

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM

March 8, 2012 Meeting Minutes

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

DDA members absent: Donna Logan, Mac McConnell

Staff members present: Rebecca Shirley, Joel Cordle

Partners present: Bill Lewis, Gary McCullough

Meeting called to order at 8:45 AM by Chairman Denson Martin

A motion to approve the February 9, 2012 meeting minutes was made by Larry 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 Tony and seconded by Larry. The motion was approved by unanimous vote.

DDA Task Force Reports

ECONOMIC DEVELOPMENT

1. *Explore NGCSU bonds sponsorships, support for convocation center* – Hal reported the group will be meeting in March.
2. *Support city council in parking management plan* – Gary reported that city council discussed parking at their planning session and will be moving forward with a committee.
3. *Develop downtown arts strategies, facilities* – There was nothing new on this item.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – There was nothing new on this item.
5. *Obtain annual update of master plan market data from Bleakly; use data for decisions, action* – There was nothing new to report 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 reported that the upcoming shop local campaign 9-9-9 will run through April 9.

ORGANIZATION

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – Hal reported that he attended a meeting with the HPC and Chip Write to discuss rewriting the guidelines.
2. *Assist council with implementing Downtown Master Plan* – Gary reported that revamping the zoning ordinances to match the master plan is a high priority of city council.

DESIGN

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – There was nothing new to report on this item.
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* – There was nothing to report on this item. Rebecca informed the group that there will be an update next month.

Staff Reports (attached at the end of these minutes)

New Business – There was no new business to report.

Announcements from partner agencies:

- Reporting for the City of Dahlonega – The Mayor told the group that city council had a good retreat. There was a lot of conversation about the DDA and appreciation for all the work done.
- There was no report from the Chamber of Commerce/CVB
- There was no report from NGCSU.
- The Historic Preservation Commission report provided was a copy of the minutes from the February HPC meeting.

Tony made a motion to adjourn the meeting, seconded by Hal. The vote to approve was unanimous, and Denson adjourned the meeting at 9:45 a.m.

STAFF REPORT ON FEBRUARY ACTIVITIES

DIRECTOR

ORGANIZATION

- Completed February monthly Economic Activity Report required by Ga. Dept. of Community Affairs
- Hosted Ga. Downtown Assoc. board of directors 2 day planning retreat
- Planned production details for DDA awards & business reception, contacted honorees, sold tickets
- Assisted Holly Theatre grant application with a letter of support from DDA
- Filed renewal of registration with Ga. Secretary of State for Dahlonega 2000, Inc.
- Coordinated streetscape design drawings and talking points package for NGCSU use in Washington lobbying trip
- Coordinated DDA boundary adjustment with attorney and city council
- Interviewed internship candidate Sarah Edwards
- Attended Chamber of Commerce board meeting and provided DDA report
- Research Ga. Dept. of Community Affairs regulations on city's Qualified Local Government status and impact on grants and loans
- Assisted Chamber with plans for new downtown merchants group meetings
- Attended Chamber of Commerce's economic development group meeting
- Composed Dahlonega streetscape program history for Bill's use in Leadership Lumpkin presentation
- Provided Dahlonega sign ordinance document to Cartersville DDA/Main Street
- Provided Kingsland Better Hometown with Dahlonega special events ordinance and event application
- Provided Ellijay DDA with Dahlonega DDA bylaws, oath, and contract
- Provided Carrollton Main Street with advice on Appalachian Jam event production, and provided Dahlonega sign ordinance
- Provided Hinesville DDA with parking consultant RFP and parking documents
- Arranged DDA tickets and seating for Haines Hill event
- Briefed Deputy Bloomingdale and Lisa Pizzolato on South Chestatee streetscape concept drawings
- Attended Madeliene Anthony history film event at Gold Museum

DESIGN

- Assisted Robert & Co. streetscape designers on presentation for city council
- Researched stone choices for new city sign foundations
- Arranged historic district guidelines consultant Chip Wright contract and start up
- Arranged pruning of city's knockout roses

- Visited and advises Jeff & Frankie Jones on landscaping and façade grant for Mercantile building

PROMOTION

- Planned strategies with event partners for 2012 Appalachian Jam production
- Advised Cyndi Fraser Dahlonga Arts Council on music production & permitting for Mountain Flower Festival
- Planned local shopping campaign for 2012 with marketing partners
- Advised on Farmers Market 2012 production
- Composed text for NGCSU Alumni Weekend Program promoting downtown shopping, dining, lodging
- Advised Chestatee Artists on production of May 5 arts walk event

ECONOMIC DEVELOPMENT

- Provided property owner (Lisa Pizzolato) with list of business start-ups looking for downtown lease space; and provided available space information to business start-ups (Herb Andrews – office, Jim Glizenzski – club, John Northstar bicycles, Tom & Reggie Curtiss – retail, Sharon Haney – retail)
- Met with new Mountain Park property owners regarding redevelopment, new construction, job creation
- Updated list of financial incentive programs for downtown construction projects
- Coordinated regular meeting of Arts Partners group
- Assisted business owner with expansion design plans and finance plans for East Main Street project

PROJECT COORDINATOR

EVENT COORDINATION

- Hosted Arbor Day Ceremony
- Partnered with NGCSU for the LibertyTree/Arbor Day Initiative
- Coordinated local details for the Georgia Downtown Association board retreat
- Hosted Lumpkin Youth Leadership Day at City Hall; prepared and presented city and DDA programs
- Planning & promoting the DDA Business Reception and Awards program
- Planning and promoting DDA's hosting of the Young Professionals in partnership with The Smith House
- Began preparation for 2012 Shop Local Campaign

PROMOTION

- Drafted and sent press releases to the Nugget for Arbor Day & the Awards Ceremony
- Updated website content
- Updated Farmers Market & Appalachian Jam Facebook Fan pages
- Updated website front photo rotation
- Posting annual events on tourism sites and calendars (such as, Georgia Magazine, Chamber & City calendar, GA Made/GA Grown)
- Attend NGCSU's Parents Alumni planning meeting; arranged and submitted information on downtown shopping to be included in the brochure packet for attendees
- Drafting updates for First Friday poster
- Completed updates for Farmers Market poster

ORGANIZATION

- Participated in 2012 Appalachian Jam planning meeting
- Completed Farmers Market ordinance updates, permit updates, and 2012 production plans

- Mailed Farmers Market vendors 2012 application packet
- Attended Chamber of Commerce tourism committee meeting
- Drafted and sent February “Business Tips” newsletter
- Assisted Dahlonga Young Professionals Group with event planning and membership recruitment
- Participating in an online grant writing course
- Typed February DDA minutes
- Drafted talking points for North Georgia’s visit to Washington
- Worked with the Dahlonga Jaycees for Gold Rush weekend coordination with the Farmers Market

DESIGN

- Working with banner company for Farmers Market banners

ECONOMIC DEVELOPMENT

- Assisted with updating available properties list