

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/BETTER HOMETOWN PROGRAM
November 10, 2011 Meeting Minutes

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

DDA members absent: Donna Logan, Mac McConnell

Staff members present: Rebecca Shirley, Joel Cordle

Partners present: Amy Booker, Bill Lewis

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

A motion to approve the October 13 meeting minutes was made by Hal and seconded by Tony. The motion was approved by unanimous vote.

Joel presented the financial report. A motion to approve the report was made by Chris and seconded by Hal. 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* – Hal reported that the committee is waiting on council to take action
2. *Master Plan Implementation; convene Master Plan Core Team to refresh & energize the program; work with council and staff on implementation items* – There was no report on this item.

ECONOMIC DEVELOPMENT

1. *Apply updated market data for local decisions and actions* – 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* – There was no report on this item.
3. *Develop downtown arts strategies engaging arts groups; support new NGCSU arts facilities on S. Chestatee* – Hal reported that the committee recently met, and there were activity reports from all the partners.
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* – There was no report on this item.
5. *Keep current inventory of available spaces & businesses seeking spaces* – 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 reported that there is a Tiger II conceptual design meeting on November 30, 4-5 PM for City Council, DDA, and the streetscape committee.
2. *Hold walk-arounds with partners to pinpoint areas of need, monitor implementation of findings* – There was no report on this item.
3. *Bronze historic plaque program; target key property owners; incorporate property owners meeting with master plan meeting* – There was no report on this item.

PROMOTION

1. *Retail promotion & advertising workgroup layout specific plans and implement* – Rebecca, Tony, and Chris presented the Comcast advertising campaign to the board. Tony made a motion to move \$2000 from the unneeded Gold Museum sponsorship to reach the \$5000 budget needed to cover the DDA's 50%

contribution to the total campaign. Hal seconded the motion and the motion was approved by unanimous vote.

Staff Reports (attached at the end of these minutes)

New Business – There was no new business.

Announcements from partner agencies:

- Reporting for the City of Dahlonega, Bill reported that the storm sewer project near Corkscrew is 50% complete. Regarding a local gold history documentary he also reported that he, Joel, and Denson visited the Gold Museum to watch their movie. They suggested the next step would be to discuss the project with Amy Booker and Jay Markwalter who can use their GA film industry connections and to ask them to consider leading the project.
- There was no report from the Merchants Association.
- Reporting for the Chamber of Commerce/CVB, Amy gave a quick summary and wrap up of the Chamber's recent activities such as, the 6-Gap ride & Criterium, Trick or Treat, Old Fashioned Christmas, the Chamber's banner ad sales program, Small Business Saturday, and the upcoming Eggs & Issues on January 7th at the North Georgia Dining Hall.
- 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 11:05 a.m.

STAFF REPORT ON OCTOBER ACTIVITIES

DIRECTOR

ORGANIZATION

- Completed letters and budget items, edited narrative for TIGER 3 federal grant application for streetscape construction submitted Oct. 31
- Prepared and submitted Tennessee Valley Authority and Appalachian Regional Commission quarterly grant report documents for Chestatee River Diving Bell project
- Received Ga. Forestry Commission \$10,000 check for 2011 arborist grant project expenses
- Prepared and submitted TIGER 2 federal grant quarterly report for streetscape design work
- Prepared and submitted monthly economic activity report for Ga. Dept. of Community Affairs
- Prepared draft of DDA's 2011 year-end activity report
- Attended Lumpkin County Schools' Career Technology & Ag. Education Advisory Committee meeting
- Handled Ga. Downtown Association's board member nominating committee, board meeting agenda, executive committee agenda, 2012 conference plans, 2012 board planning retreat plans, membership recruiting
- Advised UGA grad student Sarah Concannon and City of Rockmart, Stephanie Dye and City of Roswell on DDA operations
- Arranged news conference for Dahlonega DDA/BHT recertification as Main Street City

DESIGN

- Arranged cold season flower installation with Premier Landcare
- Advised on design of bronze history plaque store info sheets and brochure
- Arranged bucket truck for Christmas lights installation

PROMOTION

- Advised on advertising choices, designs, and expenditures
- Worked Downtown Halloween Trick or Treat with promo pens for 400 adults

- Arranged partnership work for Small Business Saturday promotions of downtown/local shopping

ECONOMIC DEVELOPMENT

- Updated inventory of business spaces for sale and lease
- Arranged quarterly meeting of local arts agencies for economic development plans
- Provided information to Jay Stone, Bill Hardman, Ren Woodward, Moggy, Chris Welch on properties and prospects

PROJECT COORDINATOR

EVENT COORDINATION

- Assisting with Old Fashioned Christmas Committee planning and production
- Assisted with on-site coordination of Farmers Market

PROMOTION

- Distributed Old Fashioned Christmas information to merchants
- Updated Farmers Market & DDA Facebook pages
- Sent Farmers Market news info weekly to be included in Chamber email blasts
- Updated items on the website pages - minutes, newsletters, What's New, Events, & property for sale
- Submitted DDA & Merchants Association Old Fashioned Christmas advertising for Smoke Signals (Nov & Dec)
- Submitted ad for Atlanta Radio AM 1690 online
- Interviewed on AM 1690 to promote downtown shopping
- Submitted ad for Vacation Guide (Winter issue)
- Researched Small Business Saturday campaign and worked with partners (Chamber, Nugget, DMA) to produce local campaign including design of window sign for businesses to use Saturday (event is Nov 26)
- Submitted ad to Nugget for Small Business Saturday
- Researched Shift Your Shopping campaign promoting local shopping
- Working with Chamber on partnership for Comcast advertising proposal

ORGANIZATION

- Completed DDA October meeting minutes
- Drafted and distributed DDA November "Business Tips" newsletter
- Sent news bulletins to downtown businesses as needed
- Drafted survey for Farmers Market vendors, businesses, and shoppers
- Sent Georgia Municipal Cemetery Association information with lodging, meeting places etc. for potential conference in downtown Dahlonega
- Compiling information from Merchants Association survey
- Assisting with Dahlonega Young Professionals Groups social event planning, member survey, bylaws, board member recruitment
- Assisted Joel with compiling information for Tiger III grant application
- Attended Chamber Business After Hours at The Holly Theatre
- Attended Searcey Jewelry ribbon cutting

DESIGN

- Supervise installation of new decorative banner arms for street light pole banners
- Completed an inventory of banner distribution and condition and working with street crew to fix issues
- Finalized detailed sheets for bronze history plaque program
- Updating bronze history plaque program brochure

ECONOMIC DEVELOPMENT

- Updated available properties list