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Tourism Project Development Committee Meeting

3468 N Fulton Avenue

Hapeville, GA 30354

October 29, 2019, 6:30PM

Meeting Minutes

1. Welcome and Introduction

Meeting came to order at 6:38 PM. All members of the committee were present.

2. Approval of September 24th Meeting Minutes

Minutes were approved 5-0.

3. Monthly Financial Report

In addition to reviewing the current TPD revenue information, Tim Young commented that that format of the monthly financial report had been updated to reflect actual expenditures to date, estimated future expenditures, and actual and estimated future balances. Balance projections do not include hotels that are not yet constructed and not currently collecting hotel motel tax.

4. 748 Virginia Avenue Project Update

The lease, pending minor changes, has been verbally approved by Atlanta Printmakers Studio. Hapeville Ignite will need to verify the that terms of the IGA with the City matches the terms of the lease at their next meeting.

5. TPD Project Proposal

Susan Bailey gave a project proposal that would restore former botanical gardens and stone work in the Master Park. These features were installed by the WPA during the Roosevelt administration, and could potentially be restored using TPD funds because parks, trails, and botanical gardens are allowable uses under Hapeville's current designation.

Ms. Bailey also suggested that the City engage Fulton County to possibly include the former Fulton County Health Department building as part of the project. Now abandoned, the building could potentially be renovated and used as a learning center to teach visitors about the historic gardens and the WPA.

6. TPD Ride-Share Pilot Request for Proposal

David Burt proposed that the City RFP a ride-share pilot shuttle for a period of 3-5 months to evaluate the feasibility of a City-operated ride share program for the purpose of tourism and trade. The proposed pilot would collect data on vehicles needed, number

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of riders, and peak season, days, and times for ridership, which would be used to create a plan to implement a permanent program to draw hotel traffic into downtown Hapeville. The committee agreed that a February/March launch date would be ideal for such a pilot program.

7. Call for work- Painted Pavement Wayfinding Signage for the intersection of South Central and Atlanta Avenues

Chloe Alexander presented a proposal to issue a call for work to paint the pavement at the intersection of South Fulton and Atlanta Avenues. The project would be the first in a plan to paint multiple intersections and crosswalks with wayfinding signage to increase walkability, promote pedestrian traffic and as a traffic calming device.

David Burt provided a sample call for work. The language of the call would need to be modified to fit an allowable TPD expenditure.

8. Parking Signage Update

The committee was provided with an updated rendering and mock up of neon parking signage at the entrance to Dearborn Plaza. A rendering for the proposed North Fulton Ave Location was not provided as it would require an easement agreement from private property owners, which has not yet been pursued. The mock up demonstrated that the proposed signage would match the aesthetic of historic neon signage already present in Downtown Hapeville.

9. Date for November 2019 Meeting

Notwithstanding any developments that may necessitate a called meeting, the committee agreed to cancel the November and December meetings. The next meeting was set to take place on Thursday, January 16th, 2020.

10. Adjourn

The meeting was adjourned at 7:14 PM.