



# Main Street Program / Downtown Development Authority Board Agenda

November 04, 2021 8:45 AM

McCullough Council Chambers – City Hall

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## **Call to Order Approval of Agenda**

### **Approval of Minutes**

- [1.](#) MainStreet/DDA Meeting Minutes October 7, 2021

### **Financial Reports**

- [2.](#) September Main St/DDA Financials  
Mary Csukas, Main St/DDA Director

### **Continuing Business**

- [3.](#) DDA/Main Street By-Laws  
Joel Cordle, Main Street/DDA Board Member

### **New Business**

4. Strategic Planning & Annual Work Plan  
Ariel Alexander, Interim Main Street Manager
5. Christmas Shop Small in Dahlonega  
Skyler Alexander, Downtown Coordinator
6. Dahlonega Christmas 2021  
Ariel Alexander, Interim Main Street Manager

### **Main Street / DDA Monthly Report**

- [7.](#) Main Street – September 2021  
Ariel Alexander, Interim Main Street Manager

### **Announcements from Partner Agencies**

- A. City of Dahlonega
- B. University of North Georgia
- C. Chamber of Commerce/Tourism Office
- D. Historic Preservation Commission
- E. Planning & Zoning Commission
- F. Dahlonega Downtown Business Association

### **Adjourn**



# Main Street Program / Downtown Development Authority Board Minutes

October 07, 2021 8:45 AM

Dahlonega Square Hotel Meeting Room - 135 N Chestatee Street  
Dahlonega, GA, 30533

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## PRESENT

Chairman Ryan Puckett  
Vice Chairman Tony Owens  
Board Member Amy Thrailkill  
Board Member Joel Cordle  
Board Member Wendi Huguley  
Board Member AC Moore

## Call to Order

Chairman Puckett called the meeting to order at 8:52 am

Ryan also congratulated Ms. Mary Csukas on her new position as MainStreet/DDA Director and introduced the newest Board Member Ms. Wendi Huguley.

## Amendment to the Agenda – no changes

## Meeting Minutes

1. Main Street/DDA Board September Meeting Minutes, Skyler Alexander, Downtown Coordinator

Chairman Puckett called for a motion to accept the meeting minutes as written.

Motion made by Board Member Thrailkill, Seconded by Board Member Moore

Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Cordle, Board Member Moore, Board Member Huguley.

## Continuing Business

2. 147 Park Street Discussion, Bill Schmid, DDA Director

City Manager Schmid introduced new Main St/DDA Director Mary Csukas and congratulated her on the position.

City Manager Schmid indicated the City Council met and received the letter sent by the MainStreet/DDA Board. The letter was well received.

Board Member Cordle indicated there was no direction to move forward quickly. Council received the letter, and they agree. Whatever takes place with future proposals will be important so the proposer will understand what parameters to work with. The letter indicated a good combination of mixed use, green space, low profile.

Director Csukas indicated there is opportunity at 147 S Park Street and the Mayor and Council are looking for direction from our Board at this property. Our Annual Assessment plan is being created with the inclusion of the Strategic Work Plan being spearheaded by Board member Cordle, Interim Main St Manager Ariel Alexander and Downtown Coordinator Skyler Alexander. This property will be part of the final Assessment Plan.

Chairman Puckett stated he was glad to hear letter was well received by Council and asked those present, if you know of people who are looking for places to do the scope identified in the letter, please send us their information. Our short-term vision is to keep the property fluid and he is inclined to use it for parking as it was recently restriped for parking.

City Manager Schmid, Director Csukas and the Board discussed the changes in the job positions and upper movement of the MainStreet/DDA City employees. Director Csukas is looking forward to having the Interim Manager and Events Coordinator grow in their projects and positions.

3. Main Street/ DDA By-Laws, Joel Cordle, Main Street/DDA Board Member

Board Member Cordle indicated the November meeting will have the By-Laws prepared for you to adopt and be presented in your package. Chairman Puckett offered his assistance if needed.

4. Head House Project Update, Bill Schmid, DDA Director

City Manager Schmid reminded the Board the response to questions will be sent to contractors tomorrow. All bids need to be in by October 15th.

Board Member Cordle explained City Councilmember Larson asked at the Council meeting about the completion timeframe. This build is contracted to finish in 180 days. If we get good pricing and 180 days to completion could mean springtime opening date.

5. Independence Day Celebration 2021 – Reconciliation, Mary Csukas, Director

Director Csukas brought the Boards attention to the information in the packet that showed \$21,000 in expenditures for the Independence Day Celebration. She indicated in the future it was not expected to be as expansive and hope the funds will be used for fireworks and draw in visitors. Her vision for the future includes fireworks, a parade, businesses to be on the sidewalk and food trucks to encourage people to stay.

Chairman Puckett and Vice Chairman Owens discussed the opportunity for the funding through community driven donations for the fireworks. Everyone agreed having fireworks make a huge financial impact. It is important to have the University of North Georgia support for a location.

## **New Business**

6. Mural Discussion – Skylar Alexander, Downtown Coordinator

Downtown Coordinator Skylar Alexander presented an opportunity for discussion of Murals on key walls within the downtown area. Vice Chairman Owens suggested the side of his building Corner Kitchen. The wall at the Visitor's Center was another suggestion. Discussion continued about guidelines for Historic Preservation and connection with other cities who have implemented this project to gain insight and possible strategies to implementation. There was great interest and excitement about this possible project.

This discussion opened discussion about sidewalk improvements. There are sidewalk improvement plans that are in the City budget.

## **Main Street / DDA Monthly Report**

7. August Main Street/DDA Financials, Bill Schmid, DDA Director

City Manager Schmid presented the financials in the packet. There were no comments.

