



CITY OF DAHLONEGA

Downtown Development Authority Minutes

May 01, 2025, 8:30 AM
Dahlonega City Hall

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

Chair Awtrey Moore

Vice Chair Zach Payne

Board Member Melanie Dunlap

Board Member Erick Jones

Board Member Deb Rowe

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 Jones. Seconded by Board Member Dunlap.

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

Approval of Minutes

1. Downtown Development Authority/Main Street Program Work Session - April 17, 2025
Ariel Alexander, DDA Director

Motion to approve made by Board Member Jones. Seconded by Vice Chair Payne.

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

Design

a. Review of 2008 Master Plan

Ariel Alexander, DDA Director

Director Alexander led a discussion on excerpts from the 2008 Downtown Master Plan focusing on East Main Street. The board directed staff to focus their efforts on updating the plans outlined in this document and initiating a downtown property inventory. Vice Chair Payne stated that he would support the effort by working to provide conceptual drawings for this area. The board agreed to dedicate an upcoming work session to this work.

The board also discussed researching USDA economic development initiatives, including participation in their revolving loan fund. Vice Chair Payne stated that he would work to provide a presentation detailing the program's specifics.

Organization

a. Financials

Motion to approve made by Board Member Jones. Seconded by Board Member Dunlap.

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

Partner Agencies

1. City of Dahlonega

City Manager Martin reported on upcoming infrastructure projects and a planned Georgia Department of Transportation (GDOT) traffic study that will begin soon. She also shared updates from the zoning steering committee and a timeline for the ongoing work.

2. University of North Georgia

No report.

3. Chamber of Commerce/DALC

No report.

4. Tourism/CVB

Director McDuffie shared that several promotional films and publications will be released soon, highlighting Dahlonega tourism. He also provided an update on the upcoming "Christmas in July" event, which will be hosted at the UNG Convocation Center.

5. Downtown Dahlonega Business Association

Main Street Manager Skyler Alexander shared updates on behalf of the DDBA. They are reporting a strong and growing membership and look forward to working with the DDA/Main Street team, as well as the City Manager, to enhance business relations, specifically in terms of starting and conducting business in the city.

Adjourn

Chair Moore called for a motion to adjourn at 10:21 a.m.

Motion made by Board Member Rowe. Seconded by Vice Chair Payne.

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