



# CITY OF DAHLONEGA

## Dahlonega Downtown Development Authority / Main Street Program Meeting Minutes

March 07, 2024, 8:30 AM

The Head House- 47 S. Park Street

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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.

### **PRESENT**

Chair Wendi Huguley

Vice Chair Awtrey Moore

Board Member Melanie Dunlap

Board Member Zach Payne

Board Member Donna Logan

Board Member Deb Rowe

### **Call to Order**

Chair Huguley called the meeting to order at 8:32 a.m.

### **Approval of Agenda**

Chair Huguley called for a motion to approve the agenda. Board Member Rowe motioned to approve the agenda. Seconded by Board Member Payne.

Voting Yea: Board Member Rowe, Board Member Payne, Board Member Logan, Board Member Dunlap, Board Member Moore.

### **Promotion**

DDA Director Ariel Alexander provided an update on all upcoming programs for the 2024 season. She provided an update on the newest program, Mondays on Main. The first event will be held on April 8<sup>th</sup> from 4:00 p.m. to 8:00 p.m. downtown. There will be food trucks, music,

games, and giveaways. She stated that she and Skyler Alexander personally visited each business to share information on the event and the businesses are overwhelmingly excited and eager for this series.

The Farmers Market and the First Friday Concert Series will both begin in May.

Chair Huguley asked for an update on the 2024 4<sup>th</sup> of July celebrations. Director Alexander shared that staff has already begun the planning process and is in communication with the University of North Georgia to promote a joint celebration on the drill field.

### **Design**

Director Alexander shared that the “Bears Around the Square” bronze statue trail is in production. She asked that anyone in the community interested in donating to this program reach out to staff or a board member.

Director Alexander also shared that the art project she has been working on with the University of North Georgia students will be finished at the end of April. There will be an unveiling ceremony then to congratulate and thank the students for their hard work.

### **Economic Vitality**

Director Alexander reported that the small business improvement grant that the board created in November of 2023 has officially been released to the public. She asked for assistance in educating the business community on this opportunity.

Director Alexander also reported that she is working with the Downtown Business Association on creating a more in-depth new business checklist to streamline doing business in the city.

### **Organization**

#### a. Financials

Chair Huguley asked for a motion to approve the financial reports as presented.

Motion by Board Member Rowe, Seconded by Board Member Logan.

Voting Yea: Voting Yea: Board Member Rowe, Board Member Payne, Board Member Logan, Board Member Dunlap, Board Member Moore.

### **Partner Agencies**

#### 1. City of Dahlonega

City Manager Allison Martin shared that the planning commission will be reviewing updates to the sign and zoning ordinances in the new future. She also shared that the City and County officials will soon start their presentation on the upcoming SPLOST referendum. She reported that the Visitors Center restroom flooring will soon be replaced and that the request for bids to renovate the plaza has been published. The City is very close to closing on Conner Memorial Garden and staff will soon start planning for changes to the space to improve it.

#### 2. University of North Georgia

Chair Huguley reported that the renovations and improvements to the Drill Field will likely be completed by April 19<sup>th</sup>.

#### 3. Chamber of Commerce

No report.

#### 4. Tourism/CVB

Sam McDuffie shared that the annual Chocolate Crawl was currently taking place and had currently seen over 250 participants. The TV/Film committee will meet in the next week. Mr.

McDuffie also shared that the traveling Vietnam memorial wall will come to UNG's campus the weekend of October 29<sup>th</sup>.

5. Development Authority of Lumpkin County

Kerri Carson reported that 227 miles of broadband improvements had been completed in the community. The Certificate of Occupancy for the new hospital was issued the previous week. Publix is slated to open in the fall of this year.

6. Downtown Dahlonega Business Association

No Report

**Adjourn**

Chair Huguley called for a motion to adjourn at 10:07 p.m.

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

Voting Yea: Board Member Rowe, Board Member Payne, Board Member Logan, Board Member Dunlap, Board Member Moore.