8. Main Street – August 2021, Ariel Alexander, Marketing Coordinator

Marketing Coordinator Alexander stated the Annual Volunteer Event was rescheduled to October 19<sup>th</sup>. She is also working on a 24-month work plan and developing a staff and board survey. A retreat is being planned for January to have the MainStreet/DDA Board and staff to come together and have a strategy, goals, and plans. The website, dahlonegadda.org is being reviewed and updated to have more accessible resources. Downtown welcome packets have been created with contact information and information on starting a new business. These packets will be available as a link on our website, as well as a list of properties that are available.

Board Member Huguley let the Board know UNG Alumni are reaching out for information about relocation back to this area and starting new businesses. Director Csukas said Mayor Norton was interested in having a way to link MainStreet/DDA website and the Downtown Development for potential businesses.

**Announcements from Partner Agencies**

- A. City of Dahlonega- City Manager Schmid announced City Marshal George Albert starts on November 5<sup>th</sup> and advertisement will begin for Deputies. The Summit has one proposal for 61 units that has been approved without STR. The Fiscal Year of the City closed September 30.  
Board Member Cordle also alerted the Board the sidewalk from Wimpy Mill to the downtown is complete and open. The sidewalk project between S Chestatee and Convocation Center is moving forward so people can get from downtown to the Convocation Center.
- B. University of North Georgia- Board Member Huguley indicated she has 9 Alumni Classes making arrangements for their reunions and her goal is to assist Alumni in returning to downtown and the city. Alumni are passionate about Dahlonega.
- C. Chamber of Commerce/Tourism Office- Director Sam McDuffie presented that his office is working on their Strategic 1-, 3-, and 5-year plan with \$200k allocated to marketing. New promotional items, pens, and notebooks.
- D. Historic Preservation Commission- presented by City Manager Schmid- The plans for the 1888 House have been approved.
- E. Planning & Zoning Commission- presented by City Manager Schmid- There are more plans for the Summit development, another 90 units are in discussion. Additionally, Planning and Zoning Administrator Jameson has been doing more lighting enforcement for signage and property owners downtown.
- F. Dahlonega Downtown Business Association- no comments

**Adjourn**

Chairman Puckett asked for a motion to adjourn at 10:01am

Motion made by Vice Chairman Owens, Seconded by Board Member Cordle.

Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Cordle, Board Member Moore, Board Member Huguley.

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 09/30/2021

% Fiscal Year Completed: 100.00

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

| GL NUMBER                                 | DESCRIPTION                        | YTD BALANCE                 |                           | ACTIVITY FOR<br>MONTH 09/30/21<br>INCR (DECR) | YTD BALANCE                 |                             | AVAILABLE<br>BALANCE<br>NORM (ABNORM) | % BDGT<br>USED |
|---|------------------------------------|-----------------------------|---------------------------|---|-----------------------------|-----------------------------|---------------------------------------|----------------|
|   |                                    | 09/30/2020<br>NORM (ABNORM) | 2020-21<br>AMENDED BUDGET |   | 09/30/2021<br>NORM (ABNORM) | 09/30/2021<br>NORM (ABNORM) |                                       |                |
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY |                                    |                             |                           |   |                             |                             |                                       |                |
| Revenues                                  |                                    |                             |                           |   |                             |                             |                                       |                |
| Dept 0000 - NON DEPARTMENTAL              |                                    |                             |                           |   |                             |                             |                                       |                |
| INTERGOVERNMENTAL REVENUE                 |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.0000.33.9000                          | INTERGOVERNMENTAL REVENUES         | 1,195.48                    | 0.00                      | 0.00  | 0.00                        | 0.00                        | 0.00                                  | 0.00           |
|   | INTERGOVERNMENTAL REVENUE          | 1,195.48                    | 0.00                      | 0.00  | 0.00                        | 0.00                        | 0.00                                  | 0.00           |
| CHARGES FOR SERVICES                      |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.0000.34.5410                          | PARKING CHARGES                    | 0.00                        | 0.00                      | 0.00  | 496.37                      | (496.37)                    | 100.00                                |                |
| 230.0000.34.6990                          | OTHER FEES                         | 918.88                      | 200.00                    | 0.00  | 0.00                        | 200.00                      | 0.00                                  |                |
|   | CHARGES FOR SERVICES               | 918.88                      | 200.00                    | 0.00  | 496.37                      | (296.37)                    | 248.19                                |                |
| INVESTMENT INCOME                         |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.0000.36.1000                          | INTEREST REVENUES                  | 0.00                        | 0.00                      | 0.00  | 440.31                      | (440.31)                    | 100.00                                |                |
|   | INVESTMENT INCOME                  | 0.00                        | 0.00                      | 0.00  | 440.31                      | (440.31)                    | 100.00                                |                |
| CONTRIBUTIONS AND DONATIONS               |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.0000.37.1000                          | CONTRIBUTIONS - PRIVATE SOURCES    | 244.65                      | 0.00                      | 150.00  | 150.00                      | (150.00)                    | 100.00                                |                |
|   | CONTRIBUTIONS AND DONATIONS        | 244.65                      | 0.00                      | 150.00  | 150.00                      | (150.00)                    | 100.00                                |                |
| MISCELLANEOUS REVENUE                     |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.0000.38.9000                          | MISCELLANEOUS REVENUES             | 941.31                      | 0.00                      | 411.00  | 968.30                      | (968.30)                    | 100.00                                |                |
|   | MISCELLANEOUS REVENUE              | 941.31                      | 0.00                      | 411.00  | 968.30                      | (968.30)                    | 100.00                                |                |
| TRANSFERS IN FROM OTHER FUNDS             |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.0000.39.1100                          | TRANSFERS IN - GENERAL FUND        | 281,019.00                  | 255,057.00                | 21,254.67                                     | 255,056.52                  | 0.48                        | 100.00                                |                |
| 230.0000.39.1275                          | TRANSFERS IN - HOTEL/MOTEL TAX     | 0.00                        | 29,377.00                 | 2,448.17                                      | 29,377.50                   | (0.50)                      | 100.00                                |                |
|   | TRANSFERS IN FROM OTHER FUNDS      | 281,019.00                  | 284,434.00                | 23,702.84                                     | 284,434.02                  | (0.02)                      | 100.00                                |                |
|   | Total Dept 0000 - NON DEPARTMENTAL | 284,319.32                  | 284,634.00                | 24,263.84                                     | 286,489.00                  | (1,855.00)                  | 100.65                                |                |
| Dept 7554 - DAHLONEGA 2000                |                                    |                             |                           |   |                             |                             |                                       |                |
| DAHLONEGA 2000                            |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.7554.38.1000                          | MISCELLANEOUS REVENUES             | 0.00                        | 800.00                    | 0.00  | 0.00                        | 800.00                      | 0.00                                  |                |
|   | DAHLONEGA 2000                     | 0.00                        | 800.00                    | 0.00  | 0.00                        | 800.00                      | 0.00                                  |                |
|   | Total Dept 7554 - DAHLONEGA 2000   | 0.00                        | 800.00                    | 0.00  | 0.00                        | 800.00                      | 0.00                                  |                |
|   | TOTAL REVENUES                     | 284,319.32                  | 285,434.00                | 24,263.84                                     | 286,489.00                  | (1,055.00)                  | 100.37                                |                |
| Expenditures                              |                                    |                             |                           |   |                             |                             |                                       |                |
| Dept 7510 - DDA ADMINISTRATION            |                                    |                             |                           |   |                             |                             |                                       |                |
| DDA ADMINISTRATION                        |                                    |                             |                           |   |                             |                             |                                       |                |
| 230.7510.51.1100                          | SALARIES AND WAGES                 | 139,383.58                  | 144,114.00                | 5,521.80                                      | 64,938.60                   | 79,175.40                   | 45.06                                 |                |
| 230.7510.51.1300                          | OVERTIME                           | 241.50                      | 0.00                      | 0.00  | 576.93                      | (576.93)                    | 100.00                                |                |
| 230.7510.51.2100                          | GROUP INSURANCE                    | 2,308.31                    | 2,466.00                  | 928.52  | 8,020.28                    | (5,554.2)                   |                                       |                |
| 230.7510.51.2200                          | FICA CONTRIBUTIONS                 | 10,568.86                   | 11,025.00                 | 411.63  | 4,921.05                    | 6,103.9                     |                                       |                |
| 230.7510.51.2400                          | RETIREMENT CONTRIBUTIONS           | 18,439.56                   | 17,800.00                 | 1,503.85                                      | 17,988.55                   | (188.55)                    | 101.06                                |                |

