



Downtown Dahlonega Agenda

November 03, 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.

Call to Order

Approval of Agenda

Approval of Minutes

1. Downtown Dahlonega Special Called Meeting Minutes, October 20, 2022
Danna Foster, Assistant City Clerk

Approval of Minutes

Approval of Minutes

Promotion

- a. Promotions Work Plan Update
Skyler Alexander, Project Coordinator

Design

- a. Design Work Plan Update
Ariel Alexander, Downtown Manager

Economic Vitality

- a. Economic Vitality Work Plan Update
Ariel Alexander, Downtown Manager

Organization

- a. Organization Work Plan Update
Ariel Alexander, Downtown Manager
- b. Head House Retail Rental
Mary Csukas, DDA Director
- c. Financials
Mary Csukas, DDA Director

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

7. Board Head House Site Visit



Downtown Dahlonega Special Called Meeting Minutes

October 20, 2022, 8:30 AM

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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

Vice Chair Joel Cordle

Board Member Ryan Puckett

Board Member Tony Owens

Board Member A.C. Moore

Board Member Wendi Huguley

Call to Order

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

She thanked everyone for coming to the Special Called meeting.

Approval of Agenda

Chair Thrailkill called for approval of the Agenda.

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

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

Board Member Puckett arrives.

Approval of Minutes

1. Downtown Dahlonega Meeting Minutes September 1, 2022

Danna Foster, Assistant City Clerk

Chair Thrailkill called for approval of the minutes.

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

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

Promotion

a. Approval of Sponsorship Program

Skyler Alexander, Project Coordinator

Coordinator Alexander referred to the documents in the packet for the sponsorship program.

Coordinator Alexander asked for any suggestions or changes.

Discussion ensued regarding past practices, the practices of other communities, and sustaining fiscal responsibility.

Chair Thrailkill asked for a motion to approve.

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

Discussion ensued regarding recognition of sponsors.

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

b. Lumpkin Youth Leadership Day

Ariel Alexander, Downtown Manager

Manager Alexander stated they have been asked to participate in Lumpkin Youth Leadership Program when they have their Downtown Dahlonaga Day. They have set up a day of taking the students downtown, showing them employment opportunities, volunteer opportunities, and how to be involved. This is to encourage them to stay after graduation. Using the four pillars of the Main Street approach, they will learn why historic preservation is important and why promoting downtown is important. They will visit some businesses to see how they work. The scheduled date is November 15th.

c. State of Economic Development Luncheon

Ariel Alexander, Downtown Manager

Manager Alexander announced they would be presenting at the luncheon on November 17th. They will review the numbers and events that have happened throughout the year. In the packet are nomination forms. Amy, Joel, and AC will go over the nomination packets. She added it would be important that when the businesses are honored, the board is there to support them, and she is getting tickets for all board members to come. She will send out the full invitation.

Design

a. Parking Management Signage

Skyler Alexander, Project Coordinator

Coordinator Alexander referred to the packet for the information she was presented.

She announced she was getting 5 of the signs to be placed in the street. They discussed options for placement. Board Member Huguley suggested placement by the arches where there is another entrance.

Chair Thrailkill called for a motion to approve the parking directional signs.

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

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

Economic Vitality

- a. Façade Grant Application: 40 Public Square S.

Ariel Alexander, Downtown Manager

Manager Alexander showed pictures of project areas, indicating it was for the side wall of Kilwins. The owner is requesting to clean up the wall as it needs some maintenance work. The information is in the packet.

Vice Chair Cordle made a motion to approve the request pending the final items. Seconded by Board Member Moore.

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

Discussion on the next steps ensued as well as thanks from the board to the owner for taking care of the building. Ms. Maggie Krowicki noted that once it was cleaned up, they were interested in putting a mural there.

Manager Alexander announced she just got word that we received the GA mural trail grant for Gateway Antiques. The first mural will happen soon. GA Mural trail will provide the artist who will work with Art organizations and college art students.

Organization

- a. Intergovernmental Agreement between the City of Dahlonga and the Downtown Development Authority

Mary Csukas, DDA Director

Director Csukas stated this was similar to last year and would be brought to Council at the November 7th meeting for final approval.

Chair Thrailkill called for a motion to approve.

Motion made by Board Member Moore, Seconded by Vice Chair Cordle.

