



CITY OF DAHLONEGA

Downtown Development Authority Agenda

April 03, 2025, 8:30 AM
Head House

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 - March 6, 2025
Ariel Alexander, DDA Director

Promotion

- a. 147 North Park Street Concept Review
Zach Payne, Vice Chair

Design

- a. Community Tour Schedule
Ariel Alexander, DDA Director

Economic Vitality

Organization

- a. Financial Report
- b. SBIG Application: Shenanigans Irish Pub
Ariel Alexander, DDA Director
- c. Façade Grant Application: 12 North Park Street
Ariel Alexander, DDA Director

Partner Agencies

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce/DALC
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

Downtown Development Authority Minutes

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 – 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.

Call to Order

Board Chair Moore called the meeting to order at 8:33 a.m.

Approval of Agenda

Motion was made by Board Member Dunlap and seconded by Board Chair Rowe.

VOTING YEA: Board Member Dunlap, Board Member Rowe, Board Member Payne, Board Member Jones.

Organization

- a. Appointment of Vice Chair and Treasurer
Awtrey Moore, Chair

Board Member Rowe motioned to elect Zach Payne as the 2025 Chair and Allison Martin, City Manager, and Treasurer. Seconded by Board Member Jones.

Voting Yea: Board Member Rowe, Board Member Jones, Vice Chair Payne, Board Member Dunlap.

- b. Financials
Ariel Alexander, DDA Director

Board Member Rowe motioned to approve the financial report as presented. Seconded by Board Member Dunlap.

Voting Yea: Board Member Rowe, Board Member Dunlap, Vice Chair Payne, Board Member Jones.

- c. Approval of Final Work Plan

Ariel Alexander, DDA Director

Board Member Rowe motioned to approve the final work plan as presented. Seconded by Vice Chair Payne.

Voting Yea: Board Member Rowe, Vice Chair Payne, Board Member Dunlap, Board Member Jones

Promotion

- a. Promotions Programs Update

Skyler Alexander, Main Street Manager

Manager Alexander provided an update on the scheduling of the 2025 Main Street programs, including Appalachian Jam and the Farmers Market. She explained that the staff would be hosting an informational meeting for vendors interested in the market on March 20th. She also reported that Director Alexander would be presenting a suspension of the open container ordinance for the First Friday Concert Series to the City Council for review.

Economic Vitality

- a. Economic Development Partnership Report

Ariel Alexander, DDA Director

In Director Alexander's absence, Manager Alexander reported that this presentation would be emailed to the board. The board also requested that the conceptual plan for 147 N. Park Street be emailed for review.

Vice Chair Payne requested that the board perform a walkthrough of downtown to focus on certain projects. The board agreed to hold this walkthrough at the March 20th Work Session. The board agreed to hold another walkthrough in May with all the community partners.

Partner Agencies

1. City of Dahlonega

City Manager Martin stated that the Council would hold its annual planning meeting on March 14th and 15th. She also announced that she would place the request for the deed to 147 N. Park Street on the City Council agenda for March 17th. An education campaign regarding the city light ordinance was discussed as well.

2. University of North Georgia

No updates.

3. Chamber of Commerce/Development Authority of Lumpkin County

Director Robb Nichols suggested having Andrew Carnes from Georgia Power attend a board meeting to give a full presentation on Tax Allocation Districts.

4. Tourism/CVB

No updates.

5. Downtown Dahlonega Business Association

No updates - Manager Alexander stated that she would be holding an after-action meeting with some of the members regarding the Chocolate Crawl.

Adjourn

Board Chair Moore called for a motion to adjourn at 10:01 a.m.

Motion made by Board Member Dunlap, Seconded by Board Member Jones.

Voting Yea: Board Member Dunlap, Board Member Jones, Vice Chair Payne, Board Member Rowe.

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!

