

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD**  
**August 11, 2016**  
**MEETING MINUTES**

**Board Members Present: Mike Miller, Larry Odom, Tony Owens, Chris Welch, Bruce Howerton**

**Board Members Absent: Hal Williams, Donna Logan**

**Partners Present: Bill Schmid, Nancy Lovingood**

**Staff Present: Rebecca Shirley, Danielle Bell**

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

- I. Approve July 14, 2016 meeting minutes** – Motion to approve the minutes as presented was made by Chris, seconded by Bruce. All members present unanimously approved the motion.
- II. Approve financial report** – Rebecca provided details of the financial report. A motion to approve the financials as presented was made by Chris, seconded by Tony. All members present unanimously approved the motion.
- III. Video Presentation & Discussion** – *Mapping the Dollars and Sense of Land Use Patterns* – The video was watched and comments were made by members how different aspects of multiuse development could potentially be modified to fit into Downtown Dahlonega to promote economic development.
- IV. DDA/Main Street Goal Updates:**
  - Goal: 1. Increase in-town housing – no update at this time
  - Goal: 2. Develop a parking management plan- Rebecca discussed the recent meeting of the Parking Committee and recommendations they have proposed to Council.
  - Goal: 3. Increase the number of hotel rooms/breakout space downtown – no update at this time.
  - Goal: 4. Expand the footprint of downtown- Rebecca discussed the Pedestrian Wayfinding Sign committee meeting. Design samples were distributed as well as pictures of potential sign locations at major intersections downtown.
  - Goal: 5. Position Dahlonega as the film production hub in the Georgia Mountain Region- Plans for staff education opportunities through AFCI were discussed as well as staff marketing efforts for the North Georgia Film Office. Rebecca gave an update on current partnerships with the Chamber Camera Ready, UNG and sound stage visits.
  - Goal: 6. Create environment for entrepreneurship – no update at this time
  - Goal: 7. Maintain Organizational Excellence – no update at this time
- V. Staff Report-** Board members were provided with a copy of the July 2016 Staff Report to review.
- VI. Announcements from partner agencies**
  - City of Dahlonega- Bill discussed the City's dedication to working with the DDA to continue landscaping efforts downtown and providing cohesive beautification through East and West Main Street. He confirmed the City's backing of the proposed expansion of 3 hour parking to certain areas of downtown.
  - University of North Georgia- Bruce reported that a 2025 Master Plan has been sent to the Board of Regents. The plan includes proposed new buildings for classes and an increase in the total number of cadets in years to come. Student enrolment has been capped at 8,000 students at this time.
  - Chamber of Commerce/Tourism Office- no report at this time.
- VII. New Business**
  - Discussion of Downtown App- Shannon Sims requested marketing and financial support from the DDA in order to launch the Downtown Dahlonega App. After discussion Tony moved to create a committee to create a recommendation for the board in regards to the app. Mike seconded the motion. All members present unanimously approved the motion. Tony, Mike and Rebecca agreed to sit on the committee and will make a recommendation at the September board meeting.

- Frank Gilkerson made comments about the Preserve Historic Dahlonega group. He spoke of his books about Dahlonega history and opportunities to purchase or receive a copy.

**VIII. Adjourn-** Tony made a motion to adjourn, seconded by Chris. Larry adjourned the meeting at 10:15 AM.