

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

April 11, 2013 MEETING MINUTES

Members in attendance: Hal Williams, Tony Owens, Denson Martin, Chris Welch, Mac McConnell, Larry Odom, Donna Logan

Staff Present: Rebecca Shirley, Joel Cordle

Partners Present: Gary McCullough, Ron Thomas, Doug Parks

Chris called the meeting to order at 8:50 AM

I. Approve March 14 meeting minutes – A motion to approve the March 14, 2013 meeting minutes was made by Tony, seconded by Hal. All members present unanimously approved the motion.

II. Approve financial report – Joel asked the board to refer to the financials included in the board packet. He highlighted expenses, revenues and balances. A motion to approve the financial report as presented was made by Mac, seconded by Donna. All members present unanimously approved the motion.

III. DDA Task Force Reports

ORGANIZATION

1. Update on water plant transfer – Chris reported the deed transfer has been signed. The committee met to discuss marketing to potential local buyers and contracting with a broker.
2. Update on GIRMA insurance – Chris asked board members to refer to the information included in their packets. The first month and a half was prorated to \$578. The annual renewal is coming up the first of May for a total of \$4375.
3. Authorize redevelopment fund transfer for preservation and fire prevention program– Chris reported there is currently \$1500 in the Dahlonega 2000, Inc. account. The board budgeted \$20k for façade grants this FY. Chris is recommending transferring \$15,000 to fund current projects and have money available for upcoming applications. Larry made a motion to transfer the \$15,000 from the Redevelopment Fund into the Dahlonega 2000, Inc. account. The motion was seconded by Denson. Voting in favor of the motion were Denson, Chris, Mac, Donna, and Larry. There were no votes against the motion. Tony & Hal abstained from voting. The motion was approved.
4. Approve expenditure for historic shopping district light pole banners – Chris reported on the requests from the E Main St businesses for additional banners in that area of town. Staff has identified 10 poles. Each banner costs \$157. There is money in the Supplies account to cover this expense. Mac made a motion to approve the expenditure of \$1,600 for banners. Donna seconded the motion and all members present unanimously approved the motion.
5. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines – Hal reported the guidelines have been drafted and submitted to the HPC.
6. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – Doug reported that GMRC is currently working on the basic elements of the plan and no action is needed from DDA at this time. The more sophisticated work on the plan will be with another contractor but there is no update on that portion at this time.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – Mac reported the University is currently waiting on the revised report from LARC consultants.
2. Support city council in parking management plan – There was general discussion about the effectiveness of the 15 minute parking spots. Mac reported the parking deck will be available free of charge Bear on the Square/Parents Alumni weekend.
3. Develop downtown arts strategies, support facilities – Hal reported on some good activity between UNG Student Activities and The Holly. He also noted the UNG Chamber Music Festival will be returning for a second year.
4. Support master plan catalytic real estate projects, property owners' development/ redevelopment of strategic sites – Denson reported that he and Joel had been assisting a prospective housing developer in his project research. More details will be shared when the owner and buyer complete their negotiations and are ready to release information.
5. Keep inventory of available spaces & businesses seeking spaces – Joel asked the board to refer to the packet with the inventory sheet.

PROMOTION

1. Plan and implement retail promotion & advertising – Rebecca reported on upcoming Mother's & Father's Day Nugget ads, August 5 evening shopping event, and she and Jay have started planning for summer Comcast TV schedule.

DESIGN

1. Support design & construction of streetscapes – Chris reported there have recently been some staff changes at Robert & Company but the VP has assured the city he will be handling the project for the interim.
2. Expand Dahlenega Stories historic plaque program – Rebecca thanked Larry for sponsoring the current round of brochures and plans on distributing brochures before Bear weekend.

IV. Staff Report (shown at the end of minutes)

VI. Announcements from partner agencies

- City of Dahlenega - Ron reported that the finance office recently filed the 2011 bond documents with the state. This was overlooked in 2011 but is now updated so will create no issues for the City or DDA. He also reported Council has a planning retreat May 16 – 17 to discuss short and long range plans for the city.
- Chamber of Commerce/Tourism Office –A report was passed around for the board members to take with them.
- University of North Georgia – Mac invited the board to attend the Inauguration for Dr. Jacobs on April 26. He also suggested the DDA sponsor a table at the upcoming “Scholarship Gala” on April 26. The board agreed this was something they were interested and would address the payment in the Dahlenega, 2000 meeting.
- Historic Preservation Commission – Joel asked the board to refer to the HPC meeting minutes included in the packet.

