



Main Street Program / Downtown Development Authority Board Minutes

November 04, 2021, 8:45 am

McCullough Council Chambers – City Hall

PRESENT

Chairman Ryan Puckett
Vice-Chairman Tony Owens
Board Member Amy Thrailkill
Board Member AC Moore
Board Member Wendi Huguley

Call to Order

Chairman Ryan Puckett called the meeting to order at 8:52 am.

Approval of Agenda

Chairman Puckett asked for a motion to approve the agenda as written.

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

Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Moore, Board Member Huguley

Approval of Minutes

1. MainStreet/DDA Meeting Minutes October 07, 2021
Chairman Puckett called attention to an error on section 2-147 Park Street South Park Street, which should be 147 North Park St. Pending that edit, Chairman Puckett called for a motion to approve.
Motion made by Board Member Moore, Seconded by Board Member Thrailkill.
Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Moore, Board Member Huguley.

Financial Reports

2. September Main Street/DDA Financials, Mary Csukas, Main Street/DDA Director
Director Csukas presented the financials, introduced the City Marshall George Albert, and explained that he is working on the cameras downtown and using the \$40,000 granted by the Main Street/DDA Program.
Director Csukas and the Board discussed incentive and grant programs available for local businesses, such as grants for wiring, electrical, and sprinkler to bring buildings up to code. Also available are the bronze history plaques that would give historical information about the buildings.
Board Member Huguley brought attention to the Board for the need for curb cuts close to Woody's location. Director Csukas took the information to share with Director Buchanan for assistance.

Director Csukas alerted the Board to Main Street/DDA in-person training in the Summit Conference in Atlanta in January 2022.

Board Member Huguley is looking for collaboration between UNG and the Board to provide growth opportunities within the University and Downtown Dahlonega.

Continuing Business

3. DDA/Main Street By-Laws, Joel Cordle, Main Street/DDA Board Member

Chairman Puckett noted the recommendations of Board Member Cordle and City Manager Schmid for the proposed bylaws.

Board Member Huguley indicated under Section 8, telephonically may also need to include Zoom meetings. Director Csukas offered that, based on State guidelines, a quorum must be present before a telephonic or virtual board member's vote can be recorded. Director Csukas indicated she would follow up on it.

Chairman Puckett brought attention to Article 4 under officers' duties, which gives the Board an added opportunity to name a Treasurer or Finance Director.

Chairman Puckett questioned the role of the Executive Director and the Chairman in reporting to the Council. Director Csukas suggested a quarterly report in addition to the monthly report that the Interim Manager is providing.

Chairman Puckett had a question about Article 6, indicating that the duties of the Executive Director should be outlined more clearly in the Bylaws. The Memorandum of Understanding follows the Director's duties standard, showing that the Executive Director spends 70% of their time on the Main Street duties. The Board agrees the Bylaws should support the MOU.

Vice-Chairman Owens made a motion to accept the bylaws with the change of incorporating the MOU into the Bylaws. Seconded by Board Member Moore. Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Moore, Board Member Huguley.

New Business

4. Strategic Planning & Annual Work Plan, Ariel Alexander, Interim Main Street Manager

Manager Alexander outlined the Annual Assessment Checklist moving forward to renew GEMS certification this year, due January 15th. Board Member Cordle is assisting in planning a retreat, possibly in January, at Camp Wasaga.

5. Christmas Shop Small in Dahlonega, Skyler Alexander, Downtown Coordinator

Coordinator Alexander presented the Shop Small promotion opportunities to draw shoppers into local business during the holiday season. Part of the promotion is holiday store hours and food trucks on high-volume days.

Vice-Chairman Owens said that most downtown businesses are owner-operated, and lengthy operating hours can be a challenge. Director Csukas offered consideration on supporting downtown businesses and helping them be aware of opportunities within the community to assist them, such as the Work-based Learning Program at the High School.

6. Dahlonaga Christmas 2021, Ariel Alexander, Interim Main Street Manager

The Old-Fashioned Christmas Committee is moving forward with decorations in the Downtown Square area. Food trucks will be at Hancock Park throughout the Christmas celebration, especially on high-volume days. Starbucks is closed for remodeling from November 19-January 2022 for a remodel.

Main Street / DDA Monthly Report

7. Main Street – September 2021, Ariel Alexander, Interim Main Street Manager

The Board discussed the highlights of the Main Street report.

Announcements from Partner Agencies

- A. City of Dahlonaga - Bill Schmid, City Manager, discussed using the variable message board for parking before the weekends. Parking may/may not be available on December 18 during Commencement.
- B. The University of North Georgia – no representation
- C. Chamber of Commerce/Tourism Office – no representation
- D. Historic Preservation Commission – no representation
- E. Planning & Zoning Commission – Jameson Kinley, Planning Administrator, discussed upcoming planning and zoning changes.
- F. Dahlonaga Downtown Business Association – no representation

Additional Community Comments:

First Night Dahlonaga- Karen Shayne, the new Executive Director of Jeremiah's place, the event holders for First Night Dahlonaga, is looking forward to working with the community to ensure this year's event supports Jeremiah's Place annual fundraiser.

Adjourn

Chairman Puckett requested a motion to Adjourn at 10:18 am

Motion made by Vice-Chairman Owens, Seconded by Board Member Thrailkill.

Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Moore, Board Member Huguley