

**CITY OF HAPEVILLE**  
**MEETING OF MAYOR AND COUNCIL**  
**AND**  
**HAPEVILLE DEVELOPMENT AUTHORITY**

**700 Doug Davis Drive, Hapeville, Georgia 30354**

**March 8, 2012**

**MINUTES**

**6:00 PM**

**I. Call to Order**

Mayor Hallman called the Mayor and Council meeting to order at 6:00 PM at 700 Doug Davis Drive, Hapeville, GA 30354.

Chairman Bradbury called the Development Authority to order at 6:00 PM at 700 Doug Davis Drive, Hapeville, GA 30354.

**II. Roll call**

Mayor Alan Hallman  
Alderman at Large Ann Ray  
Councilman at Large Richard Murray  
Councilman Ward 1 Jimmy Lovern  
Councilman Ward 2 Lew Valero

Development Authority:

Beth Fortner  
Lucas Falor - entered at 6:03 PM  
Alan Hallman  
Lee Ann Howington  
J. Allen Poole – left the meeting at 7:15 PM  
Mike Rast - absent  
Scott Whitaker  
Scott VanDerbeck – absent  
Katrina Bradbury, Chairman

Also present:

David Burt, President Main Street Board  
Charlotte Rentz, Vice Chairman Main Street board

**III. Welcome**

The Mayor recapped the Retreat and the outcome of that meeting and introduced the Facilitator Gordon Maner from UGA.

#### IV. Introduction of Participants

#### V. Discussion

- a. What type of prospects do we want to focus on attracting

Grocery Store – Whole Foods, Trader Joe's type  
Restaurant – night dining – wine bars – neighborhood pub type with live entertainment – family dining  
High end hotel  
Pharmacy Chain  
Theater type entertainment venue  
Painting/Pottery/Cooking experience  
Starbucks / neighborhood coffee shop  
Renovation of affordable housing  
Industrial office space – brewery small footprint stuff  
Custom shop  
Unique entertainment source

- b. Looking at the major parcel what would be the best use for each

Willingham

Group 3 – small scale office & retail maybe some residential  
Group 2 – residential and artist lofts cutting road off  
Group 1- residential and small scale office space

Dearborn Plaza

Group 1 – commercial retail area – market driven – could be used for parking if needed  
Group 2 - corporate suite type with sometime of residential  
Group 3- urban boutique Hotel

Virginia Ave

Group 2 – street level boutique – upper level residential and parking – coffee shop – one shop stop place –urban markets

Group 1- office space

Hardware Store

Group 2- Restaurant – Wine Bar  
Group 1- pub entertainment evening entertainment – small theatre – bar and dinner theatre

Clamshell

Group 2- hand in hand with Hardware store – small performing arts theatre

Group 1- temporary art gallery

- c. Given the economic limitations, what might the DA and City do to be proactive and leverage their authority for economic development

Group 3- budgeting for the development of plans – producing the plans upfront – conceptual site plans

Group 1- keep cleaning the way the city looks – to raise property values

Group 2- economic development dir/contractor someone to focus on having more joint meetings to help stay on task maybe quarterly and developing a marketing plan for the City.

Group 1- Come up with some kind of lease arrangement instead of selling the land

- d. Summarize and next steps

There was discussion on having joint meetings quarterly, economic development/branding and marketing firms, and support from the community.

**Public Comments:**

Susan Bailey

Sherry Cranford

Lee Ann Howington

**VI. Adjourn**

**MOTION: Alderman Ray made motion Councilman Murray seconded a motion to adjourn the meeting at 8:33 PM. Motion carried 4-0.**

**MOTION: Lee Ann Howington made a motion Beth Fortner seconded a motion to adjourn the meeting at 8:33 PM. Motion carried 5-0.**

Respectfully submitted,

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Katrina Bradbury, Chairman

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Jennifer Elkins, City Clerk