



CITY OF DAHLONEGA

Dahlonega Downtown Development Authority / Main Street Program Work Session Agenda

February 20, 2025, 8:30 AM

McCullough Council Chambers – City Hall

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.

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:

Board Chair Awtrey Moore

Board Member Melanie Dunlap

Board Member Deb Rowe

Board Member Zach Payne

Call to Order

Chair Moore called the meeting to order at 8:40 a.m.

Approval of Agenda

Motion to approve made by Board Member Dunlap, Seconded by Board Member Rowe.

Voting Yea: Board Member Dunlap, Board Member Rowe, Chair Moore, Board Member Payne

Organization

- a. Review of 2025 Draft Work Plan

Ariel Alexander, DDA Director

The board and Director Alexander discussed the proposed work plan and edited the document presented by Civic Enhancement Strategies. Director Alexander noted the changes and will present the final draft at the March 6th Board Meeting.

Partner Agencies

1. City of Dahlonega

City Manager Martin shared an update on the ongoing parking study and avenues for the downtown development authority to provide opportunities for open containers at their First Friday Concert Series.

2. University of North Georgia

No update was provided.

3. Chamber of Commerce/DALC

Director Nichols presented the process for creating a tax allocation district in the city, and the DDA confirmed the joint task force members to work with the Development Authority of Lumpkin County to pursue this effort.

4. Tourism/CVB

Director McDuffie shared that his staff is working to promote the DDA/Main Street Chocolate Crawl. He also reported on upcoming TV show filming and marketing initiatives.

5. Downtown Dahlonega Business Association

No update was provided.

Adjourn

Chair Moore called for a motion to adjourn at 10:18 a.m.

Motion made by Board Member Dunlap, Seconded by Board Member Payne

Voting Yea: Board Member Dunlap, Board Member Payne, Chair Moore, Board Member Rowe

Guideline Principles - The City of Dahlonega 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, Dahlonega commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!
