

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM

June 14, 2012 Meeting Minutes

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

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

Partners present: Bill Lewis, Kandi Ledford, Amy Booker

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

A motion to approve the April 24, 2012 meeting minutes was made by Tony and seconded by Larry. 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 Donna. The motion was approved by unanimous vote.

DDA Task Force Reports

ECONOMIC DEVELOPMENT

1. *Explore NGCSU bonds sponsorships, support for convocation center* – Mac reported there the convocation center is a future priority for the university, but there is no immediate need for bond sponsorship. Mike Cottrell bought the Mohawk property and has expressed interest in developing in partnership with the university, so there is potentially a joint project in the future.
2. *Support city council in parking management plan* – Donna asked board members to refer to the parking committee notes provided. The three recommendations by the committee are to hire enforcement, create time limits on primary parking, and improve signage. The committee has distributed a survey, is planning a public meeting on June 20, 2012, and then will make recommendations to city council.
3. *Develop downtown arts strategies, facilities* – Hal reported the Holly is still looking for a director. He also reminded everyone to attend the North Georgia Chamber Music Festival.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – Denson asked Tony to report on the rezoning of the property on East Main Street. Rezoning to the Central Business District and a variance to extend porches and property renovations have been approved by Planning & Zoning. Joel added that the redevelopment of the Gee's building and the new roasted nuts building in the Kinnard cabin along with the Owens project should result in increased pedestrian traffic flow to the eastern side of the downtown district which corresponds with the Downtown Master Plan.
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 about annual event promotion and production, Facebook activity, press releases, Mother's & Father's Day ads.
2. *Video sponsor proposal by Jay & Amy* – Amy & Kandi presented the Videocraft commercial proposal and budget needs. Amy requested the board sponsor a total of \$5000 (\$2000 for production & \$3000 for media). The current DDA operating budget already has \$3000 for video ad placement. Chris made a motion to support the video sponsorship as presented by Amy by transferring the requested \$5000 from "emergency funds" to have a total of \$8000 for video production and media advertising. Mac seconded the motion. All members present unanimously approved the motion.

ORGANIZATION

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – Hal reported the Historic Preservation Commission is working with the Regional Commission's preservation planner on the design guidelines. Sarah reported on her progress with the South Park Street nomination materials (for National Register of Historic Places District).

2. *Assist council with implementing Downtown Master Plan* – Hal reported that city council has not yet responded to DDA’s letter regarding financial support for getting the master plan written into ordinances. Bill stated this project will be discussed with the budget process.

DESIGN

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – Joel reported the city may apply for a Tiger V grant this fall for streetscape construction funding. Currently funding is available for 3 blocks of South Chestatee and 2 blocks of West Main. The schedule has bid documents to be ready in July 2014.
2. *Hold walk-arounds with partners to pinpoint areas of need* – Denson recommended the walk arounds be coordinated on an “as needed” basis only and revisit the project in the fall of 2012.
3. *Expand bronze history plaque program* – Rebecca reported the historic plaque brochures have been very popular with an estimate of 2000 being distributed in the past 3 months. The stands are currently in 24 businesses and the Adams Insurance plaque should be received by the end of June.

Staff Reports - Staff presented highlights from the year-to-date activity report (Oct 1, 2011 to May 17, 2012). This report document was presented to city council at their June 4 meeting.

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

Announcements from partner agencies:

- Reporting for the City of Dahlonge – Bill reported the city council will begin FY13 budget meetings this afternoon. The new turf grass at Hancock Park is doing well. The Diving Bell project will have a ground breaking ceremony within the next 30 days.
- Reporting for the Chamber of Commerce/CVB - Amy reported about the candidate forum coming up June 21, and August 23 is the “Saints on the Square” student orientation/welcome event.
- There was no report from NGCSU.
- There was no report by the Historic Preservation Commission.

Hal made a motion to adjourn the meeting, seconded by Larry. The vote to approve was unanimous, and Denson adjourned the meeting at 10:35 a.m.