

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

April 14, 2016
MEETING MINUTES

Board Members Present: Mike Miller, Tony Owens, Larry Odom, Chris Welch, Hal Williams, Donna Logan, Bruce Howerton

Partners Present: Bill Schmid, Gary McCullough, Nancy Lovingood

Staff Present: Rebecca Shirley, Joel Cordle

Larry called the meeting to order at 8:45 AM.

I. Approve February 11, 2016 meeting minutes – A motion to approve the minutes as presented was made by Hal, seconded by Mike. All members present unanimously approved the motion.

II. Approve financial report – Joel provided details on 6-month financial report. A motion to approve the financials as presented was made by Mike, seconded by Donna. All members present unanimously approved the motion.

III. DDA – Main Street Four Point Projects

ORGANIZATION

1. Promote Downtown Safety & Security – Bill reported there are conversations with the county fire department about the purchase of a ladder truck.

ECONOMIC DEVELOPMENT

2. Support Council on Parking Strategies – Bill reported at the City Council retreat there was discussion about the DDA taking a more active role in parking management and will present additional details at the board planning retreat in May.
1. Support Downtown Job Growth – No update on this item.
2. Inventory of Available Spaces & Prospects – Joel referred to the inventory sheet included in the board packet for the itemized list of changes and vacancies.

PROMOTION

1. Increase Downtown Shopping with Retail Promotion & Advertising – Rebecca reported on shopping and downtown promotion for Facebook, Pinterest, and Twitter; the fine tuning of the streetscape promotion campaign; production of a Facebook ad for Mother's Day and building a shopping board on Pinterest for Mother's Day.

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements – Joel reported on 3 bids received for Phase 1 construction. He reported the lowest bid was still higher than anticipated but it is staff's recommendation to move forward with that contractor in order to still begin construction in June.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – No update on this item – next proposed date is August.
3. Expand Dahlonega Stories History Plaque Program – No update on this item.

IV. Staff Report (5 minutes) – Board members received a copy of the February 12 – April 8, 2016 staff report and Rebecca and Joel highlighted the projects they have been working on during that time.

V. Announcements from partner agencies

- City of Dahlonega – Bill reported the Visioning Plan coincides with the City & County's Comprehensive Planning process. The City and County will hold a joint planning meeting in May.
- University of North Georgia – Bruce reported graduation is scheduled for the first weekend in May; near completion of a 10-year master facilities plan; waiting final approval from the BOR for the parking deck adjacent to the convocation center; and the purchase of the Dahlonega electric property for a virtual shooting center, after hours dining options and office space.
- Chamber of Commerce/Tourism Office – No report at this time.
- Historic Preservation Commission – Joel reported the HPC meeting minutes were included in the board packet.
- Dahlonega 2000, Inc. – Joel reported the March 31, 2016 bank statement is included in the board packet for review.

VI. New Business

- Future projects, initiatives, opportunities – Bill reported he would like to propose North Georgia Film initiatives, parking, landscaping and a Business Improvement District coming under DDA leadership. He will present additional details of each at the May board planning retreat.
- Update on Great American Main Street Award – Rebecca reported travel and conference registration is complete. Packets will be distributed to board members at the May 4 board planning retreat.

- Draft agenda for May 4 Board Planning Retreat – Rebecca reported the draft agenda is included in the packet for the board's review. The packet will be delivered in advance to each board member.

VII. Adjourn – Tony made a motion to adjourn the meeting, seconded by Chris. All members present unanimously approved the motion. Larry adjourned the meeting at 9:45 AM.