



# CITY OF DAHLONEGA

## Downtown Development Authority Minutes

March 06, 2025, 8:30 AM

McCullough Council Chambers- 465 Riley Rd

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In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision – Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

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### **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.

### **Call to Order**

Board Chair Moore called the meeting to order at 8:33 a.m.

### **Approval of Agenda**

Motion was made by Board Member Dunlap and seconded by Board Chair Rowe.

VOTING YEA: Board Member Dunlap, Board Member Rowe, Board Member Payne, Board Member Jones.

### **Organization**

- a. Appointment of Vice Chair and Treasurer  
Awtrey Moore, Chair

Board Member Rowe motioned to elect Zach Payne as the 2025 Chair and Allison Martin, City Manager, and Treasurer. Seconded by Board Member Jones.

Voting Yea: Board Member Rowe, Board Member Jones, Vice Chair Payne, Board Member Dunlap.

- b. Financials  
Ariel Alexander, DDA Director

Board Member Rowe motioned to approve the financial report as presented. Seconded by Board Member Dunlap.

Voting Yea: Board Member Rowe, Board Member Dunlap, Vice Chair Payne, Board Member Jones.

- c. Approval of Final Work Plan

Ariel Alexander, DDA Director

Board Member Rowe motioned to approve the final work plan as presented. Seconded by Vice Chair Payne.

Voting Yea: Board Member Rowe, Vice Chair Payne, Board Member Dunlap, Board Member Jones

### **Promotion**

- a. Promotions Programs Update

Skyler Alexander, Main Street Manager

Manager Alexander provided an update on the scheduling of the 2025 Main Street programs, including Appalachian Jam and the Farmers Market. She explained that the staff would be hosting an informational meeting for vendors interested in the market on March 20<sup>th</sup>. She also reported that Director Alexander would be presenting a suspension of the open container ordinance for the First Friday Concert Series to the City Council for review.

### **Economic Vitality**

- a. Economic Development Partnership Report

Ariel Alexander, DDA Director

In Director Alexander's absence, Manager Alexander reported that this presentation would be emailed to the board. The board also requested that the conceptual plan for 147 N. Park Street be emailed for review.

Vice Chair Payne requested that the board perform a walkthrough of downtown to focus on certain projects. The board agreed to hold this walkthrough at the March 20<sup>th</sup> Work Session. The board agreed to hold another walkthrough in May with all the community partners.

### **Partner Agencies**

1. City of Dahlonega

City Manager Martin stated that the Council would hold its annual planning meeting on March 14<sup>th</sup> and 15<sup>th</sup>. She also announced that she would place the request for the deed to 147 N. Park Street on the City Council agenda for March 17<sup>th</sup>. An education campaign regarding the city light ordinance was discussed as well.

2. University of North Georgia

No updates.

3. Chamber of Commerce/Development Authority of Lumpkin County

Director Robb Nichols suggested having Andrew Carnes from Georgia Power attend a board meeting to give a full presentation on Tax Allocation Districts.

4. Tourism/CVB

No updates.

5. Downtown Dahlonega Business Association

No updates - Manager Alexander stated that she would be holding an after-action meeting with some of the members regarding the Chocolate Crawl.

### **Adjourn**

Board Chair Moore called for a motion to adjourn at 10:01 a.m.

Motion made by Board Member Dunlap, Seconded by Board Member Jones.

Voting Yea: Board Member Dunlap, Board Member Jones, Vice Chair Payne, Board Member Rowe.

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Guideline Principles - The City of Dahlonaga will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlonaga commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!

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