



Main Street Program / Downtown Development Authority Board Agenda

February 03, 2022 8:30 AM

McCullough Council Chambers – City Hall

Call to Order

Approval of Agenda

Approval of Minutes

1. Main St/Downtown Development Authority Meeting Minutes, January 6, 2022
Danna Foster, Assistant City Clerk

Design

- a. Design Projects Report – February 2022
Mary Csukas, DDA Director
- b. Arbor Day Proclamation
Skyler Alexander, Downtown Coordinator

Economic Vitality

- a. Economic Vitality Projects Report – February 2022
Mary Csukas, DDA Director
- b. Community Activity Reports
Ariel Alexander, Interim Main Street Manager

Organization

- a. Organization Projects Report
Ariel Alexander, Interim Main Street Manager
- b. Financials
Mary Csukas, DDA Director

Promotion

- a. Promotion Projects Report – February 2022
Skyler Alexander, Downtown Coordinator

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

Adjourn



Main Street Program / Downtown Development Authority Board Minutes

January 06, 2022, 8:30 AM

McCullough Council Chambers – City Hall

PRESENT

Chairman Ryan Puckett
Board Member Amy Thraikill
Board Member A.C. Moore
Board Member Wendi Huguley
Board Member Joel Cordle
Board Member Donna Logan

ABSENT

Vice-Chairman Tony Owens

Call to Order

Chairman Puckett called the meeting to order at 8:38 am.

Approval of Agenda

Chairman Puckett called for a motion to accept the agenda.

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

Voting Yea: Board Member Thraikill, Board Member Huguley, Board Member Cordle, Board Member Logan.

Approval of Minutes

1. Main St/Downtown Development Authority Meeting Minutes, December 2, 2021
Danna Foster, Assistant City Clerk

Chairman Puckett called for a motion to accept the agenda.

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

Voting Yea: Board Member Thraikill, Board Member Huguley, Board Member Cordle, Board Member Logan.

Organization

- a. Administrative: Appointment and Reappointment of Executive Officers
Mary Csukas, DDA Director

Chairman Puckett and the board discussed the opportunity for Chairman and Vice-Chairman positions. Chairman Puckett offered nominations for Vice-Chairman to Joel Cordle and Chairman to Amy Thraikill.

Board Member AC Moore arrived at the meeting.

Chairman Puckett requested a motion for Amy Thraikill as the Board Chairman. Motion made by Board Member Moore, Seconded by Board Member Logan. Voting Yea: Board Member Thraikill, Board Member Huguley, Board Member Cordle, Board Member Moore, Board Member Logan.

Chairman Puckett requested a motion for Joel Cordle as the Board Vice Chairman. Motion made by Board Member Thraikill, Seconded by Board Member Moore. Voting Yea: Board

Member Thrailkill, Board Member Huguley, Board Member Cordle, Board Member Moore, Board Member Logan.

b. Main Street – December 2021

Ariel Alexander, Main Street/DDA Interim Main Street Manager

Events are quiet due to the time of year and virus. Hired one PT Event Coordinator from within the City. Retreat on January 11, 2022, at Lumpkin County Parks and Recreation.

c. Financials - November 2021, Allison Martin, Finance Director

Further direction discussion at the Retreat for use of funding.

Discussion of outreach for fireworks.

Board Member Huguley left the meeting.

Promotion

a. Advertising and Marketing, Skyler Alexander, Downtown Coordinator

Presented by Ariel Alexander – there is a reorganization of the Agenda and changes will streamline after the retreat.

b. Main Street Programs

Director Csukas clarified the difference between City Events, Main Street Programs, and Partners Events.

c. Partner Events

Design

a. Restoration and Repair Projects- Decisions to be made at the retreat.

b. Main Street Wayfinding Sign Report – January 2022, Ariel Alexander, Main Street/DDA Interim Main Street Manager

Worked on renewals which are still in process.

Economic Vitality

a. Community Activity Reports, Ariel Alexander, Main Street/DDA Interim Main Street Manager

Community Activity Report sent to DDA, reporting open/closed businesses and vital statistics.

Partner Agencies

1. City of Dahlonega- Progress made on the Head House and are on a 6-month work schedule to completion. Starting work to move forward on leasing. Council retreat is in March. There was a changeover in Administration.

