



# CITY OF DAHLONEGA

## Council Work Session Agenda

August 21, 2023, 4:00 PM

Gary McCullough Council Chambers, Dahlonega City Hall

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In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision - To be an open, honest, and responsive city, balancing preservation, and growth, and delivering quality services fairly and equitably by being good stewards of Dahlonega's resources.

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### OPEN MEETING

### APPROVAL OF AGENDA

### BOARD & COMMITTEES

- [1.](#) Cemetery Committee—July 2023, Chris Worick, Chair, Dahlonega Cemetery Committee
- [2.](#) Dahlonega Downtown Development Authority/Main Street – July 2023, Ariel Alexander, Downtown Development Director
- [3.](#) Tourism Quarterly Report, Sam McDuffie, Director of Tourism

DEPARTMENT REPORTS AVAILABLE AT: <https://dahlonega.gov/category/department-reports/>

APPOINTMENT, PROCLAMATION & RECOGNITION : ( Vote at Council Meeting)

### PRESENTATION

### ORDINANCES & RESOLUTIONS

- [4.](#) Change to Open Container Footprint for Dahlonega Trail Fest  
Doug Parks, City Attorney, Ariel Alexander, DDA Director

### CONTRACTS & AGREEMENTS

### OTHER ITEMS:

- [5.](#) Strategic Priorities Plan  
Allison Martin, City Manager
- [6.](#) Consent Agenda Policy  
Allison Martin, City Manager
7. Councilmember Reports from GMA Annual Convention  
JoAnne Taylor, Mayor
- [8.](#) Storm drainage easement  
Doug Parks, City Attorney
- [9.](#) Herr Services at Achasta, LLC  
Mary Csukas, City Clerk & Doug Parks, City Attorney

### COMMENTS – PLEASE LIMIT TO THREE MINUTES

Clerk Comments

City Manager Comments

City Council Comments

City Attorney Comments

Mayor Comments

### ADJOURNMENT



# Department Report

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Report Title: Cemetery Committee—July 2023  
Report Highlight: August 9, 2023  
Name and Title: Chris Worick, Chair, Dahlonega Cemetery Committee

Recently Completed:

- Discussed fundraising ideas at 6/27/2023 meeting.
- Selected cemetery self-guided tour marking signs.
- Discussed an updated survey of Mt. Hope and Memorial Park.
- U.S. grave marker flags were placed to mark vets graves in Mt. Hope and Memorial Park for Memorial Day.
- Received a VA headstone for Guy Minton Akins, a World War One Veteran who died in 1973.

Underway:

- Cemetery committee member Quataunda Armstrong presented fundraising ideas to generate revenue for the cemetery committee fund.

Near term:

- Identifying local civic organizations that the cemetery committee can speak to and explain who we are and what we do.



# Department Report

**Report Title:** Dahlenega Downtown Development Authority/Main Street – July 2023  
**Report Highlight:** Work Plan Items  
**Name and Title:** Ariel Alexander, Downtown Development Director

### Organization:

- Attended planning and PR meetings regarding the East Main Street utilities project.
- Managed all postings for the City of Dahlenega website and social media for the month.
- Submitted a Letter of Intent and a full application to participate in the Georgia Initiative for Community Housing. Gathered letters of support to create a community housing team of local leaders.
- Attended budget meetings with staff and council.
- Attended the monthly Chamber Board meeting.
- Attended monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.

### Promotion:

- Executed the Dahlenega 4<sup>th</sup> of July celebration downtown with a 5K, parade, food trucks, concert, and fireworks show. This event was very successful, and the staff is appreciative of all organizations that partnered with the DDA to make the day safe and memorable.
- Promoted 4<sup>th</sup> of July t-shirt sales.
- Planned and executed July First Friday Concert with local food vendors.
- Hosted the July Main Street Movie in Hancock Park.
- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Met with the Dahlenega Christmas Committee for the planning of annual Christmas activities.
- Met with the Director of Student Life at UNG to plan a student discount card for downtown.
- Signed agreement with Yiftee, a virtual gift card program that allows patrons to purchase “downtown dollars” that can be spent at any participating Dahlenega business. The program will go live in August.

### Economic Vitality:

- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.
- The DDA selected a tenant for the first floor of the Head House. The tenant will take possession of the space in August.

### Design:

- In the process of reviewing a Memorandum of Understanding with UNG to plan and execute a mural downtown.



Dahlonega-Lumpkin County  
Convention and Visitors Bureau  
2023 Q2 Tourism Report  
June 30, 2023

## I. Visitor Center Updates

### ○ 2023 Monthly Visitation (Appendix 1)

- January - 9,250
- February - 7,958
- March - 16,982
- April - 15,040
- May - 16,677
- June - 15,674

### ○ Year to Date Visitation

- **FY23- 81,527**
- FY22- 76,675
- FY21- 71,599

## II. Marketing Initiatives

### ○ Passive Marketing & Advertising (**Appendix 2a, 2b, 2c**)

- Connect-TV Commercials
  - Through our partnership with Premion/Tegna and 11 Alive we have started to focus on retargeting people to our website.
- Print Advertising
  - We have continued to purchase ads in a few publications in Q2. Some of these publications are: Southbound, Oxford American, Maps of the Blue Ridge Mountains.
- Billboards
  - The Marketing Team again placed 3 Digital Billboards during the Augusta National at Exit 199 on I-20E.

