

Hapeville Main Street Board of Directors Meeting  
March 21, 2016 at 6:00 pm  
Hapeville City Hall Conference Room

Present: Lee Duke, Charlotte Rentz, Katie Gregory, James Newton, David Burt (City Staff Advisor), and Allie O'Brien (City Staff/Main Street Manager)

Absent: Don May

Guests: Jennifer Elkins (City Clerk) and William Whitson (City Manager)

### **Call to Order**

- Charlotte Rentz called the meeting to order at 6:10 pm and welcomed all Board members, City Staff and Guests.
- Motion was made by Katie Gregory to amend the Agenda in order to move item III (Existing Board Member Reappointments) and item IV (Officer Elections) into item VIII (Projects) after South Arts Film Series discussion. The motion was seconded by Lee Duke and approved by all.

### **Approval of Minutes**

- The minutes for January 26, 2016 were reviewed. A motion to approve the January 26, 2016 minutes was made by Katie Gregory and seconded by Lee Duke. The minutes were approved by all. There were no minutes to approve for the February 15, 2016 meeting as it was cancelled.

### **Approval of Financial Statement**

- The Financial Statement for the month ending January 31, 2016 was reviewed. A motion to approve the Financial Statement was made by Katie Gregory and seconded by Lee Duke. The Financial Statement was approved by all.

### **Organization:**

- Upcoming Changes to Program-National/State: Under the new guidelines we propose to have two central themes or "Community Improvement Strategies" for the new year; one will be Arts related and the other will fall under a second area of interest. We will take the current projects we are working on and place them under one of these categories. The preferred method of reporting going forward is monthly. Potential future members will be asked to volunteer on projects before being asked to become Board Members. The course "Main Street 101" will be required of all new Board Members. There is now a "Main Street 201" course for current Board Members that have completed the 101 class.
- Officer Elections/New Board Member Application Discussion: Officer Elections was moved to section VIII and New Board Member Applications Discussion was postponed until the April 18, 2016 meeting.

- Update on Business/Merchant Group: Charlotte and Allie met with Alexia Ryan of Beer Girl Growler and Bottle Shop. Discussion included offering training between Main Street Board and local businesses and social media.

## Projects:

- South Arts Film Series: Save the date-April 8. The next film in the series is Althea. There will be a reception with the filmmaker at 6:00 p.m. and the film will be screened in Christ Church at 7:00 p.m. Bronze Lens is assisting in promoting the screening in Hapeville and may be interested in hosting an additional screening of their own. The film, American Made Movie, was screened on March 18, 2016 and we had 50 people in attendance. Hapeville has been approved by South Arts for the 2016-2017 season and the film selection process will take place in May.
- Existing Board Member Reappointments: The term for Katie Gregory runs until January 2017 and a reappointment will be made at that time. There are four positions open on the Main Street Board in addition to the current members being reappointed at this meeting. Two of the open positions have a 1 year term remaining and two of the open positions have a 2 year term remaining. It was suggested that we look into amending the By-Laws to have "Posts". January 2016 is the start of new 3 year terms. A motion was made by Katie Gregory to reappoint Lee Duke to the Main Street Board. The motion was seconded by James Newton. The reappointment was approved by all. A motion was made by Katie Gregory to reappoint Don May to the Main Street Board. The motion was seconded by Lee Duke. The reappointment was approved by all. A motion was made by Katie Gregory to reappoint James Newton to the Main Street Board. The motion was seconded by Lee Duke. The reappointment was approved by all. A motion was made by Katie Gregory to reappoint Charlotte Rentz to the Main Street Board. The motion was seconded by Lee Duke. The reappointment was approved by all.
- Officer Elections: A motion was made by Lee Duke to nominate Charlotte Rentz as President of the Main Street Board for 2016. The motion was seconded by James Newton. All voted in favor. A motion was made by Lee Duke to nominate James Newton as Vice President of the Main Street Board for 2016. The motion was seconded by Katie Gregory. All voted in favor. A motion was made by Katie Gregory to nominate Lee Duke as Secretary of the Main Street Board for 2016. The motion was seconded by James Newton. All voted in favor. A motion was made by Katie Gregory to appoint the above named officers. The motion was seconded by James Newton. The motion was approved by all.
- Sharing Our Stories-project update: David Burt gave an update on the Sharing Our Stories project. The Oral Histories part of the project will need to be wrapped up immediately in order to stay within the projected timeline for completing the project. There will be a call for artists to submit design proposals for public art issued in March and April. Proposals will be accepted in April and May 2016. Jury deliberation and scoring will take place in May and June 2016. Designs will be sent to Mayor and Council for approvals in June 2016. Fabrication and installation of the approved designs will take place from June through September 2016. The unveilings will take place in September 2016.
- Consideration to have Main Street Manager purchase membership to **Submittable** software/online services to manage the Call for Artists, not to exceed \$600.00. (This is a budgeted expense as part of the ARC project grant matching funds pledged this fiscal year): A motion was made by Katie Gregory to allow the Main Street Manager to purchase a membership to **Submittable** in an amount not to exceed \$600.00. The motion was seconded by Lee Duke. The motion was approved by all.

## **Volunteer Opportunities**

- Social Media Ambassadors-Downtown FB/volunteer opportunity: We need to continue to post and share downtown activities and businesses on Facebook and other social media sites. This is a great way to promote Hapeville.
- Discussion of outreach and April-focus/Yelp Reviews of our downtown businesses: Request made for everyone to be sure to post reviews of our downtown businesses through sites such as Yelp. Alexia Ryan thought this would be helpful and appreciated by the business community.

## **Old Business**

- Discussion:Tri-Cities Merchant Mixer Series Update/Hapeville Hosting Dates: The next Tri-Cities Merchant Mixer will be in East Point tomorrow, March 22, 2016. Hapeville will be hosting a Mixer in May, 2016 and again in November, 2016. Two possible host sites being considered are Slideways and Arches Brewery. More information will follow.

## **New Business**

- Request from the Hapeville Arts Alliance/Consideration to sponsor the March 26, 2016 Exhibit and Reception in an amount not to exceed \$ 150.00. After discussion, a motion was made by Katie Gregory to not sponsor and/or fund the March 26, 2016 Exhibit and Reception. Motion was seconded by Lee Duke. The motion was approved by all. The reason for not participating was to include funding for events such as this in the 2016-2017 Main Street budget.
- Discussion of Arches Brewing Grand Opening: Arches Brewing will be holding their Grand Opening on April 16, 2016 from 3:00 p.m. to 6:00 p.m. City Manager, William Whitson, requested that the Main Street Board may want to be included in promoting this event. It was suggested that businesses be encouraged to remain open before and after this event as there will most likely be a large attendance for this event. It was also suggested that a Ribbon Cutting Ceremony be part of the event as this was a previously done when new businesses opened and was sponsored by Main Street. Allie will check with Dianne Dimmick to see if the Chamber would like to participate.
- Suggestion was made that we have a possible day trip for budget planning. Suggested dates were April 23, 2016 or April 30, 2016. April 23, 2016 was considered the best choice.

## **Adjourn**

- Katie Gregory motioned to adjourn the meeting and this was seconded by James Newton. Charlotte Rentz adjourned the meeting at 8:18 p.m.

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Charlotte C. Rentz, President

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Lee Duke, Secretary