GL NUMBER	DESCRIPTION	2024-25 ORIGINAL BUDGET	YTD BALANCE 02/28/2025 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	CHARGES FOR SERVICES	1,500.00	610.95	40.73
	INVESTMENT INCOME	8,000.00	3,803.86	47.55
	CONTRIBUTIONS AND DONATIONS	1,500.00	2,000.00	133.33
	MISCELLANEOUS REVENUE	15,900.00	6,440.00	40.50
	TRANSFERS IN FROM OTHER FUNDS	137,300.00	57,208.35	41.67
	APPROPRIATED FUND BALANCE	166,922.00	0.00	0.00
	TOTAL REVENUES	331,122.00	70,063.16	21.16
	DDA ADMINISTRATION	147,734.00	57,355.37	38.82
	TOURISM	30,950.00	15.00	0.05
	DOWNTOWN DEVELOPMENT	152,438.00	14,551.15	9.55
	TOTAL EXPENDITURES	331,122.00	71,921.52	21.72
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	331,122.00	70,063.16	21.16
	TOTAL EXPENDITURES	331,122.00	71,921.52	21.72
	NET OF REVENUES & EXPENDITURES	0.00	(1,858.36)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 02/28/2025
 % Fiscal Year Completed: 41.37

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 02/29/2024 NORM (ABNORM)	2024-25 ORIGINAL BUDGET	2024-25 MENDED BUDGET	ACTIVITY FOR MONTH 02/28/25 INCR (DECR)	YTD BALANCE 02/28/2025 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	682.59	1,500.00	1,500.00	0.00	610.95	889.05	40.73
	CHARGES FOR SERVICES	682.59	1,500.00	1,500.00	0.00	610.95	889.05	40.73
INVESTMENT INCOME								
230.0000.36.1000	INTEREST REVENUES	4,953.60	8,000.00	8,000.00	660.18	3,803.86	4,196.14	47.55
	INVESTMENT INCOME	4,953.60	8,000.00	8,000.00	660.18	3,803.86	4,196.14	47.55
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	6,000.00	14,400.00	14,400.00	2,400.00	6,000.00	8,400.00	41.67
230.0000.38.9000	MISCELLANEOUS REVENUES	1,680.00	1,500.00	1,500.00	80.00	440.00	1,060.00	29.33
	MISCELLANEOUS REVENUE	7,680.00	15,900.00	15,900.00	2,480.00	6,440.00	9,460.00	40.50
TRANSFERS IN FROM OTHER FUNDS								
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	41,666.65	50,000.00	50,000.00	4,166.67	20,833.35	29,166.65	41.67
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	35,364.60	87,300.00	87,300.00	7,275.00	36,375.00	50,925.00	41.67
	TRANSFERS IN FROM OTHER FUNDS	77,031.25	137,300.00	137,300.00	11,441.67	57,208.35	80,091.65	41.67
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		90,347.44	331,122.00	331,122.00	14,581.85	70,063.16	261,058.84	21.16
TOTAL REVENUES		90,347.44	331,122.00	331,122.00	14,581.85	70,063.16	261,058.84	21.16
Expenditures								
Dept 7510 - DDA ADMINISTRATION								
DDA ADMINISTRATION								
230.7510.51.1100	SALARIES AND WAGES	30,883.39	67,966.00	67,966.00	6,052.12	31,094.53	36,871.47	45.75
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	4,352.17	12,318.00	12,318.00	1,162.04	4,889.76	7,428.24	39.70
230.7510.51.2200	FICA CONTRIBUTIONS	2,339.44	5,200.00	5,200.00	453.70	2,335.59	2,864.41	44.92
230.7510.51.2700	WORKERS COMPENSATION	2,308.12	2,500.00	2,500.00	1,575.48	1,575.48	924.52	63.02
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVIC	275.84	10,000.00	10,000.00	2,000.00	2,808.54	7,191.46	28.09
230.7510.52.2000	PURCHASED PROPERTY SERVICES	0.00	0.00	0.00	80.00	400.00	(400.00)	100.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	(142.78)	500.00	500.00	45.17	1,661.94	(1,161.94)	332.39
230.7510.52.2300	RENTALS	2,668.98	7,700.00	7,700.00	718.61	3,780.39	3,919.61	49.10
230.7510.52.3200	COMMUNICATIONS	4,507.61	11,000.00	11,000.00	479.97	1,962.11	9,037.89	17.84
230.7510.52.3300	ADVERTISING	0.00	1,000.00	1,000.00	398.00	936.00	64.00	93.60
230.7510.52.3400	PRINTING	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	
230.7510.52.3500	TRAVEL	124.25	700.00	700.00	0.00	0.00	700.00	
230.7510.52.3600	DUES AND FEES	1,905.94	3,500.00	3,500.00	0.00	250.00	3,250.00	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 02/28/2025
 % Fiscal Year Completed: 41.37