### ○ Digital Marketing Concentration

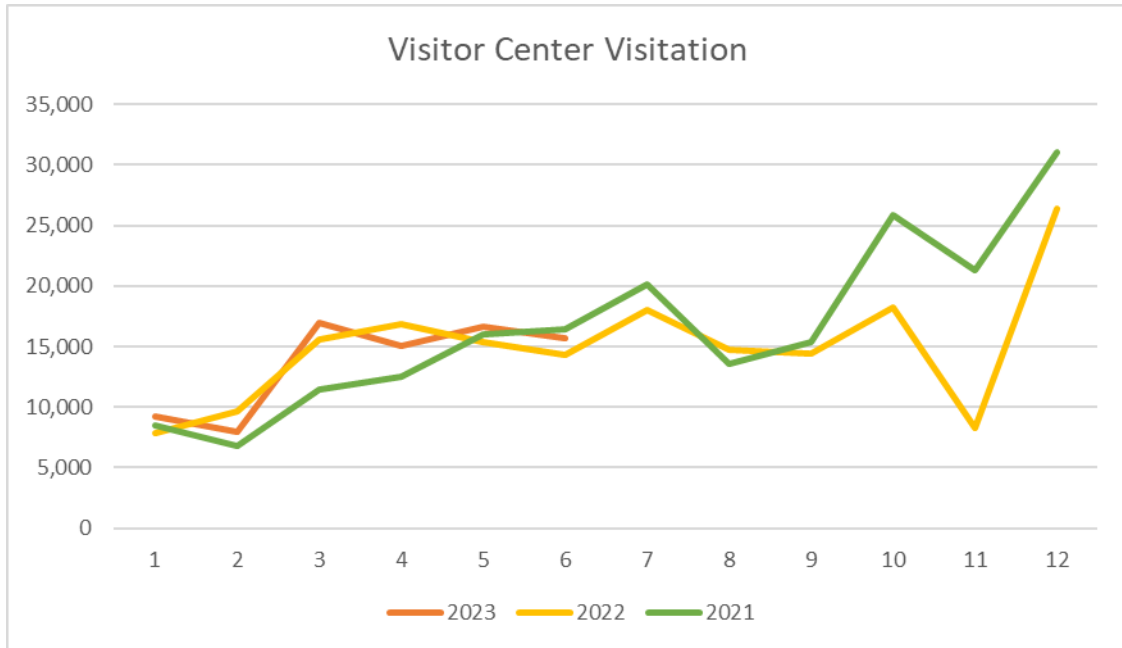
- Paid Search, Native Retargeting, and Content Activation
  - Google – Using Top Paid Search Keywords. (**Appendix 3a**)
  - Landing Pages for website (**Appendix 3b**)
    - “Things to do” is our most visited page on website.
  - Our Average Session Duration continues to do well.
- Website Traffic and Analytics
  - Website Traffic
    - **April 2023- 48,505**
    - **May 2023- 46,622**
    - **June 2023- 60,125**
  - Source and Medium of how people are finding us? (**Appendix 3c**)
    - Google is still our best Organic Traffic
  - Where do our visitors come from? (**Appendix 3d**)

### ○ Public Relations

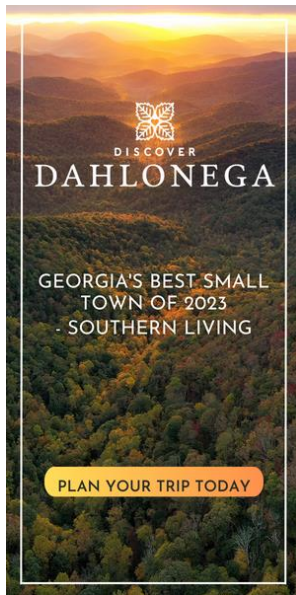
- *Fox 5 news* - How to celebrate Mother’s Day in Atlanta? (Mother’s Day Crawl)
- *iHeart Radio* – Named one of America’s Most Beautiful Mountain Towns.
- *iHeart Radio* – Best Historic Town in the State
- *World Atlas* – 6 Most Underrated Town in the Appalachians
- *World Atlas* – 12 Coolest Small Towns to Vacation in Georgia
- *Medium* - Tour around Historic Towns of Dahlonega, GA
- *Yahoo Life* – 15 Best Places to Visit in Georgia
- *MSN*- 10 Georgia Towns That are Underrated and Unexpectedly Awesome

- Building a Visitor Profile of Dahlonega and Lumpkin County
    - Arrivalist Geofencing (**Appendix 4a**)
      - Through our partnership with Premion/Tegna and 11 Alive we have created a geofence over Dahlonega and Lumpkin County that is allowing us to track our visitors.
    - Visitors Dwell time (**Appendix 4b**)
      - We have also been tracking visitors' dwell time around Dahlonega.
      - This marketing initiative allows us to capture roughly about 45% of the people that visit the square and measure whether they stay 2-hours (Day trippers) or 12-hours (Overnight guest).
        - Through this research we have discovered that 1/3 of the people that visit Dahlonega stay overnight.
    - STR Reports (**Appendix 4c**)
      - We have recently purchased monthly Smith Travel Research (STR Reports) that allows us to track occupancy reports of our hotels that report to Smith Travel Research.
      - We hope to encourage more overnight accommodations to utilize STR so we can continue to provide data, this will allow us to have a more general synopsis of occupancy numbers.
      - STR Reports focus on Occupancy Levels, Average Daily Rate, and Revenue Per Available Room.
- III. Professional Development and Tourism Staff updates
- Sam McDuffie attended a Tourism Roundtable discussion in Savannah during National Travel and Tourism Week. Several State elected officials and many Destination Marketing Organizations were present for the Roundtable Discussion.
  - C.C. Felty (Year 1) and Sam McDuffie (Year 2), attended the Southeast Tourism Society's Marketing College in Macon. We gained a lot of knowledge and look forward to implementing it in the coming months.
  - Laura Lathem, Visitor Center Manager celebrated her 15<sup>th</sup> Work Anniversary.
  - We hired a new full-time employee, Elizabeth Brown, who will be serving as our Social Media Content Specialist.
- IV. Partnerships
- Working closely with the Dahlonega Development Authority and Main Street Team on future Tourism Product Development ideas.
  - We will continue to work with the Georgia 400 Hospitality Highway committee.

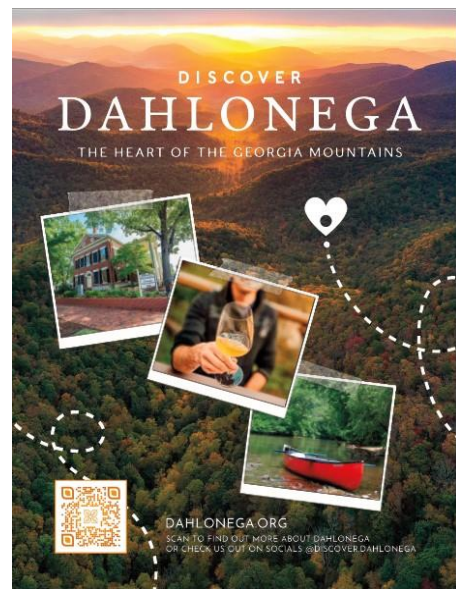
**APPENDIX 1: Visitor Center**



**Appendix 2: Passive Marketing/Advertising**



**Appendix 2a: 11 Alive**  
Retargeting Content



**Appendix 2b:**  
Oxford American

Appendix 2: Passive Marketing/Advertising (cont.)



