



CITY OF DAHLONEGA

Dahlonega Downtown Development Authority/Main Street Program Special Called Meeting Minutes

November 14, 2023, 6:00 PM

47 S. Park Street- The Head House

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

Amy Thrailkill, Chair

Wendi Huguley, Vice Chair

Tony Owens, Treasurer

Board Member Awtrey Moore

Board Member Donna Logan

Board Member Deb Rowe

Call to Order

Chair Thrailkill called the meeting to order at 6:00 p.m.

Approval of Agenda

Motion made by Board Member Moore, Seconded by Board Member Owens

Voting Yea: Board Member Moore, Board Member Owens, Board Member Logan, Board Member Huguley, Board Member Rowe

Approval of Minutes

1. Dahlonega Downtown Development Authority/Main Street Program Meeting Minutes, October 5, 2023

Motion made by Board Member Rowe, Seconded by Board Member Moore

Voting Yea: Board Member Rowe, Board Member Owens, Board Member Logan, Vice Chair Huguley, Board Member Moore

Promotion

- a. "Mondays on Main" Proposal

Ariel Alexander, DDA Director

Director Alexander gave a presentation on a proposed new Main Street program for 2024, "Mondays on Main". The program would encourage shopping and later store hours on Mondays downtown. The board reviewed the financials for the proposed program and agreed it was an inexpensive way to encourage patronage on slow afternoons. Chair Thrailkill called for a motion to approve the creation of the "Mondays on Main" program for 2024.

Motion made by Board Member Rowe, Seconded by Board Member Owens

Voting Yea: Board Member Rowe, Board Member Owens, Vice Chair Huguley, Board Member Logan, Board Member Moore

Design

- a. Head House Sign Consideration

Ariel Alexander, DDA Director

Director Alexander proposed a new sign purchase for the Head House building. The company would design the sign to include advertising for the DDA/Main Street offices as well as Waffle's Tea Room. The DDA and Waffle's Tea Room would split the cost of the sign and the cost of installation. The panels are interchangeable in the event a tenant changes. Chair Thrailkill called for a motion to approve the purchase of the sign with Waffle's Tea Room.

Motion made by Vice Chair Huguley, Seconded by Board Member Moore

Voting Yea: Vice Chair Huguley, Board Member Moore, Board Member Owens, Board Member Rowe, Board Member Logan

- b. Fund Balance Project: Cherrylion Studios

Ariel Alexander, DDA Director

Director Alexander proposed the "Bears on the Square" mini bronze statue program. Each figure will be approximately the size of a water bottle and will represent a local historical figure. These bears will be hidden around the downtown area and a walking tour will be created and marketed as a family-friendly activity, much like the "Mice on Main" program in Greenville, SC. Board Member Rowe asked about funding and Director Alexander stated that four donors have already committed to donating \$5,000.00 each to the program. Chair Thrailkill asked for a motion to authorize Director Alexander to pay the deposit to secure Cherrylion Studios for the design, production, and installation of each figure.

Motion made by Vice Chair Huguley, Seconded by Board Member Moore

Voting Yea: Vice Chair Huguley, Board Member Moore, Board Member Rowe, Board Member Logan, Board Member Owens

Economic Vitality

- a. New Financial Incentive Proposal

Ariel Alexander, DDA Director

Director Alexander proposed a new incentive to be considered for 2024. This grant would be a small business development grant. Eligible uses of funding would include inventory/supplies, business equipment, marketing/advertising, and professional services. Board Member Owens stated that he was excited about the idea, but wanted to place limits on the grant for the first year to ensure that the funds were not drained by an influx of applicants. Board Member Rowe suggested only allowing a maximum total grant amount of \$10,000 for the first year. Chair Thrailkill called for a motion to approve the program for 2024 with a maximum total budget of \$10,000.00.

Motion Made by Board Member Owens, Seconded by Board Member Logan

Voting Yea: Board Member Owens, Board Member Logan, Vice Chair Huguley, Board Member Rowe, Board Member Moore

Partner Agencies

1. City of Dahlonega- City Manager Allison Martin shared updates on the upcoming South Park Street project and North Square rehabilitation.
2. University of North Georgia- No report.
3. Chamber of Commerce- No report.
4. Tourism/CVB- No report.
5. Development Authority of Lumpkin County- No report.
6. Downtown Dahlonega Business Association- No report.

Organization

- a. Placer.ai Subscription

Ariel Alexander, DDA Director

Director Alexander asked the board for consideration for signing the subscription agreement between the downtown development authority and Placer.ai. The board discussed the value of the software and how it could be used for the economic development of the city as a whole. Chair Thrailkill stated that the board could sign a one-year agreement for \$13,500, and revisit in a year. The board agreed and Director Alexander stated she would execute that agreement.

- b. Approval of Financials

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

Voting Yea: Board Member Rowe, Board Member Logan, Vice Chair Huguley, Board Member Owens, Board Member Moore

- c. Executive Session: Real Estate

Chair Thrailkill stated that the DDA would now like to enter an executive session to discuss a real estate matter and requested a motion to move to an executive session at 6:38 p.m.

Motion made by Board Member Owens, Seconded by Vice Chair Huguley

Voting Yea: Board Member Owens, Vice Chair Huguley, Board Member Moore, Board Member Rowe, Board Member Logan

Chair Thrailkill resumed the regular meeting at 7:05 p.m.

Chair Thrailkill stated that a vote was made to authorize Director Alexander to submit an offer of a decided appraisal price on a property downtown, on behalf of the Dahlonega Downtown Development Authority.

Adjourn

Chair Thrailkill called for a motion to adjourn at 7:08 p.m.

Motion made by Vice Chair Huguley, Seconded by Board Member Owens

Voting Yea: Vice Chair Huguley, Board Member Owens, Board Member Rowe, Board Member Logan, Board Member Moore