

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

January 14, 2016
MEETING MINUTES

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

Board Members Absent: Hal Williams, Donna Logan

Partners Present: Bill Schmid, Gary McCullough, David Zunker, Kristyn Iodice

Staff Present: Rebecca Shirley, Joel Cordle

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

I. Approve December 10 meeting minutes – A motion to approve the minutes as presented was made by Tony, seconded by Mike. All members present unanimously approved the motion.

II. Approve financial report – Joel reported on the November and December financial report. A motion to approve the financials as presented was made by Mike, seconded by Tony. All members present unanimously approved the motion.

III. DDA/Main Street 2016 annual meeting

1. 2016 Officers Elections – Larry reported the proposed slate of officers was included in the board packet. Hearing no additional nominations, Mike made a motion to approve the slate of officers as presented, seconded by Bruce. All board members present unanimously approved the motion.

IV. DDA – Main Street Four Point Projects

ORGANIZATION

1. Promote Downtown Safety & Security – Bill reported downtown sidewalk works will be taking place over the next couple months. It was brought to the attention of the City the Piazza building was not properly secured, so the City has contacted the property owner to properly secure the property and the City will be conducting periodic inspections.

ECONOMIC DEVELOPMENT

1. Support Council on Parking Strategies – Bill reported there should be more to report on this item after the upcoming Council retreat.
2. Support Downtown Job Growth – No update on this item.
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 a Holiday shopping ad in the Nugget Nov 25, Dec 2 and Dec 9; management of DDA “Shop Local” social media campaign; coordination of Facebook ad resulting in 200 new fans; finalized Comcast campaign advertising plans (January 1 through January 25); maintaining DDA business listing page; and the social media sites have a total of 12000 followers and fans

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– Joel reported all three phases currently have work going on and the LAP certification is complete. Current LET date for Phase 1 construction is February 22.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – No update on this item.
3. Expand Dahlonega Stories History Plaque Program – No update on this item.

IV. Staff Report (5 minutes) – Board members received a copy of the December 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 quality of the city’s water; the Parks building Special Called meeting scheduled for Wednesday, January 20 4 PM; the upcoming Mayor and Council retreat in February in Rome; the electric car charging station up and running with revenue of \$450 over the last 275 days of service; and there is currently a vacancy on HPC if anyone has a suggestion.
- University of North Georgia – Bruce reported semester has started this past Monday. Dorm construction progressing on schedule with 540 student beds and opening in August.
- Chamber of Commerce/Tourism Office – David reported participation in the Hospitality Hwy; working with Pineapple PR for marketing opportunities and awareness; held a lodging alliance meeting; planning for new signage at the visitors center; updating promotional guides for May 2016; STS will be taking place in May this year; and the Chamber annual meeting is scheduled for February 5. Kristyn reported on communication packets she will be delivering to the merchants. This item came out of the recent merchant coalition meeting.

- Historic Preservation Commission – Joel reported the December 16 HPC meeting minutes were passed out for the board’s review.

VI. New Business

- There was no new business.

VII. Adjourn – Tony made a motion to adjourn the meeting, seconded by Chris. All members present unanimously approved the motion. Larry adjourned the meeting at 10:00 AM.