

DAHLONEGA DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET BOARD
February 14, 2013 MEETING MINUTES

Members in attendance: Denson Martin, Chris Welch, Mac McConnell, Hal Williams, Larry Odom

Members absent: Donna Logan, Tony Owens

Partners in attendance: Doug Parks, Ron Thomas

Staff present: Rebecca Shirley, Joel Cordle

Guests: Bruce Abraham, Lee Ann Roy

Chris called the meeting to order at 8:45 AM

I. Approve January meeting minutes - A motion to approve the January 10, 2013 minutes was made by Hal, seconded by Denson. All members present unanimously approved the motion.

II. Approve financial report – Joel asked board members 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 Denson, seconded by Mac. All members present unanimously approved the motion.

III. DDA Task Force Reports

ORGANIZATION

1. Annual Business Reception & Investment Awards Night Feb. 28 - Rebecca asked that the board refer to the handout, mark their calendar and be in attendance to assist with greeting people and handing out the awards.
2. Update on water plant transfer proposal -
 - a. Hal made a motion to postpone action on the water plant transfer until the options are researched further. Denson seconded the motion, and all members present unanimously approved.
 - b. Joel asked that the board refer to GIRMA document included in the board packet. The insurance quote provides comprehensive coverage for the DDA and is necessary because of 1). Potential property ownership and 2). Level of independence the DDA.. Hal made a motion to table the insurance item until the March meeting. Denson seconded the motion and all members present unanimously approved.
3. Hear grant application proposal from Bruce Abraham (Connect North Georgia) – Bruce explained the North Georgia Network grant and project on broadband. NGN did a study on how small businesses use internet, now want to get USDA grant to teach small businesses how to use computer applications in partnership with UNG Regional Engagement & Chamber of Commerce. The request is for DDA to act as a conduit for the grant application. The grant deadline is February 22, 2013. Bruce explained there is no liability for the City or DDA. Mac made a motion to support the request as presented. Denson seconded the motion and all members present unanimously approved.
4. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines –Hal reported that GMRC submitted design guidelines to HPC for review at the February HPC meeting.
5. Assist council with implementing Downtown Master Plan – Hal said there is nothing to report.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center - Mac reported they received a draft of the feasibility study but because the study did not address all of the points concerned they have asked for revisions.
2. Support city council in parking management plan - There was no report on this item.
3. Develop downtown arts strategies, support facilities - Hal reported the next meeting of the group is March 15 and there are several new performing and visual arts businesses in recent months.
4. Support master plan catalytic real estate projects, property owners development/ redevelopment of strategic sites – There was no report on this item.

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 asked the board to take a look at the promotion table where they will see the ads in the GA Magazine and Southern Distinction magazine, and the GA Trend article. There have also been Ga Public Broadcasting banner ads and Facebook ads.

DESIGN

1. Support design & construction of streetscapes –Chris reported GDOT is 4 months behind on environmental reviews.
2. Expand Dahlonega Stories historic plaque program– Larry offered to sponsor the next brochure printing.

V. Staff Report – (shown at end of minutes)

VI. Joel will attend a County Development Authority meeting on March 8 to discuss economic development of Lumpkin County.

VII. Announcements from partner agencies

- City of Dahlonega – There was no report.
- Chamber of Commerce/Tourism – There was no report.
- University of North Georgia– There was no report.
- Historic Preservation Commission– Joel asked the board refer to the HPC meeting minutes included in the packet.

VIII. Mac made a motion to adjourn the meeting. The motion was seconded by Denson. All members present unanimously approved the motion and adjourned at 10:30.

JANUARY STAFF REPORT

DIRECTOR

PROMOTION

Marketing Projects to Promote Downtown Shopping and Dining

- Planned 2013 local shopping campaign with Nugget and Chamber

DDA/Main Street Events Production

- Held production planning meetings with Rebecca for 2013 Farmers Market, Friday Concerts, Appalachian Jam

Partner Events Assistance

- Assisted with close out of 2012 Old Fashioned Christmas expenses and evaluation

DESIGN

Design Assistance

- Assisted with design proposals for Ariemma's McGuire House addition and Welch project

Restoration & Repair Projects

- Held a façade grant orientation meeting with Cyndi Fraser for Belle Avance building

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Updated inventory of business spaces for sale and lease
- Held forum for East Main/Grove Street businesses; analyzed input; planned assistance with Chamber of Commerce

Special Projects

- Assisted Univ. of N. GA with completion of grant application for arts & design technology business development center
- Arranged meeting of downtown property owner and a residential builder to explore potential project
- Toured water plant property with Denson and Chris
- Supported Downtown Renaissance Act introduction in Ga. House of Rep. with Rep. Tanner and local stakeholders

ORGANIZATION

Grants

- Prepared reports for TIGER 2 grant
- Prepared reports for ARC/TVA Chestatee Diving Bell grant close out
- Assisted with editing narrative and budget for Ga. DNR HPD grant application for Mount Hope Cemetery

Strategic Planning

- Completed preparation of 2013 staff work plan document
- Held planning meeting with Doug Parks, Amy Booker, Chris Head, Ga. Mtns. Regional Commission for community vision/strategic plan, economic development plan, comprehensive plan

