

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

**October 8, 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 8:45 AM.

**I. Approve August 13 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** – Joel presented the preliminary year-end figures in his financial report. A motion to accept the financial report as presented was made by Hal, seconded by Donna. 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 Council has approved 52 hours a week for off duty deputies and 56 hours a week for 3 downtown ambassadors who can also assist with events and weekend activities.

#### **ECONOMIC DEVELOPMENT**

1. Support Council on Parking Strategies – Bill reported on the expansion of the 3 hour parking spaces along East and West Main Streets as well as 5 bus parking spaces on Enota Street. He also reported that Choice Street will soon have a loading zone and be converted to one way.
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 reminded the board about the Comcast HGTV campaign in July and August that reached 150k North Metro households. She also reported on the recent completion of the GPB radio campaign around Atlanta 130k listeners.

#### **DESIGN**

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– Joel reported city staff and consultants are currently working on right of way easements, public information, marketing, pedestrian lighting decisions, utility relocation, and the TIGER 6 contract amendments. Currently still anticipating February for construction of Phase 1 to begin.
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – Rebecca reported the quarterly walk-around is scheduled for October 13, 6 PM.
3. Expand Dahlonega Stories History Plaque Program – Dahlonega 2000 has an application for a plaque at the 120 South Chestatee building.

**IV. Staff Report (5 minutes)** – Board members received a copy of the July 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 increase of the water and sewer rate, as well as upcoming street resurfacing projects, fire safety training for employees, and how the downtown ambassadors are gathering data about downtown parking.
- University of North Georgia – Nothing additional to report.
- Chamber of Commerce/Tourism Office - On behalf of the Chamber, Michael Cottrell reported 6 Gap had approximately 1800 riders and the board planning session will be held on Nov 6.
- Historic Preservation Commission – Joel reported on recent action from the HPC to approve a deck at Smokin Gold BBQ and the Conner House's concrete deck in the rear of the building. The next meeting is scheduled for October 21.
- Dahlonega 2000, Inc. – meeting to follow the DDA board meeting.

### **VI. New Business**

- Joel reported that Mike Miller attended the required DDA 101 Training.

- Joel reported the Holly contract will expire December 31, 2015. Hal expressed the Holly board's appreciation and asked the DDA board to consider contracting for event dates at the Holly on an as needed basis.
- Joel reported City Council appointed Bruce Howerton as a regular member of the DDA board.
- Joel asked the board to review the 2016 Annual Service Agreement for DDA-City Council included in the board packet. Hal made a motion to approve the agreement as presented, seconded by Donna. All members present unanimously approved the motion.
- Joel asked the board to review the 2016 Annual Service Agreement for DDA-Dahlonaga 2000, Inc included in the board packet. Donna made a motion to approve the agreement as presented, seconded by Mike. All members present unanimously approved the motion.
- Joel reported all community partners have pledged their support for the Community Vision Project. The DDA agreed to fund \$5000 two years ago. This expenditure will happen over the next 6-12 months.

**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 10:20 AM.