

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

## **August 9, 2012 Meeting Minutes**

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

DDA members absent: Larry Odom

Staff members present: Rebecca Shirley, Joel Cordle

Partners present: Bill Lewis, Gary McCullough, Amy Booker, Jay Markwalter, Andrea Lee

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

A motion to approve the July 12, 2012 meeting minutes was made by Donna 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 Hal and seconded by Mac. The motion was approved by unanimous vote.

### ***DDA Task Force Reports***

#### **ECONOMIC DEVELOPMENT**

1. *Explore NGCSU bonds sponsorships, support for convocation center* – Mac reported the Center for the Future of North Georgia will be working with Mike Cottrell who has contracted with Lark Consulting to do a feasibility study of the Mohawk property. There is currently no timeline set for the study, but as it progresses community involvement will be needed.
2. *Support city council in parking management plan* – Donna reported that the parking committee made a report to City Council. Bill reported staff is following up with DOT because the committee's recommendation of painting "P" on the streets could present liability concerns by mixing operational and wayfinding signage. Bill also asked staff find out from Robert & Co. if there is a budget for sign design.
3. *Develop downtown arts strategies, facilities* – Hal reported there will be a meeting to update citizens on the various issues facing The Holly and the future goals to be announced soon. Donna commented how important The Holly is to downtown and would like to see the DDA board take a more active role in supporting them.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – Mac reported that the university has closed on the Baptist Church property. The use of the property is being carefully considered and will most likely include the art related activities from the elementary school property on N Park St.
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 the July 30<sup>th</sup> Shopping Extravaganza event was successful with nearly 30 businesses participating. The DDA partnered with the Chamber Wine Weekend to include downtown "promotion cards" for wine tour participants to receive specials at participating businesses.
2. *Sneak peek screening of new community partners promotional film* – Jay showed the 5 minute VideoCraft tourism commercial.

#### **ORGANIZATION**

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – There was no report on this item.
2. *Assist council with implementing Downtown Master Plan* – There was no report on this item.

## **DESIGN**

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – There was no report on this item.
2. *Expand bronze history plaque program* – Rebecca reported that United Community Bank agreed to sponsor another 1000 brochures.

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

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

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

- Reporting for the City of Dahlonega – Gary reported that the Diving Bell project is hopefully going to be completed by October 12.
- Reporting for the Chamber of Commerce/CVB – Jay reported that Leadership GA has signed a contract to host their event in Dahlonega Sept 2013; the Dahlonega Wine Weekend is scheduled for Aug 11-12; STS board voted to keep the summer conference in Dahlonega permanently.
- There was no report from NGCSU.
- The minutes from the July 18, 2012 Historic Preservation Commission meeting were included for board members to review.
- Reporting for the Merchant Coalition – Andrea reported on the new methods of internal and external communication the group is using and the “Box Tops for Education” potentially being a good community oriented campaign the merchants could participate in.

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

## ***STAFF REPORT ON JULY ACTIVITIES***

### **DIRECTOR**

#### **PROMOTION**

##### ***Advertising to Promote Downtown Shopping and Dining***

- Assisted with Monday Night Shopping special event marketing and production

##### ***DDA/Main Street Events Production***

- Provided input on production issues for Appalachian Jam, Farmers Market, First Friday Concerts

##### ***Partner Events Assistance***

- Assisted with Old Fashioned Christmas Committee planning

### **DESIGN**

#### ***Streetscape Projects***

- Coordinated meeting with Robert & Company design staff on materials, right of way, status report; researched materials and provided model numbers; arranged design meeting with NGCSU

#### ***Landscape Projects***

- Coordinated with Mike Crann for shrub and tree pruning around reservoir

#### ***History Projects***

- Assisted with Dahlonega Stories plaque for Parks Building; took photos of Virdell Brackett on site with plaque

#### ***Design Assistance***

- Coordinated preservation and repair resources from Ga. Main Street Design Office for Holly Theatre marque needs
- Coordinated production of concept drawings for Just Baked project's 2 buildings and site plan

#### ***Restoration & Repair Projects***

- Coordinated close out of façade grant documents for Randy Allen Building

### **ECONOMIC DEVELOPMENT**

#### ***Business Retention, Expansion, Recruitment, Education***

- Updated inventory of business spaces for sale and lease monthly
- Provided information to Brianna & Caleb Kidd on available properties, prospects, market data, demographics for startups and expansions; property owners Barbara Ames regarding sales and lease prospects

- Attended Chamber of Commerce Business After Hours, ribbon cuttings, & Morning Mingles at downtown businesses
- Researched models and drafted a Request for Proposals/Statement of Qualifications for a community economic development plan in cooperation with County Development Authority and Chamber; met with Bruce Abraham about fiber optic broadband involvement in economic development plan production
- Provided Holly Theatre's Lee Ann Roy with sample documents for sponsor benefit package development
- Provided loan source options to Steven Leibel regarding potential project on Riley Road