Appendix 3a – Keyword Search

Top Paid Search Keywords

	Search keyword	Impressions	Clicks	CTR
1.	best hikes in georgia	8,009	462	5.8%
2.	dahlonega	2,971	437	14.7%
3.	things to do in dahlonega ga	1,117	377	33.8%
4.	dahlonega georgia	1,560	271	17.4%
5.	fun things to do in helen ga	1,793	98	5.5%
6.	things to do in north carolina	1,419	89	6.3%
7.	ga	1,355	88	6.5%
8.	helen georgia things to do	1,323	54	4.1%
9.	things to do around helen ga	507	31	6.1%
10.	nc things to do	309	24	7.8%
11.	things to do	359	14	3.9%
12.	north carolina attractions	213	13	6.1%



Appendix 3: Digital Marketing (Cont.)

Appendix 3b: Landing Pages

	Landing Page	Sessions ▾	Bounce Rate	Avg. Session Duration
1.	/things-to-do/	2,023	12%	00:02:50
2.	/events/festivals-...	401	54%	00:01:10
3.	/	391	21%	00:02:59
4.	/articles/post/the-...	187	57%	00:02:05
5.	/restaurants/	151	79%	00:00:35
	Grand total	3,900	31%	00:02:17

Appendix 3c: Source/Medium of how people are discovering us.

	Source/Medium	Sessions	% Δ	Avg. Session Duration	% Δ
1.	google / organic	26,402	48.4% ↑	00:02:28	-2.6% ↓
2.	(direct) / (none)	9,152	-14.5% ↓	00:02:04	72.4% ↑
3.	google / cpc	3,900	126.0% ↑	00:02:17	-13.0% ↓
4.	mediaone / native	2,060	158.5% ↑	00:00:43	44.4% ↑
5.	bing / organic	1,204	11.6% ↑	00:03:45	-4.0% ↓
6.	yahoo / organic	648	-4.0% ↓	00:03:09	-14.5% ↓
7.	tegna / extendedreach	561	-	00:00:07	-
8.	duckduckgo / organic	559	2.8% ↑	00:03:16	-2.9% ↓
9.	travelandleisure.com / ref...	209	137.5% ↑	00:02:57	56.4% ↑

Appendix 3d: Where people are coming from?

Metro	Targeted/Not Targeted Destination
Atlanta	Targeted
Tampa – St. Petersburg	Not Targeted
Greenville-Spartanburg-Asheville-Anderson	Targeted
Washington, DC	Not Targeted
Birmingham (Ann and Tusc, AL)	Targeted
Orlando-Daytona Beach – Melbourne, FL	Not Targeted
Chicago, IL	Not Targeted
Charlotte, NC	Not Targeted
Raleigh-Durham (Fayetteville, NC)	Not Targeted
Nashville, TN	Targeted

#### Appendix 4a: Visitor Profile – Visitation by US Market Cluster

DMA Name	Arrivals	Visitors	% of Total Arrivals	Repeat Visit Ratio	Average time in Destination (Days, Hours)
Atlanta	5620	3914	47.10%	30%	19 Hours, 12 Minutes
Birmingham	917	637	7.70%	31%	1 Day, 2 Hours, 46 Minutes
Greenville/Spartanburg/Asheville/Anderson	728	553	6.10%	24%	20 Hours, 8 Minutes
Chattanooga	403	335	3.40%	17%	16 Hours, 10 Minutes
Macon	353	317	3.00%	10%	23 Hours, 35 Minutes
Tampa/Saint Petersburg	267	257	2.20%	4%	1 Day, 2 Hours, 1 Minute
Augusta	242	212	2.00%	12%	1 Day, 1 Hour, 7 Minutes
Huntsville/Decatur/Florence	237	198	2.00%	16%	1 Day, 4 Hours, 5 Minutes
Jacksonville-Brunswick	232	200	1.90%	14%	1 Day, 3 Hours, 5 Minutes
Oriando/Daytona Beach/Melbourne	220	210	1.80%	5%	1 Day, 2 Hours, 18 Minutes
Columbus-Ga	204	176	1.70%	14%	21 Hours, 49 Minutes
Savannah	184	172	1.50%	7%	1 Day, 1 Hour, 18 Minutes
Nashville	161	136	1.30%	16%	1 Day, 2 Hours, 2 Minutes
Tallahassee/Thomasville	155	141	1.30%	9%	23 Hours, 5 Minutes
Charlotte	135	116	1.10%	14%	21 Hours, 19 Minutes
Mobile/Pensacola/Fort Walton Beach	134	120	1.10%	10%	1 Day, 3 Hours, 4 Minutes
Knoxville	126	107	1.10%	15%	21 Hours, 45 Minutes
Albany-Ga	121	103	1.00%	15%	1 Day, 6 Hours, 30 Minutes
Montgomery/Selma	119	103	1.00%	13%	1 Day, 2 Hours, 31 Minutes
Columbia-Sc	80	66	0.70%	18%	1 Day, 3 Hours, 15 Minutes

#### Appendix 4b: Visitor Profile – Dwell Time (Day Trippers vs. Overnight guest)

##### 2 Hour Dwell Time

DMA	Impressions	Visitors
Atlanta	520,796	29,256
Greenville/Spartanburg/Asheville...	125,791	2,750
Birmingham	1,103	958
Chattanooga	93,823	605
Locations outside of DMA boun...	22,458	106
Augusta	34,904	103
Lexington	492	68
Knoxville	2,292	28
Nashville	3,942	26
Columbus-Ga	686	19
Macon	1,662	13
Grand total	821,466	34,007

##### 12 Hour Dwell Time

DMA	Impressions	Visitors
Atlanta	520,796	10,437
Greenville/Spartanburg/Asheville/Ande...	125,791	981
Birmingham	1,103	342
Chattanooga	93,823	216
Locations outside of DMA boundaries	22,458	38
Augusta	34,904	37
Lexington	492	25
Knoxville	2,292	10
Nashville	3,942	9
Columbus-Ga	686	7
Macon	1,662	5
Grand total	821,466	12,147

#### Appendix 4c: STR Reports – Occupancy / Average Daily Rate (ADR) / Revenue Per Available Room (RevPAR)

Occupancy (%)	2023				
	Jan	Feb	Mar	Apr	May
This Year	42.2	50.0	58.2	57.9	55.2
Last Year	38.9	47.3	55.2	57.5	51.0
Percent Change	8.5	5.7	5.4	0.6	8.2

ADR	2023				
	Jan	Feb	Mar	Apr	May
This Year	124.60	133.26	133.78	142.77	156.80
Last Year	112.16	123.00	127.80	139.20	145.14
Percent Change	11.1	8.3	4.7	2.6	8.0

RevPAR	2023				
	Jan	Feb	Mar	Apr	May
This Year	52.63	66.57	77.87	82.64	86.58
Last Year	43.65	58.13	70.58	80.06	74.09
Percent Change	20.6	14.5	10.3	3.2	16.9



## City Council Agenda Memo

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**DATE:** August 11, 2023  
**TITLE:** Change to Open Container Footprint for Dahlonega Trail Fest  
**PRESENTED BY:** Doug Parks, City Attorney, Ariel Alexander, DDA Director

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### AGENDA ITEM DESCRIPTION:

Proposal to suspend the enforcement of open containers in a specific area at the Dahlonega Trail Fest event, so that festivalgoers may carry their alcoholic beverages from Hancock Park to the auction and live music tent across the street.

