



Main Street Program / Downtown Development Authority Board Minutes

April 07, 2022 8:30 AM

McCullough Council Chambers – City Hall

Chair Amy Thrailkill
Vice Chair Joel Cordle
Board Member A.C. Moore
Board Member Wendi Huguley
Board Member Donna Logan
Board Member Ryan Puckett

Call to Order

Chair Thrailkill called the meeting to order at 8:32 am

Approval of Agenda

Chair Thrailkill called for a motion to approve the Agenda

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

Approval of Minutes

1. Meeting Minutes March 3, 2022

Danna Foster, Assistant City Clerk

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

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

Promotion

- a. Promotion Projects Report – March 2022

Skyler Alexander, Downtown Coordinator

Presented by Interim Manager Alexander who stated Coordinator Alexander is working on the Mother's Day Crawl and has spoken with the Downtown Dahlonega Business Association and has 11 businesses committed to participating. The cut-off to join is April 8, so there is time to plan. All the information is in the packet. She showed the poster that is proposed to print and advertises business events and programs.

She also explained the Farmer's Market Open House has happened and they had 15-20 vendors come through. New signs are being printed.

The Appalachian Jam begins next weekend in front of the Gold Museum.

First Friday Concert series begins in May and the High School will be our first performers. Promoting spending more time earlier so that businesses are more involved in concert series.

Throwback Thursday pictures are posted every Thursday. Photos have also been gotten from the Historical Society.

There was a discussion regarding having shops stay open a bit longer, adding programs downtown, and keeping people downtown. Brandon Lytle, president of Downtown Dahlonga Business Association (DDBA) stated DDBA is the bridge between the City and the businesses. He indicated some businesses are willing to stay open later and some are not. Another discussion was had about closing the square for certain programs and the benefits and drawbacks to restaurants and retail. A suggestion was made to connect a speaker system to the square from the concert areas.

A discussion was added about electricity and the use of tourism funds towards to projects to add some of the items discussed to include decorative lights, Wi-Fi, speakers, and other enhanced experience.

Interim Manager Alexander also added that Art in the Park is maxing out.

- b. Upcoming Partner Events
Ariel Alexander, Interim Main Street Manager

Design

- a. Design Projects Report
Mary Csukas, DDA Director
Director Csukas stated that Public Works put together a list of possible areas for garbage cans- and park areas possibly in the next 5 years. She had a simple map for a visual. Board Member Cordle suggested a space at the corner of S Park and Choice Streets

Economic Vitality

- a. Economic Vitality Projects Report
Mary Csukas, DDA Director
Director Csukas indicated she was waiting for some concrete ideas from Council- what they expect from this board.

Organization

- a. Request to Cancel July 7, 2022, Meeting
Amy Thrailkill, Chair
Chair Thrailkill discussed the possibility of not having the July meeting as the board is only required to meet 10 times per year.
Motion made by Board Member Huguley to cancel July 7, 2022, meeting; Seconded by Board Member Moore.
Voting Yea: Vice-Chair Cordle, Board Member Moore, Board Member Huguley, Board Member Logan, Board Member Puckett.

- b. Organization Projects Report
Ariel Alexander, Interim Main Street Manager
Interim Manager Alexander stated she is working on revisiting incentive programs. She has met with Bobbi Larson of UNG who gave us a lot of ideas to partner with Marketing Majors, Work-Study programs for the City, and volunteers for downtown. Possibly to

connect interns with the workforce problems to fill the summer gaps. She proposed a survey to assess downtown businesses to see what their needs are.

