

Hapeville Main Street Board of Directors Meeting  
June 20, 2016 at 6:00 pm  
Hapeville City Hall Conference Room

Present: Lee Duke, Charlotte Rentz, Katie Gregory, James Newton, Don May, Alexia Ryan, Ellen Free, David Burt (City Staff Advisor) and Allie O'Brien (City Staff)

Absent: Lorene Fey and Sofia Lute

Guests: William Whitson and Ruth Barr

### **Call to Order**

- Charlotte Rentz called the meeting to order at 6:05 pm and welcomed all Board members, City Staff and Guests.

### **Guest Welcome/Public Comments**

Charlotte Rentz welcomed the guests. Mr. Whitson spoke to the Board as outlined below in Presentations.

### **Approval of Minutes**

- The minutes for the May 16, 2016 Called Meeting were reviewed. A motion to approve the May 16, 2016 Called Meeting minutes was made by Lee Duke and seconded by Ellen Free. The minutes for the May 16, 2016 Called Meeting were approved by all. The minutes for the May 16, 2016 Regular Meeting were reviewed. A motion to approve the May 16, 2016 Regular Meeting minutes was made by Katie Gregory and seconded by Ellen Free. The minutes for the May 16, 2016 Regular Meeting were approved by all.

### **Approval of Financial Statement**

- The Financial Statement for the month ending May 31, 2016 was reviewed. A motion to approve the Financial Statement was made by Don May and seconded by Ellen Free. The Financial Statement was approved by all.

### **Presentations**

Municipal Parking Lot and Pedestrian Alley Update-per Board request - William Whitson, City Manager, spoke to the Board regarding the Municipal Parking Lot and the Pedestrian Alley. Mr. Whitson handed out renderings of the parking lot and the alley to all Board Members. He stated that the Municipal Parking Lot should be completed within a couple of weeks and the Pedestrian Alley should be completed by August 1, 2016. Mr. Whitson also stated that a check from the insurance company in regard to the damage to the Hapeville Performing Arts Center building had been received. Mr. Whitson stated that he would get with David Burt regarding the plans for proceeding. Mr. Whitson then stated that a decision about the use of the building would go before the public to determine how to use it as a "multi-purpose" facility. At this point several Board members questioned Mr. Whitson about his continuing comments (he had stated the same about it being a "multi-purpose" facility at an earlier Mayor and Council meeting) about the Academy Theatre building being a "multi-

purpose” facility. Board members stated to Mr. Whitson that the building in question had always been intended to be the home of the Academy Theatre and to our knowledge there is a contract to that effect between the city and the Academy Theatre. Mr. Whitson stated that his comments were based on instruction from Mayor and Council over “safety issues”. Board members continued to express their concerns about the original intent of the building and their concerns over whether or not the agreements made with the Academy Theatre were going to be honored. At this point, Board President Charlotte Rentz asked that we move on as this issue could not be resolved at our meeting and that questions and concerns regarding the Hapeville Performing Arts Center needed to be directed to Mayor and Members of Council.

- Hapeville Arts Alliance-per Board request – David Burt gave a presentation to the Board regarding plans for Downtown Gallery Crawls. The 2016 dates proposed are August 13, September 10, October 8, November 12 and December 10. The proposed budget for the Gallery Crawls is \$2,850.00 per event with a 2016 total of \$14,250.00. Included in the Gallery Crawls will be visual arts displays in both of the shipping container art galleries, the Hapeville Depot gallery and local businesses from 4:00 p.m. to 8:00 p.m. There would also be a Makers Market in the “Arts Alley” during the same time period. Also included would be interactive art demonstrations, live music and food from local chefs and restaurants. David requested that the Main Street Board consider being a sponsor for the Gallery Crawl series in the amount of a \$5,000.00 donation. Hapeville Main Street would be acknowledged as a sponsor in the Gallery Crawl program and space in the program would be available to promote our Main Street programs and Allie would develop content for the program. The intent is to make the Gallery Crawls an event that will not only bring participation from Hapeville citizens, but bring metro Atlanta residents to our city as well. This would be a great marketing tool. A motion was made by Don May for the Hapeville Main Street Board to sponsor the Hapeville Gallery Crawls in an amount not to exceed \$5,000.00 in exchange for our name being in the program as a sponsor along with an ad or article space outlining our Main Street programs. The motion was seconded by Ellen Free. All Board members voted in favor of the motion.