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### HISTORY/PAST ACTION:

The current special event ordinance allows for open containers at festivals if they are contained in the footprint of Hancock Park. The festival sponsor is responsible for hiring law enforcement officers to monitor the area, and for displaying signage informing visitors that no alcohol is permitted outside of the park. Dahlonega Trail Fest has utilized this option for several years. This system has worked quite well since its implementation, with no negative reports from the officers, festivalgoers, or event sponsors. In pre-event meetings with city staff, the festival committee chair has requested permission for the festival attendants to cross North Park Street at Hancock Park with their beverages and enjoy the food truck area.

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### FINANCIAL IMPACT:

None- Dahlonega Trail Fest will be responsible for hiring the appropriate amount of law enforcement officers designated by the Chief of Police and for the signage required by the city.

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### RECOMMENDATION:

It is the recommendation of staff to allow the suspension of the appropriate ordinances for this event.

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### SUGGESTED MOTIONS:

I make a motion to suspend enforcement of the open container laws of the City of Dahlonega including but not limited to the following: The Code of the City of Dahlonega, Georgia, Chapter 22, Article II, Section 22-32, Section 22-33, Section 22-34, Section 22-35, within the geographical area set aside for alcohol sales and consumption within that certain festival special event permit application granted by the City to the Dahlonega Trail Fest organizer, the duration of the suspension to run concurrently with the duration of the permit granted.

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### ATTACHMENTS:

Dahlonega Trail Fest Map and Permit Application

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# City of Dahlonega Strategic Plan 2023

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## **Mayor & City Council**

JoAnne Taylor, Mayor

Roman Gaddis, City Council

Ron Larson, City Council

Johnny Ariemma, City Council

Ross Shirley, City Council

Ryan Reagin, City Council

Lance Bagley, City Council

## **City Manager & Staff**

Allison Martin, City Manger

Mary Csukas, City Clerk

George Albert, Chief of Police

Mark Buchanan, City Engineer/Public Works Director

Kimberly Stafford, Finance Director

Ariel Alexander, DDA Director

Ron Simmons, Distribution/Collection Supervisor

Troy Armstrong, Street/Park/Cemetery Supervisor

Skyler Alexander, Main Street Manager

Shana Higman, Court Clerk

Mak Yari, Special Projects Coordinator

## **Carl Vinson Institute of Government**

April Howard, EdD – Public Service Associate

## Introduction

The City of Dahlonega, the county seat of Lumpkin County, is in the foothills of the Northeast Georgia mountains, approximately seventy miles north of Atlanta. The year-round population of Dahlonega is estimated to be 7,500 with seasonal increases that go along with being home to a major state university.

Incorporated on December 21, 1833, Dahlonega was the site of the first significant gold rush in the United States. Between 1838 and 1861, a U.S. Branch Mint produced the Half Eagle, Quarter Eagle, Gold Dollar, and Three Dollar Gold coins locally. The University of North Georgia, founded in 1873 in the abandoned mint building, was the first state-supported college in Georgia to grant a degree to a woman and is now one of six senior military colleges in the U.S. with expanding undergraduate and graduate programs. Today, tourists come to shop and dine in the historic town square, learn about the city's colorful history, try their hand at gold panning, and visit the area's local wineries.

Dahlonega is home to numerous historic properties—houses, commercial buildings, public institutions, and educational buildings. A landmark resource survey was completed, identifying and cataloging resources and community assets. This effort focused primarily on the Dahlonega Courthouse Square and the streets immediately surrounding the square. More than 178 resources were recognized as part of the original survey and the inventory is continuously updated by the Dahlonega Historical Society. A new survey was completed in 2022 which added additional properties to this inventory. To help ensure the city's rich heritage, Dahlonega utilizes a Council-appointed Historic Preservation Commission and a Downtown Development Authority to help preserve the past while guiding its future.

Dahlonega, like many communities across the country, is facing a growing population. This growth, coupled with a thriving university in our city, has created a housing shortage. In 2022, the council supported a Housing Needs Assessment which was completed in 2023. This study gave great insight into the types of housing missing from our inventory and is the catalyst for an update to the city's zoning ordinances and an initiative that is currently underway.

As our city continues to grow, it becomes more important than ever to plan for the future to ensure that growth and development do not detract from what makes our city so special.

## Strategic Visioning and Planning

The City of Dahlonega has, in recent years, seen an increase in population and continued demands on aging infrastructure. While there were adopted vision and mission statements, the city staff lacked strategic focus areas to guide work and base decisions. This lack of focus meant that there were a multitude of projects on the Capital Improvement Plan but no clear vision of how those projects tied into a “master plan” for the future of the city. In 2023, the city council agreed to have a strategic planning session as their annual retreat. The council and key staff members completed surveys and pre-work for the retreat. The pre-work results, which showed common themes, were shared with the council. During two days of intensive discussions, led by April Howard, and SWOT analysis exercises, the council decided on three strategic priorities for the city staff to focus on. The time spent together allowed us to better understand each other’s perspectives, where we are today as a city, the resources available to us, and what areas need further attention as we prepare for the future.

Two months after the council’s retreat, our staff met for a planning session to create action plans for implementing those strategic priorities. We reviewed the work previously completed by the council and existing city plans. The staff then collaborated on updates to the city’s vision and mission statements. A list of guiding principles was developed to help shape the culture of the work environment and ensure employees, and the public, understand the behavior that is expected.

While not as robust as some strategic plans, this is a great first step in steering our organization toward more strategic thinking and data-driven decision-making.

This plan was completed in 2023 and the council and our staff hope this plan will help us accomplish our vision of being the most welcoming, thriving, and inspiring community in North Georgia. On the following pages, you will find the updated vision and mission statement, the guiding principles, strategic priorities, goals, and implementation plan.



## **Vision Statement**

*“Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia!”*

## **Mission Statement**

*“Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.”*

The City of Dahlonega will be an open, honest, and responsive city, balancing preservation and growth, and delivering quality services fairly and equitably by being good stewards of Dahlonega's resources.

