

**DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD**  
**May 9, 2013 MEETING MINUTES**

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

Members absent: Chris Welch, Mac McConnell

Staff Present: Joel Cordle, Jim White

Partners Present: Gary McCullough, Jay Markwalter, Doug Parks

Guests: Bruce Abraham

Vice Chairman Denson called the meeting to order at 8:45 AM

I. Approve February 14 meeting minutes – A motion to approve the April 11, 2013 meeting minutes was made by Donna, 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, budget transfers and balances.
- A motion to approve the financial report as presented was made by Donna, seconded by Tony. 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 – Doug Parks reported the update of downtown design guidelines and new guidelines for Park Street have been presented once to the Historic Preservation Commission for review and comment. One more presentation of revisions to HPC is needed and then the guidelines will be ready to present to city council.
2. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – Doug Parks reported that the Georgia Mountains Regional Commission is producing most of this work at minimal cost.
3. Update on water plant property – Denson reported that an offer for water plant property has been made. Option is for 90 days. The DDA Property Committee met about the offer and has recommended the option length be extended from 60 days to 90 days to meet the request of the potential buyer. A motion to authorize Doug Parks to move forward with completing the option contract and authorizing Chris Welch to sign it was made by Hal, seconded by Donna. All members present unanimously approved the motion.
4. Update on McGuire House – Joel reported on the Ga. Cities Foundation loan approval and reviewed the related documents. Georgia Cities Foundation requires resolution of sponsorship by DDA board. Smith House resolution was offered as an example. The draft resolution for the McGuire project will be presented at the June DDA board meeting for approval.

**ECONOMIC DEVELOPMENT**

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – Mac reported by phone that the LARC study has been received and that he hopes to convene a local leadership group within 30 days to hear the results of the study.
2. Support city council in parking management plan – There was no news to report. Donna commented that she thought the recent festival signage efforts had paid off during the events.
3. Develop downtown arts strategies, support facilities – Hal reported May is Arts Month, which was kicked off at the Visitors Center Plaza this week. The Art Walk Project is scheduled for the second Saturday of the month. Mountain Flower Festival is scheduled for May 17-18<sup>th</sup>. Hal also reported an increase in the number of private establishments offering live music. He commented that the Holly Theater was enjoying success and that a Fox Theater grant for new roof is in the works. Hal asked for support of the Scanlin Three Rings Circus for Charity event in June. Funds raised are to be used as a matching grant with the Fox Theater money.
4. Support master plan catalytic real estate projects, property owners' development/ redevelopment of strategic sites – McGuire House interior is 50% complete. A contractor was chosen for new construction. Start date is not known. Tony Owens Just Baked project is scheduled for the HPC May 22<sup>nd</sup> agenda seeking approval for plan. Opening estimated in September/fall. Jay Stone has grand opening scheduled next week for new Jay Mart convenience store and Mug Me.

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 – Joel reported that Rebecca had completed several advertising projects before leaving for camp. Refer to Buy Local ads and Comcast TV ad report in packet.

### **DESIGN**

1. Support design & construction of streetscapes – Joel reported TIGER 2013 Grant funding is available. Grant deadline is June 3, 2013. Minimum award for rural community projects in \$1,000,000. We need \$10,000,000. Only 5% of the applications are funded-very competitive.
2. Expand Dahlenega Stories historic plaque program – A sponsor is needed for printing. Cost is \$250 for each printing.

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

### VI. Announcements from partner agencies

- City of Dahlenega - The Mayor reported that on the Council Planning Retreat to be held in May. Storm water system replacement around the BBT building is progressing
- Chamber of Commerce/Tourism Office – Jay reported that cross promotion of activities and events ongoing; NOA running Movies with kick-off this coming weekend; National Tourism event will be held at the visitor center; Dahlenega Arts Trail event is 2<sup>nd</sup> weekend of May; 2<sup>nd</sup> Annual Wine Trail event scheduled for August; visitor mobile application will be available soon; SE Tourism College coming in July; Local Evening Shopping event on August 5, 2013 with DDA; Welcome Back UNG and Local Shopping Event for August 22, 2013
- University of North Georgia – No report
- Historic Preservation Commission – Joel asked the board to refer to the handout in the packet.

VII. Adjourn - Hal made a motion to adjourn the meeting. The motion was seconded by Donna. All members present unanimously approved the motion and adjourned at 9:45 AM

## **APRIL STAFF REPORT DIRECTOR**

### **ECONOMIC DEVELOPMENT**

#### ***Business Retention, Expansion, Recruitment, Education***

- Updated inventory of business spaces for sale and lease
- Provided information to anonymous business owner on available properties for lease and for sale

#### ***Special Projects***

- Handled Water Plant Property showing and potential option offer; provided blueprints, zoning & use information; held 2 property committee meetings regarding project and offer
- Held Convocation Center Committee meeting
- Received confirmation of Ga. Cities Foundation loan approval for portion of McGuire House project
- Held meeting with Mountain Park healthcare facility developers to plan ground breaking, grand opening, local history displays and art, and business partners

### **DESIGN**

#### ***History Projects***

- Handled Dahlenega Stories grant application package from Randy Allen, Mary Thompson; started Anne Amerson research and writing

#### ***Design Assistance***

- Handled invoices for 3 projects' design concept drawings

#### ***Restoration & Repair Projects***

- Handled Vic Dover application for repairs at Halls Block building
- Completed paperwork and documentation for close out of Grimm's 232 E. Main façade grant project
- Provided façade grant packages for McGuire House/Ariemma project, and Butler/N. Chestatee project

