

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

February 9, 2017

8:45 AM

City Hall

Minutes

- Members Present: Mike Miller, Tony Owens, Hal Williams, Bruce Howerton, Donna Logan, Chris Welch
- Members Absent: Larry Odom
- Partners Present: David Zunker
- Staff Present Rebecca Shirley, Danielle Bell, Bill Schmid, Nancy Lovingood

Meeting called to order by Tony at 8:45 AM

Mike made a motion to approve the January 12, 2017 minutes as submitted, seconded by Hal. All members present voted in favor of the motion.

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

Prior to reporting on each Economic Development Strategy, Tony asked the board to think about one or two of the strategies to prioritize. He also asked Bill for a meeting time to discuss the best way to communicate these strategies to Council.

- a. Hal reported the Parking Committee has been suspended until further need.
- b. The strategies the board would like to prioritize in 2017 are Expanding the Footprint of Downtown, Creating an Environment for Entrepreneurship and Increasing In-town Housing.
- c. Expanding the Footprint of Downtown – Tony commented he would like to revisit the business wayfinding concept with Council. This is an item that has been identified by merchants as a need for many years now.
- d. David commented Increasing In-town Housing will increase midweek/slower times for businesses by having more customers downtown. Donna asked staff to coordinate with the Visioning Plan. There needs to also be jobs identified with the increase of housing strategy.
- e. Staff will follow up on Visioning Plan, placing board members into committees for the 3 priorities identified and coordinating a joint meeting with Council.

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

Announcements from partner agencies

- a. City of Dahlonega – Bill reported the Service Deliver Strategy discussions went well. There are road resurfacing projects that will take place during the summer.
- b. University of North Georgia – Bruce reported the Convocation Center and parking deck (500 spots) construction is underway.
- c. Chamber of Commerce/Tourism Office – David reported the NE Georgia Mountains advertising opportunity and gave a summary of the Pineapple PR marketing.

New Business

- a. Tony asked the board to consider spending only \$15,000 per calendar year on the Dahlonega 2000 grants. This will preserve the current available funds for approximately 5 years, or until additional revenue is secured. Also, he recommended to adjust the Wiring & Sprinkler grant to up to 50% or \$3000 (reduce from \$5000). Hal made a motion to not exceed \$15000 per calendar year on grant awards and to adjust the Wiring & Sprinkler grant to 50% or up to \$3000. The motion was seconded by Donna. All board members present voted in favor of the motion.

- b. Rebecca asked the board to consider transferring \$4000 to the Dahlonga 2000 account. That will have put a starting point of \$15000 in the account for this calendar year. Chris made a motion to transfer \$4000 from the redevelopment fund to the Dahlonga 2000 account. The motion was seconded by Donna. All members present voted in favor of the motion
- c. Bruce made a motion designating the funds available in the redevelopment account are for special projects and grant programs under the direction of the Downtown Development Authority Board. The motion was seconded by Mike. All board members present voted in favor of the motion.

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 9:53 AM.