

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

**December 10, 2015
MEETING MINUTES**

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

Partners Present: Bill Schmid, Gary McCullough

Staff Present: Rebecca Shirley, Joel Cordle

Larry called the meeting to order at 9:05 AM.

I. Approve November 12 meeting minutes – A motion to approve the minutes as presented was made by Hal, seconded by Chris. All members present unanimously approved the motion.

II. Approve financial report – Joel reported there is no financial report this month because of auditors. November and December financials will be presented at the January meeting.

III. DDA-Main Street Four Point Projects

ORGANIZATION

1. Promote Downtown Safety & Security – Joel reported on needing to schedule a committee meeting for this item. City Manager Bill Schmid reported the OFC parade had some pedestrian safety concerns that need to be discussed during the OFC parade wrap up meeting.

ECONOMIC DEVELOPMENT

1. Support Council on Parking Strategies – Bill reported the 3 hour spaces are being stenciled on East and West Main today. He also mentioned he has been discussing project concepts with a parking structure consultant.
2. Support Downtown Job Growth – Joel reported one of the strategies for the committee was to look at how infill development opportunities tie to job growth. The partners walk report will be used by the committee in conjunction with the Walk Around committee to discuss opportunities further.
3. 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 the following items over the past month - Updating winter Pinterest card for distribution and continue to share the link as a snapshot of the downtown's retail; Coordinated holiday shopping ad in Dahlonega Nugget – Nov 25, Dec 2, Dec 9; Managing holiday shopping ad for local shopping on Facebook (DDA page; Managing social media holiday “pledge” Shop Local; Confirmed January Comcast campaign (January 1 – January 24); Distributed Small Business Saturday bags, posters, doormats, balloons, etc. to all retail stores for Small Business Saturday; Hosted Merchant Open House & Lighting of the Square event; Maintaining and promoting DDA business listing page on website

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– Joel reported the LET date is scheduled for January with construction to begin in March.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – Information from the partners walk was distributed for the board to review. The Walk Around committee will meet with the Job Growth committee to discuss real and perceived barriers to achieving the identified opportunities.
3. Expand Dahlonega Stories History Plaque Program – Rebecca reported the plaque for the Chestatee Building has been installed and waiting for 50% reimbursement from the University. Will be getting all the stores the “additional information” inserts. Also there is a Bill Hardman plaque that was installed on the Chamber building.

IV. Staff Report (5 minutes) – Board members received a copy of the November 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 on the expanding relationship with the Atlanta Film Office and the City. He also referenced how many of the businesses do actually have access to NGN, especially with the expanded wireless capabilities.
- University of North Georgia – Bruce reported the semester is finishing with graduation ceremonies this upcoming weekend.
- Chamber of Commerce/Tourism Office – Reported for the Chamber, Michael Cottrell let the board know the Chamber's Business Expo event went well. He also invited everyone to join the Chamber at the annual Christmas party that evening.

- Historic Preservation Commission – Lucy reported the Commission ruled against the demolition permit for the Parks Building, and the applicant has currently appealed to Council but there is no date set at this time. The City is working to adopt a certificate of appropriateness for the building inspection process to verify what HPC approves is what is actually being built.

VI. New Business

- Joel asked the board to review the proposed slate of officers for 2016 included in the board packet. The board will vote at the January meeting.
- Larry asked for volunteers to participate in the Community Visioning Steering Committee. Hal, Tony, Bruce, Donna and Mark volunteered to participate.

VII. Adjourn – Chris made a motion to adjourn the meeting, seconded by Hal. All members present unanimously approved the motion. Larry adjourned the meeting at 10:10 AM.