

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET PROGRAM BOARD**  
**September 13, 2012 Meeting Minutes**

DDA members present: Donna Logan, Denson Martin, Chris Welch, Tony Owens, Larry Odom

DDA members absent: Mac McConnell, Hal Williams

Staff members present: Rebecca Shirley, Joel Cordle

Partners present: Bill Lewis, Gary McCullough, Jay Markwalter

Meeting called to order at 8:50 AM by Chairman Denson Martin

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

Joel presented the financial report. A motion to approve the report was made by Donna and seconded by Chris. 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 report for this item.
2. *Support city council in parking management plan* – Donna reported that there was no update at this time. Bill added that there are still may be concerns from DOT about painting “P” on the streets because it mixes operational and directional messages to drivers.
3. *Develop downtown arts strategies, facilities* – Joel reported that there will be an arts committee meeting in October. The Holly had a public information meeting with over 100 people in attendance. The presentation discussed restructuring efforts and future goals as well as signed up volunteers.
4. *Support master plan catalytic real estate projects, property owners development/redevelopment of strategic sites* – Joel reported that BB&T is doing an appraisal on the parking lot. He asked Jere Allen for updated information and about potential partnerships for parking. Joel also reported on the increased amount of business activity down E Main Street.
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 that the committee will be getting together to review the yearly plan, budget, and potential partnerships. There will be more to report next month.

**ORGANIZATION**

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion* – Joel reported that the updates are partially complete. The GMRC preservation planner was doing the update, and he has left that position, so the project is on hold.
2. *Assist council with implementing Downtown Master Plan* – The board recommended tabling further discussion of this item (funding assistance for zoning and ordinance update) until the October meeting so absent board members to be involved in the discussion and action.

**DESIGN**

1. *Support design & construction of Main St. & S. Chestatee streetscapes* – Joel reported the Tiger II contract with the Federal Hwy Dept has been updated. Also, Phase I construction is scheduled for Winter 2013/2014.
2. *Expand bronze history plaque program* – Rebecca reported that the current round of brochures was sponsored by Adams Insurance Agency.

**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 – Bill reported that the Diving Bell has been delivered. He encouraged board members to attend the upcoming city council work session because of the agenda item about special events. The City has completed sidewalk and curb improvements along Choice St.
- Reporting for the Chamber of Commerce/CVB – Jay reported on the current activities of the Dahlonega-Lumpkin County Chamber of Commerce.
- There was no report from NGCSU.
- The minutes from the August 22 2012 Historic Preservation Commission meeting were included for board members to review.
- There was no report from the Merchant Coalition.

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.

### **STAFF REPORT ON AUGUST ACTIVITIES**

#### **DIRECTOR**

#### **PROMOTION**

##### ***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 meetings with Robert & Company partners and property owners regarding design issues, right of way/easements; obtained streetscape recycling fixture information and shared with Lumpkin Recycle group; met with Lord, Aeck & Sargent on streetscape concepts for UNG property

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

- Drafted plans and resources list to Public Works Director for acquiring and installing downtown's winter flowers

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

- Continued assistance to Pizzolato's (Gustavo building), and Tony Owens' (Just Baked)

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

- Closed Carriage House exterior project with Dahlonega 2000, Inc. check for Randy Allen

##### ***Preservation Resource Advisement***

- Provided Nicole Wimpy and Jay Stone with documents and video regarding repair and maintenance for historic wooden windows

#### **ECONOMIC DEVELOPMENT**

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

- Updated inventory of business spaces for sale and lease monthly
- Provided information to Sam Norton's associate (mattress business), Hugheys, Tom Lloyd, and David Oberhausen associate on available properties, prospects, market data, demographics for startups and expansions; property owners Paige Pethel, E.L. & Thelma Clark regarding sales and lease prospects
- Arranged to assist Holly Theatre board as facilitator at public input meeting
- Connected Doug Paul with Steedley Firm for USDA expansion grant assistance
- Provided local banks with information on new State Small Business Credit Initiative
- Worked with council to expand DDA boundary to Alicia Lane area
- Provided tour of N. Park Street School property to potential customer
- Held conference with Mountain Park developer regarding schedule, permit needs, announcement

