



CITY OF DAHLONEGA
WORK SESSION MINTUES
SEPTEMBER 20, 2018 4:00 P.M.

Mayor Norton called the Work Session to order at 4:25 p.m.

Members Present

Mayor Sam Norton and Councilmembers Bruce Hoffman, JoAnne Taylor, Roman Gaddis, Helen Hardman and Mitchell Ridley were present.

Staff Present

City Manager Bill Schmid, Finance Director Melody Marlowe, Community Development Director Kevin Herrit, Public Works Director Mark Buchanan, Water Plant Supervisor John Jarrard, City Clerk Mary Csukas and City Marshal Jeff Branyon were present. Downtown Development Director Jan Harris was present. City Attorney Doug Parks was present.

Department Reports:

a) Cemetery Committee

No additional comments other than the department report.

b) City Marshal's – No Comments

c) Community Development- No comments

Historic Preservation Commission

Community Development Director Herrit notified Mayor and Council that HPD a section of the Department of Natural Resources, has granted continuation of the Certificate of Local Government status with the approval of the 2018 CLG evaluation report.

d) Dahlonega Downtown Development Authority

Downtown Director Harris informed the Mayor and Council that the Wayfinding sign will be installed once the direction of the arrows is resolved.

e) Finance/Administration – No comments

f) Public Works

Public Works Director Buchanan informed Council and Mayor that construction in the Wimpy Mill Picnic Area and Madeline Anthony Park will begin soon, and the Gateway Sign in the Madeline Anthony Park is being refurbished. At the direction of the Council, Director Buchanan discussed the possibility of one-hour parking at the Madeline Anthony Park, once construction was completed.

g) Water and Waste Water Plants –

At the direction of Mayor Norton, Water Plant Supervisor Jarrard Informed Council of a sewer pump issue at Owens Farm this past Sunday, that forced his crew to use the new emergency by-pass pump. This pump, purchased through the GEFA Loan, was a huge cost saving tool and he expected to use it ongoing in emergency situations.

Key Club Little Free Library

Ms. Cindy Hunsinger, the advisor of the Key Club from Lumpkin County High School, presented to the Mayor and Council a project of the Key Club; a Little Free Library, whose goal is to encourage children literature in the community. Ms. Hunsinger explained that the premises for the Little Free Library is simple; if you take a book, then leave a book behind.

Ms. Hunsinger informed the Council that the Little Free Library would be designed to match the surrounding area of the chosen location and the Key Club would be responsible for the continual maintenance of the Library. Ms. Hunsinger stated that one location ideal for the Little Free Library would be the family-oriented, Hancock Park or maybe City Staff or Council Members may have alternate location that are suited for this project and within the City limits.

Council, Mayor and City Manager Schmid all agreed that the project, Little Free Library, is a great idea and that Public Works Director Buchanan would be the point of contact for assisting with making this project a part of Dahlonega.

Community Helping Place (CHP)

Ms. Jessica Dudley, Executive Director of Community Helping Place, gave an update on one of their Georgia initiatives called Lumpkin Matters. Ms. Dudley explained that this Community Navigation event is to increase educational awareness of outreach programs available in our community for persons in need.

At the urging of the Council, Ms. Dudley informed Council and Mayor of the extremely competitive process the Central Office of the Community Help Place participated in to be awarded their grants of \$65,000 and \$100,000, that allows this organization to assist Lumpkin and neighboring communities in Georgia.

Change to Parking Violation Fee Schedule – Ordinance 2018-16

City Attorney Parks informed Council that City Marshal Branyon researched the parking fees schedules of other cities in and around our region and recommended the changes outlined in Ordinance 2018-16. City Attorney Parks expressed the most notable change is the elimination of the First Warning Citation, that may now be used at the discretion of the Parking Ambassador.

City Manager Schmid was asked by Mayor and Council, on how the antiquated process currently in place for ticket writing would be eliminated. City Manager Schmid informed Council and Mayor that research into a hand-held tablet that would show past offenses quickly is the pending solution.

Mayor Norton informed Council that Ordinance 2018-16 is an item up for voting when Council returns to the Special Called Meeting at the end of the Work Session today.

Tourism Promotion Services Contract with Lumpkin County Chamber

Mayor Norton and City Manager Schmid reviewed with the Mayor and Council, some bullet points that there are relevant to the Tourism Promotion Services Contract for 2019.

- The need for the City of Dahlonega to be competitive with researching the best possible avenue to spend the taxpayer’s money in the form of the excise tax dollars. The City of Dahlonega must partner with an organization that shares the same goals and objectives with transparency.
- Other surrounding jurisdictions use the excise tax dollars through a multitude of projects and the use an RFP process that will allow the current partner/contactor (DMO) to participate, along with other possible organizations in our area that promote tourism.
- Partnerships/Contractors (DMO) available to handle this contract currently in Dahlonega are the Lumpkin County Chamber of Commerce and the Dahlonega 2000.
- A mechanism must be put in place to track the allocation of the excise funds and the subsequent expenditures made by the partner/contractor and the City of Dahlonega.
- The Outline of the Official Code of Georgia for Tourism, Conventions, Trade Shows (TCT) and Tourism Product Development (TPD) was discussed at length:

Chapter 13	TCT	TPD	Unrestricted
48-13-51			
	2.0%	0%	3.0%
	1.5%	-	-
	-	1.5%	-
8%	3.5%	1.5%	3.0%

The 2018 Tourism Promotion Services contract is currently handled by the Lumpkin County Chamber of Commerce. The Council, City Manager Schmid and Mayor Norton discussed a few topics of relevance to Lumpkin County Chamber of Commerce handling the 2019 Contract.

- The City of Dahlonega’s Fiscal Year is currently incompatible with the Chamber of Commerce, and a change in the terms will be needed to align the fiscal years.
- The plan is to maintain the Chamber as the primary contractor for promoting Tourism, Conventions and Trade Shows, but with the additional funds expected from future hotels, the City should explore alternative options for other tourism ideas.
- A discussion is in progress with Lumpkin County Government on the best use of the building currently housing the Lumpkin County Visitors Center and Chamber of Commerce. The need to have rent paid for use of the facility is mandatory by law and must also be addressed between the two organizations and the current tenant to avoid a gratuity.
- There is an option to use a Facilitator to mediate the discussion between Lumpkin County Government, the Chamber of Commerce and the City of Dahlonega to analyze the Benchmarks outlined by each and find a common ground to keep the contract with current partner, the Lumpkin County Chamber of Commerce. Dates for this meeting to take place were outlined as October 18th or October 19th.

Adjournment

Work Session was adjourned at 5:25 p.m.