## **Organization**

- Budget Process Update – The first reading of the 2016-2017 Budget was at the June 14, 2016 Mayor and Council meeting and the second reading will be on June 21, 2016. Allie will ask for \$40,000.00 for the Main Street Board for the upcoming fiscal year and she will also ask that \$20,000.00 be allowed to be carried over from the 2015-2016 fiscal year for the purpose of matching the committed ARC “Sharing Our Stories” Public Art Project Grant Match (the grant cycle and the Board’s fiscal years do not align). Allie announced to Board Members that a complaint has been filed by a Hapeville citizen with DCA regarding how the hotel/motel tax money is used and how this is related to the Hapeville Association of Tourism and Trade. The issue was addressed at a Council Meeting and the City and HATT are preparing the requested response to the DCA. The Main Street Program budget is sponsored by HATT.
- Annual Certification Celebration Announcement – The national Main Street Program has announced the 2016 Nationally Accredited and Affiliate Main Street America communities. Hapeville is again classified as a “Classic” Main Street city.
- Board Member Training Schedule Confirmation – Allie confirmed with Board Members those who will be attending the Main Street 101 Workshop in Dahlonega, GA on September 20, 2016. Those participating are Allie O’Brien, Charlotte Rentz, Bianca Howard, Lorenne Fey, Lee Duke, Sofia Lute, Ellen Free and Alexia Ryan. The following will be attending the Main

Street 201 Workshop in Valdosta, GA on October 25, 2016: Allie O'Brien, Charlotte Rentz and Lee Duke.

### **Ongoing Board Projects Updates**

- South Arts Film Series Update-2016 Final Report/2017 Schedule & Announcements: The final report for the 2015-2016 season has been submitted to South Arts and it was accepted. The final schedule for the next season has not yet been made public.
- Tri-Cities Merchant Mixer Series Update – The Tri-Cities Merchant Mixer took place in Hapeville at Slideways on May 26, 2016. Several local businesses participated and the food was provided by Slideways. It was a well received and attended event.
- Planter Program- planting complete: All of the planting for the summer has been completed. Allie paid a special thanks to Lorene Fey for helping locate and determine the best locations for the planters.
- Butterfly Project – inventory phase I complete: Allie, David and Charlotte met regarding the remaining butterflies. They hope to have some of the new butterflies placed before the first Gallery Crawl. All of the remaining butterflies are to be placed prior to the 125 Celebration. Ellen Free volunteered to help with deciding the best places to locate the new butterflies so they are able to be seen whether walking or driving around.

### **Reminders for 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. It is important to continue to “like” and “share” posts and information regarding our businesses and other information about the city. This is a great way to promote Hapeville.
- 125<sup>th</sup> Celebration: A grant has been applied for with Fulton County Arts Council to help with the costs of projects planned for the celebration (including exhibits, public art and events). It has been suggested that a photo recreation be done of the 1910 dinner along North Central Avenue in celebration of opening the new bank in the building now housing Hairberdashers. The Celebration committee has asked for help from the Main Street Board for this photo recreation project and downtown 125 celebration event.

### **Old Business**

- Follow-up on Workshops for Businesses discussion: Allie, Charlotte and Alexia met regarding business workshop ideas. (Allie had met with the Georgia Economic Development and Tourism contact for the region and shared that they were willing to assist us with developing content on social media and marketing for one of the workshops if the businesses would be interested), the group decided to proceed with this as a resource for the first workshop. The logistics of businesses located along the Pedestrian Alley in regard to rear access to the Alley and connectivity especially during Special Events was also discussed. The fact that businesses

want to continue to promote their services through social media and print media and to promote Hapeville events and activities was also discussed.

### **New Business**

- Charlotte asked for volunteers to help at the Hapeville Depot Museum as some present volunteers are no longer available to help. More volunteers are needed in order to keep the museum open on a regular schedule. Anyone interested can contact Charlotte.

### **Adjourn**

- A motion was made by Don May to adjourn the meeting and was seconded by James Newton. Charlotte Rentz adjourned the meeting at 7:41 p.m.

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Charlotte C. Rentz, President

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Lee Duke, Secretary