

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

November 12, 2015
MEETING MINUTES

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

Partners Present: Bill Schmid

Staff Present: Rebecca Shirley, Joel Cordle

Larry called the meeting to order at 8:55 AM.

I. Approve October 8 meeting minutes – A motion to approve the minutes as presented was made by Tony, seconded by Hal. All members present unanimously approved the motion.

II. Approve financial report – A motion to accept the financial report as presented was made by Mike, seconded by Tony. All members present unanimously approved the motion.

III. DDA-Main Street Four Point Projects

ORGANIZATION

1. Promote Downtown Safety & Security – City Manager Bill Schmid reported the Georgia State Patrol conducted a seatbelt check around downtown, the City is in discussion with Chief Gaines about possibly installing flashing lights for speeding on East and West Main Street, and the downtown deputies continue to be scheduled.

ECONOMIC DEVELOPMENT

1. Support Council on Parking Strategies – Bill reported the City maintains about an 85% occupancy rate on the majority of days based on the data compiled by the downtown ambassadors.
2. Support Downtown Job Growth –No recent committee meeting held and no news.
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 Lighting of the Square and the Merchant Open House coming up on Nov 27, Small Business Saturday on Nov 28, a Facebook ad for local shoppers, and a social media shop local campaign. The next Comcast campaign will be in January. Also Chamber has agreed to more prominently feature shopping in all their email communications.

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– Joel reported the local project team met that past Monday. 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 – The walk around was conducted and the findings will be distributed before the next board meeting for review.
3. Expand Dahlonega Stories History Plaque Program – The plaque for the Chestatee Building has been ordered, as well as an inventory and restocking of brochures around town.

IV. Staff Report (5 minutes) – Board members received a copy of the September and October 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 upcoming orientation for newly elected councilmember, Ron Larson. The City conducted fire extinguisher training, there is hydrant work going on around town, and staff has developed a master calendar of downtown events to have a better understanding of road closure requests and special event impact.
- University of North Georgia – Bruce reported the semester is wrapping up within the next few weeks. The dorm construction along West Main is on schedule. They are in the design phase of the convocation center with the location firmly decided to be near the president's old home. The university is also doing a facility master plan for all of the campuses.
- Chamber of Commerce/Tourism Office – Joel distributed the Chamber's quarterly report in Amy and David's absence.
- Historic Preservation Commission – Joel distributed the HPC minutes for the board reference.

VI. New Business

- Joel reported Dahlonega 2000 had an inquiry about participating in the façade grant for the construction of a concrete patio. Concrete patios are not eligible for the program and he has shared that information with the property owner.
- There was general discussion about the First Night Celebration by the board.

VII. Adjourn – Hal made a motion to adjourn the meeting, seconded by Tony. All members present unanimously approved the motion. Larry adjourned the meeting at 10:05 AM.