

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/BETTER HOMETOWN PROGRAM**  
**October 13, 2011 Meeting Minutes**

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

DDA members absent: Tony Owens

Staff members present: Rebecca Shirley, Joel Cordle

Partners present: Amy Booker, Bill Lewis, Gary McCullough

Others present: Johnny Ariemma, Terry Peters, Gerald Lord, Sam Norton, Ralph Prescott, Billy Parrish, Chris Higdon, Matt Aiken

Partners absent: Gayle Jones, Jay Markwalter

*Prior to the meeting being called to order Mayor McCullough & Billy Parrish made a special presentation about Dahlonega receiving National Main Street accreditation.*

Meeting called to order at 9:10 AM by Chairman Denson Martin

A motion to approve the September 8 meeting minutes was made by Donna 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**

**ORGANIZATION**

1. *Support of Park Street Area Historic District designation & Downtown Historic District expansion (HPC, Joel, Chris Head, Bill, council) – Hal reported that the committee is waiting on council to take action. Mayor McCullough stated it will take a change to the entire ordinance which city attorney Doug Parks is currently reviewing.*
2. *Master Plan Implementation; convene Master Plan Core Team to refresh & energize the program; work with council and staff on implementation items (Hal & Tony) – There was no report on this item.*

**ECONOMIC DEVELOPMENT**

1. *Apply updated market data for local decisions and actions (Denson) – There was no report on this item. The item has been completed.*
2. *Support city council in Parking Study & Management Plan issues; explore BB&T site strategy (Hal, Donna w/Bill Lewis) – There is no report on this item.*
3. *Develop downtown arts strategies engaging arts groups; support new NGCSU arts facilities on S. Chestatee (Hal) – Hal reported that there have been a lot of university plans that the committee has been involved in. He also reported that the current Holly production is great.*
4. *Support master plan catalytic real estate projects; support property owners development and/or redevelopment of strategic sites; develop a list of property owners for discussions (Denson and Chris) – There was no report on this item.*
5. *Keep current inventory of available spaces & businesses seeking spaces (Denson) – Denson and Joel reported and commented on the inventory list provided in the meeting package.*

**DESIGN**

1. *Support design & construction of Main St. & S. Chestatee streetscapes (Chris) – Chris reported that the phase 1 concept report has been finalized. The survey work for Tiger II has been completed, and they are finalizing right-of-way issues. Joel is currently working on Tiger III application.*

2. *Hold walk-arounds with partners to pinpoint areas of need, monitor implementation of findings (Denson and Donna)* – Denson asked that the board refer to the attached minutes drafted. Joel has spoken with BB&T about the lighting in the parking lot and turned in a work order to get certain trees trimmed.
3. *Bronze historic plaque program; target key property owners; incorporate property owners meeting with master plan meeting (Denson)* – Denson reported that letters have been sent to property owners, but there has been no response at this time.

**PROMOTION**

1. *Retail promotion & advertising workgroup layout specific plans and implement (Tony & Chris)* – There is no report on this item.

**Staff Reports** (attached at the end of these minutes)

**New Business** – There was discussion about the creation of a 30 min film highlighting the history of Dahlenega that could be used for marketing/promotion purposes for all partnering agencies. Joel would work to coordinate a meeting of potential partners (JB Jones, Mel Hawkins, Sallie Sorohan, Ray Rensey, Al Adams, Chris Warwick, Chamber, Gold Museum, Appalachian Studies).

**Announcements from partner agencies:**

- Reporting for the City of Dahlenega, Bill reported they are currently working on the first phase of the cork Screw project. Mac suggested that the city needs to look at resurfacing Warwick Street.
- There was no report from the Merchants Association.
- Reporting for the Chamber of Commerce/CVB, Amy distributed copies of their current work plan.
- Reporting for NGCSU, Mac reported the official inauguration of Dr. Jacobs on March 23. There will be events held that entire week.
- There was no report from 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 10:15 a.m.