To ensure the vibrancy of our community, Dahlonega commits to:

- Transparency and Honesty
- Dedication and Responsibility
- Preservation and Sustainability
- Safety and Welfare ...for ALL!

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## Strategic Priorities

### Strategic Priority #1 – Effectively Manage Growth

#### Goal Statement:

The City will implement a managed growth plan to ensure a great Dahlonega.

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<b>Strategic Priority</b>		Effectively Manage Growth			
<b>Specific Goal</b>		The City will implement a managed growth plan to ensure a great Dahlonega.			
	<b>Actions</b>	<b>Timeline</b>	<b>Funding Sources, and Resources</b>	<b>Person(s) Responsible</b>	<b>Means of Evaluation</b>
1	Work to update codes and zoning as they relate to housing. Review and update a minimum of 1 ordinance a quarter until all are reviewed.	2024	Budgeted Project	Allison Martin	Complete phase 1 of TSW work.
2	Review all IGAs and MOUS.	Dec. 2023	No Cost	Dept. Heads	Report to Council.
3	Review and update a character area map associated with a GIS development map. Create a public education plan to share the intent.	Jan. 2025	Budgeted Item	Ariel Alexander	Completion and distribution of map and plan.
4	Support DDA growth and success: Help identify funding options, evaluate boundaries, create a public BRE plan, and create a Main Street Advisory Committee under DDA. The City Manager and DDA Director complete advanced economic development training. DDA Board will train as well.	2024	Budgeted Items and Funding Options/Projects	Ariel Alexander, Skyler Alexander, Allison Martin	Creation of Main Street Committee, completed training, and detailed DDA work plan.
5	Work with DDA to create a redevelopment plan: survey properties, explore the creation of specific overlay districts, and host public meetings.	2026	Budgeted Items	Ariel Alexander & DDA	An EID is adopted that offers incentives and an overlay district has been created.
6	Annexation Plan: update service area (first to serve), target donuts and islands, establish road assessment protocol, conduct capacity audits,	2027	Budgeted Items	Planning Staff	Completion of Plan
7	Plan for and support the growth of city hall and add appropriate staff to prepare for growth. Succession planning, cross-training, workforce development. Focus on police, courts, and public works.	2024-continuous	Budgeted Items	Dept. Heads	Addition or redevelopment of city hall offices and a new PW facility.

Strategic Priority #2 – Infrastructure

**Goal Statement:** The City will proactively monitor, maintain, and fund our infrastructure to provide safe, dependable, reliable services to support our community and quality of life.

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Strategic Priority		Infrastructure			
Specific Goal		The City will proactively monitor, maintain, and fund our infrastructure to provide safe, dependable, reliable services to support our community and quality of life.			
	Actions	Timeline	Funding Sources, and Resources	Person(s) Responsible	Means of Evaluation
1	Update CIP that includes all water/sewer/storm needs based on dates and Ron/Troy observations	FY2025	Various	MB/MY/RS/VH/TA	Document prepared for FY25 budget cycle
2	Asset management program; needs inventory/mapping and assessment	Ongoing	City/user fees/enterprise funds	GIS consultant/TS/MY/TA	Completion of program prior to federal mandate
3	Continue road improvement plan (resurfacing)	Ongoing	City, SPLOST, TSPLOST, LMIG	VH/CY/MB	Annual paving program completion with add'l mileage
4	Evaluate asset management vs. public works vs. engineering vs. all utility needs/duties/tasks and consider add'l staff,	FY26	City, enterprise funds	AM	Funding of Utilities Director
5	Address ROW widths throughout city and utility easements	FY26	City, grants, enterprise funds	AM/MB/MY/RS	Deed work and GIS mapping completed



Strategic Priority		Infrastructure			
Specific Goal		The City will proactively monitor, maintain, and fund our infrastructure to provide safe, dependable, reliable services to support our community and quality of life.			
	Actions	Timeline	Funding Sources, and Resources	Person(s) Responsible	Means of Evaluation
6	Create new water sale opportunities	Ongoing	n/a	AM/MY	Contracts or increased sales revenue
7	Evaluate water and wastewater plants based on growth decisions/capacity purchase	Ongoing	Enterprise funds	AM/MY	Report to council by June 2024
8	Evaluate existing sidewalk master map and turn it into a sidewalk master plan w/annual funding	FY24	City	TA/VH	Presentation during FY25 budget process
9	Work with Planning and Zoning to create new ordinances and guidelines related to private development/annexation	Ongoing	City	Consultant/MB	Successful draft of ordinances presented to council
10	Utility Rate Study	Annual Review	Enterprise funds	MY/AM	Review annually, formal 2 years; fund solvency



<b>Strategic Priority</b>	Infrastructure				
<b>Specific Goal</b>	The City will proactively monitor, maintain, and fund our infrastructure to provide safe, dependable, reliable services to support our community and quality of life.				
	<b>Actions</b>	<b>Timeline</b>	<b>Funding Sources, and Resources</b>	<b>Person(s) Responsible</b>	<b>Means of Evaluation</b>
11	New city shop at an alternate location	ASAP	Unknown	AM/MB/RS/TA/GH	Construction of new joint shop facility

DRAFT



**Goal Statement:** The City will work proactively to maintain effective communication with the public, community partners, and stakeholders through varied avenues, including social media, the website, and written communications.

DRAFT



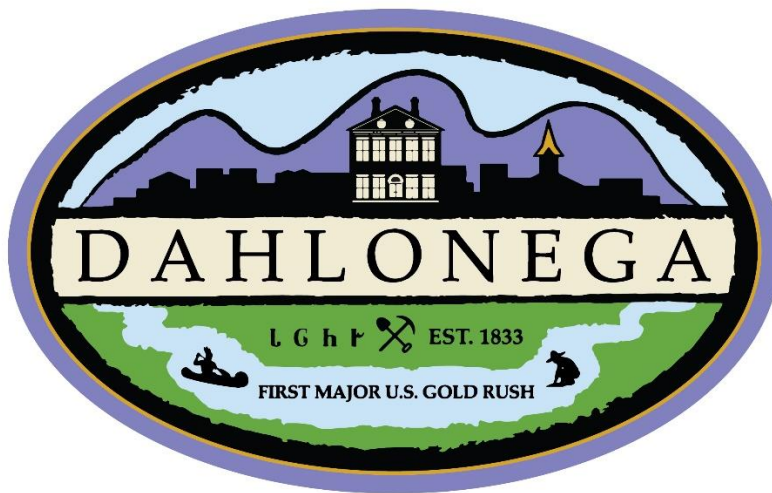
<b>Strategic Priority</b>		Ensure Effective Communications			
<b>Specific Goal</b>		Develop a Shared Community Calendar			
	<b>Actions</b>	<b>Timeline</b>	<b>Funding Sources, and Resources</b>	<b>Person(s) Responsible</b>	<b>Means of Evaluation</b>
1)	Assess feasibility of partnering with Chamber of Commerce to provide comprehensive shared calendar	August, 2023	None	Mainstreet Manager	Report to manager
2)	Contact Bobby Larson at UNG to request participation in the comprehensive shared calendar	August, 2024	None	Mainstreet Manager	Confirmation of participation or denial
3)	Research platforms with IT consultant to discuss scope of potential project of comprehensive calendar	By Sept 2024	None	Mainstreet Manager and Finance	Report to manager
4)	Research using the Nugget to publicize calendar and explain each entity's role and respective calendars to keep current	By Sept 2024	None	Mainstreet Manager	Report findings to manager



