

# **DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM**

## **July 12, 2012 Meeting Minutes**

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

DDA members absent: Donna Logan

Staff members present: Rebecca Shirley, Joel Cordle, Sarah Edwards

Partners present: Bill Lewis, Gary McCullough, Angelia Wilson

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

A motion to approve the June 14, 2012 meeting minutes was made by Hal 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 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* – There was no new report on this item. There was general conversation about the future goals of the economic development committee including the county development authority, the chamber, and the downtown development authority and the possibility of a community-wide strategic economic development plan.
2. *Support city council in parking management plan* – Gary reported that Sam presented the findings of the committee to city council at a previous work session. At this point, nothing has moved forward, but the first consideration is marking directional signage on the street for vehicular traffic.
3. *Develop downtown arts strategies, facilities* – Hal reported that the new board chairman is Chris Andrus. Board members recently visited with Joel to discuss potential options for the current financial situation and future goals. Hal said there will be a meeting on July 26 for concerned citizens. This will be used as an informational meeting but also a fundraising opportunity. Mac reported the university hopes to close on the Old Baptist Church property soon.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – Tony reported his lots on E Main St have been rezoned to Central Business District (CBD).
5. *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 there was no update about the Comcast partnership. She reported about the advertising and marketing of downtown at the Achasta golf tournament; the STS Shopping Extravaganza event; the card promotions for merchant specials; the advertisement in The Saints newsletter has been renewed; and the chamber, merchant coalition, DDA partnership to welcome parents to the North Georgia intro week.

#### **ORGANIZATION**

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – Hal reported Chip Wright is back working on the design guidelines. Sarah reported she is almost done with the Park Street national designation documents for the city's use.
2. *Assist council with implementing Downtown Master Plan* – No report other than Hal stating the cost of merging the master plan with the city ordinances is being discussed.

## **DESIGN**

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – Chris reported we are currently waiting on approval of the latest design documents Robert & Co. submitted to DOT.
2. *Expand bronze history plaque program* – Rebecca reported that Larry & United Community Bank sponsored 1000 brochures which have been distributed around town. The plaque on Adams Insurance building is installed and the plaque for Parks Clothing shop should be received and installed by end of July.

**Staff Reports** (detail attached at end of minutes)

**New Business** – **There was no new business.**

### **Announcements from partner agencies:**

- Reporting for the City of Dahlonge – Gary reported on the ground breaking ceremony for the Diving Bell. The project has an estimated time of completion before Gold Rush.
- There was no report from the Chamber of Commerce/CVB
- There was no report from NGCSU.
- There was no report by the Historic Preservation Commission.

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