



Downtown Dahlonega Minutes

September 01, 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 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 Tony Owens

Board Member A.C. Moore

Board Member Ryan Puckett

Board Member Donna Logan

ABSENT

Board Member Wendi Huguley

Call to Order

Chairman Thrailkill called the meeting to order at 8:31 am

Also present at the meeting was Councilmember Ross Shirley and Tourism Director Sam McDuffie

Approval of Agenda

Chairperson Thrailkill asked for approval of the agenda.

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

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

Approval of Minutes

1. Downtown Dahlonega Meeting Minutes, August 4, 2022

Danna Foster, Assistant City Clerk

Chairperson Thrailkill asked for a motion to approve the minutes.

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

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

Design

- a. Tourism Product Development Projects

Ariel Alexander, Downtown Manager

Director Csukas presented this item. She showed a larger version of the document in the packet on the screen.

Board Member Cordle asked when the deadline for application was for the specific . Director Csukas explained she would get that answer, though this was intended to provide some ideas for projects that the DDA could consider.

Board Member Puckett arrived at 8:32

Director Csukas also discussed the DDA's existing surplus funds from the Hotel/Motel Tax, which could be used to fund the aforementioned projects as well. Board Member Owens asked about using funds for the grant programs such as sprinklers/wiring. Board Member Puckett asked about partnering with the County to use the funds for Tourism. The discussion continued, and the consensus was to work with Tourism for development with the funds.

Tourism Director McDuffie indicated Tourism plans to remove the rack cards at the front of the Visitors Center and inquired about having a mural there.

Economic Vitality

- a. 147 N. Park St. Committee Report

Amy Thrailkill, DDA Chair

Chairman Thrailkill stated they formed a subcommittee with two Councilmembers and have met twice. The subcommittee indicated that to move forward; they would like to know what Council wants to see and what has been brought forward previously to then move forward with potential developers. Councilmembers Gaddis and Ariemma will report back to Council to determine what things they would consider and approve.

Board Member Logan asked about Head House, and Director Csukas gave an update.

Director Csukas also noted that the benches for the green spaces had been put on backorder until May of 2023

Promotion

- a. Promotion Projects Report - August 2022

Skyler Alexander, Project Coordinator

Coordinator Alexander introduced the walking tour brochure, discussed the development of the Sponsorship application with tiered levels, and the development of stickers for the Selfie Spot trail.

Director Csukas explained that the Sponsorships would allow the authority to host more programs.

Organization

- a. Financials

Allison Martin, Finance Director

Chairman Thrailkill indicated they had touched on financials through the various discussions.

Partner Agencies

1. City of Dahlenega

Chairman Thrailkill asked Councilmember Shirley, who was present in the audience, if he had anything to share about the City of Dahlonega. Councilmember Shirley stated especially during the First Friday Concerts, people are asking about the open container policies in the City. He expressed a desire to look at the competition from other cities and ensure we had an economically vibrant community downtown.

2. University of North Georgia- no representation
3. Chamber of Commerce/Tourism

Director McDuffie reminded participants that they were in process of doing the separation between the Chamber of Commerce and Tourism. They will be known as the Dahlonega Lumpkin County Visitors Bureau beginning 1/1/23. He discussed the GEO tracking, which was already in place, and discussed the numbers of visitors since the beginning of tracking and their average spending. The board and participants discussed the tourism numbers.

4. Historic Preservation Commission- no representation
5. Planning & Zoning Commission
6. Downtown Dahlonega Business Association- no representation

Chairman Thrailkill welcomed an audience member and asked if they had anything to share.

Jim Gribben stated he was interested and lived downtown. He asked about the roles of the different committees. He had an interest in open container. He is interested in helping businesses be successful.

Adjourn

Chairman Thrailkill called for adjournment at 9:41 am.

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

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