<b>Strategic Priority</b>		Ensure Effective Communications			
<b>Specific Goal</b>		Explore Council Chamber Livestream			
	<b>Actions</b>	<b>Timeline</b>	<b>Funding Sources, and Resources</b>	<b>Person(s) Responsible</b>	<b>Means of Evaluation</b>
1)	Form a research/review committee to explore various platforms and tools for Livestreaming Council and Authority meetings	January 2024	None	City Staff & ACNS	Report to City Manager
2)	Research platforms with other city clerks for options for implementation	January 2024	None	City Clerk	Report to Committee
3)	Present recommendation for needed platform, technology tools, training and budget for implementation	By March, 2024	Local	City Clerk, ACNS	Report to Council



Strategic Priority		Ensure Effective Communications			
Specific Goal		Improve Communications Coordination Communitywide			
	Actions	Timeline	Funding Sources, and Resources	Person(s) Responsible	Means of Evaluation
1)	Employ a part-time communications specialist to manage website, social media, special events, town hall meetings, and other coordinated calendars, etc.	July 2024	Approx. \$24,000	City Manager, Ariel, Sky	Increased engagement, increased traffic on sites
2)	Ensure continued attendance at community meetings and events	Oct 2024	None	Council, Manager, Dept. Heads	Representation at all functions.
3)	Develop a communications plan and schedule for posting.	Jan 2024	None	Manager/Ariel	Successful messaging and increased engagement



City of Dahlonega  
465 Riley Road  
Dahlonega, GA 30533  
[www.dahlonega.gov](http://www.dahlonega.gov)  
706-864-6133



# City Council Agenda Memo

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**DATE:** August 14, 2023  
**TITLE:** Consent Agenda Policy  
**PRESENTED BY:** Allison Martin, City Manager

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**AGENDA ITEM DESCRIPTION:**

Consent Agenda Policy

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**HISTORY/PAST ACTION:**

A consent agenda includes items that are routine, pre-discussed, and that require no further discussion. The pre-discussion of the items must not violate Open Meetings laws. Past councils have used a consent agenda model to approve items that are routine in nature or do not require discussion. The use of a consent agenda allows meetings to be very efficient and streamlines routine matters by allowing multiple items to be approved by one motion and vote. The policy gives parameters for staff in creating items and for the council in making decisions to move items on the consent agenda and off the consent agenda if they want further discussion on the item(s).

---

**FINANCIAL IMPACT:**

There is no adverse budgetary impact.

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**RECOMMENDATION:**

It is the recommendation of staff to use a consent agenda to further streamline meetings.

---

**SUGGESTED MOTIONS:**

n/a

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**ATTACHMENTS:**

Consent Agenda Policy

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## Consent Agenda Policy

### Purpose

To ensure the efficiency and effectiveness of council meetings and to provide an efficient process for approval of regular or routine issues that come before the Mayor and Council or matters where no debate is anticipated.

### Policy

1. **Content of Agenda.** The agenda for City Council Meetings will distinguish between the following types of matters:
  - a. Decision;
  - b. Discussion; and
  - c. Information.

Only decision items will require a motion and vote.

Items requiring a decision that is expected to require no discussion or debate may, at the Mayor and Council's option, be placed on the agenda under the headings "Consent Agenda".

Materials and motions proposed to be dealt with under the consent agenda portion of the agenda shall be clearly identified as falling under the consent agenda in the meeting packages. Council members should review the consent agenda items prior to the meeting with the expectation that no discussion will take place during the council meeting.

2. **Approval of Agenda.** The agenda will be approved by the Mayor and Council at the beginning of each meeting.

Items may be moved out of the consent agenda section at the request of any member of the Council prior to the approval of the agenda. No motion or vote of the Council is required with respect to a request to move an item off the consent agenda.

When a member of the Council requests that an item be moved off the consent agenda section, the Council shall decide where to place that item on the agenda.

When only one item does not qualify as a consent agenda item or is requested to be moved, that item shall be moved out of the consent agenda and the rest of the items shall remain on the consent agenda.

Approval of the agenda by the Council constitutes approval of each of the items listed under the consent agenda portion of the meeting. No separate vote to approve the consent agenda portion is required.

3. **Amendment.** This policy may be amended by the Mayor and Council.



**DATE:** 08/14/2023  
**TITLE:** Storm drainage easement  
**PRESENTED BY:** Doug Parks, City Attorney

---

**AGENDA ITEM DESCRIPTION:**

This is a request for approval, acceptance and delivery of a Storm Drainage Easement executed by Hardeman Builders Group, LLC, in favor of the City of Dahlonega. It will allow the City to install appropriate storm water management lines on the property of Hardeman Builders Group.

---

**HISTORY/PAST ACTION:**

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**FINANCIAL IMPACT:**

N/A

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**RECOMMENDATION:**

Staff recommends approval.

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**SUGGESTED MOTIONS:**

Motion to approve, execute and accept delivery of the Storm Drainage Easement.

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**ATTACHMENTS:**

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## STORM DRAINAGE EASEMENT

This Storm Drainage Easement ("Easement" or "Storm Drainage Easement") entered into as of the \_\_\_\_ day of \_\_\_\_\_, 2023, (being the date of the last signature below [the "Execution Date"]) by and between HARDEMAN BUILDERS GROUP, LLC (sometimes hereinafter referred to as "Grantor") and CITY OF DAHLONEGA, a Georgia Municipal Corporation (sometimes hereinafter referred to as "City" or "Grantee").

