

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

April 13 2017

8:45 AM

City Hall

Minutes

- Members Present: Mike Miller, Tony Owens, Hal Williams, Bruce Howerton, Donna Logan, Chris Welch, Larry Odom
- Staff Present Rebecca Shirley, Nancy Lovingood

Meeting called to order by Tony at 8:45 AM

Bruce made a motion to approve the February 9, 2017 minutes as submitted, seconded by Mike. All members present voted in favor of the motion.

Rebecca gave overview of financial report. Donna made a motion to approve the March 31 financial report as submitted, seconded by Hal. All members present voted in favor of the motion.

Downtown Economic Development Strategies

1. Expand the footprint of downtown – Rebecca reported on the spring flower transition, preparation for streetscape lite is underway, GDOT Off System Safety grant was submitted to for a section of sidewalk along Wimpy Mill Road and she is working with GA Conservancy for a proposal on public engagement for wayfinding.
2. Increasing the number of hotel rooms – Rebecca reported on the proposal from HVS to perform a market study, facility recommendation and feasibility analysis. She has giving the proposal to the Chamber of Commerce and the Lumpkin County Development Authority for consideration as funding partners. There was discussion from the board about the timeline of the study potentially being off and a consensus the study should be conducted after the completion of the convocation center. The subcommittee would reach out to HVS for an updated proposal and report back to the board in May with a recommendation.
3. Create environment for entrepreneurship – Rebecca reported UNG is coordinating a field trip to Statesboro's innovation center. Chris, Hal and Tony expressed interest in attending. The details for the trip are still being coordinated.

Rebecca and Nancy provide staff update for the month of March. Rebecca updated the board on the spaces available for sale/lease downtown.

Announcements from partner agencies

- a. City of Dahlonega – No update.
- b. University of North Georgia – Bruce reported the end of the semester is quickly approaching and the Convocation Center and parking deck construction is moving along smoothly.
- c. Chamber of Commerce/Tourism Office – No update.
- d. HPC & P&Z – the meeting minutes for each of these organizations were distributed to the board.

New Business

- a. Rebecca reported Council decided to keep the special event fee at \$150 and add a deposit of \$500 for 2017. She reported the Council may be asking the DDA board for feedback about future fees, specifically a \$5/day retail vendor fee and \$10/day food vendor fee.

Hal made a motion to adjourn the meeting, seconded by Donna. All board members present voted in favor of the motion. The board meeting adjourned at 9:35 AM.