### **ORGANIZATION**

#### ***Grants***

- Handled TIGER 2 reports, monthly conference, contract amendment
- Started application for TIGER 2013 grant for streetscape construction funding; prepared background report and attended city council meeting for endorsement
- Discussed Washington advocacy for NEA grant application with UNG sponsor

#### ***Awards and Designations***

- Received notice from National Trust for Historic Preservation that Dahlenega achieved recertification as a National Main Street City for 2013

#### ***Reports***

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs
- Provided downtown economic statistics to city manager and attorney for city project

### ***Training***

- Attended National Main Streets Conference training

### ***Business Meetings Coordinated***

- Held meeting with new Community & Southern Bank marketing manager for event sponsorship opportunities

### ***Partner Business Events***

- Attended Chamber of Commerce board meeting; Downtown Merchants Coalition meeting; Chamber's new downtown business ribbon cuttings
- Advised UNG's Wendi Huguley on prospective campus concert fund raising event production
- Attended UNG President inauguration events
- Attended Cong. Collins presentation for Dahlenega constituents; talked with staff about TIGER 2013 support

### ***DDA/Main Street and City Projects and Programs***

- Held downtown partner agencies' walk/inspection event; comments being compiled for action

### ***Main Street Network Assistance***

- Began production plans for hosting North Georgia Main Street Managers quarterly meeting
- Provided Hartwell Main Street with sample zoning and uses documents from downtown Dahlenega

### ***Administrative***

- Interviewed applicants for internship/temporary position and selected Anna Beck; coordinated development of work plan calendars for temp staff Jim and Anna
- Drafted DDA monthly meeting agenda and support documents
- Attended monthly staff meeting of city department directors

### **PROMOTION**

#### ***Sponsorship***

- Provided event sponsorship funding for July 4 activities

#### ***DDA/Main Street Events Production***

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

### ***PROJECT COORDINATOR REBECCA SHIRLEY***

### **PROMOTION**

#### ***Advertising to Promote Downtown Shopping and Dining***

- Finalized details of Parents Alumni shopping promotions; sharing window sign with downtown businesses
- Designed and submitted Mother's and Father's Day ads to the Nugget
- Finalized Comcast TV ad schedule

#### ***Marketing Projects to Promote Downtown Shopping and Dining***

- Finalized Facebook campaign for Farmers Market (refer to handout for details)

#### ***DDA/Main Street Events Production***

- Coordinated details for first Appalachian Jam; confirmed documents with finance office
- Hosted market orientation meeting and scale certification event, coordinated details for kick off of market, determined vendor coordination plans for Mountain Flower festival weekend
- Coordinated the First Friday Concert details, confirmed documents with finance office; handled postponement and rescheduling of May 3 event

#### ***Partner Events Assistance***

- Assisted with preliminary plans for hosting the Regional Main Street Manager Lunch May 22

### **DESIGN**

#### ***Streetscape Projects***

- Finalized order for Shop-Dine banners

#### ***History Projects***

- Updated history tour brochure for print and website, created in-store display for Carriage House Shoppes

### **ECONOMIC DEVELOPMENT**

#### ***Special Projects***

- Updated website to include Water Plant property information

### **ORGANIZATION**

#### ***Awards and Designations***

- Received Lumpkin County Historical Society Madeline K Anthony award program for "Dahlenega Stories"

#### ***Training***

- Attended 2013 National Main Street Conference

#### ***Partner Business Events***

- Assisting the Dahlenega Young Professionals Group with member recruitment, organization, and programs
- Attended Merchant Coalition monthly meeting
- Attended ribbon cutting for Swaddle Boutique

#### ***DDA/Main Street and City Projects and Programs***

- Produced Downtown Partners walk/inspection event
- Assisted City Clerk, City Manager & Finance Officer with City website maintenance
- Attended Wellness event
- Designed and distributed monthly electronic newsletter "City Limits"
- Produced Georgia Cities Week/Historic Preservation month art reception "Where the Action Is"

#### ***Administrative***

- Typed April board meeting minutes
- Updated website to include calendar of events, “footer” design feature, and ghost URL addresses for events
- Updated Grants.Gov username and password
- Oriented and trained temporary project coordinators

***Main Street Network Assistance***

- Submitted Ga. Downtown Association scholarship recommendation
- Drafted article for Ga. Downtown Association newsletter

***Communications***

- Maintained DDA website & Facebook pages
- Managed community calendar listings with the Nugget

***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; scheduled tent volunteer; updated Facebook Events page for weekly jams
- Assisted with Farmers Market production; attended Market information session for vendors; received orientation on Market rules, regulations and procedures for vendors

**ORGANIZATION**

***Reports***

- Learned monthly report requirements of the temporary Project Coordinator

***Training***

- Received training on Project Coordinator job; met office personnel; learned procedures and policies; learned filing systems set up by Rebecca

***Partner Business Events***

- Attended Downtown Merchants Coalition meetings

***DDA/Main Street and City Projects and Programs***

- Attended Downtown Walk Around, participated in the review process; compiled participant notes into report

***Communications***

- Received training on DDA website and Facebook Pages management

***TEMP PROJECT COORDINATOR ANNA BECK***

**PROMOTION**

***DDA/Main Street Events Production***

- Distributing DDA event posters and Dahlonega Stories brochures to downtown businesses
- Assisted with Farmers Market orientation, kickoff event, Facebook postings

**ORGANIZATION**

***DDA/Main Street and City Projects and Programs***

- Assisted with producing Lumpkin County High School Art Reception at City Hall
- Participated in Downtown Partner walk and provided comments