



CITY OF DAHLONEGA

Downtown Development Authority Agenda

March 06, 2025, 8:30 AM

McCullough Council Chambers- 465 Riley Rd

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

Mission Statement - Dahlongega, 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 Dahlongega 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 Dahlongega 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

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!



CITY OF DAHLONEGA

Dahlonega Downtown Development Authority / Main Street Program Work Session Agenda

February 20, 2025, 8:30 AM

McCullough Council Chambers – City Hall

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PRESENT:

Board Chair Awtrey Moore

Board Member Melanie Dunlap

Board Member Deb Rowe

Board Member Zach Payne

Call to Order

Chair Moore called the meeting to order at 8:40 a.m.

Approval of Agenda

Motion to approve made by Board Member Dunlap, Seconded by Board Member Rowe.

Voting Yea: Board Member Dunlap, Board Member Rowe, Chair Moore, Board Member Payne

Organization

- a. Review of 2025 Draft Work Plan

Ariel Alexander, DDA Director

The board and Director Alexander discussed the proposed work plan and edited the document presented by Civic Enhancement Strategies. Director Alexander noted the changes and will present the final draft at the March 6th Board Meeting.

Partner Agencies

1. City of Dahlonega

City Manager Martin shared an update on the ongoing parking study and avenues for the downtown development authority to provide opportunities for open containers at their First Friday Concert Series.

2. University of North Georgia

No update was provided.

3. Chamber of Commerce/DALC

Director Nichols presented the process for creating a tax allocation district in the city, and the DDA confirmed the joint task force members to work with the Development Authority of Lumpkin County to pursue this effort.

4. Tourism/CVB

Director McDuffie shared that his staff is working to promote the DDA/Main Street Chocolate Crawl. He also reported on upcoming TV show filming and marketing initiatives.

5. Downtown Dahlonega Business Association

No update was provided.

Adjourn

Chair Moore called for a motion to adjourn at 10:18 a.m.

Motion made by Board Member Dunlap, Seconded by Board Member Payne

Voting Yea: Board Member Dunlap, Board Member Payne, Chair Moore, Board Member Rowe

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GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 01/31/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	CHARGES FOR SERVICES	1,500.00	610.95	40.73
	INVESTMENT INCOME	8,000.00	0.00	0.00
	CONTRIBUTIONS AND DONATIONS	1,500.00	2,000.00	133.33
	MISCELLANEOUS REVENUE	15,900.00	3,960.00	24.91
	TRANSFERS IN FROM OTHER FUNDS	137,300.00	45,766.68	33.33
	APPROPRIATED FUND BALANCE	166,922.00	0.00	0.00
	TOTAL REVENUES	331,122.00	52,337.63	15.81
	DDA ADMINISTRATION	147,734.00	44,683.54	30.25
	TOURISM	30,950.00	0.00	0.00
	DOWNTOWN DEVELOPMENT	152,438.00	10,657.54	6.99
	TOTAL EXPENDITURES	331,122.00	55,341.08	16.71
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	331,122.00	52,337.63	15.81
	TOTAL EXPENDITURES	331,122.00	55,341.08	16.71
	NET OF REVENUES & EXPENDITURES	0.00	(3,003.45)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA
 PERIOD ENDING 01/31/2025
 % Fiscal Year Completed: 33.70

