

# **DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD**

**July 9, 2015**

## **MEETING MINUTES**

**Board Members Present:** Hal Williams, Larry Odom, Mike Miller, Denson Martin, Chris Welch, Tony Owens

**Board Members Absent:** Donna Logan

**Partners Present:** Bill Schmid, Bruce Howerton

**Staff Present:** Joel Cordle, Rebecca Shirley

Larry called the meeting to order at 8:45 AM

**I. Approve June 11 meeting minutes** – A motion to approve the June 11 meeting minutes as presented was made by Hal and seconded by Tony. 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 June. A motion to accept the financial report as presented was made by Tony and seconded by Mike. All members present unanimously approved the motion.

### **III. DDA-Main Street Four Point Projects**

#### **ORGANIZATION**

1. Promote Downtown Safety & Security – City Manager, Bill Schmid, updated the board on the City's current activities in regards to parking, including that the City has hired a new Downtown Ambassador. The Downtown Ambassador has been tasked with parking enforcement, as well as meeting merchants and gathering customer information. Tony expressed the 3 hour limit parking spots seem to be successfully rotating parked cars. Bill asked downtown business owners to assist him in determining what kind of parking management the merchants are most interested in. Additionally, the City has painted street spaces and installed lighting at the elementary school property. He, Mark Buchanan, and Joel will be walking the area to determine if the lighting is adequate.

#### **ECONOMIC DEVELOPMENT**

1. Support Council on Parking Strategies – Joel asked the board to refer to the Work Plan document included in the board packet for this year's action items. There is currently discussion between the City and UNG in regards to public use of parking lots and decks. Hal and Tony agreed to discuss the 3 hours limit with merchants along East and West Main Street.
2. Support Downtown Job Growth – Joel reported the Work Plan committee met and will meet in the future every 2 months. The focus of the committee is to assist as necessary with low interest loan and tax credit resources available for projects. Bill informed the board he expects the comprehensive plan and zoning updates project with GMRC to be underway prior to the upcoming winter.
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 the Work Plan committee has a meeting scheduled for next week. She also mentioned upcoming advertising with HGTV, GA Trend, and then the Welcome UNG faculty and staff lunch in August.

#### **DESIGN**

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– Joel reported he will be coordinating a Work Plan committee meeting for this item in July.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – Joel reported the Work Plan committee meeting scheduled for July 22 for a report on the achievements since April. They will also be discussing more specifics about the September walk.
3. Expand Dahlonega Stories History Plaque Program – Rebecca reported the Work Plan committee will meet next week to discuss a direct marketing campaign for key property owners. Also, UNG's Campus Commons building will be getting a plaque so she will be working with Kate Maine on that narrative.

**IV. Staff Report (5 minutes)** – Board members received a copy of the June 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 the City is currently looking at the water and sewer rate structure in order to better cover expenses and depreciation. He would like to begin discussions with merchants in regards to a special assessment district for a parking program. He asked Joel to set up a committee of interested individuals to discuss further, potentially the already established parking committee members.

- University of North Georgia - Bruce Howerton reported on the university's current projects – new parking facility behind the library, dorms along West Main Street, a university shuttle service, and looking to advertise the director of the convocation center position in the fall.
  - Chamber of Commerce/Tourism Office – No report
  - Historic Preservation Commission – A copy of HPC minutes provided in the packet.
  - Dahlonega 2000, Inc. – No pending applications this month. A bank statement was provided in the board packet.
- VI. New Business** – Tony asked the board to consider a children's playground downtown and is something the board could partner with the Dahlonega Sunrise Rotary Club. Tony made a motion to have the economic development committee look into a playground in Hancock Park in coordination with the Dahlonega Sunrise Rotary Club and seconded by Hal. All members present unanimously approved the motion.
- VII. Adjourn** – Hal made a motion to adjourn the meeting and seconded by Tony. Larry adjourned the meeting at 9:55 AM.