

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM

February 9, 2012 Meeting Minutes

DDA members present: Hal Williams, Donna Logan, Chris Welch, Denson Martin, Larry Odom, Tony Owens

DDA members absent: Mac McConnell

Staff members present: Rebecca Shirley, Joel Cordle

Partners present: Amy Booker, Bill Lewis, Gary McCullough

Meeting called to order at 8:50 AM by Chairman Denson Martin

A motion to approve the January 12, 2012 meeting minutes was made by Chris and seconded by Tony. The motion was approved by unanimous vote.

Joel presented the financial report. A motion to approve the report was made by Hal and seconded by Larry. The motion was approved by unanimous vote. Tony commented since the administrative cost center contains mostly personnel and benefits line items that are fixed amounts, he did not feel it was necessary to see those details every month. All future financial reports will include program report expenditures, as done in the past, and the redevelopment and emergency fund balances, as requested.

DDA Task Force Reports

ECONOMIC DEVELOPMENT

1. *Explore NGCSU bonds sponsorships, support for convocation center* – Hal reported the group will determine a date for the next meeting.
2. *Support city council in parking management plan* – Donna explained to the board the necessity to change the attitude about the parking problem. Joel stated the John Edwards Parking Manual has been distributed to committee members. DDA staff is currently updating the parking brochure. Bill said parking is on the agenda for the Council retreat in March.
3. *Develop downtown arts strategies, facilities* – Hal reported that the Holly Theatre director position is vacant and 2 applications have been submitted for the position. Hal also reported that the Methodist Church voted to sell the old Baptist Church property to NGCSU. The potential use may include arts functions as well as a chapel.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – Denson said the committee will have more to report in May.
5. *Obtain annual update of master plan market data from Bleakly; use data for decisions, action* -- There was nothing new on this item.
6. *Keep current inventory of available spaces and businesses seeking spaces* – A report was presented as a handout included in the board meeting packet.

PROMOTION

1. *Plan and implement retail promotion and advertising* – Rebecca met with Jay Markwalter to cross reference promotion budgets. They identified a few potential partnership opportunities. Rebecca will coordinate a committee meeting to go over the budget and proposed advertising opportunities for this year.

ORGANIZATION

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – Hal reported the design guidelines project will be coordinated by the Regional Commission's Preservation Planner Chip Wright. Staff is currently waiting on the contract to be emailed. The project should be completed within 6 months from the start date.

2. *Assist council with implementing Downtown Master Plan* – Hal requested a committee meeting with Bill to review the Master Plan and the city’s planned update of its ordinances and zoning. Joel will coordinate a meeting date.

DESIGN

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – Chris reported that the streetscape committee and Robert & Co met to discuss East Main and N Chestatee design ideas. Robert & Co then met with Council. Council told Robert & Co to proceed with design concepts to include parallel parking.
2. *Hold walk-arounds with partners to pinpoint areas of need* – Date scheduled for the next event is May 19, 7-9 PM. Please bring spouse if you wish. Meet at the Welcome Center Plaza.
3. *Expand bronze history plaque program* – Rebecca reported that the handout stands have been ordered. She expected to have letters mailed to property owners by February 20. This package will also include the wiring and sprinkler grant application and the façade grant application.

Staff Reports (attached at the end of these minutes)

New Business – May 1 is the 30th anniversary of the Fudge Factory.

Announcements from partner agencies:

- Reporting for the City of Dahlonega - Bill reported that the City approved a bid to update the gateway signage to match the new logo design. The Mayor reported that staff is looking into grant funding to assist the Historical Society with Mount Hope cemetery project. The water plant is still for sale.
- Reporting for the Chamber of Commerce/CVB - Amy reported that they are hosting a town hall meeting about SPLOST on February 23. They have hired a new Program and Communications Coordinator, Kandi Ledford. Jolie Day Spa will be adding a salon to their space. The Chamber will be beginning repairs to the building. Details of the plans can be found in the Historic Preservation Commission minutes provided by Joel.
- There was no report from NGCSU.
- The Historic Preservation Commission report provided was a copy of the minutes from the January HPC meeting.

