

# DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

June 11, 2015

## MEETING MINUTES

**Board Members Present:** Denson Martin, Larry Odom, Donna Logan, Tony Owens, Hal Williams

**Board Members Absent:** Mike Miller, Chris Welch

**Partners Present:** Bill Schmid, Bruce Howerton, David Zunker, Amy Booker

**Staff Present:** Joel Cordle, Shea Wages

Larry called the meeting to order at 8:45 AM

**I. Approve April 9 meeting minutes** – A motion to approve the April 9 meeting minutes as presented was made by Hal, 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, and he detailed the expenditures and revenues for the month of May. A motion to accept the financial report as presented was made by Denson, seconded by Hal. All members present unanimously approved the motion.

### **III. Announcements from partner agencies**

City of Dahlonega – New Dahlonega City Manager Bill Schmid introduced himself and he was welcomed by the board members.

University of North Georgia – Bruce Howerton announced that UNG will be adding a 5<sup>th</sup> campus at Blue Ridge. The university has broken ground on the new dorm site next to the Moore Building. As a result of the expanded campus, they university has plans for van shuttles across campus in Fall 2015. The University will be putting up a new campus sign on the hill near Thompson Circle. Bill Schmid mentioned he had a meeting with President Jacobs, and that she said hopes to bring more students to campus for summer classes in the future.

Chamber of Commerce/Tourism Office – Amy reported on upcoming Movies in the Park, UNG Welcome Back Student Event and New Faculty Orientation, 4th of July Planning, 6 GAP & 3 GAP bike ride & criterium, the \$5 dollar transportation tax on hotels & motels, RFPs for Community Visioning, and AVA designation for “Dahlonega Plateau.” New Tourism Director David Zunker reported on Pineapple PR, the 2015 Ga. tourism focus on food and the 2016 focus on music. A waterfall app is being created. Cherie Bates is continuing to work on groups meetings. David concluded that the Tourism Committee has been reactivated. Numbers are up 29 % from last year. Hal requested that DDA put a letter together about \$5 hotel tax for transportation (Joel to follow up with letter).

Historic Preservation Commission – Joel referred to the HPC June 11 meeting agenda, highlighting the 3 properties on the agenda – North Grove Hall, St. Luke’s Church, and the Corkscrew Café.

Dahlonega 2000, Inc. – Joel stated there were no new project applications and no need to hold a Dahlonega 2000 meeting. He provided a short report on the current bank balance of \$7,207.

### **IV. Staff Report –**

Board Members received a copy of the April and May staff reports. Joel highlighted the major projects worked on during the previous 2 months, including TIGER 7 streetscape grant application, and the 9 events that staff produced in 11 weeks during the Spring.

**V. DDA-Main Street Four Point Projects** - Joel mentioned that all committees need to plan to meet in the upcoming weeks. There will be scheduling via email.

### **ORGANIZATION**

1. Promote Downtown Safety & Security - There has been no committee meeting. Tony reported on the sidewalks that need leveling. Bill reported that the city has purchased 20 all-purpose fire extinguishers for city vehicles.

### **ECONOMIC DEVELOPMENT**

1. Support Council on Parking Strategies – There has been no committee meeting. Hal reported that he believes the 3 hour parking is working and is indeed turning parking spaces; he noted that the UNG parking deck availability has been great for the Holly Theatre.
2. Support Downtown Job Growth – There has been no meeting to date.
3. Inventory of Available Spaces & Prospects - Joel referred to the inventory sheet included in the board packet. He itemized the vacancies. Roberta Green’s Main Street Burger/ Piazza space is reportedly going to be leased within a few days. There was discussion of how it will be good for pedestrian traffic and downtown appearance. Joel mentioned that there is still no news on the Parks Property.

### **PROMOTION**

1. Increase Downtown Shopping with Retail Promotion & Advertising - Shea shared advertising and promotions news about our Mother’s and Father’s Day Shop Local ads in the Nugget, partnering with Awake until Late to promote their event on social media outlets, updating Pinterest, continuing to promote ongoing summer series of events like Farmers Market, Appalachian Jam, and First Friday Night Concert Series.

### **DESIGN**

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements – Information was covered in the copies of the staff reports.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings - Shea referred to the board packet’s “Work Items List” that was compiled as a result of the walks. These Work Items were sent to City Manager and City Engineer for scheduling.
3. Expand Dahlonega Stories History Plaque Program – Shea reported that we are waiting on an application from UNG for the 120 South Chestatee property. Also, we have application packets ready for door to door delivery to targeted property owners.

**VI. New Business** – No new business

**VII. Adjourn** - Denson made a motion to adjourn the meeting, seconded by Hal. All present unanimously approved the motion. Larry adjourned the meeting at 10:20 AM.