



CITY OF DAHLONEGA

Dahlonega Downtown Development Authority / Main Street Program Meeting Minutes

August 01, 2024, 8:30 AM

The Head House- 47 S. Park Street

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision – Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

Vision Statement

Downtown Dahlonega will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

Mission Statement

The purpose of Downtown Dahlonega is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

PRESENT

Wendi Huguley

Awtrey Moore

Tony Owens

Donna Logan

Deb Rowe

Call to Order

Chair Huguley called the meeting to order at 8:35 a.m.

Approval of Agenda

Motion to approve made by Board Member Moore. Seconded by Board Member Owens.

Voting Yea: Board Member Moore, Board Member Owens, Board Member Logan, Board Member Rowe.

Approval of Minutes

1. Downtown Development Authority & Main Street Program Meeting Minutes, June 6, 2024

Board Member Rowe asked for two corrections to the agenda. Motion to amend and approve the minutes to reflect accurate board attendance made by Board Member Owens. Seconded by Board Member Rowe.

Voting Yea: Board Member Owens, Board Member Rowe, Board Member Moore, Board Member Logan.

Promotion

- a. Promotion Work Plan Updates

Skyler Alexander, Main Street Manager

Manager Alexander provided an update on the last of the season's upcoming Main Street programs. Director Alexander then gave a report on Mondays on Main and shared the current status of the program. She stated that the event was designed to support local businesses and that many of them were not seeing a significant benefit from it. She asked the board for permission to cancel the remaining event dates and revisit the program next year. The board agreed this was best and noted that some small changes to the execution might make it more successful in 2025.

Economic Vitality

- a. Small Business Improvement Grant: Bowman Outdoors

Ariel Alexander, DDA Director

Director Alexander presented a small business improvement grant for Bowman Outdoors to design and build a business website. The total project cost is \$1,250.00 and she informed the board that the maximum award they could grant was \$500.00.

Motion to approve the grant application for \$500.00 was made by Board Member Moore. Seconded by Board Member Owens.

Voting Yea: Board Member Moore, Board Member Owens, Board Member Logan, Board Member Rowe.

Organization

- a. Financials

Director Alexander presented the financial summary and report for June 2024. Chair Huguley called for a motion to approve.

Motion Made by Board Member Rowe. Seconded by Board Member Moore.

Voting Yea: Board Member Rowe, Board Member Moore, Board Member Owens, Board Member Logan.

- b. Training Session: Powers of DDAs

Director Alexander asked for permission to allow partner agencies to give their reports before the board went into their training session.

Partner Agencies

1. City of Dahlenega

City Manager Martin provided an update on the North Square sidewalk project, the Visitor Center Plaza Improvement, and the Park Street Utilities project. She also reported that zoning ordinance work is ongoing. She announced a mini retreat for the council to discuss alcohol ordinances, and that there would be a special work session regarding parking.

2. University of North Georgia

Chair Huguley shared that the university students will return to campus next week. She also shared that the promenade is under construction to have a sprinkler system installed. She also reported the upcoming plans for expansion to the military programs.

3. Chamber of Commerce

Director Robb Nichols announced the Wall that Heals, a traveling three-quarter scale replica of the Vietnam Veterans Memorial, that will be displayed in November. He shared that the program needs donations and volunteers to make this happen. He also announced the new class of Leadership Lumpkin County.

4. Tourism/CVB

Director McDuffie shared information about the 2025 visitor guide and a wedding guide. He also announced that he is in discussions with a producer interested in filming a Netflix series in Dahlonega in the fall.

5. Development Authority of Lumpkin County

Director Nichols shared that he is in the process of putting together an economic development council. He also shared that he and Director Alexander will visit the Georgia Mountains Regional Commission to learn more about the programs they offer.

6. Downtown Dahlonega Business Association

No report.

Adjourn

The meeting was adjourned at 10:15 a.m. after the training session.

Guideline Principles - The City of Dahlonega will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlonega commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!