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 09/30/2021

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| GL NUMBER                                 | DESCRIPTION                     | YTD BALANCE                 |                           | ACTIVITY FOR<br>MONTH 09/30/21<br>INCR (DECR) | YTD BALANCE                 |            | AVAILABLE<br>BALANCE<br>NORM (ABNORM) | % BDGT<br>USED |
|---|---------------------------------|-----------------------------|---------------------------|---|-----------------------------|------------|---------------------------------------|----------------|
|   |                                 | 09/30/2020<br>NORM (ABNORM) | 2020-21<br>AMENDED BUDGET |   | 09/30/2021<br>NORM (ABNORM) |            |                                       |                |
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY |                                 |                             |                           |   |                             |            |                                       |                |
| Expenditures                              |                                 |                             |                           |   |                             |            |                                       |                |
| 230.7510.51.2600                          | UNEMPLOYMENT CLAIMS             | 4,745.00                    | 0.00                      | 0.00  | 0.00                        | 0.00       | 0.00                                  | 0.00           |
| 230.7510.51.2700                          | WORKERS COMPENSATION            | 279.08                      | 3,443.00                  | 0.00  | 2,814.76                    | 628.24     | 81.75                                 |                |
| 230.7510.52.1000                          | PROFESSIONAL/TECHNICAL SERVICES | 19,623.29                   | 1,175.00                  | 0.00  | 2,282.16                    | (1,107.16) | 194.23                                |                |
| 230.7510.52.2000                          | PURCHASED PROPERTY SERVICES     | 0.00                        | 480.00                    | 40.00   | 480.00                      | 0.00       | 100.00                                |                |
| 230.7510.52.2200                          | REPAIRS AND MAINTENANCE         | 0.00                        | 0.00                      | 0.00  | 575.00                      | (575.00)   | 100.00                                |                |
| 230.7510.52.2300                          | RENTALS                         | 573.60                      | 1,240.00                  | 0.00  | 0.00                        | 1,240.00   | 0.00                                  |                |
| 230.7510.52.3100                          | INSURANCE                       | 4,490.00                    | 2,832.00                  | 0.00  | 4,375.00                    | (1,543.00) | 154.48                                |                |
| 230.7510.52.3200                          | COMMUNICATIONS                  | 999.34                      | 1,108.00                  | 70.84   | 652.49                      | 455.51     | 58.89                                 |                |
| 230.7510.52.3210                          | POSTAGE                         | 3.80                        | 100.00                    | 0.00  | 0.00                        | 100.00     | 0.00                                  |                |
| 230.7510.52.3300                          | ADVERTISING                     | 31.49                       | 100.00                    | 0.00  | 0.00                        | 100.00     | 0.00                                  |                |
| 230.7510.52.3400                          | PRINTING                        | 0.00                        | 255.00                    | 0.00  | 49.00                       | 206.00     | 19.22                                 |                |
| 230.7510.52.3500                          | TRAVEL                          | 2,312.95                    | 0.00                      | 55.35   | 307.82                      | (307.82)   | 100.00                                |                |
| 230.7510.52.3600                          | DUES AND FEES                   | 1,795.86                    | 2,260.00                  | 9.99  | 2,019.42                    | 240.58     | 89.35                                 |                |
| 230.7510.52.3700                          | EDUCATION AND TRAINING          | 950.00                      | 550.00                    | 115.00  | 2,013.00                    | (1,463.00) | 366.00                                |                |
| 230.7510.53.1100                          | GENERAL SUPPLIES AND MATERIALS  | 1,816.59                    | 2,650.00                  | 41.70   | 1,825.34                    | 824.66     | 68.88                                 |                |
| 230.7510.53.1210                          | WATER/SEWER                     | 482.40                      | 500.00                    | 75.15   | 796.95                      | (296.95)   | 159.39                                |                |
| 230.7510.53.1230                          | ELECTRICITY                     | 616.51                      | 600.00                    | 445.18  | 5,821.40                    | (5,221.40) | 970.23                                |                |
| 230.7510.53.1600                          | SMALL EQUIPMENT                 | 0.00                        | 2,600.00                  | 0.00  | 195.00                      | 2,405.00   | 7.50                                  |                |
| DDA ADMINISTRATION                        |                                 | 209,661.72                  | 195,298.00                | 9,219.01                                      | 120,652.75                  | 74,645.25  | 61.78                                 |                |
| Total Dept 7510 - DDA ADMINISTRATION      |                                 | 209,661.72                  | 195,298.00                | 9,219.01                                      | 120,652.75                  | 74,645.25  | 61.78                                 |                |
