

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD

November 20, 2013

MEETING MINUTES

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

Members Absent: Chris Welch

Staff Present: Joel Cordle, Jim White, Shea Wages

Partners Present: Gary McCullough, Bruce Georgia

Denson called the meeting to order at 8:28 AM

I. Approve September 26 and October 10, 2013 meeting minutes – A motion to approve the September 26, 2013 meeting minutes was made by Donna, seconded Tony. All members present unanimously approved the motion. A motion to approve the October 10, 2013 meeting minutes was made by Donna, seconded by Larry. 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 Larry. All members present unanimously approved the motion.

III. *DDA Task Force Reports*

ORGANIZATION

1. Update on Water Plant Property – Joel reported the sale was completed as specified by the board at \$56,000.
2. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines – Hal reported design guidelines were in final review stages and could be available as early as January. Guidelines include an update for the historic commercial district.
3. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – Hal reported the Ga. Mountains Regional Center staff told city council that they will present a draft to council in March.
4. Larry Sorohan letter of thanks from Holly - Joel referred to the handout and noted there was no new request for future rental contracts in the letter.
5. Approve transfer for Dahlonega 2000 facade and wiring projects - Joel and Denson referred to the handouts showing current and future Dahlonega 2000 project needs. A motion to approve the transfer of \$10,000.00 from the DDA “redevelopment funds” (bonds sales revenue) account to Dahlonega 2000 to cover current and anticipated projects through January 2014 was made by Hal, seconded by Larry. All members present unanimously approved the motion.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – Mac reported on UNG’s planned meeting December 13, 2013 before the Board of Regents to discuss university needs including the Regional Business & Conference Center. He suggested a hotel feasibility study be undertaken as soon as practical and suggested the firm HVS to do that as provided in UNG’s competitive RFP results (copied to DDA board members). The costs of the study are \$13,000.00. Neither the University nor the Foundation could sponsor the study. A motion to approve the DDA contracting with HVS using DDA emergency or redevelopment funds for the study and requesting the county development authority to partner for half the funding (invoiced by DDA) was made by Larry, seconded by Tony. All members present unanimously approved the motion.
2. Support city council in parking management plan –No report
3. Develop downtown arts strategies, support facilities – Hal reported on Holly Theater December meeting and activities.
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. No new openings or closings in November.

PROMOTION

1. Plan and implement retail promotion & advertising – Joel referred to current and proposed Nugget and Smoke Signals ad campaigns and social media promotions.

DESIGN

1. Support design & construction of streetscapes – Joel reported on project team meeting with DOT on 11-26-13, to discuss project timeline and ROW acquisition. Project construction timeline is now set to begin in late 2014.
2. Expand Dahlonga Stories historic plaque program – Joel reported that Tony Owens and Baked on Main requested and received an application.

IV. Staff Report – Joel highlight projects and activities from the October and November staff report documents.

V. New Business – No new business.

VI. Announcements from partner agencies

- City of Dahlonga – Gary introduced the new city manager, Bruce Georgia, congratulated Tony Owens on his efforts with Baked on Main, and discussed the Hall House lodging expansion. He thanked Mac McConnell for his help in formulating a MOU for sharing construction equipment between the city and UNG. Gary discussed the new sidewalk expansion on E. Main and the approval of the center turn lane from Riley Road to the light.
- Chamber of Commerce/Tourism Office – No Report
- University of North Georgia – Mac reported that fiber-optic utility construction at both the athletic complex and the old Baptist Church was in process.

VII. Adjourn – Mac made a motion to adjourn the meeting. The motion was seconded by Larry. All members present unanimously approved the motion and adjourned at 9:24 AM.