GL NUMBER	DESCRIPTION	YTD BALANCE 01/31/2024 NORM (ABNORM)	2024-25 ORIGINAL BUDGET	2024-25 MENDED BUDGET	ACTIVITY FOR MONTH 01/31/25 INCR (DECR)	YTD BALANCE 01/31/2025 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 0000 - NON DEPARTMENTAL								
CHARGES FOR SERVICES								
230.0000.34.5410	PARKING CHARGES	617.33	1,500.00	1,500.00	177.89	610.95	889.05	40.73
	CHARGES FOR SERVICES	617.33	1,500.00	1,500.00	177.89	610.95	889.05	40.73
INVESTMENT INCOME								
230.0000.36.1000	INTEREST REVENUES	3,997.94	8,000.00	8,000.00	0.00	0.00	8,000.00	0.00
	INVESTMENT INCOME	3,997.94	8,000.00	8,000.00	0.00	0.00	8,000.00	0.00
CONTRIBUTIONS AND DONATIONS								
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURC	0.00	1,500.00	1,500.00	0.00	2,000.00	(500.00)	133.33
	CONTRIBUTIONS AND DONATIONS	0.00	1,500.00	1,500.00	0.00	2,000.00	(500.00)	133.33
MISCELLANEOUS REVENUE								
230.0000.38.1000	MISCELLANEOUS REVENUES	4,800.00	14,400.00	14,400.00	0.00	3,600.00	10,800.00	25.00
230.0000.38.9000	MISCELLANEOUS REVENUES	1,650.00	1,500.00	1,500.00	280.00	360.00	1,140.00	24.00
	MISCELLANEOUS REVENUE	6,450.00	15,900.00	15,900.00	280.00	3,960.00	11,940.00	24.91
TRANSFERS IN FROM OTHER FUNDS								
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	33,333.32	50,000.00	50,000.00	4,166.67	16,666.68	33,333.32	33.33
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	28,291.68	87,300.00	87,300.00	7,275.00	29,100.00	58,200.00	33.33
	TRANSFERS IN FROM OTHER FUNDS	61,625.00	137,300.00	137,300.00	11,441.67	45,766.68	91,533.32	33.33
APPROPRIATED FUND BALANCE								
230.0000.39.9100	APPROPRIATED FUND BALANCE	0.00	166,922.00	166,922.00	0.00	0.00	166,922.00	0.00
	APPROPRIATED FUND BALANCE	0.00	166,922.00	166,922.00	0.00	0.00	166,922.00	0.00
Total Dept 0000 - NON DEPARTMENTAL		72,690.27	331,122.00	331,122.00	11,899.56	52,337.63	278,784.37	15.81
TOTAL REVENUES		72,690.27	331,122.00	331,122.00	11,899.56	52,337.63	278,784.37	15.81
Expenditures								
Dept 7510 - DDA ADMINISTRATION								
DDA ADMINISTRATION								
230.7510.51.1100	SALARIES AND WAGES	24,409.46	67,966.00	67,966.00	9,127.62	27,118.10	40,847.90	39.90
230.7510.51.1300	OVERTIME	269.96	500.00	500.00	0.00	0.00	500.00	0.00
230.7510.51.2100	GROUP INSURANCE	3,381.37	12,318.00	12,318.00	1,162.04	4,074.44	8,243.56	33.08
230.7510.51.2200	FICA CONTRIBUTIONS	1,853.46	5,200.00	5,200.00	688.97	2,037.37	3,162.63	39.18
230.7510.51.2700	WORKERS COMPENSATION	2,308.12	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVIC	275.84	10,000.00	10,000.00	(745.20)	808.54	9,191.46	8.09
230.7510.52.2000	PURCHASED PROPERTY SERVICES	0.00	0.00	0.00	80.00	320.00	(320.00)	100.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	(288.58)	500.00	500.00	45.17	1,616.77	(1,116.77)	323.35
230.7510.52.2300	RENTALS	2,100.31	7,700.00	7,700.00	688.41	3,061.78	4,638.22	39.76
230.7510.52.3200	COMMUNICATIONS	3,444.78	11,000.00	11,000.00	414.10	1,482.14	9,517.86	13.47
230.7510.52.3300	ADVERTISING	0.00	1,000.00	1,000.00	0.00	538.00	462.00	53.80
230.7510.52.3400	PRINTING	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7510.52.3500	TRAVEL	77.29	700.00	700.00	0.00	0.00	700.00	0.00
230.7510.52.3600	DUES AND FEES	834.22	3,500.00	3,500.00	250.00	250.00	3,250.00	1.27
230.7510.52.3700	EDUCATION AND TRAINING	275.00	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
230.7510.53.1100	GENERAL SUPPLIES AND MATERIAL	1,338.21	10,000.00	10,000.00	0.00	126.97	9,873.03	1.27

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 01/31/2025
 % Fiscal Year Completed: 33.70