| Dept 7540 - TOURISM                       |                                 |                             |                           |   |                             |            |                                       |                |
| TOURISM                                   |                                 |                             |                           |   |                             |            |                                       |                |
| 230.7540.51.1100                          | SALARIES AND WAGES              | 0.00                        | 12,003.00                 | 0.00  | 0.00                        | 12,003.00  | 0.00                                  |                |
| 230.7540.51.2100                          | GROUP INSURANCE                 | 0.00                        | 591.00                    | 0.00  | 0.00                        | 591.00     | 0.00                                  |                |
| 230.7540.51.2200                          | FICA CONTRIBUTIONS              | 0.00                        | 918.00                    | 0.00  | 0.00                        | 918.00     | 0.00                                  |                |
| 230.7540.51.2400                          | RETIREMENT CONTRIBUTIONS        | 0.00                        | 1,560.00                  | 0.00  | 1,056.21                    | 503.79     | 67.71                                 |                |
| 230.7540.52.1000                          | PROFESSIONAL/TECHNICAL SERVICES | 0.00                        | 30,500.00                 | 1,072.00                                      | 6,832.00                    | 23,668.00  | 22.40                                 |                |
| 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  | 0.00                        | 500.00     | 0.00                                  |                |
| 230.7540.52.3600                          | DUES AND FEES                   | 0.00                        | 500.00                    | 0.00  | 0.00                        | 500.00     | 0.00                                  |                |
| 230.7540.53.1100                          | GENERAL SUPPLIES AND MATERIALS  | 6.54                        | 4,800.00                  | 0.00  | 215.26                      | 4,584.74   | 4.48                                  |                |
| TOURISM                                   |                                 | 6.54                        | 56,472.00                 | 1,072.00                                      | 8,103.47                    | 48,368.53  | 14.35                                 |                |
| Total Dept 7540 - TOURISM                 |                                 | 6.54                        | 56,472.00                 | 1,072.00                                      | 8,103.47                    | 48,368.53  | 14.35                                 |                |
| Dept 7550 - DOWNTOWN DEVELOPMENT          |                                 |                             |                           |   |                             |            |                                       |                |
| DOWNTOWN DEVELOPMENT                      |                                 |                             |                           |   |                             |            |                                       |                |
| 230.7550.51.1100                          | SALARIES AND WAGES              | 29,233.28                   | 0.00                      | 0.00  | 0.00                        | 0.00       | 0.00                                  |                |
| 230.7550.51.1300                          | OVERTIME                        | 78.00                       | 0.00                      | 0.00  | 0.00                        | 0.00       | 0.00                                  |                |
| 230.7550.51.2200                          | FICA CONTRIBUTIONS              | 2,214.08                    | 0.00                      | 0.00  | 0.00                        | 0.00       | 0.00                                  |                |
| 230.7550.51.2700                          | WORKERS COMPENSATION            | 2,980.89                    | 0.00                      | 0.00  | 0.00                        | 0.00       | 0.00                                  |                |
| 230.7550.52.1000                          | PROFESSIONAL/TECHNICAL SERVICES | 41,520.41                   | 20,000.00                 | 0.00  | 17,873.49                   | 2,126.51   | 89.37                                 |                |
| 230.7550.52.2200                          | REPAIRS AND MAINTENANCE         | 956.52                      | 500.00                    | 0.00  | 0.00                        | 500.00     | 0.00                                  |                |
| 230.7550.52.2300                          | RENTALS                         | 1,663.40                    | 0.00                      | 0.00  | 2,727.66                    | (2,727.66) | 100.00                                |                |
| 230.7550.52.3300                          | ADVERTISING                     | 67.75                       | 6,634.00                  | 0.00  | 1,396.24                    | 5,237.76   | 21.05                                 |                |
| 230.7550.52.3400                          | PRINTING                        | 1,093.47                    | 500.00                    | 0.00  | 108.15                      | 391.82     |                                       |                |
| 230.7550.52.3600                          | DUES AND FEES                   | 916.49                      | 1,280.00                  | 0.00  | 738.00                      | 542.00     |                                       |                |
| 230.7550.52.3700                          | EDUCATION AND TRAINING          | 275.00                      | 0.00                      | 285.00  | 385.00                      | (385.00)   |                                       |                |

