

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

June 14, 2014

MEETING MINUTES

Board members present: Hal Williams, Tony Owens, Donna Logan, Larry Odom, Chris Welch

Board Members Absent: Mac McConnell, Denson Martin

Partners present: Jay Markwalter, Bruce Georgia

Staff present: Joel Cordle, Rebecca Shirley

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

I. Approve May 8 meeting minutes – Donna made a motion to approve the meeting minutes as presented, seconded by Hal. 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. Hal made a motion was made to approve the report as presented, seconded by Donna. 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 – Hal reported the new Historic Preservation design guidelines were unveiled at a successful ice cream social event. The next step will be the discussion of the Park Street Historic district.
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 - Joel reported partners are waiting for the university's convocation center study which will determine the preferred location. Also, the county development authority has invited Dan McRae to give report on the financing options for the conference hotel portion the project.
2. Support City Council on Parking Management – Bruce reported staff is working to create a more friendly warning to pair with the parking brochure, meeting with Glenn Jones on potential partnership for management software as well as making sure the parking deck hours are consistent. Bruce reported the University has purchased BB&T parking lot and the City is currently discussing long term lease options. Bruce also reported on the future partnership with the County on the use of the parking lot at the cleaners on East Main for tour bus loading/unloading.
3. Develop Downtown Arts Strategies Engaging Arts Groups for Economic Development - Hal reported the group has a quarterly meeting soon.
4. Support Master Plan Catalytic Real Estate Projects and Property Owners Development/ Redevelopment Of Strategic Sites –Joel reported that 2 builders have approached him in regards to the N Park St school property. This development project is a top master plan priority and is also on the City Council's goals and initiatives list for the year. The next step would be to develop RFQ/RFP for the builders.
5. 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 2 Nugget ads for Mother's Day and 1 for Father's Day, the Comcast HGTV and Ga. Public TV campaigns are currently underway. DDA Intern Grace Stacy is working on a Pinterest project that highlights inventories of downtown businesses. In the future will be lunch for new university faculty and staff as well as the Monday evening shopping event in August.

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements – Joel reported Robert & Company will be here June 19 to review the schedule, cost estimates, and details of the project with city officials/staff.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – Rebecca reported she has sorted through all of the points and is consolidating the information to share with the appropriate departments.
3. Expand Dahlonega Stories History Plaque Program – Rebecca reported the grant application packages are ready for distribution. She and Denson will schedule follow up phone calls immediately afterwards.

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

- Present certificate of appreciation to the downtown public works crew at the July meeting.
- Bruce reported on the renaming of Hancock Park stage for Zak McConnell. The project will be funded through donations through Dahlonega, 2000, Inc. account.
- Joel reported there is currently \$9,000 balance in the Dahlonega 2000, Inc. checking acct. He made a recommendation to transfer \$10,000 from the redevelopment funds to the Dahlonega 2000, Inc. account for current and future project costs. Larry made a motion to approve the transfer as presented, seconded by Donna. All members unanimously approved the motion.

VI. Announcements from partner agencies

- City of Dahlonega – Bruce reported the Mayor is doing better and is starting to come back to meetings and events.
- Chamber of Commerce/Tourism Office – Jay highlighted the current activities for the Dahlonega-Lumpkin County Chamber of Commerce.
- University of North Georgia – No report.
- Historic Preservation Commission - Joel passed out the May HPC meeting minutes for the board to review.

VII. Adjourn

A motion to adjourn was made by Hal at 9:55 AM, seconded by Donna. All members present unanimously approved the motion.