GL NUMBER	DESCRIPTION	YTD BALANCE	2024-25		ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		01/31/2024	ORIGINAL	2024-25	MONTH 01/31/25	01/31/2025	BALANCE	
		NORM (ABNORM)	BUDGET	MENTED BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7510.53.1210	WATER/SEWER	477.03	1,500.00	1,500.00	124.44	547.05	952.95	36.47
230.7510.53.1230	ELECTRICITY	2,668.54	9,500.00	9,500.00	1,436.23	2,702.38	6,797.62	28.45
230.7510.53.1600	SMALL EQUIPMENT	196.96	350.00	350.00	0.00	0.00	350.00	0.00
230.7510.53.1700	OTHER SUPPLIES	0.00	500.00	500.00	0.00	0.00	500.00	0.00
DDA ADMINISTRATION		43,621.97	147,734.00	147,734.00	13,271.78	44,683.54	103,050.46	30.25
Total Dept 7510 - DDA ADMINISTRATION		43,621.97	147,734.00	147,734.00	13,271.78	44,683.54	103,050.46	30.25
Dept 7540 - TOURISM								
TOURISM								
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVIC	3,188.43	20,000.00	20,000.00	0.00	0.00	20,000.00	0.00
230.7540.52.2300	RENTALS	0.00	2,500.00	2,500.00	0.00	0.00	2,500.00	0.00
230.7540.52.3300	ADVERTISING	0.00	750.00	750.00	0.00	0.00	750.00	0.00
230.7540.52.3400	PRINTING	53.50	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.52.3600	DUES AND FEES	28.41	200.00	200.00	0.00	0.00	200.00	0.00
230.7540.52.3700	EDUCATION AND TRAINING	0.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIAL	379.72	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
230.7540.53.1270	MOTOR FUEL	0.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.53.1600	SMALL EQUIPMENT	0.00	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
TOURISM		3,650.06	30,950.00	30,950.00	0.00	0.00	30,950.00	0.00
Total Dept 7540 - TOURISM		3,650.06	30,950.00	30,950.00	0.00	0.00	30,950.00	0.00
Dept 7550 - DOWNTOWN DEVELOPMENT								
DOWNTOWN DEVELOPMENT								
230.7550.51.1100	SALARIES AND WAGES	14,154.37	50,733.00	50,733.00	5,853.60	17,893.44	32,839.56	35.27
230.7550.51.1300	OVERTIME	497.28	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.51.2100	GROUP INSURANCE	1,454.31	12,224.00	12,224.00	1,154.00	4,042.94	8,181.06	33.07
230.7550.51.2200	FICA CONTRIBUTIONS	1,112.36	3,881.00	3,881.00	439.31	1,334.88	2,546.12	34.40
230.7550.51.2700	WORKERS COMPENSATION	0.00	400.00	400.00	0.00	0.00	400.00	0.00
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVIC	16,850.00	40,000.00	40,000.00	185.40	2,206.93	37,793.07	5.52
230.7550.52.3300	ADVERTISING	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.52.3400	PRINTING	15.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3500	TRAVEL	229.95	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3600	DUES AND FEES	444.88	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3700	EDUCATION AND TRAINING	195.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7550.53.1100	GENERAL SUPPLIES AND MATERIAL	248.05	5,000.00	5,000.00	0.00	3.31	4,996.69	0.07
230.7550.53.1270	MOTOR FUEL	236.37	500.00	500.00	38.71	106.04	393.96	21.21
230.7550.53.1780	BEAUTIFICATION SUPPLIES	0.00	35,000.00	35,000.00	0.00	(14,930.00)	49,930.00	(42.66)
230.7550.53.1790	OTHER SUPPLIES - VOLUNTEER AP	0.00	200.00	200.00	0.00	0.00	200.00	0.00
DOWNTOWN DEVELOPMENT		35,437.57	152,438.00	152,438.00	7,671.02	10,657.54	141,780.46	6.99
Total Dept 7550 - DOWNTOWN DEVELOPMENT		35,437.57	152,438.00	152,438.00	7,671.02	10,657.54	141,780.46	6.99
TOTAL EXPENDITURES		82,709.60	331,122.00	331,122.00	20,942.80	55,341.08	275,780.92	16.71

