

Called Hapeville Main Street Board of Directors Meeting/Board Retreat
April 3, 2019 at 4:00 PM
Hapeville Depot Museum

Present: Charlotte Rentz, Alexia Ryan, James Newton, Michael Gibbs, Lorenn Fey, David Burt, and Bianca Howard (City Staff)

Absent: Ellen Free and Sophia Lute

Guest: Chloe Alexander (Council Member)

Call to Order

- Charlotte Rentz called the meeting to order at 4:27PM and welcomed all. Charlotte Rentz moved agenda item *Suwanee Trip Report* as the first item of discussion.

Guest Welcome/Public Comments

- None

Old Business

- Suwanee Trip Report – Michael Gibbs provided a summary of the visit to Suwanee and their public art program.
- Lotus Eaters Club Murals – Ardina Pierre and Ray Waters have both agreed with the easement for the murals. The Main Street Board needed to review their budget to ensure that the murals could be funded. The total for the two murals is \$25,000 and Main Street is responsible for \$20,000 towards the murals. The money that would have been used for the Pedestrian Bridge can now go towards the murals. Tourism Product Development money can go towards the bridge. Except for \$6,000, the money that was allocated for Gallery Crawls will go towards the murals. The administrative fees and other unused fees will also go towards the completion of the two murals.
- 2019 Gallery Crawl – Alexia Ryan talked to Nichelle of Like A Girl and have agreed to June 1st as the Art Exhibit date. This event will be a photography exhibition but will include other forms of art as well. Chloe Alexander stated that the curator is from SCAD. She also stated that wayfinding would come from TPD money and to ensure that public money is being well spent. The goal is to establish a trail so that future art installations can be funded through TPD and grants. Chloe Alexander also stated that if there is an overage in this year's budget, we could possibly borrow funds from next fiscal year. David Burt suggested having the call for artist opened to local artists to provide an equal opportunity for all artists, even if the curator is a 3rd party. After some math, the Board will be left with about \$800 in the budget (after the Art Exhibit and Lotus Eaters Club Mural).
James Newton motioned to approve \$6,000 to go towards the Art Exhibit, Michael Gibbs seconded the motion and all were in favor. David did suggest re-opening the call for local artists.

James Newton motioned to approve \$20,000 to go towards the two murals from Lotus Eaters Club – 3418 Dogwood Drive and 632 South Central Avenue. Michael Gibbs seconded and all were in favor.

Lorenne Fey mentioned adding rack cards to the state visitor centers. James Newton said we do need to look at branding the downtown area.

Discussion of Materials

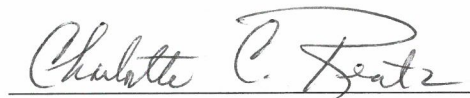
- Review of Vision and Mission Statement – Bianca Howard read the mission and vision statement for Hapeville Main Street.
- Annual Standards/Assessment for Accreditation Overview – Bianca Howard mentioned that the Board must continue to work along the lines of these standards as it is getting close for the Board to be reviewed again.
- 2019 Workplan – Transformation Strategy #1 is to build and maintain reciprocal relationships with viable downtown businesses. The coinciding goal is to communicate, engage, and support local businesses by providing quarterly communications to businesses, including providing marketing materials and city updates. This is based on the feedback Michael Gibbs received from other business owners. Details are provided in the 2019 workplan form. Michael Gibbs will come up with a date for the first forum type meeting and will be the emcee for the meeting. Main Street Board will host the first forum.

Transformation Strategy #2 is to support making Hapeville a regional arts destination. The goal is to have art regular events and to map, list, and promote visual arts and humanities. Details are provided in the 2019 workplan form.

There was also discussion about request for butterflies and other public art/artists. During this time, there will not be another phase of butterflies. David Burt suggested that going forward we need to establish a mural program and have a call for artists where all artist can submit their work. The work would be scored and then artists will be told that they will be put in a pool for property owners to choose. This would be done out of fairness. The Board also discussed the budget for 2019-20 Fiscal Year; we will be asking for \$45,000 and have adjusted the line items based on the 2019 Workplan.

Adjourn

- Charlotte Rentz adjourned the meeting at 7:28PM.



Charlotte C. Rentz, President



Secretary