Chris made a motion to adjourn the meeting, seconded by Donna. The vote to approve was unanimous, and Denson adjourned the meeting at 10:05 a.m.

STAFF REPORT ON JANUARY ACTIVITIES

DIRECTOR

ORGANIZATION

- Assembled and submitted TIGER II grant annual report for Fed. Highway Dept.
- Held Council/DDA committee meeting for Farmers Market ordinance revision and policies update; held meeting with Arts Council market leaders
- Negotiated with GMRC Preservation Planner Chip Wright for production of historic district design guidelines
- Completed quarterly report for ARC Diving Bell project grant
- Completed January monthly Economic Activity Report required by Ga. Dept. of Community Affairs
- Attended Chamber of Commerce annual meeting and awards program
- Attended annual Main Street lunch program at GMA Mayors Day in Atlanta
- Attended ribbon cutting ceremony for NGCSU Liberty Hall dorm (DDA bond project)
- Presented a DDA program orientation for new councilman Bruce Hoffman
- Planned local production details to host Ga. Downtown Assoc. board of directors 2 day planning retreat
- Planned production details for annual DDA awards and business reception
- Advised Roswell DDA on budget development for operations and programs

- Researched construction project records and began plans for annual DDA awards and business reception event

DESIGN

- Coordinated Robert & Co. streetscape report meeting for design committee and council work session
- Coordinated with Greg Sheppard on tree selection for Arbor Day planting at Choice St. parking lot

PROMOTION

- Advised Woman's Club on production of proposed September Scarecrow promotional event
- Planned production of Friday concerts in Hancock Park
- Updated DDA advertising and marketing budget for 2012 projects

ECONOMIC DEVELOPMENT

- Attended monthly economic development project team meeting with Amy Booker and Steve Gooch
- Assisted film production group with local history and arts contacts
- Provided property owners (Pizzolatos, Marlowe) with list of business start-ups looking for downtown lease space
- Held meeting of the Parking Committee to set a plan for assisting council with parking issues

PROJECT COORDINATOR

EVENT COORDINATION

- Updated event production lists – Arbor Day, DDA Business Reception, Ga. Downtown Association Board retreat, and GA Cities Week/Historic Preservation Month
- Planning Arbor Day ceremony – promotion, drafting and sending out invitations, updating proclamation, and drafting a proclamation for NGCSU event
- Drafting invitation, made catering and room reservation at the Smith House for DDA Business Reception.
- Organizing careering for Georgia Downtown Association board retreat
- Began Georgia Cities Week/Historic Preservation Month art project

PROMOTION

- Met with Jay Markwalter about 2012-2013 promotions budget for coordination and partnerships
- Designed an ad for the city to use in the Georgia Trend NGCSU issue

ORGANIZATION

- Hosted a farmers market committee planning meeting
- Sent farmers market vendors information about the GA Dept of Agriculture guidelines and assisting with follow-up questions or concerns
- Attended Department of Community Affairs Main Street Luncheon
- Organized a parking committee meeting
- Had a planning meeting with Artist Marketplace coordinator Brenda Steele
- Typed notes from parking committee, farmers market and January meeting minutes
- Attended Chamber of Commerce annual lunch & awards program
- Attended Chamber of Commerce tourism committee meeting
- Attend NGCSU's Parents Alumni planning meeting
- Registered for the National Main Street conference in Baltimore
- Drafted and sent January "Business Tips" newsletter
- Assisted Dahlonaga Young Professionals Group event planning and membership recruitment
- Updated available DDA internship on NGCSU's career services website

DESIGN

- Researching prices and designs of Farmers Market banners
- Reorganized shopping banners placement; ordered additional banner attachment hardware
- Ordered historic plaque handouts and brochure holders for businesses

ECONOMIC DEVELOPMENT

- Assisted with updating available properties list