,000
Advertising	0	753	1,000	247
Printing & binding	0	0	5,000	5,000
Travel	425	425	600	176
Dues & fees	0	150	1,000	850
Education & training	0	2,300	-	(2,300)
Contract Labor	0	132	200	68
Supplies	0	0	300	300
Other supplies	500	6,000	7,500	1,500
Site improvements	0	0	0	0
Total Expenditures	\$925	20,525	39,600	19,075

Transactions: 3
Dues & Fees
 National Main Street Membership - \$375
 National Main Street Virtual Conference - \$49.50
Site Improvement - Black History Month Temp Display
 Temporary Display - \$500 (will be removed)

100-GENERAL FUND		% OF YEAR COMPLETED: 75.00			
DEPARTMENT - MAIN STREET					
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
100-5-7550-511500 Sick	0	0.00	0.00	0.00	0.00
100-5-7550-511600 Holiday	0	0.00	0.00	0.00	0.00
TOTAL PERSONNEL SERVICES	0	0.00	0.00	0.00	0.00
CONTRACTED SERVICES					
100-5-7550-521200 Professional	0	0.00	0.00	0.00	0.00
100-5-7550-521300 LCI Grant Expenses	0	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
100-5-7550-522000 Festivals	20,000	0.00	10,765.40	0.00	9,234.60
100-5-7550-522100 ARC - Sharing Our Stor	0	0.00	0.00	0.00	0.00
100-5-7550-523200 Communications	0	0.00	0.00	0.00	0.00
100-5-7550-523300 Advertising	4,000	0.00	0.00	0.00	4,000.00
100-5-7550-523400 Printing & Binding	1,000	0.00	752.89	0.00	247.11
100-5-7550-523500 Travel	5,000	0.00	0.00	0.00	5,000.00
100-5-7550-523600 Dues & Fees	600	424.50	424.50	0.00	175.50
100-5-7550-523700 Education & Training	1,000	0.00	150.00	0.00	850.00
100-5-7550-523850 Contract Labor	0	0.00	2,300.00	0.00	(2,300.00)
TOTAL CONTRACTED SERVICES	31,600	424.50	14,392.79	0.00	17,207.21
SUPPLIES & MINOR EQPT					
100-5-7550-531100 Supplies	200	0.00	131.89	0.00	68.11
100-5-7550-531400 Books & Periodicals	0	0.00	0.00	0.00	0.00
100-5-7550-531600 Small Equipment<5000	0	0.00	0.00	0.00	0.00
100-5-7550-531700 Other Supplies	300	0.00	0.00	0.00	300.00
TOTAL SUPPLIES & MINOR EQPT	500	0.00	131.89	0.00	368.11
CAPITAL OUTLAYS > \$5000					
100-5-7550-541200 Site Improvements	7,500	500.00	6,000.00	0.00	1,500.00
100-5-7550-542300 Furniture & Fixtures	0	0.00	0.00	0.00	0.00
100-5-7550-542400 Computers	0	0.00	0.00	0.00	0.00
100-5-7550-542410 Technology	0	0.00	0.00	0.00	0.00
TOTAL CAPITAL OUTLAYS > \$5000	7,500	500.00	6,000.00	0.00	1,500.00
OTHER COSTS (NOC)					
100-5-7550-579000 Contingencies	0	0.00	0.00	0.00	0.00
TOTAL OTHER COSTS (NOC)	0	0.00	0.00	0.00	0.00
TOTAL MAIN STREET	39,600	924.50	20,524.68	0.00	19,075.32
					51.83

	A	B	C	D	E	F	G	H
1	Main Street Board Annual Work Plans FY 2019-20 & FY2020-21 @20210228							
2								
3			Brd App Budget	Spent				
4			FY20-21	@20210228				
5			Σ					
6	Board Administration & Training							
7					Meet & Greet (February 3, 2020)	Bianca Howard		
8					MSB Retreat Dec 2019	Bianca Howard		
9	*		\$86	\$80	Misc Brd Expenses (Bus Cards-Nikki (Bud=\$5; Spent=UNK); (@20210228 reimbursed M. Rabb \$75 for MS101 Train)			
10	* ?				MS Branding(Possibly rebranding benches)(Nothing budgeted & nothing spent)	Susan Bailey		
11					Marketing & Signage			
12	*		\$1,375	\$875	Guerilla Marketing (GM) - (Artists, Images, & Web Site(s) & Printing) (@ MSB 20210113-updates will come later) (See 20210210 Mtg Min-Suggestion made to put cards inArt boxes, when installed)	David Burt, Nikki Foxx & Melanie Rabb (Funding may come from TPD_ See 20191211 MSB Mtg Minutes); Bianca: Coord call for & supplying GM Ambassadors		
13	*		\$21,000	\$4,000	Lighted MS/Arts District (@20201209 MSB increased budget: \$4000 fm Free Art Fri; \$1000 fm WesternDay; \$3000 fm New Yrs Mantra; @20210113MSB authorized \$4000 from Free Art Friday to Light Pole proj & anticipate "Light Up Hapeville in Mar or Apr)	Susan Bailey; contractor to be used to dig holes instead of staff;		
14					Public Art			
15	*		\$2,200	\$750	Free Art Boxes & Painted Electrical boxes (Suggested budget of \$500 per box) (@20210228 paid 1/2 fee to Misty Lackey & Kyle Griffith (\$250 each); informly possible locations identified: Planter @ NFulton & Ncentral; Montessori; near Corner Tavern)	Nikki Foxx & David Burt-progress report needed; Bianca report on light boxes inventory; artist work due ~20210123; @20210113MSB Bianca & David authorized to send contracts & payments		

