

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

February 11, 2016
MEETING MINUTES

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

Board Members Absent: Tony Owens

Partners Present: Bill Schmid

Staff Present: Joel Cordle

Guests Present: Alice Sampson (recorded meeting minutes)

Larry called the meeting to order at 8:45 AM.

I. Approve January 14 meeting minutes – A motion to approve the minutes as presented was made by Donna, seconded by Hal. The motion was approved by unanimous vote.

II. Approve financial report – Joel reported on the January financials. A motion to approve the financials as presented was made by Larry, seconded by Donna. The motion was approved by unanimous vote.

III. DDA-Main Street Four Point Projects

ECONOMIC DEVELOPMENT

1. Support Council on Parking Strategies – *Bill commented that parking continues to be a problem. He reported on the council's retreat in Rome where the city's Becky Smith shared expertise and strategies pertinent to Dahlonega issues. Joel will attend the Ga. Parking Assoc. conference.*
2. Support Downtown Job Growth – *No report from the project committee*
3. Inventory of Available Spaces & Prospects - (5 minutes) *Joel referred to the current inventory included in the board meeting documents and highlighted recent changes.*

ORGANIZATION

1. Promote Downtown Safety & Security – *Bill reported that there were no new initiatives at this time. Water model calibration continues, and design work for other repairs is forthcoming.*

PROMOTION

1. Increase Downtown Shopping with Retail Promotion & Advertising – *Joel reported on recent campaigns done by Rebecca and Danielle to promote Valentine's Day shopping.*

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– *Bill reported that GDOT gave the city notice to proceed to advertise for Phase 1 construction bids. Joel reported that hopefully construction would begin in May or June if bids were within budget. Bill mentioned that much of the process is extended beyond City control regarding the start dates for Phases 2 and 3 which are fixed in time, so it is crucial to get Phase 1 completed in time.*
2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings - *Joel noted that the next event should be scheduled for the Fall.*
3. Expand Dahlonega Stories History Plaque Program – *Joel reported that he and Rebecca will present training about this program at the Ga. Downtown Assoc. state conference in March.*

IV. Staff Report (5 minutes)

Joel referred everyone to the full reports in the board meeting package and highlighted several items.

V. Announcements from partner agencies

- City of Dahlonega - *Bill reported that he had met with Roberta Garrett's representative about maintenance of the Parks Property and the vegetation has been removed. Inquiries about the building should go to Julie Helms. One of the pecan trees on East Main Street has roots that are buckling the sidewalks. An arborist is working with city to evaluate the issue and make a recommendation. There will be a joint meeting of County, City, Lumpkin Schools at the University on February 11.*
- University of North Georgia – *Bruce reported that UNG is hosting the Peach Belt Basketball Conference in March 5 and 6. There is legislative support for Convocation Center construction. The access road to Radar Ridge may be repaired so UNG can provide parking and shuttle service to campus.*
- Chamber of Commerce/Tourism Office – *No report.*
- Historic Preservation Commission – *No report.*

- Dahlonga 2000, Inc. – *Joel provided a copy of the January bank statement.*

VI. New Business

1. *North Georgia Network's Mike Grafstein and Kevin York updated the board on broadband connections for downtown businesses*
 - *ABT will be renamed "NGN Connect" and is used by many downtown businesses*
 - *ABT/NGN offers wireless service within the shell of its business but it is not just a wireless product; it is a "point to point" service for businesses*
 - *Offer businesses a low installation fee (\$100) plus low service fees that compete with Windstream; offers reliability for credit card and Square services*
2. *Joel provided an update on the Great American Main Street Award competition*

VII. Adjourn – *Hal made a motion to adjourn, seconded by Donna and approved unanimously. The meeting adjourned at 9:50 a.m.*