2. University of North Georgia – no additional comments

3. Chamber of Commerce/Tourism – Sam McDuffie reported a higher number of visitors for Christmas time. Total annual visitors were about the same as last year. Chocolate Crawl starts March 2nd. Working on a position to focus on bringing in the film industry. Meeting with City and County to work on the restrooms at the Visitor Center.

4. Historic Preservation Commission – no presence

5. Planning & Zoning Commission - no presence

6. Downtown Dahlonega Business Association – no presence.

Adjourn

Chairman Thrailkill asked for a motion to adjourn at 9:35 am.

Motion made by Board Member Puckett, Seconded by Board Member Moore. Voting Yea:
Board Member Puckett, Board Member Cordle, Board Member Moore, Board Member Logan.



Design Projects Report

Report Title: Design Projects Report – February 2022

Name and Title: Mary Csukas, DDA Director

- Look into purchasing additional benches for E. Main, N. Grove, Head House. Consult with Mark and Troy.
- Work with Mark and Troy to add greenery down E. Main, S. Chestatee, N. Grove.
- Develop or sell the 147 N. Park Street property.
- Work with partners to connect with successful restoration contractors to make available to property owners who might be interested in repairs.



*** OFFICIAL PROCLAMATION ***

WHEREAS in 1872, the Nebraska Board of Agriculture established a special day to be set aside for the planting of trees, *and*

WHEREAS this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, *and*

WHEREAS Arbor Day is now observed throughout the nation and the world, *and*

WHEREAS trees can be a solution to combating climate change by reducing the erosion of our precious topsoil by wind and water, cutting heating and cooling costs, moderating the temperature, cleaning the air, producing life-giving oxygen, and providing habitat for wildlife, *and*

WHEREAS trees are a renewable resource giving us paper, wood for our homes, fuel for our fires, and countless other wood products, *and*

WHEREAS trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, *and*

WHEREAS trees — wherever they are planted — are a source of joy and spiritual renewal.

NOW, THEREFORE, I, JoAnne Taylor, Mayor of the City of Dahlonega, do hereby proclaim February 24, 2022 as **ARBOR DAY**

In the City of Dahlonega, and I urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, *and*

FURTHER, I urge all citizens to plant trees to gladden the heart and promote the well-being of this and future generations.

DATED THIS _____ day of _____, _____

Mayor _____



Economic Vitality Projects Report

Report Title: Economic Vitality Projects Report – February 2022

Name and Title: Mary Csukas, DDA Director

- 147 N. Park Street Development Updates
- New Property Development Updates



Organization Projects Report

Report Title: Organization Projects Report – February 2022

Name and Title: Ariel Alexander, Interim Main Street Manager

- Request a GA Power retail leakage report and identify lacking businesses.
- Get essential information on vacant properties to create up-to-date property inventory.
- Develop visitor-based parking education program and signage.
- Assist and follow up with UNG downtown archives projects.
- Research and develop a parking shuttle for ease of access to downtown by way of using university parking deck, city lots.

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA
 PERIOD ENDING 12/31/2021
 % Fiscal Year Completed: 25.21

ACCOUNT DESCRIPTION	2021-22 ORIGINAL BUDGET	2021-22 AMENDED BUDGET	YTD BALANCE 12/31/2021 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
CHARGES FOR SERVICES	0.00	0.00	351.97	100.00
INVESTMENT INCOME	0.00	0.00	68.32	100.00
CONTRIBUTIONS AND DONATIONS	0.00	0.00	80.00	100.00
MISCELLANEOUS REVENUE	0.00	0.00	205.00	100.00
OTHER FINANCING SOURCES	322,998.00	322,998.00	80,749.50	25.00
TOTAL REVENUES	322,998.00	322,998.00	81,454.79	25.22
PERSONAL SERVICES AND EMPLOYEE BENEFITS	228,669.00	228,669.00	38,119.21	16.67
PURCHASED/CONTRACTED SERVICES	79,629.00	86,216.48	4,969.49	5.76
SUPPLIES	14,700.00	14,700.00	3,544.38	24.11
TOTAL EXPENDITURES	322,998.00	329,585.48	46,633.08	14.15
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES	322,998.00	322,998.00	81,454.79	25.22
TOTAL EXPENDITURES	322,998.00	329,585.48	46,633.08	14.15
NET OF REVENUES & EXPENDITURES	0.00	(6,587.48)	34,821.71	528.60