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2								
3			Brd App Budget	Spent				
4			FY20-21	@20210228				
5			≤					
16	*		\$0		Public Art: Pedestrian Bridge (? possibly plan to include Bridge with Light Pole proj poles in Mar or Apr "Light Up Hapeville")	David Burt; 20-21 Funding From TPD		
17			\$0		Creative Crosswalks (TPD fundingof \$3,500 & expenses but MSB recommend (Apr 2020)winning submission(Deadline Mar2020) from artist call)	David Burt; Funding from TPD		
18	ArtsEvents							
19			\$0		Black History Month Feb-Mar 2020	Bianca Howard		
20			\$0		Gallery Crawls/FY2019-20 n=3 (Cateye_\$1,000 each for Clamshell, Depot, & 2 art containers) + (Music@\$1,000 per Crawl) (Cateye Creative paid per agreement for ACP Gallery Crawl (see below))	David Burt (& Cateye-Creative)		
21					Gallary Crawl Docents for Thursday & Friday Night Experiences (2 hours each night) for 3 weeks of each Month for 3 Months			
22			\$1,000	\$928	Western Day in Hapeville Event in Oct2020 (@ 20201219 MSB reduced budget to \$1000 w/ \$1000 to light pole project)	Academy Theatre - MSB Partnership		
23			\$360	\$360	Patriotic Music Crawl In July 2020	Academy Theatre - Music Event Supported by MS (Note: \$2,150 spent FY19-20 & \$360 expenditure applied to FY20-21 account shown here as budgeted))		
24	*		\$0		Free Art Friday/Saturday Galary Crawl, Aug 2020 (@ 20201209 MSB reduced budget to \$4000 w/\$4000 to light pole project; @ 20210113 MSB reduced budget to \$0 w/\$4000 to light pole project)	David Burt-Oct or Nov; 1st Fri as Free Art Fri (ongoing situation)		

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Main Street Board Annual Work Plans FY 2019-20 & FY2020-21 @20210228								
1								
2								
3			Brd App Budget	Spent				
4			FY20-21	@20210228				
5			≤					
25			\$0		Interactive Art Show/Gallery Crawl Sep 2020 (See Free Art Friday/Saturday Galart Crawl)	David Burt (& Cateye-Creative/Adam Crawford); combine with Free Art Friday		
26	* ?		\$4,500	\$4,500	ATL Celebrates Photography/Gallery Crawl October 2020(Cateye Creative paid \$1,125 per agreement for ACP Gallery Crawl) (See 20210210 Mtg Min- DB/Bianca: will Judy have proposal for mtg 20210324? See Item #31)	David submitted listing for Arts Alliance, Academy Theatre, Historical Society (Museum) & Main Street.	? Ccr: find receipts	
27	*		\$7,000	\$6,018	Day of the Dead Celebration - Main Street Oct-Nov Events (Amt spent @ 20210131:\$5,768 with 1 more invoice is yet to come in) (@20210228 \$250 paid to Mural Artist Monica Alexander)	Call for artists issued ; Chloe Alexander prelim budget request received		
28			\$0		Latin American/Print Exchange Art Exhibit Nov 2020			
29			\$0		New Year's Mantra Concert (@20201209 MSB moved \$3000 budget to light pole project)	Academy Theatre _MSB Partnership		
30			\$0		Chinese New Year Feb 2021 (@20201209 MSB put project budget (\$5000) on hold w/wxpectation of it moving to collaboration w/APG next fiscal year suggested @20210210 mtg)			
31	*		\$5,000		Atlanta Photography Group (APG) Collaboration - specific events to be determined			
32					Historic Preservation			
33			\$0		May 2020 Historic Preservation Month Coloring Sheet (Budget for micro-artwork)	Melanie Rabb		
34	*		\$1,500		May 2021 Historic Preservation Month Project (@ 20210210 MSB approved ≤ \$750 for Daycare Explosion Plaque; Should \$750 be included in (or added to) \$1,500 already budgeted?)			
35					Local Business Support			

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2									
3			Brd App Budget	Spent					
4			FY20-21 @20210228						
5			≤						
36			\$550		Business Forums FY 2020-21 n=1 (\$300 each); Business Spotlight Videos (250 for n=2); and & Business Association Health Insurance Pgm		Michael Gibbs		
37			\$0		Small Business Saturday Nov 2020				
38			\$0		Small Business Breakfast Dec 2020				
39					Christmas 2019: Corner Tavern Tinsel Towne		Susan Bailey		
40			\$0		Fascade Grant Program (FY 20-21)		Material from Recent Discussion Re: Bridge Funding for Local Businesses		
41			\$0		Operational Support For Southern Circuit Film Series		Charlotte Rentz		
42									
* ?			?		Chapman's 100th Anniv June 7, 2021 (some form of recognition to be determined; budget yet to be determined)		Susan Bailry & Bianca Howard		
43									
			\$39,485	\$17,511	FY 2020-2021 Total		(FY20-21 funds were reduced from \$45,000 to \$39,600 and the allocated budget shown in Col C total is just barely under the current budget amount)(City financial stat shows \$19,600 spent in contrast to \$7,511 shown here- Ccr & BH will find missing receipts)		
* ?									
44									
45									
46									
47									