

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/BETTER HOMETOWN PROGRAM

January 12, 2012 Meeting Minutes

DDA members present: Hal Williams, Donna Logan, Chris Welch, Denson Martin, Mac McConnell

DDA members absent: Tony Owens, Larry Odom

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 November 10, 2011 meeting minutes was made by Chris and seconded by Hal. The motion was approved by unanimous vote.

Joel presented the financial report. A motion to approve the report was made by Mac and seconded by Hal. The motion was approved by unanimous vote.

The board reviewed the 2012 annual meeting documents. The slate of officers for 2012 was: Chairman – Denson Martin; Vice-Chairman – Tony Owens; Treasurer – Larry Odom; Secretary – Donna Logan. Hal made a motion to approve the slate of officers as presented. Mac seconded the motion. The motion was approved by a unanimous vote.

Hal made a motion to approve the 2012-2013 Workplan as submitted. Mac seconded the motion. The motion was approved by a unanimous vote.

DDA Task Force Reports

ECONOMIC DEVELOPMENT

1. *Explore NGCSU bonds sponsorships, regional conference center/complex ideas/partnership* – Mac reported that the university's next capital project will be a convocation center and is probably 24 months out. This would be a potential bond project for the DDA. The project would include a new gym. The cost is estimated to be between 20 and 30 million.
2. *Support city council in parking management plan* – Denson has asked that the committee schedule a committee meeting prior to the February board meeting.
3. *Develop downtown arts strategies, facilities* – Hal reported the next committee meeting is January 20.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – Denson will coordinate a February committee meeting.
5. *Obtain annual update of master plan market data from Bleakly; use data for decisions, action* – Joel will check with Ken to determine when he expects to get new statistics.
6. *Keep current inventory of available spaces and businesses seeking spaces* – Denson and Joel provided a report based on the handout included in the board meeting packet.

PROMOTION

1. *Plan and implement retail promotion and advertising* – Rebecca will work with Jay to share the shopping commercial with community and businesses.

ORGANIZATION

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – Hal reported the project is moving forward. Joel shared that the GA Historic Preservation grant is due on Feb 1.
2. *Assist council with implementing Downtown Master Plan* – Hal will have an update on this project in February.

DESIGN

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – Chris reported there is a streetscape design committee meeting on January 24. Will have an update in February.
2. *Hold walk-arounds with partners to pinpoint areas of need* – There was no report on this item.
3. *Expand bronze history plaque program* – Rebecca reported she needs to pass out the additional information flyers and the brochures to participating businesses.

Staff Reports (attached at the end of these minutes)

New Business – There was no new business.

Announcements from partner agencies:

- Reporting for the City of Dahlonega, Bill reported that they are still working to fill the spots in the finance department. He also stated that the West Main Street storm water project is complete. He also asked that people take notice of the new turn signals at the Wal-Mart intersection.
- There was no report from the Merchants Association.
- Reporting for the Chamber of Commerce/CVB, Amy shared a copy of the activity report with the board.
- There was no report from NGCSU.
- There was no report from the Historic Preservation Commission.

Hal made a motion to adjourn the meeting, seconded by Donna. The vote to approve was unanimous, and Denson adjourned the meeting at 9:35 a.m.

STAFF REPORT ON NOVEMBER-DECEMBER ACTIVITIES

DIRECTOR

ORGANIZATION

- Arranged DDA annual work plan meeting, documents, and facilitator
- Attended Chamber of Commerce board meeting and presented DDA report
- Participated in TIGER II grant report meeting with committee and Fed. Highway Dept.
- Completed edits of 2011 DDA activity report
- Attended and presided at Ga. Downtown Association Board meeting, and set plans for annual board planning retreat in Dahlonega in February
- Presented programs to Women in Lumpkin Leadership group and to Leadership Lumpkin class on downtown development, master plan, Main Street program
- Updated staff work plan for 2012
- Assisted with Farmers Market survey drafting and evaluation
- Researched grant program for developing historic district design guidelines
- Prepared DDA annual activity report for City Council meeting
- Prepared meeting documents for January annual meetings of DDA and Dahlonega 2000
- Completed annual DDA registration process required by Ga. Dept. of Community Affairs
- Completed November and December monthly Economic Activity Reports required by Ga. Dept. of Community Affairs
- Prepared a DDA orientation notebook for new councilman Bruce Hoffman
- Prepared DDA Christmas cards and sympathy cards
- Researched construction project records and began plans for annual DDA awards and business reception event
- Prepared and submitted all materials to Ga. Dept. of Community Affairs for annual recertification as National Main Street City

DESIGN

- Set up Robert & Co. streetscape design report meeting for council and partner agencies
- Coordinated selection of trees and shrubs for Choice Street parking lot with Greg Sheppard
- Selected summer season flowers for downtown area with Premier Landcare

PROMOTION

- Assisted advertising committee with design, production, and costs for Comcast TV commercial, Small Business Saturday shopping campaign, Nugget ads for Christmas shopping

- Assisted with Old Fashioned Christmas budget and arrangements for lights installation

ECONOMIC DEVELOPMENT

- Arranged project finance meetings for two potential projects on North Grove and East Main streets
- Assisted Mark Steiner with locating potential lease sites for new downtown business
- Attended economic development group meeting with Steve Gooch and Amy Booker
- Assisted film production company business manager with local film project research
- Selected articles for Business Tips newsletter
- Set up project briefing on Mountain Park redevelopment by a member of the investment company

PROJECT COORDINATOR

EVENT COORDINATION

- Assisted with production for Robert & Co. streetscape report meeting
- Began production of annual business reception – March 6
- Began production of Arbor Day event – February 17
- Began production of Georgia Cities Week events – April 22 – 28
- Began preparation for the City’s Youth Leadership Day – March 1
- Assisted with Georgia Downtown Association board retreat planning

PROMOTION

- Distributed information for Shop Your Dahlenega campaigns
- Monitored Nugget advertising for Shop Your Dahlenega & Small Business Saturday campaign
- Monitored advertising with AM 1690 radio Atlanta
- Redesigned Farmers Market poster
- Researched and developed concepts for website redesign
- Completed production coordination for Comcast TV advertising video

ORGANIZATION

- Created advertising budget worksheet
- Researching parking options suggested by Hal Williams
- Assisted with coordinating regional conference center meeting
- Prepared and submitted application for Tree City recertification
- Typed DDA Board retreat notes
- Presented downtown business program to Women in Lumpkin Leadership
- Completed DDA November meeting minutes
- Sent November/December “Business Tips” newsletter
- Sent news bulletins to downtown businesses database
- Assisted Dahlenega Young Professionals Group in yearly planning
- Distributed Farmers Market surveys to vendors, businesses, and shoppers; compiled data; set up planning committee meeting

DESIGN

- Finalized bronze history plaque program brochure new design for printing

ECONOMIC DEVELOPMENT

- Updated available properties list