



Downtown Dahlonega Special Called Meeting Minutes

October 20, 2022, 8:30 AM

McCullough Council Chambers – City Hall

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 the 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

Chair Amy Thrailkill

Vice Chair Joel Cordle

Board Member Ryan Puckett

Board Member Tony Owens

Board Member A.C. Moore

Board Member Wendi Huguley

Call to Order

Chair Thrailkill called the meeting to order at 8:30 am

She thanked everyone for coming to the Special Called meeting.

Approval of Agenda

Chair Thrailkill called for approval of the Agenda.

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

Voting Yea: Vice Chair Cordle, Board Member Owens, Board Member Moore, Board Member Huguley

Board Member Puckett arrives.

Approval of Minutes

1. Downtown Dahlonega Meeting Minutes September 1, 2022

Danna Foster, Assistant City Clerk

Chair Thrailkill called for approval of the minutes.

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

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

Promotion

a. Approval of Sponsorship Program

Skyler Alexander, Project Coordinator

Coordinator Alexander referred to the documents in the packet for the sponsorship program.

Coordinator Alexander asked for any suggestions or changes.

Discussion ensued regarding past practices, the practices of other communities, and sustaining fiscal responsibility.

Chair Thrailkill asked for a motion to approve.

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

Discussion ensued regarding recognition of sponsors.

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

b. Lumpkin Youth Leadership Day

Ariel Alexander, Downtown Manager

Manager Alexander stated they have been asked to participate in Lumpkin Youth Leadership Program when they have their Downtown Dahlonega Day. They have set up a day of taking the students downtown, showing them employment opportunities, volunteer opportunities, and how to be involved. This is to encourage them to stay after graduation. Using the four pillars of the Main Street approach, they will learn why historic preservation is important and why promoting downtown is important. They will visit some businesses to see how they work. The scheduled date is November 15th.

c. State of Economic Development Luncheon

Ariel Alexander, Downtown Manager

Manager Alexander announced they would be presenting at the luncheon on November 17th. They will review the numbers and events that have happened throughout the year. In the packet are nomination forms. Amy, Joel, and AC will go over the nomination packets. She added it would be important that when the businesses are honored, the board is there to support them, and she is getting tickets for all board members to come. She will send out the full invitation.

Design

a. Parking Management Signage

Skyler Alexander, Project Coordinator

Coordinator Alexander referred to the packet for the information she was presented.

She announced she was getting 5 of the signs to be placed in the street. They discussed options for placement. Board Member Huguley suggested placement by the arches where there is another entrance.

Chair Thrailkill called for a motion to approve the parking directional signs.

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

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

Economic Vitality

- a. Façade Grant Application: 40 Public Square S.

Ariel Alexander, Downtown Manager

Manager Alexander showed pictures of project areas, indicating it was for the side wall of Kilwins. The owner is requesting to clean up the wall as it needs some maintenance work. The information is in the packet.

Vice Chair Cordle made a motion to approve the request pending the final items.
Seconded by Board Member Moore.

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

Discussion on the next steps ensued as well as thanks from the board to the owner for taking care of the building. Ms. Maggie Krowicki noted that once it was cleaned up, they were interested in putting a mural there.

Manager Alexander announced she just got word that we received the GA mural trail grant for Gateway Antiques. The first mural will happen soon. GA Mural trail will provide the artist who will work with Art organizations and college art students.

Organization

- a. Intergovernmental Agreement between the City of Dahlonaga and the Downtown Development Authority

Mary Csukas, DDA Director

Director Csukas stated this was similar to last year and would be brought to Council at the November 7th meeting for final approval.

Chair Thrailkill called for a motion to approve.

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

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

The Board and Directors discussed the use of the hotel/motel tax in prior years and discussed new uses such as greenspaces.

- b. Financials

Director Csukas indicated the payment had not yet been made for the benches that are on backorder. She also advised that during our next retreat, we can request more funding. Then we can enhance what we are doing.

- c. Partner Walk Results and Action Items Discussion

Ariel Alexander, Downtown Manager

Manager Alexander stated that the work plan has been about 50% completed. She suggested another retreat and develop plans for more intricate things.

She developed a list of the comments from the Partner Walk, and we found parking signs, maintenance, and cleaning. She asked for input on items that should be addressed at their retreat. The board discussed such items as crosswalks, lighting, and speeding.

Manager Alexander also added concerns about adding a nightlife scene. Informing the property owners of our incentive programs. They also discussed accessibility issues on the sidewalks.

Additional discussion ensued regarding sidewalks, lighting, parking, DOT roads, and their responsibility. They discussed assisting Public Works with some of the areas of concern. The Board also discussed the demographics of our visitors, ways businesses could support visitors staying longer, and the availability of hotel rooms and conference rooms. They also added that they should invite partners during the retreat and discussed possible partnerships with the transitions of leadership at UNG and the City of Dahlonega. They discussed possible dates and locations for the retreat.

Partner Agencies

1. City of Dahlonega
The Board asked for a Head House tour as well as the completion of the Visitors Center Bathrooms.
2. University of North Georgia
3. Chamber of Commerce/Tourism
4. Historic Preservation Commission
5. Planning & Zoning Commission
6. Downtown Dahlonega Business Association

Adjourn

Chair Thrailkill called for a motion to adjourn at 9:36 pm

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

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