

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

January 12, 2017

8:45 AM

City Hall

MINUTES

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

Members Absent: None

Staff Present: Rebecca Shirley, Danielle Bell, Nancy Lovingood

Tony calls meeting to order at 8:45

- I. Approve December 7, 2016 meeting minutes** - Chris motions to approve December minutes, Larry seconds, all members in favor, motion carries.
- II. Approve financial report** – Rebecca reviews summary of financial report for expenses for the past month. Mike motions to approve financial report, Hal seconds, all members in favor, motion carries.
- III. Downtown Economic Development Strategies**
Discussion to create in depth quarterly report on each topic and cover highlights of each as needed at monthly meetings in the future.
 - 1. Develop a parking management plan** - Hal updates board on parking committee. The next meeting will be in February as there was not a January meeting. December parking meeting minutes are in packet for the board to review.
 - 2. Expand the footprint of downtown**
 - Rebecca updates board on “Streetscape Lite” program. Downtown roads will be repaved summer 2017. More details to come on schedule and communication plan with merchants.
 - Water and sewer line replacement on Park Street will occur mid January-February 2017. Communications will be made to merchants and the public in terms of impact on sidewalk and street closures.
 - Wayfinding update: Council reviewed proposal for downtown wayfinding program and suggested a more general wayfinding program instead of individual signs for businesses. New funding sources are being researched.
 - 3. Position Dahlonega as the film production hub in the Georgia Mountain Region**
 - Film permit denied in late December due to potential negative impact on businesses during peak Christmas shopping season.
 - NGF is hosting Georgia Production Partnership meeting Feb 24th with UNG
 - UNG student has been hired as NGF intern
 - 4. Maintain Organizational Excellence**
 - DDA staff updates from Rebecca and Danielle
 - Marketing workshop for merchants, special events permitting, Comcast commercial campaign, 2016 Downtown Awards Program, Arbor Day
 - 5. Increase in-town housing**

- Meeting with Downtown Madison about opportunities to create infill in town housing.
- 6. **Increase the number of hotel rooms/breakout space downtown – no report**
- 7. **Create environment for entrepreneurship**
 - Meeting with Mike Cottrell College of Business to discuss partnerships with students and businesses. The Fudge Factory recently participated with a UNG class to create a strategic in depth marketing plan.

IV. Inventory Update - Properties for lease and for sale downtown included in the packet.

V. Announcements from partner agencies

- City of Dahlgonega (2 minutes)
 - a. Streetscape Lite as previously discussed. More details to come about scheduling.
 - b. Nancy – transition of Choice lot 3 hour parking M-F has been seamless.
- University of North Georgia (2 minutes)
 - a. Bruce – students are back, Convocation Center construction is underway, parking is being managed.
- Chamber of Commerce/Tourism Office (2 minutes)- No partners present.
- Historic Preservation Commission
 - a. HPC meeting minutes reflect that Pueblos construction has been approved. Unsure of timeline for construction.
- Planning & Zoning Commission
 - a. Minutes reviewed

VI. New Business - No new business

VII. Adjourn - Bruce motions to adjourn meeting, Hal seconds, meeting adjourned at 9:30 AM.

FOR YOUR CALENDAR:
DDA Regular Board Meeting February 9, 2017