**STAFF REPORT ON SEPTEMBER ACTIVITIES**

**DIRECTOR**

**ORGANIZATION**

- Assisted with producing Ga. Trust for Historic Preservation’s Dahlenega October Ramble events
- Prepared items for TIGER 3 federal grant application for streetscape construction; sought partners for matching funds and support
- Handled Ga. Department of Transportation contracts and payment request materials for TE streetscape grant with Chris Austin
- Processed Tennessee Valley Authority and Appalachian Regional Commission grant contracts and documents for Chestatee River Diving Bell project
- Assisted with TIGER 2 federal grant reports for streetscape design work, surveys and right of way
- Attended and assisted with production of Ga. Downtown Association conference, membership meeting, awards program
- Attended Merchants Association meeting
- Attended Chamber of Commerce meeting and provided DDA activity report
- Attended Lumpkin County Historical Society meeting to report on Ga. Trust Ramble
- Attended Ga. Cities Foundation Advisory Board meeting representing Ga. Downtown Association
- Presented downtown economic development program to China’s Liaocheng University visitors
- Provided downtown Dahlenega orientation and tour for Atlanta Gas Light public relations staff Trevor Quander
- Held meeting with Jennifer Herring on BB&T loan changes and parking lot lighting
- Updated DDA-City Council annual service agreement and prepared for council meeting approval

- Prepared and submitted monthly economic activity report for Ga. Dept. of Community Affairs
- Prepared draft of DDA's 2011 year-end activity report

#### DESIGN

- Arranged downtown flower maintenance with Premier Landcare; planned Fall and Spring plantings
- Held downtown walk and inspection event (night time) with City Council, Preservation Commission, DDA and staff
- Provided grant packages to Dana LaChance (Crimson Moon/Parker-Nix Storehouse Building) with details on wiring/sprinkler, façade, and bronze history plaque programs
- Coordinated Christmas lights dimmer approval and installation

#### PROMOTION

- Processed First Friday Concerts and Appalachian Jam payments, assisted with production
- Advised on advertising choices, designs, and expenditures

#### ECONOMIC DEVELOPMENT

- Updated inventory of business spaces for sale and lease
- Provided information about Appalachian Regional Commission business loan program requested by Steven Leibel for potential business startup and construction ideas
- Advised Betty's Country Store owner (D. Broadway) and Caleb King about Gee's Furniture property availability (possible site for market business)
- Provided information to Tom Lloyd, Moggy, Mark Steiner, Matthew Bergeron, Reggie Curtiss, Kevin Ash, and Chris Welch on available properties and prospects

#### PROJECT COORDINATOR

##### EVENT COORDINATION

- Assisted with on-site coordination & production of the GA Trust for Historic Preservation Ramble
- Assisting with Old Fashioned Christmas planning, merchant outreach, advertising, 400 Edition photo shoot
- Assisted with on-site coordination & production of the 6-Gap Criterium
- Assisted with on-site coordination of Farmers Market, First Friday, and Appalachian Jam
- Organized welcome event for visitors from Liaocheng University

##### PROMOTION

- Updated Facebook pages for Appalachian Jam, Farmers Market, Friday Concerts, DDA
- Sent Jam, First Friday, & Farmers Market info weekly to be included in Chamber email blasts
- Sent press releases for Appalachian Jam weekly
- Sent First Friday Concert press release (The David Brothers Jazz Band)
- Drafting press release about façade grant program
- Updated other items on the website as needed
- Finalized banner ad for Smoke Signals website
- Finalized DDA Christmas shopping ad for news publications
- Designed ad for the Nugget's Gold Rush insert

##### ORGANIZATION

- Completed DDA September meeting minutes
- Typed September walk-around notes
- Drafted DDA October "Business Tips" newsletter; researched articles from sources
- Sent news bulletins to downtown businesses as needed
- Attended Ga. Downtown Association Conference (Rome, GA)
- Awarded 2012 National Main Street Conference scholarship
- Presented the "Power of Facebook" educational program in partnership with the DLCCC at noon Rotary
- Researched ideas for 2012 First Friday Concerts
- Research ideas for 2012 Farmers Market
- Updated downtown business owner database
- Attended September Merchants Association Meeting

#### DESIGN

- Ordered new decorative pole arms for street light shopping banners
- Finalizing detailed sheets for bronze history plaque program
- Printed & mailed updated bronze history plaque letter to property owners

#### ECONOMIC DEVELOPMENT

- Updated available properties list