

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

October 21, 2014

Minutes

Board members present – Hal Williams, Tony Owens, Denson Martin, Chris Welch, Larry Odom

Board members absent – Mac McConnell, Donna Logan

Partners present – Bill Lewis, Gary McCullough

Staff – Joel Cordle, Rebecca Shirley

Denson called the meeting to order at 8:47 AM

I. Approve September 11 meeting minutes - A motion to approve the September 11 meeting minutes was made by Larry, seconded by Hal. All members present unanimously approved the motion.

II. Approve financial report - Joel asked the board to refer to the FY 2014 year end (Sept. 30) financials included in the board packet. September expenses were itemized, and a reminder of major 2014 expenses was presented. A motion to approve the financial report as presented was made by Hal and seconded by Chris. All members present unanimously approved the motion.

III. DDA-Main Street Four Point Projects

ORGANIZATION

1. Great American Main Street Award competition – Joel updated the group on the application process, the semifinalist announcement, and the process of award announcements moving forward.
2. Assist Council with Downtown Master Plan Implementation – No report on this item.
3. Support Designation of S. Park St. Residential Historic District and Expansion of Existing Downtown Commercial Historic District to S. Chestatee, E. Main, N. Grove – Joel reported the Design Guidelines were adopted by the Historic Preservation Commission. The next step is for Council to authorize Chris Head to proceed with coordinating public meetings.

ECONOMIC DEVELOPMENT

1. Work with Partners on Regional Center for Business & Investment– No report on this item.
2. Support City Council on Parking Management – Directional signage is being placed on S Chestatee and Choice each weekend through Christmas to direct people into the parking deck. Mayor McCullough updated the group that Council signed a lease with the University for using the former BB&T parking lot that was bought by the University Foundation.
3. Develop Downtown Arts Strategies Engaging Arts Groups for Economic Development – Hal reported the concerts and jams have concluded. He also announced the Holly has received 2 grants 1). From the Fox Theater for redoing the marquee 2). Matching grant from Ga. Dept. of Economic Development for exterior façade and interior ceiling major repairs. DDA provided assistance with both of these grant applications.
4. Support Master Plan Catalytic Real Estate Projects and Property Owners Development/ Redevelopment of Strategic Sites – Joel reported the N Park St school development interviews and presentations are scheduled for next Wednesday, October 29. The project team will then take a recommendation to Council.
5. Keep Inventory of Available Spaces & Businesses Seeking Spaces – Joel asked the board to refer to the board packet with the inventory sheet of properties and prospects. Several recent new business openings, expansions, and investments were recognized.

PROMOTION

1. Support Downtown Shopping with Retail Promotion & Advertising – Rebecca reported on the Shop Local business decals, the business database on the website, Christmas and Halloween planning, and next Monday she and Stefani have a meeting to discuss a new winter 30 sec commercial with Video Craft.

DESIGN

1. Support Streetscape Construction for Pedestrian Safety & Landscape Improvements– Joel reported the GDOT Final Field Plan Review for phase 1 has been completed and GDOT remarks have been submitted

and responded to. The notice to proceed with easements and ROW acquisitions has been received, so the next step is for appraisals.

2. Conduct Walks with Partners to Pinpoint Issue Areas & Monitor Implementation of Findings – No report at this time.
3. Expand Dahlonge Stories History Plaque Program – Rebecca reported the Catholic Church plaque should be received this week, installed next week.

IV. Staff Report – Board members received a copy of the staff report. Rebecca and Joel reported on the major projects worked on during the previous month.

V. New Business

1. Ga. Cities Foundation/DCA project update – Joel reported that the Welch's are working on the lodging project concept, and that financials and the application paperwork will be coming along later.
2. Draft service agreement for DDA-Dahlonge 2000, Inc. – Joel asked the board to refer to the service agreement included in the packet. The agreement specifies the financial relationship between DDA & Dahlonge 2000, Inc. Hal made a motion to accept the service agreement as presented, seconded by Tony. All members present approved the motion.
3. Redevelopment fund balance update – Joel reported there is \$13,000 in grant projects pending. Joel recommended the board approve \$15,000 from the redevelopment fund/construction bond profits to Dahlonge 2000, Inc. to cover these pending expenses. Hal made a motion to accept this recommendation, seconded by Chris. All members present approved the motion.
4. Proposal for co-sponsorship of electric car charging project – Rebecca presented the GEFA electric car rebate program. Council is requesting a partnership from DDA, the Chamber, and local businesses to accomplish this project. No action was needed and the item will return to the agenda in November for consideration and action.

VI. Announcements from partner agencies

1. City of Dahlonge – No report on this item.
2. Chamber of Commerce/Tourism Office – No report on this item.
3. University of North Georgia – No report on this item.
4. Historic Preservation Commission – No report on this item.

VII. Adjourn

- Chris made a motion to adjourn, Tony seconded the motion, and all members present unanimously approved the motion. Denson adjourned the meeting at 10:20 AM.