



Main Street Program / Downtown Development Authority Board Minutes

April 01, 2021, 8:45 AM

The Historic Holly Theatre

Call to Order

The meeting was called to order at 8:53 a.m.

PRESENT

Chairman Ryan Puckett
Board Member Eddie Wayne
Board Member Amy Thrailkill
Board Member Ryan Reagin

ABSENT

Vice-Chairman Tony Owens
Board Member DeEnna Walters
Board Member Donna Logan

Amendment to the Agenda

Meeting Minutes

1. Meeting Minutes - March 4, 2021, Skyler Alexander, Main Street/DDA Staff
Chairman Puckett called for a motion to approve the minutes as written.
Motion made by Board Member Thrailkill, Seconded by Board Member Wayne.
Voting Yea: Board Member Wayne, Board Member Thrailkill, Board Member Reagin

Continuing Business

2. Status of 147 N Park Redevelopment
 - City Manager Schmid explained that the property attracts very qualified developers as the property has excellent views and fits with zoning regulations.
 - Board Member Reagin asked for confirmation on the 600-space parking deck proposed at the March 15th meeting to go on this property.
 - Mr. Schmid informed the Board that 600 spaces are an inaccurate number.
3. GEMS Presentation 2021 Bill Schmid, Acting DDA Director
 - Mr. Schmid informed the Board that he has yet to hear from the Georgia Main Street Program about our GEMS Recertification status but is confident that the Main Street Program did the work, even in COVID, to earn the GEMS title for the year.
 - Chairman of the Holly Theatre Community Center Pelnar-Zaiko stated that she hoped we had used the Holly Renovations as part of our presentation as an example of local businesses' development.
 - Mr. Puckett thanked the Main Street/DDA staff for the presentation.
4. The DDA's Role in The Holly Grant Ivana Pelnar-Zaiko, Chairman of the Holly Theatre Community Center

- Ms. Pelnar-Zaiko explained all the renovations that were able to happen due to the community's support and the grant the Holly had obtained through the DDA.
- Ms. Center Pelnar-Zaiko explained that some materials are fire-resistant and should have a service life of at least 30 years.
- Mr. Schmid suggested Ms. Pelnar-Zaiko to get an estimate for renovations of public access stairs along the Holly Theatre if she wanted the DDA Board to participate financially.

New Business

5. Main Street Program / Downtown Development Financials - February 2021 Bill Schmid, Acting DDA Director
 - Mr. Schmid explained that the Main Street/DDA Board is in the green and discussed ways to use the money to improve Dahlonega.
 - Mr. Puckett stated the project options were signage for parking in the Recreation Deck, purchasing a light-up message board for festivals and such, and improving the sidewalks. He informed the Board that they are open to suggestions.
6. Discussion of Desired Strengths in an Executive Director
 - Mr. Puckett asked for recommendations for a new Executive Director.
 - Mr. Schmid informed the Main Street/DDA Board the DDA is not independent; annual operating contributions are from the city.
 - Mr. Schmid was informed at the Dahlonega City Council Retreat that the Council is looking for more Main Street strengths for Economic Development than an Executive Director for real estate. The City Council then tasked him with finding three job descriptions to ensure the Manager's primary focus is Economic Development and changing the bylaws to reflect the Main Street Program.
 - The Board agreed this was best due to there being a lack of real estate to develop.
7. City Council Retreat Bill Schmid, Acting DDA Director
 - Mr. Schmid informed the Main Street/DDA Board that he is to create a funding plan by the 19th of April for the Head House, soon to be home of the Main Street/DDA Department.
 - Mr. Schmid also discussed parking in terms of looking for parking already present but being underutilized before building a parking deck.
 - Board Member Wayne asked City Manager Schmid about the status of the repaving of Choice Street parking lot.
 - Mr. Schmid informed Board Member Wayne that there is \$35,000 in the city budget to improve that parking lot which will be going to bid in April or possibly May.
 - Board Member Thrailkill suggested analyzing the Rec Deck use of the parking deck and the need to market the parking deck better.
 - Mr. Schmid informed Ms. Thrailkill that UNG and the DDA are considering ways to make it easier to know whether parking is available in the parking deck.
 - Mr. Schmid informed the Board that Council approved the reservoir plan, making Dahlonega's reservoir the first one in Georgia to allow public swimming.

8. Forward Look at the Comprehensive Plan Process

- Mr. Schmid expressed to the Board that the locals do not shop local enough.
- The Board discussed vacant buildings and the possibility of a liquor store being a factor in economic development to get locals to stay in Dahlonega.

Main Street / DDA Monthly Report

9. Main Street Program – March 2021 Ariel Alexander, Main Street/DDA Admin Assistant

- Main Street/DDA Admin Assistant Ariel read the Main Street Monthly report.
- Chairman of the Holly Theatre Community Center Pelnar-Zaiko informed the Board that the Holly Theatre would be doing their concert series if COVID-19 regulations will allow it.

Announcements from Partner Agencies

- A. City of Dahlonega – No Additional Reporting
- B. University of North Georgia – No Report
- C. Chamber of Commerce/Tourism Office – No Report
- D. Historic Preservation Commission
 - Community Development Director Herrit informed the Board that the HPC approved a guideline that streamlines COAs to help businesses improve economic development.
- E. Planning & Zoning Commission – No Report
- F. Dahlonega Downtown Business Association – No Report

Adjourn

The Main Street/DDA Meeting was adjourned at 9:56 a.m.