



## Main Street Program / Downtown Development Authority Board Minutes

May 05, 2022, 8:30 AM

McCullough Council Chambers – City Hall

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### PRESENT

Chair Amy Thrailkill

Vice-Chair Joel Cordle

Board Member Ryan Puckett

Board Member A.C. Moore

Board Member Wendi Huguley

Board Member Donna Logan

### Call to Order

Chair Thrailkill called for a motion to call the meeting to order at 8:32 am.

Motion made by Vice-Chair Cordle, Seconded by Board Member Huguley.

Voting Yea: Vice-Chair Cordle, Board Member Moore, Board Member Huguley, Board Member Logan

### Approval of Agenda

Chair Thrailkill called for a motion to approve the agenda.

Motion made by Vice-Chair Cordle, Seconded by Board Member Moore.

Voting Yea: Vice-Chair Cordle, Board Member Moore, Board Member Huguley, Board Member Logan

### Approval of Minutes

Chair Thrailkill called for approval of the minutes from the previous meeting.

1. Main St/DDA Meeting Minutes, April 7, 2022

Danna Foster, Assistant City Clerk

Motion made by Board Member Moore, Seconded by Vice Chair Cordle.

Voting Yea: Vice-Chair Cordle, Board Member Moore, Board Member Huguley, Board Member Logan

### Promotion

- a. Promotion Projects Report – April 2022

Skyler Alexander, Downtown Coordinator

Coordinator Alexander shared the Mother's Day crawl started this week. She added Friday would be the first of the First Friday series beginning with the Lumpkin County High School Band. Saturday is the first Farmers Market with fifteen vendors.

Board Member Ryan Puckett arrived at 8:34 am.

She showed the Board "Come Back Cards" to be handed out at the First Friday events to promote the other activities in Dahlonega. The cards have QR codes for those specific activities. Board Members took some to share as well.

Interim Manager Alexander shared that all events web pages share the Downtown Dahlenega information and events as well.

b. Upcoming Partner Events

Ariel Alexander, Interim Main Street Manager

Interim Manager Alexander announced the next event will be the Arts and Wine Festival, on the 21<sup>st</sup> and 22<sup>nd</sup>. They will not be closing the square but will have just as many vendors as Bear on the Square.

c. 4th of July Celebration Information

Skyler Alexander, Downtown Coordinator

Coordinator Alexander shared a draft schedule in the packet. It is scheduled for Monday, July 4th, with fireworks, a parade, and possibly a 5k that morning. There will also be concerts downtown and sidewalk sales all day.

d. UNG Business Block Party

Ariel Alexander, Interim Main Street Manager

Interim Manager Alexander shared that the Chamber has previously hosted the UNG Block Party at Hancock Park. She had a meeting with Bobbi Larson at the university, who shared that the students like it and asked to bring it back. Staff proposed to tentatively set it for the first week the students are back, on Thursday. She indicated she would like to have it organized so the students walk into the businesses, learn the area, and walk the streets, making it more likely for them to come back. A discussion ensued to bring students into the downtown businesses.

e. Halloween 2022 Discussion

Ariel Alexander, Interim Main Street Manager

Interim Manager Alexander announced Downtown Dahlenega would like to take on Halloween as one of their Programs this year. She reasoned that businesses will participate whether there is a scheduled event or not. It will be on a Monday. She asked for a discussion on if the Board wants to bring it to Council for consideration.

Vice-Chair Cordle offered a motion to accept the role of managing it. Seconded by Board Member Huguley.

The Board discussed Halloween's past, who was involved, and the costs and benefits of having it on the Square. They discussed the role of the Downtown Dahlenega staff. At the end of the discussion, Vice-Chair Cordle amended his motion to be a motion to endorse and manage trick or treat for two years as a trial basis with the hope that partners come back on board and play a role in production in a more managerial role, so we are not committing to primary production long term.

Director Csukas discussed with the Board the need for items to go before council, and said that she would bring it up at a future work session. Board Member Moore seconded the amended motion. Vice-Chair Cordle suggested a time of 5 pm-7 pm. Director Csukas indicated she would bring it to Council.

Voting Yea: Vice-Chair Cordle, Board Member Puckett, Board Member Moore, Board Member Huguley, Board Member Logan

Discussion continued about the benefits and concerns with the program. Interim Manager Alexander reminded everyone there were plenty of opportunities to promote so all could be involved.

f. "Sip & Shop" Proposal

Ariel Alexander, Interim Downtown Manager

Interim Manager Alexander explained that this item was in the early planning stages. She discussed the possibility of creating boundaries and guidelines to walk outside with labeled cups with dates, in special hours within special programs, such as promotional shopping during the week.

The Board, Director, and Interim Manager discussed the pros/cons and how other communities have managed this and the use of special alcohol permits. They discussed the image of the city, the impact of closing the Square, driving economic flexibility, and the frequency of doing this type of event. It was decided by the Board and participants that a Special Meeting specific to this conversation would allow a deeper opportunity to discuss.

Board Member Cordle requested the topic of Sidewalk Dining be brought to the City Manager and Council.

## **Design**

### **a. Design Projects Report – April 2022**

Mary Csukas, DDA Director

Director Csukas stated that staff was moving forward with benches and trash cans as the city has decided to contribute 50%. The work will happen over the next year instead of the next three years, with benches beginning to arrive in September. Director Csukas also requested additional funds for Summer Movie Night equipment.

Vote to move \$9877 from appropriated fund balance to general supplies and materials balance between doing both programs.

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

Voting Yea: Vice-Chair Cordle, Board Member Puckett, Board Member Moore, Board Member Logan

## **Economic Vitality**

### **a. Vote to Increase Incentives Match – April 2022**

Ariel Alexander, Interim Main Street Manager

Interim Manager Alexander reminded the Board that the incentive match is \$1500. She requested to increase the incentives to match up to \$5000 for each program based on the current costs for equipment and labor. She is aiming to approve three businesses each year.

Motion made by Board Member Puckett to increase the incentives cap to \$5000, Seconded by Board Member Moore.

Voting Yea: Vice-Chair Cordle, Board Member Puckett, Board Member Moore, Board Member Logan

### **b. Economic Vitality Projects Report – April 2022**

Mary Csukas, DDA Director

Director Csukas showed the DDA Map boundaries. She explained the area staff is trying to focus on is the main downtown area, even though the boundaries are out further. This is to clarify what the legal boundaries are for the focus.

The Board discussed the boundaries and board member requirement to live or work within the boundary; as well as economic development being their focus. The Board asked for a list of vacancies with the monthly meeting package. Board was interested in ensuring there were clear definitions.

### **Organization**

- a. Organization Projects Report – April 2022  
Ariel Alexander, Interim Main Street Manager  
Interim Manager Alexander indicated that May is historical preservation month.
- b. FY22 Budget Amendment for Summer Movie Nights  
Allison Martin, Finance Director  
Vote handled in previous agenda item.
- c. FY22 Budget Amendment for Additional Benches Purchase  
Allison Martin, Finance Director  
Vote handled in previous agenda item.
- d. Financials - March 2022  
Allison Martin, Finance Director  
No discussion over the financials.

### **Partner Agencies**

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce/Tourism
4. Historic Preservation Commission
5. Planning & Zoning Commission
6. Downtown Dahlonega Business Association

### **Adjourn and Reconvene at the Head House for Tour**

7. Reconvene at Head House Property for Tour  
Motion made by Board Member Moore at 9:52 a.m. to adjourn, Seconded by Board Member Puckett.  
Voting Yea: Vice-Chair Cordle, Board Member Puckett, Board Member Moore, Board Member Logan