



# CITY OF DAHLONEGA

## Downtown Development Authority Agenda

March 06, 2025, 8:30 AM  
McCullough Council Chambers- 465 Riley Rd

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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.

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### **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.

### **Call to Order**

### **Approval of Agenda**

### **Approval of Minutes**

1. Downtown Development Authority/Main Street Program Work Session - February 20, 2025

Ariel Alexander, DDA Director

### **Organization**

- a. Appointment of Vice Chair and Treasurer  
Awtrey Moore, Chair
- b. Financials  
Ariel Alexander, DDA Director
- c. Approval of Final Work Plan  
Ariel Alexander, DDA Director

### **Promotion**

- a. Promotions Programs Update  
Skyler Alexander, Main Street Manager

### **Economic Vitality**

- a. Economic Development Partnership Report  
Ariel Alexander, DDA Director

**Partner Agencies**

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce/Development Authority of Lumpkin County
4. Tourism/CVB
5. Downtown Dahlonega Business Association

**Adjourn**

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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!

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