

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD
June 13, 2013 MEETING MINUTES

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

Staff Present: Joel Cordle, Jim White

Partners Present: Ron Thomas, Amy Booker

Partners Absent: Gary McCullough, Jay Markwalter, Doug Parks

Guests: Larry Sorohan

Chairman Welch called the meeting to order at 8:45 AM

I. Approve May 9 meeting minutes – A motion to approve the May 9, 2013 meeting minutes was made by Mac, 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 and balances.
- A motion to approve the financial report as presented was made by Hal, seconded by Donna. All members present unanimously approved the motion.

III. *DDA Task Force Reports*

ORGANIZATION

1. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines – Hal reported the design guidelines have been drafted, now waiting on HPC for approval.
2. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – No report.
3. Update and request from Holly Theater – Larry Sorohan presented an update on the Holly and the current financial position. Larry requested additional rentals from Dahlonega Downtown Authority for a six-month period. Denson Martin made a motion to extend the contract for rental services for a six month period at a total cost not to exceed \$6,000. The motion was seconded by Donna Logan. Members voting to approve the motion were Tony Owens, Denson Martin, Larry Odom, Donna Logan, Chris Welch, and Mac McConnell. Hal Williams abstained.
4. Update on Water Plant Property – Joel asked the Board to refer to the copy of the option contract and reported that Bruce Abraham is working to find funding through the Georgia Department of Community Affairs sources.
5. Approve resolution for Georgia Cities Foundation – A motion to approve the resolution and authorize Chris to sign it was made by Hal Williams, seconded by Tony Owens. All members present unanimously approved the motion.
6. Approve resolution for GIRMA insurance – A motion to authorize the Chairman to sign supplemental paperwork for the previously authorized GIRMA policy was made by Mac McConnell, seconded by Larry Odom. All members present unanimously approved the motion.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – Mac reported that a report will be presented on June 24 and that he is encouraged by the progress.
2. Support city council in parking management plan – Donna commented that the 15-minute parking limit signage is being tested on one parking space on N. Park Street.
3. Develop downtown arts strategies, support facilities – Hal reported on several art projects: Holly Summer Camp, Chamber Art Walk, University Chamber Music, and Appalachian Jam. Joel stated the UNG Library is seeking DDA support for exhibiting the Georgia State art collection in 2014. Mac reported the UNG Language Studies Program is occurring this summer, and he reported the Choice Street Arts Complex is being repaired for Visual Art Dept. use.
4. Support master plan catalytic real estate projects, property owners' development/ redevelopment of strategic sites – No report.
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 – Chris reported the Comcast TV ads are ending in the North Atlanta market. Joel reported that the Nugget ads are in for Father's Day and referred to visuals showing recent ads.

DESIGN

1. Support design & construction of streetscapes – Joel reported TIGER 2013 Grant is complete and submitted.

2. Expand Dahlonga Stories historic plaque program –No report.

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

VI. Announcements from partner agencies

- City of Dahlonga – 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 referred to the handout and reported on the success of the Movies in the Park series, planning for 4th of July Celebration, continued progress on the Festival Guidelines Handbook, Visitor Center and restroom renovations, and motel/hotel number increases. Amy also reported that the Health Care Committee kick-off has been organized.
- University of North Georgia – No additional report
- Historic Preservation Commission – Joel asked the board to refer to the HPC meeting minutes in the packet.

VII. Adjourn - Denson made a motion to adjourn the meeting. The motion was seconded by Tony. All members present unanimously approved the motion and adjourned at 9:55 AM.

MAY STAFF REPORT DIRECTOR

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Updated inventory of business spaces for sale and lease
- Provided information to Tina Potts, Carolyn & Gary Bredosky on available properties for lease and for sale
- Assisted Dennis Hoover at Folkways Craft Gallery with research on wine tasting room requirements for business expansion plans
- Arranged business meeting for new health care facility owner/developers and local leaders
- Assisted new business owner Melanie Pruitt with business loan information and building repair resources
- Provided real estate information about available properties to local restaurant owner considering expansion of business into events
- Showed Park Street School property to prospect

Special Projects

- Coordinated Water Plant Property option offer and contract
- Prepared Ga. Cities Foundation loan resolution for portion of McGuire House project

DESIGN

History Projects

- Handled Dahlonga Stories plaque order for Carriage House Shoppes building
- Advised Jim Smulian/Historical Society on replacement of Diving Bell plaques

