

**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,

Katrina Bradbury, Chairman

Jennifer Elkins, City Clerk