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

The Board and Directors discussed the use of the hotel/motel tax in prior years and discussed new uses such as greenspaces.

- b. Financials

Director Csukas indicated the payment had not yet been made for the benches that are on backorder. She also advised that during our next retreat, we can request more funding. Then we can enhance what we are doing.

- c. Partner Walk Results and Action Items Discussion

Ariel Alexander, Downtown Manager

Manager Alexander stated that the work plan has been about 50% completed. She suggested another retreat and develop plans for more intricate things.

She developed a list of the comments from the Partner Walk, and we found parking signs, maintenance, and cleaning. She asked for input on items that should be addressed at their retreat. The board discussed such items as crosswalks, lighting, and speeding.

Manager Alexander also added concerns about adding a nightlife scene. Informing the property owners of our incentive programs. They also discussed accessibility issues on the sidewalks.

Additional discussion ensued regarding sidewalks, lighting, parking, DOT roads, and their responsibility. They discussed assisting Public Works with some of the areas of concern. The Board also discussed the demographics of our visitors, ways businesses could support visitors staying longer, and the availability of hotel rooms and conference rooms. They also added that they should invite partners during the retreat and discussed possible partnerships with the transitions of leadership at UNG and the City of Dahlonega. They discussed possible dates and locations for the retreat.

Partner Agencies

1. City of Dahlonega
The Board asked for a Head House tour as well as the completion of the Visitors Center Bathrooms.
2. University of North Georgia
3. Chamber of Commerce/Tourism
4. Historic Preservation Commission
5. Planning & Zoning Commission
6. Downtown Dahlonega Business Association

Adjourn

Chair Thrailkill called for a motion to adjourn at 9:36 pm

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

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

GL NUMBER	DESCRIPTION	2021-22 ORIGINAL BUDGET	YTD BALANCE 09/30/2022 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	INTERGOVERNMENTAL REVENUE	0.00	10,923.00	100.00
	CHARGES FOR SERVICES	0.00	739.66	44.91
	INVESTMENT INCOME	0.00	287.35	95.78
	CONTRIBUTIONS AND DONATIONS	0.00	80.00	80.00
	MISCELLANEOUS REVENUE	0.00	205.00	100.00
	TRANSFERS IN FROM OTHER FUNDS	322,998.00	322,998.00	91.99
	TOTAL REVENUES	322,998.00	335,233.01	94.92
	DDA ADMINISTRATION	150,988.00	85,325.50	42.08
	TOURISM	105,485.00	124,152.05	110.69
	DOWNTOWN DEVELOPMENT	66,525.00	66,294.43	75.36
	OTHER COSTS	0.00	10,923.00	100.00
	TOTAL EXPENDITURES	322,998.00	286,694.98	71.15
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	322,998.00	335,233.01	94.92
	TOTAL EXPENDITURES	322,998.00	286,694.98	71.15
	NET OF REVENUES & EXPENDITURES	0.00	48,538.03	97.57

