

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/BETTER HOMETOWN BOARD**  
**July 14, 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

Partners absent: Gayle Jones

Guests present: Ken Bleakly

Meeting called to order at 8:46 AM by Chairman Denson Martin

A motion to approve the June 9 meeting minutes was made by Tony 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 Donna. The motion was approved by unanimous vote.

*DDA Task Force Reports*

ORGANIZATION

1. *Explore upcoming NGCSU construction projects & need for bonds sponsorship (Mac & Larry)* – August 11 is the tentative date for NGCSU's ribbon cuttings for the dining hall and bookstore.
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. *Obtain an update of the Master Plan market data section from Ken Bleakly Consultants and apply updated data for local decisions and action (Denson)* – Ken Bleakly presented the updated market analysis and took Q&A from participants.
2. *Support city council in Parking Study & Management Plan issues; explore BB&T site strategy (Hal, Donna w/Bill Lewis)* – Bill reported that Ricky Stewart has sent a proposal to City Council about restriping Warwick & Hawkins Street (between N Park & Meaders Street) to diagonal parking from parallel, and redesigning the Warwick Street parking lot. Both of these projects will create more parking spaces.
3. *Develop downtown arts strategies engaging arts groups; support new NGCSU arts facilities on S. Chestatee (Hal)* - Hal reported that the next arts committee meeting is scheduled for 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)* – Denson reported the current NGCSU bookstore on S Chestatee is a catalytic project. There was nothing further to report at this time.
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)* – Joel reported that the Federal TIGER grant program is being reactivated and the deadline for the pre application is October. The city is currently waiting to hear back from Robert & Co about the downtown streets survey which was paid through the TIGER II design. The current Phase 1 project for S Chestatee and W Main Streets

has a concept report that Robert & Co. is sending to DOT for approval. Detailed design drawings would be the next step.

2. *Hold walk-arounds with partners to pinpoint areas of need, monitor implementation of findings (Denson and Donna)* – The nighttime walk is scheduled for September 15, 10:00 p.m. Meet in front of the Visitor Center.
3. *Bronze historic plaque program; target key property owners; incorporate property owners meeting with master plan meeting (Denson)* – There was no report on this item.

### PROMOTION

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

Staff Reports (attached at the end of these minutes)

New Business – No new business items

Announcements from partner agencies:

- Reporting for the City of Dahlonge, Bill stated the materials for the E Main storm water project have been ordered. Bill and Gary reported the need for community input on a communications tower the county has proposed for Crown Mountain. Bill also reported the City budget has been submitted to City Council.
- There was no report from the Merchants Association.
- Reporting for the Chamber of Commerce/CVB, Amy distributed copies of their current workplan.
- There was no report from NGCSU.
- There was no report from the Historic Preservation Commission.

Chris made a motion to adjourn the meeting, seconded by Tony. The vote to approve was unanimous, and Denson adjourned the meeting at 9:40 a.m.

### **TODAY'S STAFF REPORT**

#### **Director's Report (June activities)**

##### **ORGANIZATION**

- Arranging details of Ga. Trust for Historic Preservation's Dahlonge October Ramble; staged new photos of tour sites and submitted photos for magazine story
- Prepared and presented the first annual report for Downtown Master Plan Core Team
- Prepared & submitted comments & edits for DOT Hwy 52 Area Study & attended committee meeting
- Provided letters of support content to Sen. Chambliss & Cong. Graves for ARC diving bell grant
- Prepared and submitted quarterly report for Ga. Forestry Commission grant
- Attended Chamber of Commerce meeting and provided DDA activity report
- Prepared and submitted monthly economic activity report for Ga. Dept. of Community Affairs
- Assisted with Ga. Downtown Association vendor booth at Ga. Municipal Assoc. conference
- Served on DDA training panel at Ga. Municipal Assoc. conference
- Met with representatives from Ellijay and Cornelia and advised on DDA and BHT operations
- Drafted 2012 DDA city budget and held review with budget committee
- Completed final report and reimbursement request for GCA Grassroots arts grant

##### **DESIGN**

- Arranged arborist services with Hulsey Tree and Greg Sheppard for downtown trees
- Arranged downtown flower maintenance with Premier Landcare
- Provided preservation incentive grants info to Mason Family for Battle Branch building repairs
- Assisted Paul Hanson and Masonic Lodge on paint color options

- Assisted with photos and design content for Dahlonega Stories interior info sheets

#### **PROMOTION**

- Processed First Friday Concerts payments, assisted with production, marketing
- Processed Appalachian Jam payments
- Handled Farmers Market vendors, customer inquiries, and booth arrangement issues

#### **ECONOMIC DEVELOPMENT**

- Assisted Back Porch, LLC on loan sponsorship for new downtown location
- Assisted anonymous local business in search for funding assistance for major expansion
- Assisted local business start-ups in search for location (Bredoskys, Harmons)
- Coordinated quarterly meeting of local Arts and Economic Development group
- Attended NGCSU visual arts center planning and fund raising meeting
- Drafted and submitted letters of support for new skilled nursing facility in Dahlonega
- Held meeting with NGN Board Member Bryson Payne on opportunities for downtown business growth through fiber optic broadband technology
- Arranged Ken Bleakly market data report for DDA meeting

### **PROGRAM COORDINATOR**

#### **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
- Assisted with on-site coordination of Farmers Market, First Friday, and Appalachian Jam
- Planning Comcast advertising meeting with advertising committee
- Wrote press releases for Appalachian Jam (weekly) and First Friday Night Concerts
- Drafted press release about façade grant program
- Updated website front photos & content

#### **EVENT COORDINATION**

- Assisted with coordinating details for GA Trust for Historic Preservation Ramble
- Assisted with 4th of July production
- Planning welcome event for Dr. Jacobs
- Planned Master Plan Core Team meeting
- Updated Third Thursday event idea

#### **ORGANIZATION**

- Produced minutes from June DDA meeting
- Assisted with development of Dahlonega Young Professionals Group monthly event planning & volunteer outreach
- Created & distributed June “Business Tips” newsletter
- Beginning DDD application research
- Completed design & printing of DDA notecards
- Typed noted from Master Plan Core Team meeting
- Drafted DDA financial resolution

#### **DESIGN**

- Drafted “additional information” flyers for historic plaque program “Dahlonega Stories”