VII. Adjourn – Denson made a motion to adjourn the meeting. The motion was seconded by Donna. All members present unanimously approved the motion and adjourned at 9:50 AM

MARCH STAFF REPORT

DIRECTOR

PROMOTION

Marketing Projects to Promote Downtown Shopping and Dining

- Began production of “Monday Night Shopping Extravaganza” campaign with Chamber staff for Southeastern Tourism Society and local shoppers
- Promoted downtown shopping and dining to Celebrity Golf Tournament group with Chamber partnership

DDA/Main Street Events Production

- Assisted with production plans for Farmers Market, Appalachian Jam, and Friday Concerts

Partner Events Assistance

- Attended Old Fashioned Christmas committee meeting for 2012 close out, 2013 planning

DESIGN

Streetscape Projects

- Completed selection of streetscape benches, receptacles

Landscape Projects

- Advised Amy Booker on landscape maintenance and services for Visitors Center project

History Projects

- Provided Dahlenega Stories grant application package to Randy Allen, Mary Thompson

Preservation Resource Advisement

- Advised Vic Dover on historic resources for repairs at Halls Block building, provided grant application packages

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Updated inventory of business spaces for sale and lease
- Provided information to Carolyn & Gary Bredosky, Kerry Green on available properties for business start ups

Special Projects

- Held a quarterly meeting of community arts partners group

ORGANIZATION

Grants

- Handled TIGER 2 reports, monthly conference, contract amendment, hosted annual meeting with Washington FHWA staff and partners
- Planned local business training event with Connect North Georgia’s Business on Broadband project

Strategic Planning

- Prepared and submitted DDA priority issues document for City Council planning retreat

Reports

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs
- Updated 2013 DDA activity report and presented report to city council

Partner Business Events

- Attended Chamber of Commerce board meeting; Downtown Merchants Coalition meeting; Chamber’s new downtown business ribbon cuttings

Main Street Network Assistance

- Advised GMA/Ga. Cities Foundation on master plan consultant selection, provided sample documents

Administrative

- Obtained DDA insurance coverage with GIRMA

- Interviewed applicants for internship/temporary position and selected Jim White; notified applicants
- Drafted DDA monthly meeting agenda and support documents
- Attended monthly staff meeting of city department directors
- Filed annual corporate registration with Ga. Secretary of State for Dahlonge 2000, Inc.
- Filed Dahlonge 2000, Inc. 2012 tax form

PROJECT COORDINATOR PROMOTION

Marketing Projects to Promote Downtown Shopping and Dining

- Editing 30 second advertising video, adding shopping scenes; coordinating with Jay for summer Comcast TV advertising schedule
- Designed and submitted Shop Local ad for 2013 Mother's Day downtown shopping
- Designing Shop Local ad for 2013 Father's Day downtown shopping
- Designed Shop Local ad for Summer Shopping August event downtown
- Researched Ga. Public Radio ad costs

DDA/Main Street Events Production

- Assisting Appalachian Jam administrator with paperwork for host bands; met with Gold Museum to plan for season
- Finalized 2013 concert schedule
- Hosted farmers market committee meeting; coordinated Farmers Market information session with Georgia Department of Agriculture; updated and posted permit; updated and posted ordinance (with last year's changes); nominated market to the Appalachian Food Guide
- Posted annual events on calendars and Explore Georgia website; shared details with Pineapple PR; managed community calendar listings with the Nugget
- Updated and printed annual event posters and promotion card

Partner Events Assistance

- Attended Old Fashioned Christmas wrap-up meeting
- Shared STS event information with Chamber; began updating documents; scheduling music
- Shared potential music and Appalachian Jam schedule with 4th of July committee

DESIGN

Design Assistance

- Planning for April 25 partner walk around

Streetscape Projects

- Designed and ordered farmers market banners
- Designed and requested price quote for Shop, Dine banners

Restoration & Repair Projects

- Shared façade grant package with Renewables Thrift Store

History Projects

- Shared Dahlonge Stories application packet with East Main businesses list
- Delivered history brochures
- Met with app production company for Dahlonge Stories mobile app

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Assisted with updating the inventory of business spaces for sale and lease
- Designed and shared March/April Business Tips Newsletter

ORGANIZATION

Partner Business Events

- Met with DAC representative & city planning and zoning office to discuss future artist marketplace
- Assisting the Dahlonge Young Professionals Group with membership recruitment, organization, and programs

DDA/Main Street and City Projects and Programs

- Assisted City Clerk, City Manager & Finance Officer with City website maintenance
- Designed, created and distributed monthly electronic newsletter "City Limits"
- Hosted Lumpkin Youth Leadership at City Hall
- Submitted Salute to Manufacturing ad to Nugget
- Planning 2013 Georgia Cities Week and Historic Preservation Month programs
- Assisted Finance Office with feasibility study

Main Street Network Assistance

- Assisting Ga. Downtown Association committee with membership; drafting plans for GDA scholarship recommendation; drafting article for GDA newsletter

Administrative

- Typed March DDA board meeting minutes
- Arranged Chamber of Commerce Member of the Week photo opportunity
- Interviewed interim program coordinator candidates; set up interim program coordinator email and ordered business cards
- Attended Merchant Coalition monthly meeting

Communications

- Maintained DDA website & Facebook pages