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 09/30/2022

% Fiscal Year Completed: 100.00

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

GL NUMBER	DESCRIPTION	YTD BALANCE 09/30/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 09/30/22 INCR (DECR)	YTD BALANCE 09/30/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 0000 - NON DEPARTMENTAL							
INTERGOVERNMENTAL REVENUE							
230.0000.33.9000	INTERGOVERNMENTAL REVENUES	109,232.00	0.00	0.00	10,923.00	(10,923.00)	100.00
	INTERGOVERNMENTAL REVENUE	109,232.00	0.00	0.00	10,923.00	(10,923.00)	100.00
CHARGES FOR SERVICES							
230.0000.34.5410	PARKING CHARGES	496.37	0.00	0.00	739.66	907.34	44.91
	CHARGES FOR SERVICES	496.37	0.00	0.00	739.66	907.34	44.91
INVESTMENT INCOME							
230.0000.36.1000	INTEREST REVENUES	484.30	0.00	0.00	287.35	12.65	95.78
	INVESTMENT INCOME	484.30	0.00	0.00	287.35	12.65	95.78
CONTRIBUTIONS AND DONATIONS							
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURCES	150.00	0.00	0.00	80.00	20.00	80.00
	CONTRIBUTIONS AND DONATIONS	150.00	0.00	0.00	80.00	20.00	80.00
MISCELLANEOUS REVENUE							
230.0000.38.1100	MISCELLANEOUS REVENUES	0.00	0.00	0.00	0.00	205.00	0.00
230.0000.38.9000	MISCELLANEOUS REVENUES	968.30	0.00	0.00	205.00	(205.00)	100.00
	MISCELLANEOUS REVENUE	968.30	0.00	0.00	205.00	0.00	100.00
TRANSFERS IN FROM OTHER FUNDS							
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	255,056.52	275,382.00	22,948.50	275,382.00	0.00	100.00
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	180,682.86	47,616.00	3,968.00	47,616.00	28,125.00	62.87
	TRANSFERS IN FROM OTHER FUNDS	435,739.38	322,998.00	26,916.50	322,998.00	28,125.00	91.99
APPROPRIATED FUND BALANCE							
230.0000.39.9100	APPROPRIATED FUND BALANCE	0.00	0.00	0.00	0.00	43,000.00	0.00
	APPROPRIATED FUND BALANCE	0.00	0.00	0.00	0.00	43,000.00	0.00
Total Dept 0000 - NON DEPARTMENTAL		547,070.35	322,998.00	26,916.50	335,233.01	61,141.99	84.57
TOTAL REVENUES		547,070.35	322,998.00	26,916.50	335,233.01	61,141.99	84.57
Expenditures							
Dept 0000 - NON DEPARTMENTAL							
OTHER COSTS							
230.0000.57.3000	PAYMENTS TO OTHERS	109,232.00	0.00	0.00	10,923.00	(10,923.00)	100.00
	OTHER COSTS	109,232.00	0.00	0.00	10,923.00	(10,923.00)	100.00
Total Dept 0000 - NON DEPARTMENTAL		109,232.00	0.00	0.00	10,923.00	(10,923.00)	100.00

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Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
230.7510.51.1100	SALARIES AND WAGES	63,854.13	71,050.00	4,869.01	28,007.48	43,042.52	39.42
230.7510.51.1300	OVERTIME	576.93	0.00	0.00	93.60	6.40	93.60
230.7510.51.2100	GROUP INSURANCE	8,020.28	26,771.00	261.73	2,509.43	24,261.57	9.37
230.7510.51.2200	FICA CONTRIBUTIONS	4,921.05	5,435.00	369.11	2,359.47	3,075.53	43.41
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	17,988.55	18,690.00	1,430.09	17,161.08	1,528.92	91.82
230.7510.51.2700	WORKERS COMPENSATION	2,814.76	3,203.00	0.00	3,718.11	0.89	99.98
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVICES	2,282.16	3,225.00	0.00	1,417.81	10,894.67	11.52
230.7510.52.2000	PURCHASED PROPERTY SERVICES	480.00	480.00	0.00	120.00	360.00	25.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	575.00	1,500.00	0.00	739.00	761.00	49.27
230.7510.52.2300	RENTALS	0.00	1,240.00	0.00	0.00	1,240.00	0.00
230.7510.52.3100	INSURANCE	4,374.92	4,594.00	0.00	4,375.00	219.00	95.23
230.7510.52.3200	COMMUNICATIONS	724.44	1,440.00	766.19	7,280.97	(840.97)	113.06
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	243.25	2,056.75	10.58
230.7510.52.3400	PRINTING	49.00	500.00	0.00	0.00	3,500.00	0.00
230.7510.52.3500	TRAVEL	307.82	0.00	(934.32)	2,748.09	751.91	78.52
230.7510.52.3600	DUES AND FEES	1,716.05	2,660.00	95.00	1,902.25	757.75	71.51
230.7510.52.3700	EDUCATION AND TRAINING	2,013.00	1,500.00	0.00	3,845.00	0.00	100.00
230.7510.53.1100	GENERAL SUPPLIES AND MATERIALS	3,004.05	1,500.00	61.63	2,491.95	24,508.05	9.23
230.7510.53.1210	WATER/SEWER	796.95	1,400.00	59.84	780.13	619.87	55.72
230.7510.53.1230	ELECTRICITY	5,821.40	4,400.00	0.00	5,458.38	(308.38)	105.99
230.7510.53.1600	SMALL EQUIPMENT	195.00	1,000.00	0.00	74.50	925.50	7.45
DDA ADMINISTRATION		120,515.49	150,988.00	6,978.28	85,325.50	117,460.98	42.08
Total Dept 7510 - DDA ADMINISTRATION		120,515.49	150,988.00	6,978.28	85,325.50	117,460.98	42.08
Dept 7540 - TOURISM							
TOURISM							
230.7540.51.1100	SALARIES AND WAGES	582.21	31,911.00	5,040.02	37,005.26	805.74	97.87
230.7540.51.1300	OVERTIME	0.00	0.00	0.00	374.94	0.06	99.98
230.7540.51.2100	GROUP INSURANCE	(22.81)	10,200.00	223.15	2,506.11	7,693.89	24.57
230.7540.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	385.57	2,894.92	(70.92)	102.51
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	1,056.21	13,650.00	1,044.45	12,533.40	1,116.60	91.82
230.7540.51.2700	WORKERS COMPENSATION	(23.53)	0.00	0.00	0.00	0.00	0.00
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVICES	6,832.00	36,500.00	34,222.00	66,210.89	(29,710.89)	181.40
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	487.25	12.75	97.45
230.7540.52.3500	TRAVEL	44.89	0.00	0.00	0.00	45.00	0.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIALS	215.26	4,800.00	0.00	1,305.48	3,494.52	27.20
230.7540.53.1270	MOTOR FUEL	0.00	0.00	435.68	833.80	(433.80)	208.45
TOURISM		8,684.23	105,485.00	41,350.87	124,152.05	(11,947.05)	110.65
Total Dept 7540 - TOURISM		8,684.23	105,485.00	41,350.87	124,152.05	(11,947.05)	110.65
Dept 7550 - DOWNTOWN DEVELOPMENT							
DOWNTOWN DEVELOPMENT							
230.7550.51.1100	SALARIES AND WAGES	(1,493.97)	31,911.00	6,483.20	40,942.30	968.70	97.60
230.7550.51.1300	OVERTIME	0.00	0.00	0.00	413.88	36.10	99.98
230.7550.51.2100	GROUP INSURANCE	(23.32)	10,200.00	1,054.33	9,043.99	1,156.00	99.98
230.7550.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	484.39	3,108.56	(284.56)	110.08