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 09/30/2021

% Fiscal Year Completed: 100.00

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| GL NUMBER                                  | DESCRIPTION                    | YTD BALANCE                 |                           | ACTIVITY FOR<br>MONTH 09/30/21<br>INCR (DECR) | YTD BALANCE                 |                             | AVAILABLE<br>BALANCE<br>NORM (ABNORM) | % BDGT<br>USED |
|--|--------------------------------|-----------------------------|---------------------------|---|-----------------------------|-----------------------------|---------------------------------------|----------------|
|  |                                | 09/30/2020<br>NORM (ABNORM) | 2020-21<br>AMENDED BUDGET |   | 09/30/2021<br>NORM (ABNORM) | 09/30/2021<br>NORM (ABNORM) |                                       |                |
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY  |                                |                             |                           |   |                             |                             |                                       |                |
| Expenditures                               |                                |                             |                           |   |                             |                             |                                       |                |
| 230.7550.53.1100                           | GENERAL SUPPLIES AND MATERIALS | 4,359.79                    | 4,500.00                  | 0.00  | 5,111.91                    | (611.91)                    | 113.60                                |                |
| 230.7550.53.1270                           | MOTOR FUEL                     | 757.42                      | 250.00                    | 0.00  | 831.84                      | (581.84)                    | 332.74                                |                |
| 230.7550.53.1600                           | SMALL EQUIPMENT                | 399.99                      | 0.00                      | 0.00  | 0.00                        | 0.00                        | 0.00                                  |                |
| 230.7550.53.1780                           | BEAUTIFICATION SUPPLIES        | 10,481.10                   | 0.00                      | 0.00  | 46.98                       | (46.98)                     | 100.00                                |                |
| DOWNTOWN DEVELOPMENT                       |                                | 96,997.59                   | 33,664.00                 | 285.00  | 29,219.27                   | 4,444.73                    | 86.80                                 |                |
| Total Dept 7550 - DOWNTOWN DEVELOPMENT     |                                | 96,997.59                   | 33,664.00                 | 285.00  | 29,219.27                   | 4,444.73                    | 86.80                                 |                |
| Dept 7554 - DAHLONEGA 2000                 |                                |                             |                           |   |                             |                             |                                       |                |
| DAHLONEGA 2000                             |                                |                             |                           |   |                             |                             |                                       |                |
| 230.7554.52.3900                           | OTHER PURCHASED SERVICES       | 2,635.00                    | 0.00                      | 0.00  | 0.00                        | 0.00                        | 0.00                                  |                |
| DAHLONEGA 2000                             |                                | 2,635.00                    | 0.00                      | 0.00  | 0.00                        | 0.00                        | 0.00                                  |                |
| Total Dept 7554 - DAHLONEGA 2000           |                                | 2,635.00                    | 0.00                      | 0.00  | 0.00                        | 0.00                        | 0.00                                  |                |
| TOTAL EXPENDITURES                         |                                | 309,300.85                  | 285,434.00                | 10,576.01                                     | 157,975.49                  | 127,458.51                  | 55.35                                 |                |
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY: |                                |                             |                           |   |                             |                             |                                       |                |
| TOTAL REVENUES                             |                                | 284,319.32                  | 285,434.00                | 24,263.84                                     | 286,489.00                  | (1,055.00)                  | 100.37                                |                |
| TOTAL EXPENDITURES                         |                                | 309,300.85                  | 285,434.00                | 10,576.01                                     | 157,975.49                  | 127,458.51                  | 55.35                                 |                |
| NET OF REVENUES & EXPENDITURES             |                                | (24,981.53)                 | 0.00                      | 13,687.83                                     | 128,513.51                  | (128,513.51)                | 100.00                                |                |

| ACCOUNT DESCRIPTION                        | 2020-21<br>ORIGINAL<br>BUDGET | 2020-21<br>AMENDED BUDGET | YTD BALANCE<br>09/30/2021<br>NORMAL (ABNORMAL) | % BDGT<br>USED |
|--|-------------------------------|---------------------------|--|----------------|
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY  |                               |                           |  |                |
| CHARGES FOR SERVICES                       | 200.00                        | 200.00                    | 496.37   | 248.19         |
| INVESTMENT INCOME                          | 0.00                          | 0.00                      | 440.31   | 100.00         |
| CONTRIBUTIONS AND DONATIONS                | 0.00                          | 0.00                      | 150.00   | 100.00         |
| MISCELLANEOUS REVENUE                      | 800.00                        | 800.00                    | 968.30   | 121.04         |
| OTHER FINANCING SOURCES                    | 284,434.00                    | 284,434.00                | 284,434.02                                     | 100.00         |
| <b>TOTAL REVENUES</b>                      | <b>285,434.00</b>             | <b>285,434.00</b>         | <b>286,489.00</b>                              | <b>100.37</b>  |
| PERSONAL SERVICES AND EMPLOYEE BENEFITS    | 193,920.00                    | 193,920.00                | 100,316.38                                     | 51.73          |
| PURCHASED/CONTRACTED SERVICES              | 78,214.00                     | 78,214.00                 | 43,009.43                                      | 54.99          |
| SUPPLIES                                   | 13,300.00                     | 13,300.00                 | 14,649.68                                      | 110.15         |
| <b>TOTAL EXPENDITURES</b>                  | <b>285,434.00</b>             | <b>285,434.00</b>         | <b>157,975.49</b>                              | <b>55.35</b>   |
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY: |                               |                           |  |                |
| TOTAL REVENUES                             | 285,434.00                    | 285,434.00                | 286,489.00                                     | 100.37         |
| TOTAL EXPENDITURES                         | 285,434.00                    | 285,434.00                | 157,975.49                                     | 55.35          |
| NET OF REVENUES & EXPENDITURES             | 0.00                          | 0.00                      | 128,513.51                                     | 100.00         |



## BY-LAWS

### DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF DAHLONEGA

#### ARTICLE I NAME AND PURPOSE

Section 1. Name. The name of this body is the Downtown Development Authority of the City of Dahlonega (the "DDA").