## **ORGANIZATION**

### ***Grants***

- Prepared quarterly report for TVA-ARC Diving Bell grant

### ***Reports***

- Attended monthly Chamber of Commerce board meetings and presented DDA reports
- Attended monthly Downtown Merchants Group meetings and provided DDA reports

### ***Training***

- Recruited business sponsors for Ga. Downtown Association's 2012 state conference; attended Georgia Downtown Association Board of Directors meeting serving as past-president

### ***Partner Business Events***

- Attended Chamber of Commerce Economic Development Committee meeting

### ***DDA/Main Street and City Projects and Programs***

- Supervised intern Sarah Edwards with project participation, training experiences, career and interview advice
- Provided city logo and copyright information for proposed promotional product printing

### ***Main Street Network Assistance***

- Provided downtown business survey document to Ellijay Better Hometown manager
- Provided Roswell DDA with information about construction bonds sponsorship

### ***Administrative***

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs
- Updated DDA 2013 budget documents; researched current balances and worked with finance department on current year adjustments
- Updated annual service contract between DDA and city council

### ***Communications***

- Provided Woodrow Parks photos and business information to Sharon Hall for Nugget news story
- Researched website and mobile app vendors and responded to their inquiries

## ***PROJECT COORDINATOR***

### **PROMOTION**

#### ***Advertising to Promote Downtown Shopping and Dining***

- Advertised Monday Night Shopping Extravaganza in The Nugget and Big Canoe Smoke Signals e-newsletter; promoted heavily on social media
- Advertised downtown shopping and dining at Achasta's NGA Golf Tournament with a sponsorship that provided our shopping and dining information in NGA Facebook, email blasts, press releases, player board, and welcome bags.

#### ***Marketing Projects to Promote Downtown Shopping and Dining***

- Attended monthly meeting of Chamber's Tourism Committee for marketing strategies
- Continued promotion of downtown shopping to North Georgia parents, alumni, staff, and students with merchant window signs
- Getting inventory photos from all downtown businesses to share on Facebook
- Distributed event cards, shopping, and dining guides at First Friday Night Concert Series & Farmers Market
- Designed and ordered frequent shopper cards for new NGCSU faculty and wine tour weekend; compiled participating businesses; drafted a map for customers.
- Viewed and offered suggestions for the VideoCraft promotional video.

#### ***DDA/Main Street Events Production***

- Submitted DDA events weekly information for Chamber/Tourism e-blasts
- Producing Saturday Farmers Markets; managed new vendor orientation; verified permits, daily setup and closing of event
- Working with site manager for production of Appalachian Jam; handled getting new tent; managed weekly check requests
- Producing First Friday Night Concert Series
- Maintaining Facebook pages for DDA, Farmers Market, Jam, and Concert Series
- Producing annual "Welcome Lunch" for new North Georgia faculty to orient on downtown shopping, dining, living
- Added DDA events to GA Tourism website

- Produced July 30, Summer Shopping Extravaganza event; sent survey to participating businesses to evaluate the success of the event; did door to door communication and production details with participating downtown businesses
- Producing annual “Welcome Lunch” for new North Georgia faculty to orient on downtown shopping, dining, living; recruiting speakers; adjusting presentation.

#### ***Partner Events Assistance***

- Assisting committee with preparations for 2012 Old Fashioned Christmas events
- Assisting Chamber Communications Coordinator, Kandi Ledford, with North Georgia student event planning “Saints on the Square” student orientation night

### **DESIGN**

#### ***History Projects***

- Worked with Anne Amerson for Parks Clothing shop building text; placed order for Dahlonega Stories plaque; supervised plaque installation
- Updated brochure and worked with United Community Bank for printing 1000 Dahlonega Stories brochures; distributing the historic plaque brochures to businesses
- Assisting author in gathering information about the Price Building.

### **ECONOMIC DEVELOPMENT**

#### ***Business Retention, Expansion, Recruitment, and Education***

- Assisted with updating the inventory of business spaces for sale and lease
- Produced monthly “Business Tips” newsletter for downtown business owners; shared business development articles to downtown business database, on Facebook, and on the DDA website.
- Continued downtown business campaign on Facebook

### **ORGANIZATION**

#### ***Partner Business Events***

- Assisting the Dahlonega Young Professionals Group with membership recruitment, organization, and programs
- Attended regional main Street luncheon in Covington, GA
- Attended monthly Merchant coalition meeting

#### ***DDA/Main Street and City Projects and Programs***

- Assisting Georgia Mountain Regional Commission with Ga. Historic Preservation Division grant for Mt. Hope Cemetery
- Met with Dahlonega Jaycees to discuss Gold Rush banners & potential farmers market setup

#### ***Administrative***

- Typed DDA board meeting minutes
- Made Georgia Downtown Association conference arrangements

#### ***Communications***

- Updated DDA website pages