Restoration & Repair Projects

- Completed paperwork and documentation for close out of Price Building façade grant project
- Coordinated façade grant activity for Halls Block building, McGuire House project, Butler/N. Chestatee project, Owens' E. Main

ORGANIZATION

Grants

- Produced new TIGER 5 grant application package and extensive support documents
- Handled TIGER 2 reports, monthly conference

Reports

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs

Training

- Hosted quarterly training meeting of North Georgia Main Street managers at Holly Theatre

Business Meetings Coordinated

- Held meeting with Rose Proctor, Director of UNG's BB&T Center for Ethical Business Leadership to help build partnerships with Ga. Downtown Assoc., Ga. Municipal Assoc., Ga. Dept. of Community Affairs
- Arranged Dahlonga meeting of Ga. Dept. of Transportation Planning Director, GDOT Board Representative, and local officials

Main Street Network Assistance

- Provided way-finding signage advice to Braselton Downtown Development Authority Director
- Assisted former intern Misty Irvin with Main Street job search, contacts, resume
- Advised Hartwell DDA/Main Street Director on concert events production issues

Administrative

- Conducted staff meeting with Jim and Anna; set work schedules and projects
- Drafted DDA monthly meeting agenda and support documents
- Attended monthly staff meeting of city department directors

PROMOTION

DDA/Main Street Events Production

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

Partner Events Assistance

- Provided Old Fashioned Christmas sponsorship package to Community & Southern Bank Marketing Director

TEMP PROJECT COORDINATOR JIM WHITE

PROMOTION

DDA/Main Street Events Production

- Assisted with production of Appalachian Jam; assisted site administrator and volunteers weekly set up; communicated with administrator regarding operational guidelines and duties; delivered payments to administrator and bands; coordinated tents; updated Facebook Events page for weekly jams
- Assisted with Farmers Market production; opened Tuesday & Saturday markets; deployed signage; coordinated new farmer applicants; interpreted regulations & procedures for vendors; updated Facebook Events page with photos and comments
- Assisted in the production of the June First Friday Night Concert; sent press release; set up for event
- Sent weekly events news to Chamber of Commerce staff for promotion in their weekly email blasts

ORGANIZATION

Grants

- Assisted director with TIGER 2013 grant application letters of support

Partner Business Events

- Attended Downtown Merchants Coalition meeting; July 4th Committee meetings; Chamber After Hours; organized committee for August evening shopping event; and Tourism Committee meetings;

DDA/Main Street and City Projects and Programs

- Assisted with showing the Park Street school property
- Assisted with hosting Main Street Managers meeting at Holly Theater; met with Holly management about space use and set up; handled parking at the event; assisted in organizing breakfast and luncheon

Administrative

- Typed May board meeting minutes for DDA and Dahlenega 2000
- Prepared Hancock Park maintenance notes; produced work orders for Public Works Department attention

DESIGN

Streetscape Projects

- Received replacement Farmers Market banners and coordinated installation
- Received new shopping/dining banners for E. Main Street; made location map & coordinating placement

TEMP PROJECT COORDINATOR ANNA BECK

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Developed training in social media advertising for downtown merchants; scheduled appointments for one on one tutorials; trained business owners on creating, updating, and implementing social media advertising

PROMOTION

Advertising to Promote Downtown Shopping and Dining

- Set up Father's Day shopping ads in the Nugget; placed ad on DDA Facebook page; shared ad copy with downtown businesses

DDA/Main Street Events Production

- Assisted with Farmers Market production; assisted in opening Tuesday and Saturday markets; deployed signage; interpreted regulations and procedures for vendors; updated Facebook page with onsite photos and comment postings
- Assisted in the production of the June First Friday Night Concert; wrote press release; updated Facebook page; distributed promotional material for future concerts
- Distributed DDA event posters and Dahlenega Stories brochures to downtown businesses

ORGANIZATION

Grants

- Assisted director with TIGER 2013 grant application photos documents

Partner Business Events

- Attended Merchant Coalition monthly meeting
- Led first meeting for the STS Marketing College Open House, aka "Shopping Extravaganza" scheduled for Aug. 5th; serving as chairperson for planning of the event

Communications

- Assisted City Clerk, City Manager & Finance Officer with City website maintenance
- Designed and distributed monthly electronic newsletter "City Limits"
- Collected articles and began designing Downtown Business Newsletter
- Maintained DDA website & Facebook pages