Section 2. Purpose. The purpose of the DDA is to stimulate and sustain economic development in downtown Dahlonega 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. The DDA serves non-profit and public purposes and is an institution of purely public charity. *The DDA uses the "Main Street" system as the economic development tool, and it serves as the board of directors of the city's designated Main Street Program. This includes, but is not limited to, development and execution of a five-year strategic plan and annual work plans.*

Section 3. Effective uses. The DDA is most effectively used when its financing and project administration abilities are reserved for unusual endeavors which include: 1) complex, unique or special projects which the DDA can concentrate on to the exclusion of other things, 2) enterprises which are essentially entrepreneurial and beyond the range of functions of local government, and 3) public/private partnerships.

Section 4. Legal authority. The DDA is enabled by and subject to Chapter 36, Title 42 ~~41~~ of The Code of Georgia, and was created by Resolution 90-1 of the Dahlonega City Council on June 4<sup>th</sup>, 1990, and after becoming inactive was reactivated by Ordinance 2000-4 on June 5<sup>th</sup>, 2000.

#### ARTICLE II DIRECTORS AND SERVICE

Section 1. Management Powers, Number, Qualification and Term. The property, affairs and business of the DDA shall be managed by its directors consisting of seven persons, appointed by city council from time to time as provided by law (O.C.G.A. 36-42-1 ~~41-1~~, et seq.). The qualifications of the directors shall be as provided by law. Directors shall be appointed for a four-year term or to fulfill an unexpired term and terms shall coincide with established terms for Seats 1-7.

Section 2. Powers. The directors shall have such power and authority as is conferred upon them by the Downtown Development Authority Law of 1981, as the same now exists or may hereafter be amended, and such other power and authority as may be contained under the Constitution and the Laws of the State of Georgia as the same may now or hereafter exist.

Section 3. Conditions of Service. No director shall receive compensation for services, but may be reimbursed for reasonable expenses incurred in the performance of director duties. Directors must sign an Oath of Office adopted by the DDA, and be bound by the City of Dahlonega Code of Ethics

as well as these Bylaws. [Directors must successfully complete required DDA training and Main Street training no later than 6 months after appointment.](#)

**Section 4. Director Resignation.** Any director may resign by giving notice in writing to the Chair of the DDA and the City Council. Such resignations take place as specified in the resignation and upon acceptance by the City Council.

*(The 2007 By-Laws contained the following, which was stricken resulting in renumbering in the 2019 version): [Section 5. Director Removal.](#) A director who is absent from three consecutive regular meetings without proper cause shall be subject to removal. A director who conducts themselves in such a fashion as to jeopardize the good public standing of the DDA is also subject to censure, as well as removal. The director may be removed by a majority vote of the DDA, and this action is subject to approval by the City Council.*

**Section 5. Vacancies.** A seat on the DDA shall be considered vacant upon the expiration of a term, resignation or death. Any person appointed to fill the unexpired term of a director shall serve to the end of the unexpired term.

*(The 2007 By-Laws contained the following language, which allowed continued service unless a successor is appointed) [Section 6. Vacancies.](#) A seat on the DDA shall be considered vacant upon the expiration of a term, resignation, death, or removal of a member. At the end of any term of office, if a successor has not been appointed, the director whose term of office has expired shall continue to hold the office until his successor is appointed. Any person appointed to fill the unexpired term of a director shall serve to the end of the unexpired term.*

**Section 7. Conflict of Interest.** Directors shall not use their position to influence the DDA’s decisions or discussions where they have a material financial interest; or where there is an organizational responsibility or personal relationship interest which may result in a real or apparent conflict of interest. Directors shall disclose investments, interest in real property or businesses, and sources of income or gifts that may present a conflict of interest.

**Section 8. Business with a Director.** The DDA may purchase from, sell to, borrow from, loan to, contract with, or otherwise do business with a director or any organization or person with which a director has a substantial interest or involvement provided the director: 1) disclose the interest in advance to the DDA and have such recorded in the minutes, 2) not be present at that portion of a DDA meeting during discussion or decision on the matter and 3) not participate in any DDA decision relating to the matter. A “substantial interest or involvement” shall mean any interest or involvement which reasonably may be expected to result in a direct financial benefit to such director. The Chair shall seek the advice of legal counsel before the DDA approves any business transaction with a director.

**Section 9. Confidentiality.** No DDA member shall disclose, either during or after tenure, any confidential information obtained as a result of having served on the DDA, without first having obtained the consent of the DDA. *(This language from 2007 was stricken in the 2019 version, but remains referenced in the By-Laws at Article IX, Section 3).*

### ARTICLE III MEETINGS

**Section 1. Regular Meetings.** The DDA shall meet at a regular time and place established by resolution of the DDA. Notice of this meeting, as well as other public meetings of the DDA, shall

be posted in a conspicuous public place at the regular meeting place. All meetings shall be conducted in accordance with the Georgia Open Code Meetings Act (O.C.G.A. Section 50-14-1 et. seq.)