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

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		NORM (ABNORM)	BUDGET	MENDED BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
	TOTAL REVENUES	72,690.27	331,122.00	331,122.00	11,899.56	52,337.63	278,784.37	15.81
	TOTAL EXPENDITURES	82,709.60	331,122.00	331,122.00	20,942.80	55,341.08	275,780.92	16.71
	NET OF REVENUES & EXPENDITURES	(10,019.33)	0.00	0.00	(9,043.24)	(3,003.45)	3,003.45	100.00

2025 Work Plan

Transformation Strategy 1: Improve infrastructure; implement small infrastructure projects with the DDA’s control				
<i>Why? The Dahlenega DDA is aware of a perceived parking problem, including not enough parking and the desire to remove parking from the square. There is also a city-owned property that the DDA would like to convert into a community space for live entertainment and a farmer’s market. Additionally, the sidewalks throughout downtown need to be expanded, repaired, added, and connected.</i>				
Goal 1	Goal 2	Goal 3	Goal 4	Four Point Approach
Develop 147 North Park Street for community space Lead: Awtrey	Education of Tax Allocation Districts (TAD) Lead: Ariel	Develop Parking Facilities Plans Lead: Allison	Implement Housing Plan Lead: Ariel	Promotion: Marketing and Education of TADs and new projects Economic Development: Developing and implementing plans to create new community space and add parking Organization: re-structuring processes, collaborative initiatives with community partners and business owners Design: Visioning, working together to design the desired downtown area



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 1:					
Improve infrastructure; implement small infrastructure projects with the DDA's control					
Goal 1: Develop 147 North Park St for Community Space for entertainment and a farmer's market			Define Success: Will have the TAD legislation on the May 2026 ballot and will have a public relations campaign to implement for the community space		
Partners: DDA, City Council, City Administration, Downtown Business Owners, Private Investors					

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. At least one board member is present at every city council meeting	All participants	Ariel	February	Not Started	Time
2. Ask the City Council to deed 147 North Park Street to DDA	Awtrey	Ariel	February	Not Started	Time
3. Determine and develop a list of funding resources	Awtrey	Ariel	March	Not Started	Time
1. Use the City's grant consultant to identify/apply for funding sources	Awtrey	Ariel	July	Not Started	TBD
2. Commission and work with UGA design services to create concept rendering	Zach	Ariel	Have the product by September	Not Started	\$6,000
3. Engineering services to develop a cost estimate	Zach	Ariel	February 2026	Not Started	TBD
4. Develop a construction schedule	Zach	Ariel	March 2026	Not Started	Time
5. Create and implement a public relations campaign for the project	Awtrey	Ariel	March 2026	Not Started	Admin costs
6. Develop RFP and put the project out for bids	Zach	Ariel	April 2026	Not Started	Admin Costs
7. Perform NEPA and environmental requirements	Zach	Ariel	April 2026	Not Started	TBD
8. Begin Construction	Zach	Ariel	July 2026	Not Started	TBD



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 1: Improve infrastructure; implement small infrastructure projects with the DDA's control	
Goal 2: Education of Tax Allocation Districts (TADs)	Define Success: Will have the TAD legislation on the May 2026 ballot and will have a public relations campaign to implement for the community space
Partners: DDA, Chamber of Commerce, CVB, Downtown Business Owners, Private Investors	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Research TAD, read the law, and determine how the law could best suit the city and county.	Awtrey/Zach	Ariel	March	Not Started	Time
2. Work with the city to agree to apply for legislation and determine what areas would be best suited	Awtrey	Ariel	April	Not Started	Time
3. Research and include a list of best practices and other communities using TAD for projects	Awtrey	Ariel	March	Not Started	Time
4. Work with Economic Development Partnership and create collaborative efforts to help educate the public	Melanie	Ariel	April	Not Started	Time
5. Ask State representatives to consider passing legislation for redevelopment powers	Awtrey/whole board	Ariel	December	Not Started	Time
6. Create presentation and ask to speak at civic club meetings and other key organizations	Melanie	Ariel	February 2026	Not Started	Time
7. VOTE!	Everyone	Everyone	November 2026	Not Started	Time



