

Hapeville Main Street Board of Directors Meeting
December 8, 2021 at 6:00PM

Present: Charlotte Rentz, Susan Bailey, Ellen Free, Melanie Rabb, Lorenn Fey, Derrick Booker, and Bianca Howard (Staff)

Absent: Michael Gibbs, David Burt, and Lee Duke

Call to Order

- Charlotte Rentz called the meeting to order at 6:19PM and welcomed all Board members and guests.

Guest Welcome/Public Comments

- None

Approval of Minutes

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

Approval of Financial Statements

- A motion was made by Susan Bailey and seconded by Derrick Booker to approve the Financial Statement for the period ending November 30, 2021. All approved.

Old Business

- Project Reports/2021 Workplan
 - New Year's Eve Concert Event – Susan Bailey motioned \$3000 for the New Year's Eve event at the Academy Theatre. Ellen Free seconded the motion and all approved. The New Years Eve event will be from 9PM-12AM and will provide attendees with one alcoholic beverage and music to celebrate.
 - Standard Operating Procedures for Events – Ellen Free mentioned creating a checklist for special events. Charlotte Rentz requested Ellen Free to bring a checklist to the January meeting for the Board to review. Melanie Rabb suggested using Google Docs for a checklist for real time updates. Charlotte Rentz said there needs to be a leadership team for each event so that we can confirm the event runs smoothly. Susan Bailey suggested having a meeting with Event Coordinators and City Staff to walk through the event a few days before the event day. Susan Bailey also asked for Bianca to ask Tim Young or Lee Sudduth if we can expect to have designated City staff for Main Street events.
 - Free Art Hapeville – Holiday Edition – Ellen Free motioned to spend \$160 for the Academy Theatre's employee who help set up the Free Art Hapeville event. Susan Bailey seconded the motioned and all approved. Ellen Free motioned to approve \$95.91 for the appreciation gifts sent to Community Services and Melanie Rabb seconded the motion. All approved.
 - Asian New Year's/Spring Lantern Festival – Susan Bailey mentioned setting up a meeting with David Burt to contact local Asian family to plan and create an Asian New Year's Event. After Board discussion, it was decided to have a Spring Lantern

Festival instead as to avoid offending a culture of people. Melanie Rabb mentioned an event planner who has done lantern festivals along the Beltline in the past and will reach out to her to plan Hapeville's Lantern Festival. Melanie Rabb will confirm the date of Saturday, March 19th with the event planner. Ellen Free motioned to approve Main Street hosting the Spring Lantern Festival with a tentative date of March 19, 2022. Derrick Booker seconded the motion and all approved. Ellen Free motioned to create an exploratory committee to include Melanie Rabb, Ellen Free, and David Burt. Susan Bailey seconded the motion and all approved.

- Black History Month Event – Lorene Fey will reach out to Chloe Alexander about the event to see how much of Main Street's budget should be allocated to event.
- Free Art Hapeville 2022 – Melanie Rabb mentioned doing Free Art Hapeville early and then having the Spring Lantern Festival to follow on the same day of March 19th. Susan Bailey motioned to approve tentative dates for February 2022, March 19, and May 7, 2022, for events. Ellen Free seconded the event and all approved.
- Delta-Memorial/Garden – Charlotte Rentz mentioned speaking with Mayor Alan Hallman about this project. Mayor Hallman said he will reach out to his contact one more time to get a response. If there is no response after this attempt, the Board will look at alternative location for the plaque, with the possibility of it being placed by the Christ Church.
- Lighting – Susan Bailey said she counted 15 trees that will need lighting. Bianca Howard, Susan Bailey, and staff from Community Services will get together to count trees to see how many lights will be purchased. At this time, the lights are on backorder, but Bianca Howard will sign up to receive restock notifications.
- Miscellaneous –
 - Susan Bailey spoke with Derrick Chapman about the lighting for the signs for Chapman's and the Masonic Lodge. Mr. Chapman's friend, who restores outside lighting, will provide an estimate on the cost to rehab both signs. The only issue is the Masonic Lodge's light is only turned on during their meetings. This is something for the Board to consider when sponsoring the rehab of both signs.
 - The Board also discussed the purchase of the 4 sandwich boards, which were \$469.79. Susan Bailey motioned to approve the cost of the sandwich boards (\$469.79) plus the cost of the signs purchased from Martino-White. Ellen Free seconded the motion and all approved. Susan Bailey also mentioned the Economic Development's number that is posted on the City's A-Frame sign and suggested that the voicemail also includes an information message to let those who call know about upcoming events since the sign directs people to call the number for information. Susan Bailey also mentioned that information be placed inside the "Free Information" box instead of having no information at all. Bianca Howard will work on making changes to the promptings of the voicemail. The Board will do a collective job of making sure that the information boxes are full.

- Susan Bailey also mentioned R Land's Hapeville logo/artwork and if the Board could commission R Land to create an artsy logo for the Board's use. Ellen Free mentioned it being hard to produce material with such intricate details. The Board concluded that if we were to find a way to use his work then we will revisit this discussion.
- Susan Bailey mentioned informing Mayor and Council about all events because most were not aware of the December 4th Free Art Hapeville event. Susan Bailey said that she will start informing the Mayor and Council of events.

New Business

- None

Announcements

- None

Adjourn

- A motion was made by Susan Bailey and seconded by Ellen Free to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:27PM.



Charlotte C. Rentz, President



Secretary