

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

May 8, 2014

MEETING MINUTES

Board members present: Hal Williams, Tony Owens, Mac McConnell, Donna Logan, Denson Martin, Chris Welch, Larry Odom

Partners present: Jay Markwalter

Staff present: Joel Cordle, Rebecca Shirley

Chris called the meeting to order at 8:45AM

I. Approve March 13 meeting minutes – Larry made a motion to approve the meeting minutes as presented, seconded by Denson. All members present unanimously approved the motion.

II. Approve financial report – Joel asked the board to refer to the financials included in the board packet. He detailed the April expenses and current balances. A motion was made to approve the report as presented by Mac, seconded by Hal. All present approved the motion.

III. DDA-Main Street Four Point Projects

ORGANIZATION

1. Support Designation of S. Park St. Residential Historic District and Expansion of Existing Downtown Commercial Historic District to S. Chestatee, E. Main, N. Grove – Joel reported the Historic Preservation Commission's updated design guidelines were accepted by City Council. He encouraged the board to attend the unveiling of the new guidelines on the Gold Museum lawn on Thursday May 29, 5 PM.
2. Assist Council with Downtown Master Plan Implementation – No report on this item.

ECONOMIC DEVELOPMENT

1. Work with Partners on Regional Center for Business & Investment – Mac reported the Board of Regents (BOR) asked UNG to consider 3 sites for the proposed convocation center and requested UNG to hire a consultant to do a feasibility analysis of the three sites. This process should be completed by July and should identify the best of the 3 proposed locations. Mac reported the other pressing need for the University is housing. The financing of future housing will be through a private developer versus through the DDA bonds. Should be noted the impact this will have on additional revenue being added to the DDA budget.
2. Support City Council on Parking Management – Joel reported Bruce has been working with Greg Amos, the City's Downtown Ambassador, to move towards a parking education/warning system.
3. Develop Downtown Arts Strategies Engaging Arts Groups for Economic Development - Hal reported May is Arts Month, Historic Preservation Month, and Tourism Month. Hal also reported Bear on the Square was a tremendous success, Mountain Flower is coming up May 17-18, the artist walk will be happening May 10, Smoke on the Mountain tickets sales going well, and DDA has kicked off Appalachian Jam and First Friday Night Concerts.
3. Support Master Plan Catalytic Real Estate Projects and Property Owners Development/ Redevelopment of Strategic Sites – No report on this item.
4. Keep Inventory of Available Spaces & Businesses Seeking Spaces - Joel asked the board to refer to the board packet with the inventory sheet of properties and prospects. Changes to property status were noted.

PROMOTION

1. Support Downtown Shopping with Retail Promotion & Advertising – Rebecca reported on the upcoming campaigns for Comcast, GPB, Mother's Day, and the Dahlonega – Lumpkin County Chamber of Commerce Welcome Guide.

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements – Joel reported staff and the consultants are working on the final approvals for Phase 1. Joel also reported he submitted the TIGER 6 grant application request for \$9 million.

2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – Rebecca reported the partners walk around is scheduled for Tuesday, May 13, 5 PM.
3. Expand Dahlonge Stories History Plaque Program – Rebecca reported 1000 brochures were printed and will be distributed in a week or so. Denson reported Rebecca will update the letter to property owners and send prior to June meeting.

IV. Staff Report

Board members received a copy of the staff report. Rebecca and Joel reported on the major projects worked on during the previous months.

V. New Business

- Request to renew Holly Theatre rental agreement – Denson made a motion to bring this previously tabled item back to the board for consideration, seconded by Mac. All members present approved. Hal abstained. Denson made a motion to enter a rental service agreement with the Holly at \$1,000 per month beginning June 1, 2014 through Dec 31, 2015. The motion was seconded by Mac. During discussion it was suggested that during this 19 month period, the Holly could try to match the funds from DDA by issuing a “challenge” to obtain an additional \$19,000 from other sources. The DDA does not have bond revenue coming in to continue this service contract indefinitely. The redevelopment fund has focused on façade, wiring and sprinkler grants, video production, and real estate projects. Unanticipated expenses also need those funds. Discussion concluded. All members present approved the motion as presented. Hal abstained.
- Support Community Vision RFP initiative - Joel reported this is an initiative the DDA endorsed a year ago. He reported that the City Council & County Commissioners have now endorsed it. The Chamber will lead the project and will move forward with issuing the RFP. More will be known on exact costs when the RFPs have been submitted.
- DDA insurance certificate from GIRMA – Joel included a copy of the DDA insurance coverage in the board meeting packet for your reference.

VI. Announcements from partner agencies

- City of Dahlonge - No report at this time.
- Chamber of Commerce/Tourism Office - Jay reported on the National Travel & Tourism Day, the first series of UNG parent intros have started, the 50th anniversary of the wilderness act will be celebrated in Hancock Park on September 6, Dahlonge was nominated as one of 20 towns by USA Today Travel, working to designate Dahlonge-Lumpkin County wine industry as an “viticulture area”, and visitors in the Welcome Center up 17% currently.
- University of North Georgia – Graduation ceremonies are this weekend.
- Historic Preservation Commission - Joel passed out the April HPC meeting minutes for the board to review.

VII. Adjourn

A motion to adjourn was made by Denson at 10:15 AM, seconded by Donna. All members present unanimously approved the motion.