### RECITALS

WHEREAS, Grantor is the owner in fee of that certain real property more particularly described in Exhibit "A" attached hereto and incorporated herein by reference (the "Property"); and,

WHEREAS, the Parties wish to enter into this Storm Drainage Easement whereby the Grantor will allow City to enter the Property for the installation, construction and continued maintenance of the stormwater lines and their appurtenances within said easement.

WHEREAS, the Parties have agreed for the consideration of One and no/100s Dollars (\$1.00) and other valuable consideration in hand paid at and before the delivery of these presents, and hereby grant unto City a permanent easement for the purposes of installation, construction and permanently maintaining certain stormwater lines to be located on the Grantor's property in favor of City.

NOW, THEREFORE, Grantor and City do hereby agree as follows:

### AGREEMENT

1. **Easement.** The Grantor hereby grants to City and its agents, employees and contractors the right to enter onto the Property for the purpose of installing, constructing and permanently maintaining the stormwater lines and any other purpose related thereto upon the following terms (the "Storm Drainage Easement").
2. **Priority.** Grantor shall grant no rights inconsistent with the reasonable exercise by the City of its rights under this Storm Drainage Easement.
3. **Inspection.** City and its representatives, employees, agents or independent contractors may enter and inspect the Property or any portion thereof or any improvements thereon at any time and from time to time at reasonable times to maintain the stormwater lines.

[PAGE 1 OF FIVE]

4. **Exclusivity Period.** Grantor shall have the Easement site graded to the finished elevations and then "pad" the site by staking out all the sites for buildings, etc. The date upon which this activity is to be finished shall be the Completion Date. Commencing immediately after the Completion Date Grantor shall then guarantee the City exclusive and unrestricted access to the site for at least 30 days, this thirty-day period to be the "Exclusivity Period." Additionally, the City agrees to make good faith, commercially-reasonable efforts to have its work completed by the end of the Exclusivity Period. If the City, despite good faith and commercially-reasonable efforts to do so, fails to complete its work by the end of the Exclusivity Period, Grantor's contractor shall be required to make good faith, commercially-reasonable efforts to coordinate and cooperate with the City to allow its work to continue simultaneously for up to 60 days thereafter.

5. **Granting of Real Property Interest.** It is expressly understood that this is a permanent sixteen thousand four hundred ninety-one (16,491) square foot (0.38 acres) Storm Drainage Easement interest in the Property for the benefit of the City upon completion of the installation of the stormwater lines. The actual location of the stormwater lines shall be within the boundaries of the real property described in Exhibit A.

6. **No Further Consideration.** City without further payment or other consideration to the Grantor—except as provided below—shall have permanent access to said Storm Drainage Easement for initial construction, installation, maintenance, installation of new or replacement lines and all other rights consistent with full and complete use of the Storm Drainage Easement.

7. **Duty of Restoration.** Grantee agrees that it will be responsible for the restoration of the construction area and easement area after construction of said stormwater line so that the ground affected thereby will be left in level, compacted, good and sightly condition. Furthermore, Grantor reserves and retains the right beginning either immediately after the completion by the City of its initial installation of the stormwater lines and restoration of the surface or ninety (90) days after the Commencement Date as defined below, whichever occurs sooner, to grade, pave, and otherwise fully utilize the surface of the Easement and any subsurface portion thereof not occupied by said stormwater lines in a manner consistent with the proposed site plan for the relevant portion of the larger tract of land owned by Grantor depicted on the Exhibit "B" attached hereto and incorporated herein by reference (the "Site Plan"); and further provided that Grantee, as a condition of the granting of this easement, agrees and covenants that should Grantee enter said property in order to maintain, remove, replace, or repair said stormwater lines, Grantee will, at its expense, fully replace in a workmanlike manner, all paving or concrete (as well as the soil and/or customary roadbed materials thereunder) removed, destroyed or broken by the said Grantee or its

[PAGE 2 OF FIVE]

employees or contractors in connection with any such maintenance, removal, replacement, or repair of said stormwater lines.

8. **Completion Date Notice.** Grantor shall give the City at least 30 days' advance notice of the latest date by which the preliminary site prep work will be completed (the "Completion Date") so that the City can prepare to commence its work on or soon after the Completion Date.

9. **Initial Installation Commencement & Deadline.** Prior to commencement of the City's right to begin work on the Property to install the stormwater lines, Grantor will have the site graded to the finished elevations and then "pad" the site by staking out all the pad sites for the buildings, *etc.*, so that the City will then know exactly where its line needs to go. And Grantor will give the City at least 30 days' advance notice of the latest date by which that preliminary site prep work will be completed (the "Commencement Date"), so that the City can prepare to commence its work on or soon after that date. And the Grantor will guarantee the City exclusive and unrestricted access to the site for at least 30 days beginning on the Completion Date (the "Exclusivity Period"). And the City agrees to make good faith, commercially-reasonable efforts to have its installation and restoration work completed by the end of the Exclusivity Period; provided that if—despite its good faith, commercially-reasonable efforts to do so—the City fails to complete its work by the end of the Exclusivity Period, Grantor's contractor will be required to make good faith, commercially-reasonable efforts to coordinate and cooperate with the City to allow its installation and restoration work to continue alongside his for up to an additional sixty (60) days thereafter. Grantee shall exercise due diligence in completing the construction of the aforementioned stormwater lines and the surface restoration and in having the work completed within ninety (90) days after the Commencement Date.

10. **Termination.** This instrument is intended to convey only an easement for the aforesaid purpose; said easement being limited as aforesaid with all rights conveyed hereunder to cease and revert to Grantor at such time as Grantee shall cease to use said Property for the purposes set forth herein.

11. **Depth of Installation.** Grantee agrees that it will construct the stormwater lines at a depth sufficient to avoid interference with the specific surface uses depicted on the Site Plan, including, but not limited to, parking and driveway uses. The installation will be performed substantially in compliance with Exhibit B.

12. **Parties Bound & Benefitted.** The terms "Grantor" and "Grantee" as used herein shall be deemed to mean their respective heirs, successors and assigns, and this Agreement shall inure

[PAGE 3 OF FIVE]

to the benefit of and be binding upon Grantor, Grantee and their respective heirs, successors and assigns.

IN WITNESS WHEREOF, the Parties hereto have executed this Storm Drainage Easement on the date first written above.

Signed, sealed and delivered before me  
this 24 day of July  
2023.

Craig Gerson  
Witness

Ayana Weese  
Notary

(Affix Seal Here)

GRANTOR:  
HARDEMAN BUILDERS GROUP, LLC

Steve Eiberger  
By: Steve Eiberger  
Title: Managing Member



[EXECUTION CONTINUED ON FOLLOWING PAGE]

[PAGE 4 OF FIVE]

Signed, sealed and delivered before me  
this \_\_\_ day of \_\_\_\_\_,  
2023.

