

Tourism Product Development Meeting  
3468 North Central Ave  
Hapeville, GA 30354

March 28, 2019

MINUTES

1. Welcome and Introductions

Tim Young served as chairman in Katrina Bradbury's absence and called the meeting to order at 6:39 PM. All other members of the committee were present. Audience members included Councilman Travis Horsley and Alexia Ryan.

2. Approval of minutes

Minutes were approved 5-0, pending the correction of one spelling error.

3. New Business

a) Current Hotel Motel Tax Financial Overview

Tim Young reviewed the updated financial report generated on March 28, 2019, noting that the projected theater renovation costs remain at \$1.9 million with an expected completion date of July/August 2019. Remaining balance of TPD funds after renovation is expected to be approximately \$137,057. David Burt suggested that the clam shell and roof be repaired out of that balance, as it is leaking and would need to be repaired in the very near future to prevent water damage.

4. Old Business

a) Atlanta Printmakers Studio

David Burt shared that a floor plan for the studio space at 748 Virginia Avenue will need to be completed before the Printmakers Studio will be able to enter into lease negotiations with the Hapeville Development Authority. David Burt obtained proposal from Kronberg Wall to create a preliminary schematic plan and optional street facade elements and sketch perspectives for a total cost of \$3600. Tim Young was tasked with authorizing payment for the preliminary design to present to the Development Authority. Next steps in the process including bidding will need to be authorized by the development authority.

b) Tourism-based ride-share solutions

An updated quote from the ride-share company Gotcha Ride had not yet been obtained at the March 28 meeting, and a 2017 quote at \$326,00 annually was used for informational purposes. The Cute Shuttle, a ride-share company currently operating in West Atlanta, provided a quote of \$431,000 annually, but David Burt felt that the information provided did not encompass the needs discussed for the city of Hapeville. David Burt was tasked to get an updated quote from Gotcha Ride and a revised quote from The Cute Shuttle.

c) Parking and wayfinding signage

Chloe Alexander shared pricing for standard "Parking" and "Visitor" parking signs, as well as estimates for customized wayfinding signage. Chloe Shared that artistic signage could be commissioned to create artistic placemaking. Chloe Alexander was tasked with creating a map for parking signage as well as wayfinding signage. David Burt was tasked with getting an estimate for vintage, lighted parking signage.

d) Painted Crosswalks

David Burt shared information he obtained from Ennis-Flint Americas. The firm manufactures standard and custom inlay designs that are installed on asphalt. The design and square footage of each individual crosswalk determines the price of manufacturing and installation. David Burt was tasked with getting a more detailed estimate for custom crosswalks based on locations identified within the City.

e) Splash Pad at the Master Park

David Burt shared information gathered from a representative at Great Southern Recreation, a company that manufactures and installs splash pads and other water features. The information packet contained projects that ranged in price from \$200k to \$400k, depending on square footage and optional features. David Burt agreed to schedule a meeting with a representative from Great Southern Recreation to get additional information on a potential splash pad in the Master Park where the volleyball court is currently located.

5. April Meeting Date

Tim Young suggested a meeting date in early April. Members of the committee agreed that April 11th or 18th would be ideal to get updated information on the projects discussed. The meeting date would be confirmed pending confirmation from Katrina Bradbury and all other committee members.

6. Public Comments

Councilman Travis Horsley suggested disc golf as a low-cost recreational project in the Master Park. He agreed to research cost as well as whether disc golf is a designated use under Hapeville's current hotel motel tax designation.

7. Adjourn

The meeting was adjourned by Tim Young at 8:16 PM.

Respectfully submitted,

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Katrina Bradbury, Chairman

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Chloe Alexander, Secretary