#### **ORGANIZATION**

##### ***Grants***

- Prepared city's follow up report on TIGER 2 National Review Team recommendations; made travel arrangements for Washington trip for TIGER 2 training; prepared amendments to TIGER 2 contract
- Arranged Appalachian Regional Commission site visit for grant projects review (Koyo and Diving Bell)

##### ***Reports***

- Attended monthly Chamber of Commerce board meetings and presented DDA reports
- Updated economic impact report for 6 years of Dahlonega 2000 façade grants

##### ***Training***

- Attended Ga. Downtown Association's 2012 state conference; chaired nominating committee for GDA; assisted with sponsor recruiting and benefits delivery; assisted with silent auction fundraiser for scholarships; convened GDA officers regarding Georgia Main Street staffing issues

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

- Attended Chamber of Commerce Economic Development Committee meeting

##### ***Administrative***

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs
- Met with Mayor about October term expirations and confirmed reappointment of DDA members

**PROGRAM COORDINATOR  
PROMOTION**

***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.
- Distributed event cards, shopping, and dining guides at First Friday Night Concert Series.
- Recruited business participants, designed and printed the “promotional card”, and partnered with the Chamber for wine tour participants purchasing the wine passport from the Welcome Center.
- Viewed and offered suggestions for the VideoCraft promotional video.
- Designed window sign for Merchant Association “Box Top” campaign.

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

- Produced downtown business orientation for new North Georgia faculty at The Smith House.
- Producing First Friday Night Concert Series; coordinating October First Friday Night Concert to also include “Silver Singers”.
- Producing Saturday Farmers Markets; managed new vendor orientation; verified permits, daily setup and closing of event; coordinating “Seed Swap” in partnership with the Georgia Appalachian Studies center – Sept 22 and Sept 29.
- Working with site manager for production of Appalachian Jam; managed weekly check requests; coordinating special Jam during Gold Rush.
- Maintaining Facebook pages for DDA, Farmers Market, Jam, and Concert Series
- Submitted events weekly for Chamber’s “Events & Entertainment” e-mail blasts.

***Partner Events Assistance***

- Assisted Dahlonega Young Professionals at the August Chamber of Commerce “Movies Under the Stars” event.
- Assisted Chamber with special events permit, production details, and map/passport design for the “Saints on the Square” event.
- Assisting with event production for Old Fashioned Christmas.

**DESIGN**

***History Projects***

- Updated, printed, and distributed Dahlonega Stories brochures to participating businesses.
- Drafted and submitted press release to the Nugget in promotion of the expansion of “Dahlonega Stories” plaque program

***Design Assistance***

- Updated, printed, and distributed Parking Brochures.

***Preservation Resource Advisement***

- Shared window repair information with downtown business owner.

**ECONOMIC DEVELOPMENT**

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

- Assisting Director in promoting the elementary school property on N Park St. to interested parties.
- 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

***Special Projects***

- Working with Chamber to implement frequent shopper card – “Dahlonega’s Golden Ticket”

**ORGANIZATION**

***Training***

- Attended Georgia Downtown Association annual state conference, LaGrange, GA.

***Partner Business Events***

- Assisting the Dahlonega Young Professionals Group with membership recruitment, organization, and programs
- Attended monthly Merchant coalition meeting
- Arranged donations for Dahlonega Gift Basket for the 2012 Georgia Downtown Association Silent Auction.
- Attended Chamber’s “Morning Mingle” and “Business After Hours” events.

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

- Contacted “Ecotality” to coordinate a site visit to determine potential locations for electric vehicle charging stations.
- Assisted City Clerk with City website maintenance.
- Assisting Georgia Mountain Regional Commission with Mt. Hope Cemetery grant application
- Assisting Diving Bell Committee with signage, plaques, and event production details.
- Installed appreciation plaque for Greg Sheppard for the 2012 Arbor Day tree (Choice St parking lot).

***Administrative***

- Assisted the Georgia Downtown Association in reviewing scholarship applications for 2012 award recipient.
- Updated Grants.gov username & password.
- Drafted and submitted Press Release recognizing Fudge Factory winning Georgia Downtown Association Award.
- Drafted August board meeting minutes.

***Communications***

- Updated contact information for all downtown businesses, sharing with Merchants Association for “neighbor” to “neighbor” communication.
- Updated DDA website & Facebook pages.