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE	2024-25	2024-25	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		02/29/2024	ORIGINAL	2024-25	MONTH 02/28/25	02/28/2025	BALANCE	
		NORM (ABNORM)	BUDGET.MENDED	BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7510.52.3700	EDUCATION AND TRAINING	665.00	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
230.7510.53.1100	GENERAL SUPPLIES AND MATERIAL	1,367.20	10,000.00	10,000.00	346.25	473.22	9,526.78	4.73
230.7510.53.1210	WATER/SEWER	477.03	1,500.00	1,500.00	108.01	655.06	844.94	43.67
230.7510.53.1230	ELECTRICITY	4,103.93	9,500.00	9,500.00	1,830.37	4,532.75	4,967.25	47.71
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		56,303.04	147,734.00	147,734.00	15,249.72	57,355.37	90,378.63	38.82
Total Dept 7510 - DDA ADMINISTRATION		56,303.04	147,734.00	147,734.00	15,249.72	57,355.37	90,378.63	38.82
Dept 7540 - TOURISM								
TOURISM								
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVIC	3,188.43	20,000.00	20,000.00	15.00	15.00	19,985.00	0.08
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	192.00	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	680.07	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	2,572.60	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
TOURISM		6,686.60	30,950.00	30,950.00	15.00	15.00	30,935.00	0.05
Total Dept 7540 - TOURISM		6,686.60	30,950.00	30,950.00	15.00	15.00	30,935.00	0.05
Dept 7550 - DOWNTOWN DEVELOPMENT								
DOWNTOWN DEVELOPMENT								
230.7550.51.1100	SALARIES AND WAGES	17,943.17	50,733.00	50,733.00	3,902.40	20,307.35	30,425.65	40.03
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	2,417.29	12,224.00	12,224.00	1,154.00	4,853.02	7,370.98	39.70
230.7550.51.2200	FICA CONTRIBUTIONS	1,393.71	3,881.00	3,881.00	290.04	1,514.08	2,366.92	39.01
230.7550.51.2700	WORKERS COMPENSATION	0.00	400.00	400.00	252.08	252.08	147.92	63.02
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVIC	30,350.00	40,000.00	40,000.00	200.00	2,406.93	37,593.07	6.02
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	72.00	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	881.03	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	289.64	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	38.34	144.38	355.62	28.88
230.7550.53.1780	BEAUTIFICATION SUPPLIES	18,550.84	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		73,056.28	152,438.00	152,438.00	5,836.86	14,551.15	137,886.85	9.55
Total Dept 7550 - DOWNTOWN DEVELOPMENT		73,056.28	152,438.00	152,438.00	5,836.86	14,551.15	137,886.85	9.55
TOTAL EXPENDITURES		136,045.92	331,122.00	331,122.00	21,101.58	71,921.52	259,200.4	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 02/28/2025
 % Fiscal Year Completed: 41.37

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE	2024-25		ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		02/29/2024 NORM (ABNORM)	ORIGINAL BUDGET	2024-25 MENDED BUDGET	MONTH 02/28/25 INCR (DECR)	02/28/2025 NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:								
	TOTAL REVENUES	90,347.44	331,122.00	331,122.00	14,581.85	70,063.16	261,058.84	21.16
	TOTAL EXPENDITURES	136,045.92	331,122.00	331,122.00	21,101.58	71,921.52	259,200.48	21.72
	NET OF REVENUES & EXPENDITURES	(45,698.48)	0.00	0.00	(6,519.73)	(1,858.36)	1,858.36	100.00