

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

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

Members absent: Donna Logan

Staff Present: Rebecca Shirley, Joel Cordle

Partners Present: Jay Markwalter, Amy Booker, Ron Thomas, Doug Parks

Chris called the meeting to order at 8:45 AM

I. Approve February 14 meeting minutes – A motion to approve the February 14, 2013 meeting minutes was made by Larry, 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 and balances. A motion to approve the financial report as presented was made by Mac, seconded by Tony. All members present unanimously approved the motion.

III. DDA Task Force Reports

ORGANIZATION

1. Approve water plant transfer – Doug asked the board to refer to the deed included in the board packet. All items addressed by the DDA property committee have been included in this draft. 1). The City will have the option to repurchase the property, 2). The DDA could transfer the property back to the city. Either of these options could be initiated by the City or the DDA. Chris stated that the property committee recommended approval. Hal made a motion to approve the property transfer deed as presented, seconded by Denson. All members present unanimously approved the motion
2. Approve GIRMA insurance quote – Joel reported on the GIRMA insurance proposal and highlight items from the written report. Denson made a motion to approve the proposal as presented, pay for the fees from the emergency funds so the insurance is put in place immediately, and ask the City for a budget adjustment to cover the additional operating expense for future years, Hal seconded the motion. All members present unanimously approved the motion.
3. Support City Council in Park Street Area Historic District designation & Downtown Historic District expansion and design guidelines – There was no report.
4. Assist council with implementing Downtown Master Plan (assist funding ordinance/zoning cost) – There was no report.

ECONOMIC DEVELOPMENT

1. Explore Univ. of North Georgia bonds sponsorship; support convocation center – Mac reported the University is currently waiting on the revised report from LARC consultants.
2. Support city council in parking management plan – There was no report
3. Develop downtown arts strategies, support facilities – Hal reported the next group meeting is April 14
4. Support master plan catalytic real estate projects, property owners' development/ redevelopment of strategic sites – Joel reported he hoped to have updates on this item at the April meeting.
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 reported she had assisted the Chamber & The Nugget to plan 2013 Shop Local campaign; GPB banner ads ran through February; and partnering with the UNG Alumni Office for Parents & Alumni weekend shopping promotions.

DESIGN

1. Support design & construction of streetscapes – Chris reported the Tiger II design package is still under review and the DC people will be here doing a site visit on March 15.

2. Expand Dahlonega Stories historic plaque program – Rebecca reported Larry agreed to sponsor the next round of printing; she has a meeting with a mobile app company; and she shared the program application with several business owners to share with their property owners.

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

VI. Announcements from partner agencies

- City of Dahlonega - Ron reported on the meeting with the Tiger II people tomorrow; later this morning he and the Mayor are presenting to Leadership Lumpkin; and the city finance office is in the process of creating a document that lists the trends of the last past five years of spending.
- Chamber of Commerce/Tourism Office – Amy reported on the Maximum Retail series currently going on; the 2013 Buy Local campaign with Nugget & DDA has started; 4th of July planning has started; Chamber provided a letter of support for the Connect North GA grant.
- University of North Georgia – Mac invited the board to attend the Inauguration for Dr. Jacobs on April 26.
- Historic Preservation Commission – Joel asked the board to refer to the HPC meeting minutes included in the packet.

VII. Adjourn Hal made a motion to adjourn the meeting. The motion was seconded by Tony. All members present unanimously approved the motion and adjourned at 10:00 AM

FEBRUARY STAFF REPORT

DIRECTOR

PROMOTION

DDA/Main Street Events Production

- Assisted with production plans for Farmers Market and Friday Concerts

DESIGN

Landscape Projects

- Arranged downtown tree pruning with Mike Crann

Design Assistance

- Advised Mauldins at Worley B&B on specimen tree removal

Restoration & Repair Projects

- Advised on Ariemma's McGuire House project design concepts, provided tax credits research
- Handled Dahlonega 2000 façade grant for Belle Avance building

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Updated inventory of business spaces for sale and lease
- Provided information to Michael Shapiro, Axa Hughey, Barbara Bridges, Glenn Jones on available properties, prospects for business start ups
- Assisted with production plans for East Main area businesses education panel; researched sample RFPS
- Advised Bob Wallace of new business Blue Ridge Castings on event and promotion plans

Special Projects

- Held DDA committee meeting for water plant property transfer; showed water plant property to Ken Watkins
- Followed up on meeting of property owner and residential builder for purchase negotiations

ORGANIZATION

Grants

- Sponsored Connect North Georgia's Business on Broadband grant application to USDA
- Handled TIGER 2 quarterly and annual reports, monthly conference, contract amendment

Reports

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

Partner Business Events

- Attended Chamber of Commerce board meeting; Downtown Merchants Coalition meeting; Lumpkin County High School's Career Tech & Agricultural Education advisory board meeting; Chamber's new downtown business ribbon cuttings; Business After Hours at Marketplace; Lumpkin County Development Authority's annual industry and major employer event

DDA/Main Street and City Projects and Programs

- Held annual DDA Business Reception & Awards Program
- Continued booking Holly Theatre dates, contacting local and state agencies to schedule DDA hosted events

Main Street Network Assistance

- Advised Clayton/Rabun Co. representatives on downtown revitalization/marketing downtown as a destination
- Provided sample DDA bylaws to Athens DDA/Main Street director

Administrative

- Handled DDA insurance research and discussions

- Received IRS confirmation of Dahlonaga 2000 tax exempt status retention
- Collected and reviewed applicants for internship/temporary position
- Began planning capital budget request with Public Works Director
- Drafted DDA monthly meeting agenda and support documents
- Attended monthly staff meeting of city department directors

PROJECT COORDINATOR

PROMOTION

Marketing Projects to Promote Downtown Shopping and Dining

- Assisted with 2013 local shopping campaign with Nugget and Chamber
- Continued downtown business promotion on Facebook

DDA/Main Street Events Production

- Assisting jam administrator with paperwork for host bands
- Updated and submitted Jam flyer for April edition of SEBA newsletter
- Coordinating schedule for 2013 First Friday Concert Series
- Coordinated Feb. 28 DDA annual “Celebrating Success” Awards Program event details
- Coordinating 2013 Farmers Market production items and information session; updated online information

Partner Events Assistance

- Assisted UNG Alumni office with getting business specials for downtown businesses

DESIGN

History Projects

- Distributed history plaque brochures

ECONOMIC DEVELOPMENT

Business Retention, Expansion, Recruitment, Education

- Assisted with updating the inventory of business spaces for sale and lease

ORGANIZATION

Business Meetings Coordinated

- Partnered with Chamber of Commerce & Merchants Coalition to coordinate follow up East Main Business Meeting with panelists

Partner Business Events

- Assisting the Dahlonaga Young Professionals Group with membership recruitment, organization, and programs

DDA/Main Street and City Projects and Programs

- Assisted City Clerk, City Manager & Finance Officer with City website maintenance
- Managed monthly electronic newsletter “City Limits”
- Coordinated production details for the 2013 Arbor Day ceremony
- Handled arrangements for presenting Congressman Doug Collins with a framed Jack Anthony photo of Gold Museum and drafted and submitted press release to the Nugget
- Assisting finance office with finance feasibility study
- Updated Dahlonaga-GA.gov domain registration

Administrative

- Drafted February DDA board meeting & Dahlonaga 2000 board meeting minutes
- Attended Georgia Downtown Association board meeting

Communications

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