



Downtown Dahlonega Minutes

May 04, 2023 8:30 AM

Downtown Development Authority Offices- Head House

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

Vice Chair Wendi Huguley

Board Member Deb Rowe

Board Member Tony Owens

Board Member Awtrey Moore

Call to Order

Vice Chair Huguley called the meeting to order at 8:30 a.m.

Approval of Agenda

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

Voting Yea: Board Member Rowe

Approval of Minutes

1. Dahlonega Downtown Development Authority and Main Street Program Meeting Minutes, April 6, 2023

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

Voting Yea: Board Member Moore

Organization

- a. Financials

City Manager Martin reported the financials for the authority are in line with budget projections. Vice Chair Huguley called for a motion to approve.

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

Voting Yea: Board Member Rowe

- b. Training Information

Skyler Alexander, Main Street Manager

Manager Alexander informed board members that the State Main Street program is rolling out a new training format this year that will be required for all board members. More information regarding that training will be available in the coming months.

c. Head House Rental Project Update

Ariel Alexander, DDA Director

The DDA Staff contracted a realtor at The Norton Agency to advertise the leasable space at the Head House. The realtor will advertise the space online using the appraisal provided by the DDA, and when a substantial list of applicants has been compiled the DDA can review these applicants using the scaling system created at a previous meeting.

d. Organization Work Plan Items Update

Ariel Alexander, DDA Director

Director Alexander reported that all organization work plan items are progressing as expected. She made a final selection on an intern applicant, held the first meeting of the "Friendly Faces" Ambassador Group, and is planning to attend the City Council strategic planning retreat at the end of the month.

Promotion

a. Promotion Work Plan Items Update

Skyler Alexander, Main Street Manager

Manager Alexander shared that all promotion work plan items are progressing on schedule. The First Friday Concert Series will begin on Friday, May 5, 2023.

Design

a. Design Work Plan Items Update

Ariel Alexander, DDA Director

Director Alexander reported that the Board would be allowed to create a Public Art Fund using fund balance funds, and suggested discussing art downtown at the next meeting when Chair Thrailkill was in attendance. The board had a brief discussion about a mural trail and a statue or sculpture program downtown. Director Alexander also shared the summer downtown walkthrough would be held the week of May 22, 2023, and invitations would be sent out soon.

Economic Vitality

a. Economic Vitality Work Plan Items Update

Ariel Alexander, DDA Director

Director Alexander shared that the City Council recently acquired the services of TSW Designs to begin the task of reviewing the city's planning and zoning ordinances. This will be crucial as the DDA strategically plans for projects in the future. She also reported that while proposals are still being accepted for the 147 N. Park Street development, city staff is working with a planner to create a conceptual plan for a greenspace/park/farmers market area there. The board expressed interest in seeing this proposal when it was complete. A discussion was had about how important greenspace is, especially if development might happen in other parts of the city.

Partner Agencies

1. City of Dahlenega

City Manager Allison Martin reported that the East Main Street Utilities project will be underway soon, and the city will be sure to stay in constant communication with the downtown business and property owners regarding that project. After that is completed, the contractors will move to the North Square area to repair the sidewalks and tree beds there.

2. University of North Georgia

No reports from the University of North Georgia.

3. Chamber of Commerce/Tourism

No reports from the Chamber of Commerce/Tourism.

4. Historic Preservation Commission

No reports from the Historic Preservation Commission.

5. Planning & Zoning Commission

No reports from the Planning & Zoning Commission.

6. Downtown Dahlonega Business Association

No reports from the Downtown Dahlonega Business Association.

Adjourn

Vice Chair Huguley called for a motion to adjourn at 9:55 a.m.

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

Voting Yea: Board Member Moore