

Hapeville Main Street Board of Directors Meeting  
January 24, 2018 at 6:00 pm  
Hapeville City Hall Conference Room

Present: Lee Duke, Charlotte Rentz, Lorenne Fey, Alexia Ryan, Ellen Free, Sofie Lute, James Newton, David Burt (City Advisor) and Bianca Howard (City Staff/Main Street Coordinator)

Absent: None

Guest: Ellen Simpson, Greg Morgan, Jenny Osiek, Cookie Smoak, Andria Towne, Gabrielle Dickson and Chanta Waller

### **Call to Order**

- Charlotte Rentz called the meeting to order at 6:00 pm and welcomed all Board members, City Staff and Guests.

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

- No public comments at this time; potential Board member candidates in attendance spoke at the end of the meeting.

### **Presentations**

- Comp/LCI Plan – Postponed to the February 28, 2018 meeting.
- ATL Airport District – A presentation was presented by ATL Airport District. Hapeville was added to their other cities effective July 1, 2017. The Visitor Center will open on February 1, 2018 and will be staffed by ATL. Right now any Branding efforts have been placed on hold. They are in the process of working on some city specific brochures and materials that will be available in the Welcome Center. The ATL has a sales team of four; they work to book hotels, events and other functions that will take place in Hapeville. Any events in the city can be marketed by ATL, but due to Hotel/Motel Tax restrictions, they cannot participate beyond marketing. They are able to promote through their website, public relations, social media and other forms of advertising. ATL will be promoting a Restaurant Week from March 17, 2018 through March 25, 2018. More information and marketing will be provided closer to the event. ATL is also participating in a program with Atlanta Eats on Peachtree TV that will spotlight several restaurants in the ATL Airport District area. One restaurant that will be featured is Café at The Corner here in Hapeville. The airings for the show will be sometime between March 10, 2018 and March 18, 2018.

### **Approval of Minutes**

- A motion to approve the November 27, 2017 minutes was made by Alexia Ryan and seconded by James Newton. A motion to approve the December 27, 2017 minutes, with a correction, was made by Alexia Ryan and seconded by James Newton. The motion was approved by all.

## **Approval of Financial Statement**

- A motion was made by Lorene Fey and seconded by Sofie Lute to approve the Financial Statement for the period ending December 31, 2017. The motion was approved by all.

## **Projects**

- Business List – Alexia has prepared a list in Excel. She is looking for a program to keep this updated in real time. Information for all businesses needs to be updated; it was suggested that the location of the planters be included in relation to the businesses.

## **Old Business**

- 2017 Annual Assessment – Bianca has submitted our Annual Assessment to DCA with extra points over what was required.
- Volunteer Hours – We will be taking steps for 2018 to keep a record of volunteer hours; this will be a way to keep track of the hours of each Board member. Included in the eligible hours are the following: preparing meeting minutes, attending Board meetings and retreats, participating in the South Arts film series reviews and attendance at film selection meetings and volunteering at events such as the Gallery Crawls.

## **New Business**


- Business Card Committee – Charlotte appointed Lorene to this committee. We are looking at a business card that has the Main Street logo and information on the front and the Board member information on the back. Lorene will work on a proposal and bring it back to the Board.
- Community Assessment Presentation – March 1, 2018 – Bianca will be making the presentation to DCA on March 1, 2018 at approximately 9:40 a.m. This presentation is part of the new Main Street requirements for 2018. Bianca requested that all Board members take a look at the PowerPoint presentation she sent to us previously to make sure that all information is included. It was also suggested that as many Board members as possible attend the presentation.
- Reappointment of Two Board members – A motion was made by James Newton and seconded by Ellen Free to amend the Agenda to include the reappointment of two Board members. A motion was made by James Newton and seconded by Lorene Fey to reappoint Ellen Free and Alexia Ryan to a new three year term.
- Election of Officers - A motion was made by James Newton to nominate Charlotte Rentz as President of the Main Street Board for 2018. The motion was seconded by Alexia Ryan. All voted in favor. A motion was made by Lee Duke to nominate Ellen Free as Vice President of the Main Street Board for 2018. The motion was seconded by James Newton. All voted in favor. A motion was made by Ellen Free to nominate Lee Duke as Secretary of the Main Street Board for 2018. The motion was seconded by Alexia Ryan. All voted in favor. A motion was made by James Newton and seconded by Alexia Ryan to close the nominations for officers. Motion was approved by all. A motion was made by James Newton and seconded by Sofie Lute to elect all of the aforementioned nominees. The motion was approved by all.

## **General Comments**

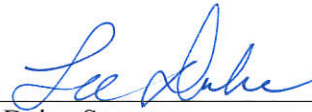
- David Burt stated that he is planning for a small Gallery show in the near future at the Arts Container in Jess Lucas Park. Hapeville Main Street will be one of the sponsors and the focus will be on showcasing a local tri-cities artist. This show will be in addition to the regular Gallery Crawls that will resume later in the Spring.
- At the next meeting, Board members will make a decision on filling two open Board slots. There is a one-year slot and a two-year slot open.
- Two potential Board candidates, Jennifer Oseik and Gregory Morgan, introduced themselves and spoke a little about their backgrounds and interest in being on the Main Street Board.

### Adjourn

- A motion was made by James Newton and was seconded by Ellen Free to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:00 p.m.



Charlotte C. Rentz, President



Lee Duke, Secretary