Section 2. Special Meetings. Special meetings may be held upon the call of the Chairman, Secretary, Treasurer, or any two directors at such time during regular business hours and at such place within the City of Dahlonega, Georgia, as shall be specified in the notice of such meeting. In the case of a Special Meeting of the DDA, the directors, the public, and the local legal organ shall be given 24 hours notice of this meeting. Any standing committee of the DDA, such as an Executive Committee, may be called by the Chair of the DDA or the Chair of the Committee, and this shall require 24 hours notice to committee members, the public and the local legal organ. No action of any committee or its members shall be binding upon the Authority until such committee actions have been approved by the Authority.

Section 3. Closed Meetings. The Chair may call for a closed executive session of the DDA, and no notice is required. Closed sessions shall be governed by and consistent with the requirements of Georgia Open Meetings law then in effect.

Section 4. Annual Meeting. At the first meeting of each calendar year, the DDA shall conduct an annual meeting to establish officers and make financial and operational reports and recommendations necessary for the conduct of the DDA's annual affairs.

Section 5. Quorum. A majority of the directors, at a meeting duly assembled shall constitute a quorum for the transaction of business. A majority is defined as a majority of the legal appointments of directors in effect at the time in which the meeting is called. Unless otherwise specifically required by statute or these by-laws, the act of a majority of such directors present at a meeting at which a quorum is present shall be the act of the DDA, and if at any meeting of the DDA there shall be less than a quorum, a majority of those present may adjourn the meeting without further notice, until a quorum shall have been obtained.

Section 6. Parliamentary Procedures. In case of dispute concerning parliamentary procedures governing the conduct of meetings of the DDA, Roberts Rules of Order shall govern.

Section 7. Minutes. Minutes of a regular, special or standing committee meeting must be recorded. Minutes must be made available to the public after they have been approved by the DDA, but no later than immediately following the next regular meeting. Minutes must include the names of the members present at the meeting, a description of each motion or other proposal made and a record of all votes together with the names of those voting for or against the motion. For a closed executive session, minutes are not required unless land acquisition is discussed, but the reason for closing the open meeting must be reflected in the open meeting minutes.

Section 8. Telephonic Participation. Upon a motion by the Chair which is duly seconded and approved by a majority of Directors present, a director may participate in discussion and voting telephonically, and shall be considered to have been present at the meeting. *(This 2007 By-Laws language was stricken in the 2019 version but may merit reconsideration in light of COVID.)*

Section 9. ~~8.~~ Nominations of Members. Prior to the expiration of the term of any director of the DDA, the DDA members and the city council may submit names of nominees to the mayor who will appoint new DDA members with the approval of the council.

## ARTICLE IV

## OFFICERS

Section 1. Officers. Officers of the DDA shall be a Chair, a Vice Chair, a Secretary and a Treasurer. The Chair and Vice Chair ~~who~~ shall constitute an Executive Committee. No members shall hold more than one office at a time. The Executive Committee shall meet as needed and particularly in situations requiring timely or urgent actions from the DDA. The directors may elect or appoint a Recording Secretary, who may be, but need not be, a director. A Treasurer may be elected, or the DDA may choose, in agreement with the city manager and city council, to allow the city Finance Director ~~clerk~~ to serve as Treasurer.

Section 2. Election and Tenure. All officers of the DDA shall be directors of and selected by the DDA at the Annual Meeting held in January each year. During the last meeting of the DDA each calendar year, nominations shall be made for officers for the upcoming year. Nominations from the floor may also be made at the Annual Meeting. Officers shall be elected by a majority of directors. New officers shall assume office immediately upon election. Officers shall serve for one year and may be re-elected to the same office for no more than two consecutive years. At least one year must expire before a member is re-elected to an office previously held.

Section 3. Term and Removal. All officers shall be elected by and serve at the discretion of the directors and any officer may be removed from office, either with or without cause, at any time, by the affirmative vote of the majority of the directors of the authority then in office. A vacancy in any office because of death, resignation, removal, disqualification or otherwise, shall be filled by the directors for the unexpired portion of the term. Resignation shall be submitted in writing to the Chairman.

## ARTICLE V OFFICER DUTIES

Section 1. Chair. The Chair shall be the principal officer of the DDA and shall preside at all meetings. The Chair shall have the authority to sign and execute on behalf of the DDA all documents, notes, contracts and obligations authorized by the DDA. The Chair shall appoint committees and committee chairs as may be necessary. The Chair shall be a member of all committees, except the nominating committee. The Chair, or its designee, shall be responsible to the City Council for reports and information on the DDA. The Chair shall have general oversight and supervision of the finances of the DDA in coordination with the Executive Director and the city Finance Director ~~city clerk~~. The Chair, or their designee, shall make quarterly reports to the City Council regarding progress toward the annual Work Plan.

Section 2. Vice-Chair. The Vice-Chair shall perform duties such as may be assigned by the Chair. In the absence of the Chair, or in the event of the disability, inability or refusal to act of the Chair, the Vice-Chair shall perform the duties of the Chair.

Section 3. Secretary. The Secretary shall provide for the keeping and reporting of the minutes of meetings of the DDA. The Secretary shall give appropriate notices in accordance with the bylaws and as required by law. The Secretary shall act as custodian of Authority records as well as the Seal of the Authority.

Section 4. Treasurer. The Treasurer shall have the responsibility of keeping financial records and accounts. The Treasurer shall review the DDA's Annual Audit and Annual Budget. The Treasurer shall make reports to the DDA as to its financial condition.

Section 5. Assignment of Duties. The Chair of the DDA may assign other duties to any officer from time to time. Officer duties may be designated to executive or administrative personnel by the DDA as is practical to conduct the daily affairs of the DDA. The DDA may hire, contract or otherwise engage professional, legal and other assistance as needed.

