

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/BETTER HOMETOWN BOARD**  
**August 11, 2011 Meeting Minutes**

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

DDA members absent: Mac McConnell

Staff members present: Joel Cordle, Rebecca Shirley

Partners present: Amy Booker, Bill Lewis, Gary McCullough, Doug Parks, Jay Markwalter, Gayle Jones

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

A motion to approve the July 14 meeting minutes was made by Hal 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 Tony and seconded by Hal. The motion was approved by unanimous vote.

***DDA Task Force Reports***

**ORGANIZATION**

1. *Approve 2012 City-DDA programs budget* – There was a motion to approve the 2012 City-DDA programs budget by Hal. The motion was seconded by Tony. All members present unanimously approved the motion.
2. *Support of Park Street Area Historic District designation & Downtown Historic District expansion (HPC, Joel, Chris Head, Bill, council)* – There was no report on this item.
3. *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 reported that Ken Bleakly's final report was received. Rebecca has delivered it to City Council, HPC, Planning & Zoning Commission, local bank managers, and downtown merchants. The data has also been added to the DDA's website.
2. *Support city council in Parking Study & Management Plan issues; explore BB&T site strategy (Hal, Donna w/Bill Lewis)* – There was 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 the arts group will be meeting on August 26.
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)* – Joel reported there is a meeting scheduled for Monday, August 15 to discuss the zoning and future use issues for the Old Baptist Church property.
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)* – There was no report on this item.
2. *Hold walk-arounds with partners to pinpoint areas of need, monitor implementation of findings (Denson and Donna)* – The nighttime walk is scheduled for Sept. 15, 10:00 p.m. Meet in front of Visitor Center.
3. *Bronze historic plaque program; target key property owners; incorporate property owners meeting with master plan meeting (Denson)* – Denson reported that updated letters to request participation in the program will be sent by the first of September.

**PROMOTION**

1. *Retail promotion & advertising workgroup layout specific plans and implement (Tony & Chris)* – Tony reported meeting with Chris, Rebecca, & Jay to formulate an advertising plan. There should be more updates at the next meeting.

Staff Reports (attached at the end of these minutes)

New Business – No new business items

Announcements from partner agencies:

- Reporting for the City of Dahlonega, Bill reported the city will be accepting RFPs for the old water plant on Wimpy Mill Road. Mayor McCullough reported the council is considering the budget and cost of the 2 downtown deputies. He suggested folks discuss this with city council if they would like to keep them.
- Reporting for the Merchants Association, Gayle reported the MA will be discussing the downtown Halloween festivities at the upcoming MA meeting.
- Reporting for the Chamber of Commerce/CVB, Amy welcomed new CVB director, Jay Markwalter.
- There was no report from NGCSU.
- There was no report from the Historic Preservation Commission.

Hal made a motion to adjourn the meeting, seconded by Tony. The vote to approve was unanimous, and Denson adjourned the meeting at 9:16 a.m.

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

#### **DIRECTOR**

##### **ORGANIZATION**

- Arranging Ga. Trust for Historic Preservation's Dahlonega October Ramble details
- Attended Chamber of Commerce meeting and provided DDA activity report
- Prepared and submitted monthly economic activity report for Ga. Dept. of Community Affairs
- Provided additional material for ARC Diving Bell grant application; received notification of \$50,000 award
- Attended 400/60 gateway signage committee meeting for project planning
- Welcomed new CVB Director and provided orientation on DDA/BHT
- Prepared mid-year DDA work plan update with Chairman
- Prepared membership survey draft for Merchants Association
- Prepared quarterly progress report for TIGER II grant
- Began preparing TIGER 3 grant application
- Arranged intern work schedule for drawings of downtown buildings
- Provided Dahlonega DDA operational documents to National Main Street Center
- Worked on Ga. Downtown Association conference, board meeting, nominations, and agency partnership development issues
- Presented downtown shopping welcome/orientation to DARE conference and Trail of Tears Dahlonega conference
- Attended Ga. DOT grant recipient workshop to streetscape TE grant award

##### **DESIGN**

- Arranged Hulsey Tree arborist services for downtown trees
- Arranged downtown flower maintenance with Premier Landcare
- Assisted Mason Family with paint color options for Battle Branch building repairs
- Provided resource information on historic window repairs and weatherization to Kevin Ash
- Provided façade grant package to owners of McGuire House

##### **PROMOTION**

- Processed First Friday Concerts and Appalachian Jam payments, assisted with production
- Drafted 2011 budget for Old Fashioned Christmas; assisted with recruitment of new committee members
- Assisted with production and presentation for NGCSU new faculty orientation

##### **ECONOMIC DEVELOPMENT**

- Assisted business start-ups in search for location (Pellerins, Lovells)

- Updated inventory of business spaces for sale and lease
- Made edits to Ken Bleakly market data report
- Advised Sabrina Walker Davis on potential new tour business start up
- Assisted Back Porch, LLC on loan sponsorship for new downtown location
- Corresponded with Larry Gee to determine plans for furniture store property

## **PROJECT COORDINATOR**

### **EVENT COORDINATION**

- Produced downtown business orientation and luncheon for NGCSU new faculty
- Assisted with coordinating details for GA Trust for Historic Preservation Ramble
- Planning city orientation event for Dr. Jacobs
- Began plans for Old Fashioned Christmas with committee
- Assisting with 6-Gap planning & vendor setup downtown
- Planned monthly social event for Dahunega Young Professionals Group
- Assisted with on-site coordination of Farmers Market, First Friday, and Appalachian Jam
- Assisting with the production of the Movies Under the Stars event
- Assisting with planning NGCSU Welcome Back Students Block Party

### **PROMOTION**

- Planned advertising committee meeting & agenda in partnership with Chamber/CVB
- Compiled information of other advertising opportunities for CVB
- 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 (Kurt Thomas)
- Drafting press release about façade grant program
- Meeting with Carol Danford regarding Ga. Public Radio advertising
- Working with CVB to improve YouTube channel
- Following up with Saints.com for Fall NGCSU campus newsletter advertising
- Submitted event information to the Times fall leisure guide Harvest
- Finalized quarterly update of website photos
- Updated other items on the website as needed

### **ORGANIZATION**

- Presented training session about Facebook at Chamber Lunch & Learn
- Prepared DDA July meeting minutes
- Typed Arts Council meeting & National Main Street Conference session notes
- Drafted August Business Tips Newsletter
- Received payment for Chamber signs from Merchant's Association
- Completed 2012 Georgia Downtown Scholarship Application
- Completed Lumpkin Leadership Application
- Attended Sunrise Rotary with Young Professionals Group
- Updating database of downtown business owners
- Shared downtown business database with new CVB Director
- Determining overpayment problems with Project Graphics
- Sent information to downtown business community as needed
- Notified downtown businesses of opportunity to promote in student packets, NGCSU Student Block Party (welcome & orientation), & NGCSU New Faculty Lunch

### **DESIGN**

- Working with intern to provide options of facade paint colors for downtown buildings
- Working with public works to hang new shopping banners on downtown light poles
- Working with Jimmy Anderson on additional stories for historic plaque handouts

### **ECONOMIC DEVELOPMENT**

- Assisted prospective new business (Lovells) with info & meeting to discuss sites & market data
- Updated inventory list of available properties for sale and for lease
- Distributed new Bleakly Market Study data