Mr. Lytle announced merchants were interested in programs such as UNG Handshake program, ConnectAbility and High School programs to assist with the workforce. Chair Huguley offered to be liaison with UNG for Interim Manager Alexander's thoughts on supporting businesses with promoting positions and writing job descriptions.

c. Downtown Dahlenega Logo Approval

Ariel Alexander, Interim Main Street Manager

Interim Manager Alexander showed 2 versions of the logo to the board. One was more box shaped and framed while the other was less so. There was more drawn to the framed as the primary. Director Csukas indicated that once a decision was made it would need to go through Council.

d. Financials

Allison Martin, Finance Director

Director Martin indicated she had been meeting with staff to fund some of the projects and initiatives that they wanted to start this year. She passed the document Proposed Budget Amendment. She indicated there were adequate reserves and asked that out of the Fund Balance the following items be funded:

Professional/Technical Services	\$2500 – a technical review
General Supplies & Materials	\$8500 – Benches \$1500/Plaques \$7000
Printing	\$3000 – flyers, brochures, educational materials
Advertising	\$2000 - funds for targeted advertising
General Supplies & Materials	\$17000 - furniture
Professional/Technical Svs	\$10000 – Fourth of July
Use of Fund Balance for projects totals \$43,000	

Director Martin also indicated there was \$33,000 set aside for Management Reserves and asked them to be released so they could be used. They would be moved from restricted status upon approval.

Board Member Moore asked for additional information for the \$10,000 for the Fourth of July. Director Csukas explained there was a 20% increase in fireworks cost and they would like to add 3 concerts in the park as well as Food Trucks. It was agreed that would provide a place for people to gather and allow them to stay downtown. Our goal is to get sources for the 4th of July but that won't happen this year. Board Member Cordle questioned if our money was seed money to ask others to contribute? Director Csukas agreed that the money would be put in the budget for 2023. It was announced that Rotary was working on their budget already and they would need to know now, in order to be included. Discussion ensued regarding funding next year's Fourth of July and funding possibilities. City Manager Schmid noted the Board of Commissioners do not contribute anything.

Board Member Ryan Puckett arrived at 8:42 am.

A discussion with the Board and those present ensued regarding the interior furniture of the Head House and the use of the spaces by staff and those available for rent.

Motion made by Vice-Chair Cordle to approve the requested \$43000 as well as release the \$33000 held in reserve totaling \$76000, Seconded by Board Member Moore.
Voting Yea: Vice-Chair Cordle, Board Member Puckett, Board Member Moore, Board Member Huguley, Board Member Logan

Additional discussion ensued and Director Csukas ensured the Board she would report back about how the funds are being used. She also discussed the Boards role in guiding the rental of the lower space in the Head House. It was added the completion date had been moved out due to weather and now they were looking at the end of July. It was also suggested they have a meeting there once completed. There was a suggestion that a timeline of events be created for the story of the Head House.

e. Request to Release Management Reserve Funds

Mary Csukas, DDA Director

See Financials above

f. Fund Balance Usage Proposal

Mary Csukas, DDA Director

See Financials above

g. Work Plan Budget

Mary Csukas, DDA Director

See financials above

Partner Agencies

1. City of Dahlonoga

City Manager Schmid introduced a draft map on the table which shows all of the property in the entire county. The map details the assets by colors with the highest valued property indicated in the downtown area. Board member Cordle added this was an example of just land value and did indicate the sales tax or hotel/motel tax generation.

City Manager Schmid also added Enota Street had been essentially rebuilt making the stormwater improvements. There will also be GDOT improvement on Mechanic Street at Memorial Drive this summer. He also announced that Interim Director Alexander has applied for a grant through Senator Warnock's office of \$2.6 Million to connect the Wimpy Mill Park and Boat Ramp for an ADA Accessible boardwalk at the water's edge.

There was discussion between the City Manager and the board about routes in and out of the city, and Board Member Huguley mentioned the rental crisis and the need for spaces for students.

Board Member Cordle leaves 932

2. University of North Georgia

Chair Huguley announced that Alumni Weekend during the Bear on Square Festival

3. Chamber of Commerce/Tourism – no representation

4. Downtown Dahlonega Business Association

Brandon Lytle and Jane O’Gorham shared they have already started to work with Old Fashioned Christmas and were looking for a number estimate for the Economic impact Old Fashioned Christmas has on Dahlonega. Chair Thrailkill thanked them for coming.

Adjourn

Chair Thrailkill asked for a motion to adjourn at 9:39 am.

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

Voting Yea: Board Member Moore, Board Member Huguley, Board Member Logan, Board Member Puckett.