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 12/31/2021
 % Fiscal Year Completed: 25.21

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 12/31/2020 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 12/31/21 INCR (DECR)	YTD BALANCE 12/31/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 0000 - NON DEPARTMENTAL							
CHARGES FOR SERVICES							
230.0000.34.5410	PARKING CHARGES	0.00	0.00	66.11	351.97	(351.97)	100.00
230.0000.34.6990	OTHER FEES	144.00	0.00	0.00	0.00	0.00	0.00
	CHARGES FOR SERVICES	144.00	0.00	66.11	351.97	(351.97)	100.00
INVESTMENT INCOME							
230.0000.36.1000	INTEREST REVENUES	109.82	0.00	0.00	68.32	(68.32)	100.00
	INVESTMENT INCOME	109.82	0.00	0.00	68.32	(68.32)	100.00
CONTRIBUTIONS AND DONATIONS							
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURCES	0.00	0.00	0.00	80.00	(80.00)	100.00
	CONTRIBUTIONS AND DONATIONS	0.00	0.00	0.00	80.00	(80.00)	100.00
MISCELLANEOUS REVENUE							
230.0000.38.9000	MISCELLANEOUS REVENUES	0.00	0.00	30.00	205.00	(205.00)	100.00
	MISCELLANEOUS REVENUE	0.00	0.00	30.00	205.00	(205.00)	100.00
TRANSFERS IN FROM OTHER FUNDS							
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	63,764.25	275,382.00	22,948.50	68,845.50	206,536.50	25.00
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	7,344.24	47,616.00	3,968.00	11,904.00	35,712.00	25.00
	TRANSFERS IN FROM OTHER FUNDS	71,108.49	322,998.00	26,916.50	80,749.50	242,248.50	25.00
	Total Dept 0000 - NON DEPARTMENTAL	71,362.31	322,998.00	27,012.61	81,454.79	241,543.21	25.22
	TOTAL REVENUES	71,362.31	322,998.00	27,012.61	81,454.79	241,543.21	25.22
Expenditures							
Dept 7510 - DDA ADMINISTRATION							
DDA ADMINISTRATION							
230.7510.51.1100	SALARIES AND WAGES	9,664.60	71,050.00	853.86	5,589.92	65,460.08	7.87
230.7510.51.1300	OVERTIME	192.00	0.00	0.00	0.00	0.00	0.00
230.7510.51.2100	GROUP INSURANCE	27.89	26,771.00	141.51	801.40	25,969.60	2.99
230.7510.51.2200	FICA CONTRIBUTIONS	751.12	5,435.00	63.34	417.54	5,017.46	7.68
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	4,453.90	18,690.00	1,430.09	4,290.27	14,399.73	22.95
230.7510.51.2700	WORKERS COMPENSATION	2,974.31	3,203.00	0.00	2,930.34	272.66	91.49
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVICES	970.00	3,225.00	606.03	621.03	9,191.45	6.33
230.7510.52.2000	PURCHASED PROPERTY SERVICES	120.00	480.00	40.00	120.00	360.00	25.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	575.00	1,500.00	339.00	339.00	1,161.00	22.60
230.7510.52.2300	RENTALS	0.00	1,240.00	0.00	0.00	1,240.00	0.00
230.7510.52.3100	INSURANCE	0.00	4,594.00	0.00	0.00	4,594.00	0.00
230.7510.52.3200	COMMUNICATIONS	34.16	1,440.00	143.80	491.86	948.14	34.16
230.7510.52.3210	POSTAGE	0.00	100.00	0.00	0.00	100.00	0.00
230.7510.52.3300	ADVERTISING	0.00	300.00	0.00	0.00	300.00	0.00
230.7510.52.3400	PRINTING	0.00	500.00	0.00	0.00	500.00	0.00
230.7510.52.3500	TRAVEL	0.00	0.00	0.00	53.72	(53.72)	100.00
230.7510.52.3600	DUES AND FEES	658.00	2,660.00	95.00	294.99	2,365.00	
230.7510.52.3700	EDUCATION AND TRAINING	0.00	1,500.00	0.00	775.00	725.00	
230.7510.53.1100	GENERAL SUPPLIES AND MATERIALS	126.49	1,500.00	30.00	1,184.17	315.83	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 12/31/2021
 % Fiscal Year Completed: 25.21