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 1: Improve infrastructure; implement small infrastructure projects with the DDA's control	
Goal #3: Create a parking facilities plan	Define Success: New properties identified and grant funding applied for
Partners: DDA, City Council, City Administration, Downtown Business Owners	

Task	Board Member	Staff	Due Date	Progress	Budget
	Responsible	Responsible			
1. Identify potential parking opportunities	Deb	Allison	April	Not Started	Time
2. Determine how to work with state and private agencies to eliminate and/or create on-street parking off the square	Deb	Allison	July	Not Started	Time
3. Work with business owners and state agencies to work toward pedestrian-only square	All participants	Ariel	July	Not Started	Time
4. Finish and implement existing parking facilities plan	Deb	Allison/Ariel	November	In Progress	\$500K



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 1: Improve infrastructure; implement small infrastructure projects with the DDA's control	
Goal #4: Implement Housing Plan	Define Success: Recruitment of developer
Partners: DDA, City Council, City Administration, Downtown Business Owners, Private Investors	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Finish the existing Housing Plan	Awtrey/Zach	Ariel	April	Not Started	Admin Costs
2. Work to educate the Planning Commission on goals for the housing plan	Zach	Ariel	April	Not Started	Time
3. Work with the City Council to ensure the new zoning ordinance allows for goals in the housing plan	Everyone	Ariel	August	Not Started	Time
4. Collaboratively investigate the draft of the Zoning Ordinance and recommend changes before the adoption process begins	All partners	Allison	April?	Not Started	Time
5. Research and contact developers who have experience in building desired developments and schedule meetings	Zach	Ariel	August	Not Started	Time
6. Get at least one developer to agree to build	Zach	Ariel	April 2026	In Progress	Time



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 2: Redevelopment of Downtown

Why? The Dahlonega DDA is very concerned about preserving downtown's historic character. Because the square is so successful, the DDA is also interested in expanding its vitality into the blocks leading up to it. There are also some vacancies and infill properties that are ripe for redevelopment.

Goal 1	Goal 2	Four Point Approach
Finish and advertise business expansion plan considering opportunities for DDA to acquire spaces or find buyers for redevelopment of spaces Lead: Ariel & Zach	More cohesion, improved relationships, and collaborative decisions between the community, the DDA, and city leaders Lead: Ariel & Deb	Promotion: public relations, community engagement Economic Development: Collaborative initiatives with partners and business owners, recruitment of new investors, acquisition of space Organization: Partnerships, collaborations, volunteerism Design: placemaking, beautification, code enforcement, creating functional space out of underutilized properties



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 2: Redevelopment of Downtown	
Goal 1: Finish and advertise business expansion plan	Define Success: Will have acquired or sold spaces outside of square
Partners: Dahlonega DDA, Dahlonega City Council, Downtown Business owners, investors	

Task	Board Member	Staff	Due Date	Progress	Budget
	Responsible	Responsible			
1. Identify and create list of potential investors with contact information	Zach	Ariel	March	Not Started	Time
2. Educate investors about incentives offered such as DDRLF (Downtown development revolving loan fund)	Zach & Awtrey	Ariel/Skyler	July	Not Started	Time
3. Develop spreadsheet with vacancy inventory (address, owner, sq ft, condition)	Zach	Skyler	April	Not Started	Time
4. Revisit 2008 Downtown Master Plan to determine which features can still be utilized	Everyone	Ariel	May	Not Started	Time
5. DDA to research and explore ways to fund property acquisition for redevelopment	Zach	Ariel	November	Not Started	Time
7. Work with Code Enforcement to begin having property owners bring blighted properties to code	Everyone	George	October	Not Started	Time
8. Recruit one new high-end, fine dining restaurant	Awtrey/Zach	Ariel	December	Not Started	Time



