

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD
July 11, 2013 MEETING MINUTES

Members in attendance: Hal Williams, Tony Owens, Denson Martin, Donna Logan
Members Absent: Larry Odom, Mac McConnell, Chris Welch
Staff Present: Joel Cordle, Jim White, Shea Wages
Partners Present: Ron Thomas, Amy Booker, Jay Markwalter, Angela Wilson
Partners Absent: Gary McCullough
Guests: Bruce Abraham

Denson called the meeting to order at 8:45 AM

I. Approve June 13 meeting minutes – A motion to approve the June 13, 2013 meeting minutes was made by Hal, seconded by Tony. 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 and balances.
- A motion to approve the financial report as presented was made by Hal, seconded by Tony. All members present unanimously approved the motion.

III. *DDA Task Force Reports*

ORGANIZATION

1. Update on Water Plant Property and USDA Grant – Bruce Abraham reported the USDA grant for business training was not awarded. He also reported that alternate funding sources have not been found for the water plant remodeling and its operation. Therefore, Connect North Georgia will be dropping the contract and releasing the option on the property. Joel reported on roof repairs and general cleanup and standing water removal at the facility.
2. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines – No news to report
3. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – Hal reported continued progress by Doug Parks and Georgia Mountains Regional Commission.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – Hal reported LARC study is complete and that Mac is setting a meeting with local leaders.
2. Support city council in parking management plan – Donna commented that the 15-minute parking limit signage seems to be working well as far as merchants are concerned.
3. Develop downtown arts strategies, support facilities – Hal reported the Fox Theatre Institute grant was not received and reapplication will be necessary. He also reported that all funds for roof repairs were in place.
4. Support master plan catalytic real estate projects, property owners' development/ redevelopment of strategic sites – Joel reported a growing interest from residential development companies looking for properties.
5. Keep inventory of available spaces & businesses seeking spaces – Joel asked the board to refer to the packet with the inventory sheet of properties and prospects.

PROMOTION

1. Plan and implement retail promotion & advertising – Joel reported the Comcast HGTV ads have ended. A run schedule will be available next month. 151,000 North Metro households were targeted. Plans and preparations for the August 5 evening shopping event are ongoing. Jay reported that the 22nd Southeast Tourism College will be here in August.

DESIGN

1. Support design & construction of streetscapes – Joel reported TIGER II plans will be ready in September for bidding in winter.
2. Expand Dahlonega Stories historic plaque program – Joel reported the Carriage House Shoppes plaque is due any day.

IV. Staff Report provided as handout

VI. Announcements from partner agencies

- City of Dahlonega – Ron Thomas reported that the Council has approved hiring an off-duty deputy for both the First Friday Night Concert and the Movies in the Park programs. Ron also reported on several road improvement projects underway or contemplated.

- Chamber of Commerce/Tourism Office – Amy Booker and Jay Markwalter referred to the handout and reported on the success of several projects and planning efforts for the 2nd Annual Vineyard Tour (1000 person goal) and 3rd Annual Criterium Bike Race and 6 Gap. Overnight stays are up 15%. An additional advertising campaign is being considered. Chamber renovations begin July 22.
- University of North Georgia – No report
- Historic Preservation Commission – Joel asked the board to refer to the HPC meeting minutes in the packet.

VII. Adjourn - Tony made a motion to adjourn the meeting. The motion was seconded by Hal. All members present unanimously approved the motion and adjourned at 9:37 AM.