

Tourism Product Development Meeting

3468 North Central Ave

Hapeville, GA 30354

February 28, 2019

MINUTES

1. Welcome and Introduction

Chairman Katrina Bradbury called the meeting to order at 6:44pm. All members of the committee were recorded as being present:

Katrina Bradbury
Tim Young
David Burt
Shannon Short
Chloe Alexander

Item two was struck from the meeting agenda.

~~2. Election of Officers~~

3. New Business

Approval of minutes was unintentionally omitted as an agenda item. Minutes from the January 17, 2019 meeting should be corrected to reflect that Chloe Alexander was elected secretary of the TPD committee.

a. Current Hotel Motel Tax Financial Overview

There were no notable updates to the TPD financial review since the January committee meeting. The total construction cost of the theater is predicted to be \$1.95 million. An updated projection is expected to be available by March 2019, and the theater improvements as expected to be complete by summer 2019. TDP funds available by the end of FY 2018-2019 is approximately \$121,057.

b. Proposal to allow Atlanta Printmakers Studio to occupy and rent the Development Authority property located at 748 Virginia Ave, using TPD funds for renovation. <http://atlantaprintmakersstudio.org/>

- David Burt reviewed the city's history with Atlanta Printmakers' Studio (APS) for members of the committee. APS approached the city's economic development department in late 2015/early 2016 to discuss potentially relocating their studio from Atlanta to Hapeville. APS toured 2-3 sites that did not meet their needs but continued their relationship with the city and participated in subsequent arts events sponsored by the city. APS later entered a lease agreement with the property owner of 703 N. Central Ave, which was later dissolved because of an increase in the monthly rental agreement.

- On February 9, 2019, David Burt led an APS board member tour of the Development Authority property located at 748 Virginia Ave to review the feasibility of APS operating at that location. APS subsequently met with their board and requested confirmation from city staff and legal representation that the city was willing to proceed with the project and that renovation and expansion is allowed under the current hotel motel tax designation. The members of the Hapeville Development Authority subsequently unanimously agreed to enter a rental agreement with APS for use of 748 Virginia Ave at their February meeting, if so desired by APS and the mayor and council.
 - Discussion amongst the members of the TPD committee reflected a desire to recommend the expansion and renovation of 748 Virginia as a priority, as the property cannot be sold while under remediation without exposing the city to financial liability for cleanup if sold.
 - David Burt made a motion to recommend to mayor and council up to \$600,000 be used for the renovation and addition to 748 Virginia Ave for the use and rental of APS, or other TDP eligible function. Shannon Short seconded the motion. The motion passed 4-0, with one recusal by Chloe Alexander.
- c. Committee-suggested projects to present to council
- pedestrian bridge
 - David Burt provided a status update on the installation of the pedestrian bridge. The city is awaiting approval from Norfolk Southern for the material that is to be used to replace the chain link. The material used must meet railroad safety standards, with openings no larger than the chain link that is currently utilized.
 - Chloe Alexander stated that per the verbal advisement of the city's former legal representation, Fincher Denmark, the bridge could be described as a tourism product. If so desired, a legal opinion could be requested of the city's current attorneys to see if any shortfalls in funding could be covered using TPD.
 - Shannon Short shared concerns about whether the entire bridge could be improved, including areas of concrete that are worn and need to be power washed. David Burt explained that this would be the plan, and that the artists, Micah and Whitney Stansell, also plan to replace the chain link along the stairs with an architectural mesh, adding to the aesthetic appeal of the project.
 - expansion of the arts alleyway
 - Chloe Alexander expressed a desire to expand the arts alleyway that currently runs behind the 600 block of N. Central Ave. Doing so would provide walking connectivity to other areas in the downtown area, including the 500 block, across the railroad tracks, the public parking areas, and along Dogwood Dr. David Burt was tasked with researching options and feasibility and will report back at the March meeting.
 - creation of a public art trail/outdoor gallery
Related to expanding the public arts alleyway, Chloe Alexander shared that establishing a trail would allow for the installation of public art along the trail using TPD funds, diverting those expenditures away from the Main Street Board and the general fund.

- wayfinding signage and parking
- Chloe Alexander stated that parking is difficult to visitors to the city who do not know where public parking is located, or who can find parking but do not know how to navigate their way back to the businesses downtown by foot; for instance, a person who is on a business lunch may not realize that there is public parking across the railroad tracks. Chloe suggested adding wayfinding signage to direct both cars and pedestrians to and from public parking areas.
- Katrina Bradbury mentioned that wayfinding signage could also be utilized at gateways and entryways to neighborhoods. The current signage is outdated, poorly maintained, or not visible due to obstructions. Chloe Alexander stated the painted intersections could be used at gateways as well, and Katrina agreed, noting that Georgia State has painted most of their crosswalks. David Burt and Tim Young stated that they would be able to research the cost of a similar project in Decatur, as well as the type of paint required along with pricing, in time for the first council meeting in April.
- Hapeville Depot Museum upgrades
<https://affiliations.si.edu/how-to-apply/>
- Chloe Alexander reviewed the information provided by the Smithsonian museum in order to become a Smithsonian Affiliate and thought that this would be a long-term investment to help increase visibility and foot traffic to the depot Museum. Chloe also mentioned making the gallery available year-round as an exhibition space for art, instead of only for art crawls. Charlotte Rentz, who was in attendance commented that staffing was an issue to implement this. Charlotte agreed to contact the Smithsonian regarding next steps, and to coordinate with Lee Sudduth after getting more information.
- Gotcha-Ride/Gotcha-Bike/other tourism-based ride-share services
<https://ridegotcha.com/>
<http://thecuteshuttle.com/>
- David Burt shared that he'd gotten pricing for both Ride Share shuttle services and bike share from Gotcha Ride in 2016. The pricing included the cost of 6 shuttles that could be used to bring patrons from local hotels to the downtown Hapeville area in a continuous loop. At that time, the cost of six shuttles would be approximately \$326,000 annually, with the bike sharing service costing an additional \$10,000 annually. The cost of service could be offset by selling shuttle wraps and advertisements that could be shown on small monitors on board the shuttle.
- Tim Young stated that it selling advertisements to the same businesses that the shuttle would potentially take patrons to may not be the best use of this option. David Burt shared that instead, a custom Hapeville wrap could be designed and a Hapeville-related tourism video, such as the one developed by ATL District, could be shown on board. He also stated that if local businesses showed a desire to do so, two routes could be developed using different funding sources: a tourism-based route funded solely using TPD funds, and a business-based route funded by business contributions.

- David Burt was tasked with getting an updated quote from Gotcha Ride as well as The Cute Shuttle, a similar service operating in west Atlanta, in time for the March 28 meeting.
- football field improvements
- Chloe Alexander stated that she'd met with John Stockdale, the PE teacher who has been at Hapeville Elementary for 16 years. Mr. Stockdale shared that he had a desire to work with the community to open up the fenced in areas for residential use. Chloe shared that perhaps the county and school could be approached to discuss stadium improvements, including the field, stands, and track, to attract both youth and adult sporting events to Hapeville.

4. Scheduling of March Meeting Date

The March meeting was scheduled for March 28, 2019.

5. Adjourn

Katrina Bradbury adjourned the meeting at 9:17 pm.