Hapeville Main Street Board of Directors Meeting August 14, 2019 at 6:00 pm Hapeville City Hall Conference Room

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

Absent: Sophia Lute

Guest: Dewey McGeoch, Chloe Alexander (Council)

Call to Order

• Charlotte Rentz called the meeting to order at 6:11PM and welcomed all Board members, guests, and City Staff. Charlotte Rentz asked for a motion to move "Derr Robinson Exhibit" agenda item to after financial statements. James Newton motioned to move "Derr Robinson Exhibit".

Guest Welcome/Public Comments

None

Approval of Minutes

• A motion was made by Lorenne Fey to approve May 22, 2019, minutes. Alexia Ryan seconded and all approved.

Approval of Financial Statement

- A motion was made by David Burt and seconded by Ellen Free to approve the Financial Statement for the period ending May 31, 2019.
- A motion was made by David Burt and seconded by Ellen Free to approve the Financial Statement for the period ending June 30, 2019.
- A motion was made by David Burt and seconded by Ellen Free to approve the Financial Statement for the period ending July 31, 2019.

New Business

• Derr Robinson Exhibit – Dewey McGeoch presented information about Derr Robinson Steadman who grew up in Hapeville. Derr is a Vietnam veteran who creates postcards. His exhibit will be in November at the Depot Museum. Dewey is requesting \$500 for this project, with \$250 being a stipend to go to Derr Robinson Steadman. There will be an opening reception on November 9th. Other funds will go towards refreshments, printing t-shirts and postcard books. David Burt suggested giving more towards the project and including music as entertainment to give people a chance to linger around the downtown area. This project could also go hand in hand with the Board's plan for

- Gorilla Marketing, which would be a separate budget because of marketing. James Newton brought up the point of having a licensing agreement with Derr so that we can distribute materials freely without consequences. Discussion was said that all proceeds will go back to Derr. Michael Gibbs motioned to approve a baseline of \$2000 for entertainment of the exhibition and Alexia Ryan seconded the motion. All approved.
- Day of the Dead Councilwoman Chloe Alexander discussed having several maker sessions to make pseudo-traditional crafts. November 2nd will be a celebration and parade. Local business will be approached to see if they would display lanterns in their businesses in honor of the event. The event will have live music and Mexican crafts, food, and music. Chloe Alexander stated that this event has a chance to grow over the years and become big. Chloe Alexander said that Main Street can assist with promotion, provide supplies, music, and vendor fees. Alexia Ryan suggested working with a nonprofit organization to ease the financial process and allow vendors to get paid same day as service. David Burt offered for Hapeville Arts Alliance to partner with Main Street Board for this event. Michael Gibbs motioned to approve up to \$5000 for event and Ellen Free seconded the motion. All approved.
- Atlanta Celebrates Photography (ACP) Proposal Update Chloe Alexander has a group of artists and are now deciding places for the artwork to go. David Burt had the idea of having a contest, which will engage people. Displayed artist will be predetermined and cannot already have work displayed in businesses. Advertisement will start soon for artists to submit pictures that have been taken in Hapeville. The City will hire a Juror to pick winners. Additionally, there will be a photo meet-up where there will be a walking tour for people to take pictures. There can possibly be a kid's class as well for children to create printed photos. There will be a professional and hobby component, where adults and kids have an opportunity to win. James Newton brought up the point of displaying photos in other areas in addition to the bridge for people with disabilities. The exhibition will run from September 28th October 26th, with the reception being on October 5th. Michael Gibbs motioned to approve up to \$2000 and Ellen Free seconded the motion. All approved.

Announcements

• New Museum Exhibit – September 21st is Happy Days and the Depot Museum looks to plan a special art exhibit that day by Louise Norton. The idea is to show her work while Mrs. Norton is still around. Some of her artwork is on display at the Depot Museum.

New Business

• Licensing for LEC's "Rise Hapeville" Graphic – Marketing for 1 year is \$1500 and 5 years is \$5000; Marketing and Merchandising for 1 year is \$2000 and 5 years is \$7000. David Burt said going forward licensing needs to be in the original agreement. Alexia Ryan said we should negotiate the prices. The idea was to create bumper stickers and postcards with the graphic on there. Alexia Ryan suggested that as part of our exploration of how we will handle the Derr artwork, we think about LEC as well. Bianca Howard will ask Legal for best practices for licensing agreements and Main Street Board will come up with ideas of how they want to use graphics going forward.

Old Business

 Butterflies – Charlotte Rentz asked Chloe Alexander about the butterflies being moved to the Dog Park. Bianca Howard confirmed that two butterflies are at the Dog Park. Charlotte was concerned that this was not discussed with Main Street Board or TPD (Tourism Product Development.) Chloe Alexander said it would be great to use the butterflies for its original purpose, which was to sell them and create new ones in phases. David Burt said that there were issues with receiving the butterflies and when people were notified that they would be coming down, those people fought to keep them up.

Adjourn

• A motion was made by James Newton and seconded by David Burt to adjourn the meeting. Charlotte Rentz adjourned the meeting at 8:11PM.

Charlotte C. Rentz, President

Secretary