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 2: Redevelopment of Downtown	
Goal 2: Increased engagement of community members, increased capacity for more goals to be implemented	Define Success: The City of Dahlonega has increased community engagement and more educated public
Partners: City of Dahlonega, Dahlonega DDA, Chamber of Commerce, CVB, City Council	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Reach out to each individual board member at least once per 1-2 weeks to make sure they are keeping up with assigned deadlines for tasks	Awtrey	Ariel	Weekly/ bi-weekly	Not Started	Time
2. Weekly Newsletter distributed by Board and Director	Awtrey	Ariel	Weekly and/or as needed	Not Started	Time
3. Quarterly meetings with all participating agencies and organizations to update progress on work plan	All participants/Deb	Deb	January, April, August, December	In progress	Time
4. Create a task list for each board member so that it is easier for each person to know exactly what is expected of them for that time period	Awtrey	Ariel	Monthly	Not Started	Time



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 3: Update Ordinances

Why? The DDA realizes that the ordinances adopted by the city council are crucial for allowing specific things in specific places and, more importantly, NOT allowing uses that are not in alignment with the city and DDA's vision. The DDA must have the city's support to preserve and maintain the small-town, historic character of the downtown boundary.

Goal 1	Goal 2	Four Point Approach
<p>Write, amend, and/or establish a public art ordinance or expand current art projects</p> <p>Lead: Melanie & Ariel</p>	<p>Make downtown more appealing by removing barriers to entertainment and increasing foot traffic in businesses</p> <p>Lead: Deb & Skyler</p>	<p>Promotion: creation of social media content, tourism marketing</p> <p>Economic Development: placemaking, historic preservation, addressing housing needs</p> <p>Organization: Partnerships, collaboration, volunteerism, public engagement, ordinances</p> <p>Design: beautification, historic preservation, aesthetic consistency</p>



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 3: Update Ordinances	
Goal 1: Write, amend, and/or establish a public art ordinance or expand current art projects	Define Success: New ordinance adopted and new public art installation
Partners: DDA, Chamber of Commerce, downtown businesses, Lumpkin County and/or UNG students, CVB, City Council	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify places and create spreadsheets of potential spaces to install public art	Melanie	Skyler	April	Not Started	Time
2. Research other communities' mural ordinances and best practices	Melanie	Ariel	April	Not Started	Time
3. Draft proposal to present to City Council to adopt ordinance if needed	Everyone	Ariel/Doug	June	Not Started	Time
4. Identify artists (preferably local) to install public art	Melanie/Deb	Skyler	June	Not Started	Time
5. Design public art and include design in council proposal	Melanie	Ariel	May	Not Started	Time
6. Apply for \$5,000 grant from Georgia Council for the Arts	Melanie	Ariel	July	Not Started	Time
7. Reveal and dedicate new public art installation	Everyone	Ariel/Skyler	November	Not Started	Time



DAHLONEGA DDA PLANNING RETREAT

Friday, January 31, 2025, 9:00AM



Transformation Strategy 3: Update Ordinances

Goal 2: Make downtown more appealing to investors and consumers by removing barriers to entertainment and increasing foot traffic in businesses

Define Success: Adoption of alcohol ordinance amendments and adoption of new zoning ordinance

Partners: DDA, Chamber of Commerce, downtown businesses, CVB, City Council, Community members, Planning Commission, Local Health Department, State Representatives

Task	Board		Due Date	Progress	Budget
	Member Responsible	Staff Responsible			
1. Enhance the First Friday by lifting restrictions on alcohol sales and making it like the other festivals	Deb	Allison/Ariel	April	Not Started	Time
2. Research other communities and how they work around state partners for entertainment districts	Deb	Skyler	May	Not Started	Time
3. 4. Create a proposal to the city council to amend the alcohol ordinance, including recommended changes (% ratio, places, hours, etc.)	Zach & Deb	Skyler	August	Not Started	Time
4. Work collaboratively with the local health department and state representatives to improve relationships, work together, and make progress on downtown initiatives involving food service	Deb	Ariel	October	In Progress	Time
5. Research blight tax ordinances and consider adopting one to help incentivize redevelopment	Erick	Ariel	November	Not Started	Time