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 12/31/2020 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 12/31/21 INCR (DECR)	YTD BALANCE 12/31/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
230.7510.53.1210	WATER/SEWER	120.60	1,400.00	75.15	225.45	1,174.55	16.10
230.7510.53.1230	ELECTRICITY	1,344.91	4,400.00	1,017.91	1,925.77	2,474.23	43.77
230.7510.53.1600	SMALL EQUIPMENT	0.00	1,000.00	0.00	0.00	1,000.00	0.00
DDA ADMINISTRATION		22,012.98	150,988.00	4,835.69	20,060.46	137,515.02	12.73
Total Dept 7510 - DDA ADMINISTRATION		22,012.98	150,988.00	4,835.69	20,060.46	137,515.02	12.73
Dept 7540 - TOURISM							
TOURISM							
230.7540.51.1100	SALARIES AND WAGES	0.00	31,911.00	3,129.19	8,792.25	23,118.75	27.55
230.7540.51.2100	GROUP INSURANCE	0.00	10,200.00	216.75	831.99	9,368.01	8.16
230.7540.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	237.08	663.39	2,160.61	23.49
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	1,056.21	13,650.00	1,044.45	3,133.35	10,516.65	22.95
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVICES	268.00	36,500.00	0.00	536.00	35,964.00	1.47
230.7540.52.2300	RENTALS	0.00	5,100.00	0.00	0.00	5,100.00	0.00
230.7540.52.3400	PRINTING	0.00	500.00	0.00	30.00	470.00	6.00
230.7540.52.3500	TRAVEL	0.00	0.00	0.00	44.89	(44.89)	100.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIALS	215.26	4,800.00	0.00	208.99	4,591.01	4.35
TOURISM		1,539.47	105,485.00	4,627.47	14,240.86	91,244.14	13.50
Total Dept 7540 - TOURISM		1,539.47	105,485.00	4,627.47	14,240.86	91,244.14	13.50
Dept 7550 - DOWNTOWN DEVELOPMENT							
DOWNTOWN DEVELOPMENT							
230.7550.51.1100	SALARIES AND WAGES	0.00	31,911.00	3,128.91	8,791.52	23,119.48	27.55
230.7550.51.2100	GROUP INSURANCE	0.00	10,200.00	603.51	1,218.66	8,981.34	11.95
230.7550.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	232.39	658.58	2,165.42	23.32
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVICES	31.49	15,000.00	0.00	1,000.00	14,000.00	6.67
230.7550.52.3300	ADVERTISING	0.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.52.3400	PRINTING	0.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3600	DUES AND FEES	165.00	1,490.00	513.00	663.00	827.00	44.50
230.7550.53.1100	GENERAL SUPPLIES AND MATERIALS	0.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.53.1270	MOTOR FUEL	40.00	600.00	0.00	0.00	600.00	0.00
230.7550.53.1780	BEAUTIFICATION SUPPLIES	40.99	0.00	0.00	0.00	0.00	0.00
DOWNTOWN DEVELOPMENT		277.48	66,525.00	4,477.81	12,331.76	54,193.24	18.54
Total Dept 7550 - DOWNTOWN DEVELOPMENT		277.48	66,525.00	4,477.81	12,331.76	54,193.24	18.54
TOTAL EXPENDITURES		23,829.93	322,998.00	13,940.97	46,633.08	282,952.40	14.15
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		71,362.31	322,998.00	27,012.61	81,454.79	241,543.21	25.22
TOTAL EXPENDITURES		23,829.93	322,998.00	13,940.97	46,633.08	282,952.40	
NET OF REVENUES & EXPENDITURES		47,532.38	0.00	13,071.64	34,821.71	(41,409.19)	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 12/31/2021
% Fiscal Year Completed: 25.21

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 12/31/2020 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 12/31/21 INCR (DECR)	YTD BALANCE 12/31/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
-----------	-------------	--	-------------------------------	---	--	---------------------------------------	----------------



Promotion Projects Report

Report Title: Promotion Projects Report – February 2022

Name and Title: Skyler Alexander, Downtown Coordinator

- Revive and update the walking tour materials for the “Dahlonega Stories” plaques and Historic District.
- Work with business owners and Tourism/Chamber to develop community programs that showcase businesses.
- Target local residents and UNG students/faculty to market downtown businesses and their services/events.
- Connect with Historical Society to find historical pictures of downtown for “Throwback Thursday” social media campaign.