



CITY OF DAHLONEGA

Dahlonega Downtown Development Authority / Main Street Program Work Session Minutes

April 17, 2025, 8:30 AM

McCullough Council Chambers – 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

Board Chair Awtrey Moore

Vice Chair Zach Payne

Board Member Melanie Dunlap

Board Member Erick Jones

Board Member Deb Rowe

Call to Order

Board Chair Moore called the meeting to order at 8:37 a.m.

Approval of Agenda

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

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

Approval of Minutes

1. Downtown Development Authority/Main Street Program Work Session - April 3, 2025
Ariel Alexander, DDA Director

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

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

Promotion

- a. Main Street Programs Update

Skyler Alexander, Main Street Manager

Manager Alexander reported on the process of selecting the First Friday alcohol vendors and gave a brief update on the Farmers Market and Appalachian Jam schedules.

Economic Vitality

- a. Discussion of Grant Matching Award Maximum

Ariel Alexander, DDA Director

Staff presented a discussion item regarding increasing matching amounts for the current incentive programs. Staff recommended increasing the small business improvement grant matching amount from \$500.00 to \$1,000.00 for the next year.

Board Member Rowe moved to increase the Small Business Improvement Grant matching amount maximum from \$500.00 to \$1,000.00 for one year, beginning May 1, 2025. Vice Chair Payne seconded the motion.

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

Partner Agencies

1. City of Dahlonega

No report.

2. University of North Georgia

No report.

3. Chamber of Commerce/DALC

Director Robb Nichols gave an update on the Chamber's upcoming calendar of events.

4. Tourism/CVB

No report.

4. Downtown Dahlonega Business Association

President Fiona Bagley reported that the association currently has 90 members and continues to expand.

Adjourn

Board Chair Moore called for a motion to adjourn at 8:50 a.m.

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

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

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!
