

Hapeville Main Street Board of Directors Meeting  
August 22, 2018 at 4:00 pm  
Hapeville City Hall Conference Room

Present: Charlotte Rentz, Ellen Free, Lorenne Fey, Alexia Ryan, Greg Morgan, Michael Gibbs, Sophia Lute David Burt (City Consultant) and Bianca Howard (City Staff/Main Street Coordinator)

Absent: James Newton

Guest: Ellen Simpson, Travis Horsley (Council Member), Tiffany Ray, Chloe Alexander (Council Member)

### **Call to Order**

- Charlotte Rentz called the meeting to order at 4:21pm and welcomed all Board members and City Staff.

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

- Ellen Simpson congratulated the Board on their hard work based on the pedestrian art that was presented at Council meeting the night before (August 21, 2018) and congratulated the Board on obtaining the funding for the art. She agreed that she liked the first option.

### **Approval of Minutes**

- A motion was made by Greg Morgan to approve June 27, 2018, minutes with the addition of Ellen Free's name to the absentee list. Michael Gibbs seconded the motion and all approved.
- A motion was made by Ellen Free to approve the minutes for August 20, 2018, with the addition of Ellen Free's name added as present. Michael Gibbs' seconded. Charlotte Rentz posed for discussion, which Greg Morgan stated that Sophia Lute name was to be added under absent and Charlotte Rentz stated that Chloe Alexander's name was listed twice. With those amendments, the motion was approved by all.

### **Approval of Financial Statement**

- A motion was made by Alexia Ryan and seconded by Ellen Free to approve the Financial Statement for the period ending June 30, 2018. The motion was approved by all.
- A motion was made by Alexia Ryan to approve the July 31, 2018, financial report with the agreement the Dancer Mural expense shown (\$2500) will be moved to FY18 once budget amendments are made. Greg Morgan seconded the motion and all approved.
- Discussion: approval for Minniefield's mural was made on 6/27/18, exact cost was never motioned for approval. David suggested approving \$10,800 for mural. Bianca said the workplan being approved would automatically approve the mural's cost.

## Old Business

- Secretary Position – Bylaw Amendments – Michael Gibbs motioned to approve the bylaw changes and Alexia Ryan seconded. All were in favor.
- 2018 Workplan –
  - Gallery Crawls will be November, January, March, and May. \$20,000 from Main Street budget will be used for Gallery Crawls FY19. The Gallery Crawl is a shared, signature partnership between Hapeville Arts Alliance and the Main Street Board and the financing will be shared.
  - Main Street Board will come up with ideas to present to the TPD (Tourism Product and Development) Committee. A planning committee will form to create ideas (short and long term), along with cost projections implementation strategies, to present to the TPD Committee.
  - The Board has decided to call its public art projects Outdoor Art Gallery & Trail.
  - David Burt talked about billboards around the city along the interstates, including billboards on the Westside of Atlanta and near Krog Street that the City can look into. Alexia Ryan motioned to present to Mayor and Council ideas for the Billboard and for Main Street to be the main point of contact for the city's Billboard contract and have the City take recommendations from the Board. The presentation would include the Billboard sign for Hapeville – Home for the Arts, an alternative billboard sign, and MSB 3 reasons for wanting to be behind this project. Greg Morgan seconded. All were in favor.
  - There was a discussion about having a process for the mural program. There is a chance to have 3 processes based on mural artists submissions, property owner's requests, and artists request to Main Street. Main Street Board can develop a list of walls that would be of interest to paint, which can provide an opportunity to have a call for artists.
- Alexia Ryan moved to suspend discussion on old business and to discuss new business. Lorenne Fey seconded the motion and all were in favor. Before new business discussion began, \$1,500 of the budget was set aside for administrative fees (training and dues).

## New Business

- Chloe Alexander gave a small presentation on the Evereman Light Boxes and Lotus Eaters Club Murals. Evereman's light boxes can be powered with solar panels or with wire.
- Lotus Eaters Club Murals – Lotus Eaters Club is offering single and package deals.

## Old Business

- 2018 Workplan –
  - There was discussion about the last part of the FY19 funds being used for marketing material (art map, rack cards, and other items). From this discussion there was a consensus that a DMO should be designated to produce such marketing material. There was also discussion about having an MOU with the DMO so that the marketing material can be produced. Lorenne Fey motioned to look at going to Council to have money go towards a different DMO that is arts focused. Greg Morgan seconded the motion. All were in favor.

## Adjourn

- A motion was made by Michael Gibbs and was seconded by Alexia Ryan to adjourn the meeting. Charlotte Rentz adjourned the meeting at 7:30 p.m.



Charlotte C. Rentz, President



Secretary