



Dahlonega Downtown Development Authority/Main Street Program Meeting Minutes

September 07, 2023, 8:30 AM

47 S. Park Street- The 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 Awtrey Moore

Board Member Donna Logan

Call to Order

Vice Chair Huguley called the meeting to order at 8:31 a.m.

Approval of Agenda

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

Voting Yea: Board Member Rowe, Board Member Logan, Board Member Rowe.

Approval of Minutes

1. Dahlonega Downtown Development Authority/Main Street Program Meeting Minutes, August 3, 2023

A quorum was not present at the August 3, 2023, meeting, so the board only reviewed the minutes.

2. Dahlonega Downtown Development Authority Special Called Meeting Minutes, August 4, 2023

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

Voting Yea: Board Member Rowe, Board Member Moore, Board Member Logan.

Promotion

- a. Promotion Work Plan Items Update
Ariel Alexander, DDA Director

Director Alexander shared updates on the First Friday Concert Series, Appalachian Jam, and the Dahlonega Farmers Market. Halloween is also quickly approaching. The Dahlonega Dollars program is live and operational and there are 15 businesses participating so far.

Design

- a. Design Work Plan Items Update
Ariel Alexander, DDA Director

Director Alexander reported that the mural project with the University of North Georgia is progressing on track, as well as the Bears on the Square walking trail.

Organization

- a. Design Work Plan Items Update
Ariel Alexander, DDA Director

Director Alexander reported that all the organization work plan items are progressing on schedule. The program's social media presence continues to grow and attract more followers.

- b. Financials

Vice Chair Huguley asked for clarification on the fund balance for the downtown development authority. Director Alexander reported that the City has slowly been decreasing contributions to the DDA from the general fund, and the fund balance left from previous program years is being drawn from to start and maintain many of the work plan items. Vice Chair Huguley asked for a motion to approve the financial report.

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

Voting Yea: Board Member Rowe, Board Member Moore, Board Member Logan.

Partner Agencies

1. City of Dahlonega

Director Alexander reported that the East Main Street project is progressing on schedule and that there should be no negative impact to the businesses and the Gold Rush festival.

2. University of North Georgia

No report.

3. Chamber of Commerce
4. No report.
5. Tourism/CVB

C.C. Felty reported that the Tourism staff is working on new promotional campaigns and filming of some commercials that will be released next quarter.

5. Development Authority of Lumpkin County

Kerri Carson shared an update on the current development permits open in the county and announced that Publix will hold its groundbreaking next week.

6. Historic Preservation Commission

No report.

7. Planning & Zoning Commission

No report.

8. Downtown Dahlonega Business Association

No report.

Economic Vitality

- a. Economic Vitality Work Plan Items Update
Ariel Alexander, DDA Director

Director Alexander reported that all work plan items for economic vitality are progressing well. She is working on the “Job Opportunities” page of the DDA website and is continuing to attend plan review meetings and meet prospective business owners and developers.

b. Executive Session: Real Estate

Vice Chair Huguley 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 9:15 a.m.

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

Voting Yea: Board Member Moore, Board Member Rowe, Board Member Logan.

Vice Chair Huguley resumed the regular DDA meeting at 10:15 a.m.

Vice Chair Huguley announced that no action was taken in the executive session.

Adjourn

Vice Chair Huguley called for a motion to adjourn the meeting at 10:16 a.m.

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

Voting Yea: Board Member Rowe, Board Member Logan, Board Member Moore.