



## Downtown Dahlonega Minutes

February 3, 2023, 8:30 AM

McCullough Council Chambers – City Hall

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### **Vision Statement**

Downtown Dahlonega will retain its role as the region's heart and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the community's civic, cultural, and economic vitality.

### **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

Board Member Ryan Puckett

Board Member Tony Owens

Board Member Wendi Huguley

Board Member Donna Logan

### **Call to Order**

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

### **Approval of Agenda**

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

Voting Yea: Board Member Huguley, Board Member Logan

### **Approval of Minutes**

1. Downtown Dahlonega Meeting Minutes

Chair Thrailkill called for a motion to approve the minutes.

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

Voting Yea: Board Member Puckett, Board Member Logan

### **Promotion**

- a. Love Letters to Downtown – January 2023

Skyler Alexander, Main Street Manager

Manager Alexander reviewed the promotional program that she implemented downtown to incentivize local interaction with businesses. She will collect letters from customers and share them on social media and with the business owners to celebrate Valentine's Day.

Councilmember Ron Larson was in attendance and took this time to congratulate Skyler Alexander and Ariel Alexander on their recent promotions.

## **Design**

- a. Bench Update

Ariel Alexander, Downtown Development Director

Director Alexander provided an update on the bench and trash can order that the board placed in 2021, stating that they should be delivered in May.

## **Economic Vitality**

- a. Head House RFP: Scope of Work Discussion

Allison Martin, City Manager

City Manager Martin explained the scope of work that was provided to the board before the meeting, outlining the expectations that the DDA have for a rental management company, and asked if anyone had any questions about the document. Board member Owens asked how the scoring system was created. City Manager Martin explained that the criteria were determined from previous discussions from the board about what they desire to see in the space. The items deemed most important were assigned the highest value. The board will then select a candidate based on their fitness. Board Member Huguley asked if the board should consider a tenant that would perform significant alterations to the building, such as a restaurant. The board discussed and determined that significant alterations would not be favored highly. Council member Larson stated that council has full faith in the DDA to select the best candidate and maintain the space well. Staff requested a motion to approve the scope of work so that the city can advertise the request for proposal.

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

Voting Yea: Board Member Huguley, Board Member Logan

### **Organization**

- a. Financials

Allison Martin, City Manager

City Manager Martin reported the financials for the authority are in line with budget projections.

## **Partner Agencies**

1. City of Dahlonega-
2. University of North Georgia
3. Chamber of Commerce/Tourism
4. Historic Preservation Commission
5. Planning & Zoning Commission
6. Downtown Dahlonega Business Association

Chair Thrailkill made a motion to adjourn at 9:45 am.

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

Voting Yea: Board Member Puckett, Board Member Logan