## ARTICLE VI EXECUTIVE DIRECTOR

Section 1. Duties. The Executive Director shall be an employee of the City of Dahlonega loaned to the DDA to be the primary administrative and executive officer for the DDA and the Main Street Program. The Executive Director is a non-voting member of the DDA as well as all other committees. The Executive Director shall serve as advisor to the Chair and assist the DDA with issues, policies, reports, information, committees, and actions as needed according to the policies and regulations of the DDA. The Executive Director shall present to the City Manager recommendations regarding personnel decisions associated with other city employees loaned to the DDA. The Executive Director, with the Chair, the City Manager, and the Treasurer, shall prepare an Annual Budget for approval by the DDA as a recommended budget for review by the City Council. The Executive Director, with the Chair and the City Manager, shall draft an Annual DDA Work Plan consistent with the five-year Strategic Plan for review and approval by the DDA as a recommendation to the City Council.

Section 2. Employment. The Executive Director shall be hired by the City Manager under the requirements set forth by ordinance. The performance and compensation of the Executive Director shall be reviewed annually by the Executive Committee with the City Manager and reviewed for approval by the City Council as part of the annual budget process. The Executive Director may be is a regular or contract employee of the City of Dahlonega and is subject to the contract terms.

Section 3. Spending Authority. The Executive Director shall have authority for expenditures as reflected within the Director's contract and/or as authorized by the City Manager.

## ARTICLE VII FISCAL YEAR

Section 1. Time. The fiscal year of the DDA shall begin on the first day of October of each year and end on the last day of September of each year.

Section 2. Annual Meeting. An annual meeting of the DDA shall be held in January. Notice of the time and place of such meeting shall be given by the Chairman.

(2019 draft) Section 3. Annual Audit. The DDA is subject to an annual audit which shall be conducted by the City of Dahlonega. The Director shall assist in the conduct of the audit at the direction of the City Manager.

## ARTICLE VIII BYLAWS, SEAL, TITLE CONVEYANCE

Section 1. Bylaw Amendments. The by-laws of the DDA shall be subject to alteration, amendment or repeal, and new by-laws not inconsistent with any laws of the State of Georgia creating this DDA may be made by affirmative vote of a majority of the directors then holding office at any regular or special meeting of the directors. Proposed amendments shall be submitted in writing to

all directors of the Authority ten (10) days prior to the meeting at which such amendment will be considered. If such written proposed amendment is submitted by mail, it shall be deemed to be delivered when deposited in the United States mail properly addressed and with sufficient postage thereon.

Section 2. Seal. The Seal of the DDA shall consist of an impression bearing the name “Downtown Development Authority of Dahlonega” around the perimeter and the word “SEAL” and the year of activation in the center thereof.

Section 3. Conveyance of Title. Upon the action of the DDA resolving to convey title or take title to real property, the signature of the Chair, or Vice Chair in place of the Chair, as well as the signature of a second officer shall be required.

ARTICLE IX  
ASSOCIATE MEMBERS

Section 1. Associate Members. The DDA may include in its meetings and activities persons known as Associate members who shall be non-voting members representing governments, agencies or institutions in Dahlonega. Associate Members may participate in DDA discussions and activities, provide reports from their respective agencies and serve on DDA committees, subject to approval by the Chair. The DDA may create or disband associate memberships as deemed necessary.

Section 2. Associate Membership. Associate members may include, but are not limited to, representatives from City of Dahlonega; University of North Georgia; Dahlonega/Lumpkin Chamber of Commerce; **Dahlonega/Lumpkin CVB**; and Dahlonega **Downtown Business Merchants** Association.

Section 3. Obligations. Associate members are afforded regular participation in the DDA’s public meetings and discussions, and may thereby contribute information and exercise influence in these discussions. As such, Associate Members shall agree to be bound as are Directors by the rules as they apply regarding Conflicts of Interest and Confidentiality as recorded in these Bylaws and shall take an oath of office.

**The foregoing Bylaws were adopted by the Dahlonega Downtown Development Authority the 15<sup>th</sup> day of February, 2007, and revised on the \_\_\_ of \_\_\_\_\_, 2021.**

**By:** \_\_\_\_\_  
**Chair of the Authority**

\_\_\_\_\_  
**Printed Name**

**Attest:** \_\_\_\_\_  
**Secretary to the Authority**

\_\_\_\_\_  
**Printed Name**

Report Title: Main Street – September 2021  
Report Highlight: Beginning strategic planning and developing annual work plan.  
Name and Title: Ariel Alexander, Main Street/DDA Interim Main Street Manager

Recently Completed:

- Met with Joel Cordle to develop a schedule for a planning retreat in mid-January at Camp Glisson.
- Met with a representative from Clinton, Tennessee who is developing a Main Street Program. Toured Dahlonega and shared all the aspects of Dahlonega's program.
- Processed renewals and new applications for Wayfinding Signs in 2022.
- Rescheduled the Annual Main Street Volunteer Appreciation Dinner for Tuesday, November 16, 2021. Mark your calendars!

Underway:

- Working with Joel Cordle to develop a Staff & Board Survey for facilitation of the annual retreat.
- Taking Strategic Planning course through the Department of Community Affairs (Georgia Main Street) to begin annual work plan creation.
- Evaluating our status on completing the Annual Assessment of the Dahlonega Main Street Program (due at the end of the year).
- Ensuring all board members and staff have completed up-to-date training and have provided proof of completion to the DCA.
- Developing a "Shop Small Saturday" event for November 27 to kick off the Christmas season downtown.
- Working with Old Fashioned Christmas Committee on all the Christmas festivities: Festival of Trees, Lighting of the Square, Carriage Rides, etc.)
- Renovation of the dahlonegadda.org website will begin soon. These changes will include a "leave a comment" tab, more developed "shop, dine, stay" materials, and more accessible resources for small businesses.