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PERIOD ENDING 09/30/2022

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Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
230.7550.51.2700	WORKERS COMPENSATION	(23.52)	0.00	0.00	0.00	0.00	0.00
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVICES	17,873.49	15,000.00	0.00	7,970.69	17,029.31	31.88
230.7550.52.2300	RENTALS	2,727.66	0.00	0.00	2,690.00	(2,690.00)	100.00
230.7550.52.3300	ADVERTISING	1,396.24	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.52.3400	PRINTING	108.15	500.00	0.00	0.00	500.00	0.00
230.7550.52.3500	TRAVEL	0.00	0.00	(437.80)	454.34	438.66	50.88
230.7550.52.3600	DUES AND FEES	738.00	1,490.00	0.00	663.00	827.00	44.50
230.7550.52.3700	EDUCATION AND TRAINING	385.00	0.00	0.00	0.00	0.00	0.00
230.7550.53.1100	GENERAL SUPPLIES AND MATERIALS	5,111.91	2,000.00	0.00	306.91	1,693.09	15.35
230.7550.53.1270	MOTOR FUEL	831.84	600.00	(2.13)	700.76	2.24	99.68
230.7550.53.1780	BEAUTIFICATION SUPPLIES	46.98	0.00	0.00	0.00	0.00	0.00
DOWNTOWN DEVELOPMENT		27,678.46	66,525.00	7,581.99	66,294.43	21,676.57	75.36
Total Dept 7550 - DOWNTOWN DEVELOPMENT		27,678.46	66,525.00	7,581.99	66,294.43	21,676.57	75.36
TOTAL EXPENDITURES		266,110.18	322,998.00	55,911.14	286,694.98	116,267.50	71.15
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		547,070.35	322,998.00	26,916.50	335,233.01	61,141.99	84.57
TOTAL EXPENDITURES		266,110.18	322,998.00	55,911.14	286,694.98	116,267.50	71.15
NET OF REVENUES & EXPENDITURES		280,960.17	0.00	(28,994.64)	48,538.03	(55,125.51)	736.82