Reports

- Prepared and submitted monthly economic activity reports required by Ga. Dept. of Community Affairs
- Updated downtown's economic activity report to show previous 6 years of numbers

Training

- Attended quarterly meeting of North Georgia Main Street managers

Partner Business Events

- Attended Chamber of Commerce annual awards program

DDA/Main Street and City Projects and Programs

- Continued booking Holly Theatre dates, contacting local and state agencies to schedule DDA hosted events (arranged Donna Logan insurance group, and North Georgia Main Street Managers group)
- Hosted Chamber's Business After Hours at Holly Theatre; arranged guest speaker Bruce Green
- Produced DDA's annual Business Reception and Construction Awards program

Main Street Network Assistance

- Agreed to meet and assist Rabun County Commissioners group with downtown revitalization strategies

Administrative

- Provided additional Dahlonga 2000, Inc. documentation to IRS 501c3 office; met CPA Tim Thomas for preparation
- Attended city staff meeting
- Drafted DDA monthly meeting agenda and support documents

Communications

- Wrote a column for Dahlonga Nugget promoting downtown landscaping, trees, flowers, Arbor Day

PROGRAM COORDINATOR

PROMOTION

Advertising to Promote Downtown Shopping and Dining

- Finalized downtown ad for Jan/Feb edition of Southern Distinction magazine in partnership with Chamber
- Finalized downtown advertising campaign for Ga. Public Broadcasting website and TV
- Designed and submitted downtown shopping, dining ad for Georgia Travel Guide magazine
- Designed and submitted downtown ad for Nugget Local Directory Magazine

Marketing Projects to Promote Downtown Shopping and Dining

- Continued downtown business promotion campaign on Facebook

DDA/Main Street Events Production

- Coordinating schedule for 2013 First Friday Concert Series
- Assisted with February 5 Business After Hours event details
- Coordinating Feb. 28 DDA annual "Celebrating Success" Awards Program event details
- Coordinating 2013 Farmers Market production items such as location, time, vendors, permit; coordinating with Dahlonga Arts Council and committee; compiled customer and vendor survey information from 2012 farmers market.
- Held production plan meeting with 2013 Appalachian Jam assistant
- Assisted Silver Singers with scheduling and promoting February 9 performance on Public Square

Partner Events Assistance

- Assisted music coordinator for Mountain Flower Festival
- Attended Old Fashioned Christmas wrap-up meeting, did thank you notes, coordinated volunteers for greenery removal, coordinated city staff for light removal
- Attended North Georgia "Alumni Weekend" planning meeting

DESIGN

Streetscape Projects

- Shared street light banner details with City Planning & Zoning office to share with festival coordinators

History Projects

- Updated, printed, and distributed Dahlonga Stories brochures to participating businesses.
- Delivered history plaque application packet to Randy Allen for Carriage House Shoppes
- Delivered brochure stand for Mary's Mini Mall

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Assisted with updating the inventory of business spaces for sale and lease
- Produced monthly “Business Tips” newsletter for downtown business owners; shared business development articles to downtown business database, on Facebook, and on the DDA website

Special Projects

- Met with Nugget & Chamber to plan 2013 “Shop Local Campaign” strategies

ORGANIZATION***Strategic Planning***

- Updated 2013 staff work plan

Reports

- Updated and posted 2012 DDA Activity Report document

Presentations

- Presented “Strategic Marketing with Facebook” at Chamber “Nuts & Bolts Workshop

Training

- Participated in a “Pinterest for Retailers” webinar

Business Meetings Coordinated

- Partnered with Chamber of Commerce & Merchants Coalition to coordinate East Main Business Meeting and planned a program to provide follow up services to businesses based on their priority issues

Partner Business Events

- Attended monthly Downtown Merchant Coalition meeting
- Attended annual Ga. Department of Community Affairs annual Main Street Luncheon
- Attended Chamber of Commerce Annual Awards Luncheon
- Assisting the Dahlonega Young Professionals Group with membership recruitment, organization, and programs

DDA/Main Street and City Projects and Programs

- Assisted City Clerk with City website maintenance
- Managed monthly electronic newsletter “City Limits” – researched and wrote articles, posted on website, distributed electronically, printed for handouts, included information on monthly water bills, in the Nugget, and weekly “Membership Matter” email blasts.
- Finalized and submitted grant application to GA Historic Preservation Division for Mt Hope Cemetery survey and mapping
- Coordinating production details for the 2013 Arbor Day ceremony
- Handling arrangements for presenting Congressman Doug Collins with a framed Jack Anthony photo of Gold Museum
- Assisting finance office with finance feasibility study
- Assisted Dennis Hoover with downtown map update; submitted downtown map to Nugget for magazine

Administrative

- Drafted January DDA board meeting & Dahlonega 2000 board meeting minutes
- Assisted with GIRMA application
- Updated downtown business owner database
- Completed registration and reservations for 2013 National Main Street Conference
- Updated City of Dahlonega Preserve America link

Communications

- Maintained DDA website & Facebook pages
- Managed Chamber weekly “Membership Matters” & “Events & Entertainment” email blast submissions
- Managed community calendar listings with the Nugget