**GRANTEE: CITY OF DAHLONEGA**

\_\_\_\_\_  
Witness

By: \_\_\_\_\_  
JoAnne Taylor, Mayor

\_\_\_\_\_  
Notary

ATTEST:

(Affix Seal Here)

\_\_\_\_\_  
Mary Csukas, City Clerk

**Approved as to form:**

\_\_\_\_\_  
By: J. Douglas Parks, City Attorney

[PAGE 5 OF FIVE]

## Exhibit "A"

### ACCESS/GRADING EASEMENT

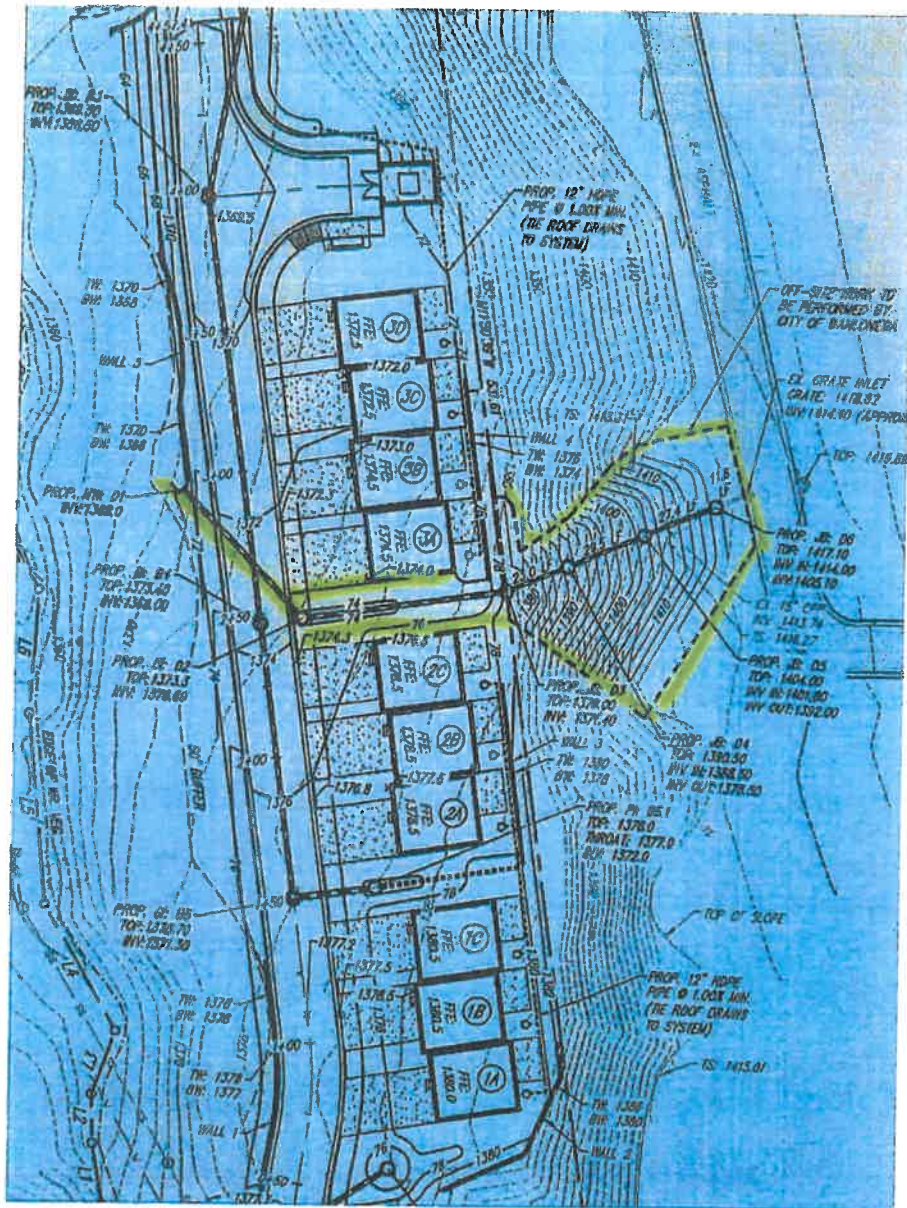
All that tract or parcel of land lying and being in Land Lot 983, 12<sup>th</sup> District, 1<sup>st</sup> Section, in the City of Dahlonega, Lumpkin County, Georgia and being more particularly described as follows: COMMENCING at the center line intersection of Stephens Street and Georgia State Route 60; THENCE, N21°13'48"W a distance of 775.03' to a 1" open top pipe found; Thence continuing along the right of way of Stephens Street, N 87°54'32" W a distance of 85.29' to a point, said point being the POINT OF BEGINNING.

THENCE, N 01°33'31" E a distance of 13.16' to a point;  
THENCE, N 05°54'07" E a distance of 14.12' to a point;  
THENCE, N 01°20'21" E a distance of 23.77' to a point;  
THENCE, N 05°03'45" W a distance of 21.44' to a point;  
THENCE, N 11°30'39" W a distance of 114.63' to a point;  
THENCE, N 78°29'21" E a distance of 68.00' to a point;  
THENCE, N 11°30'39" W a distance of 60.00' to a point;  
THENCE, S 78°29'21" W a distance of 57.68' to a point;  
THENCE, N 47°24'00" W a distance of 98.37' to a point;  
THENCE, S 08°43'05" E a distance of 96.05' to a point;  
THENCE, S 47°29'37" E a distance of 20.47' to a point;  
THENCE, S 11°30'39" E a distance of 141.84' to a point;  
THENCE, S 08°12'08" E a distance of 16.70' to a point;  
THENCE, S 05°32'35" W a distance of 15.00' to a point;  
THENCE, S 05°54'07" W a distance of 17.26' to a point;  
THENCE, S 01°47'52" W a distance of 14.26' to a point;  
THENCE, S 87°54'32" E a distance of 40.03' to a point; said point being the POINT OF BEGINNING.

Said Easement area contains 16,491 S.F. (0.38 acres).

# Exhibit "B"

## SITE PLAN





# City Council Agenda Memo

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**DATE:** 08/16/2023  
**TITLE:** Herr Services at Achasta, LLC  
**PRESENTED BY:** Mary Csukas, City Clerk & Doug Parks, City Attorney

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**AGENDA ITEM DESCRIPTION:**

Herr Servies at Achasta, LLC, owned by Jamie K Herr, is requesting an alcoholic beverage license for the Achasta Golf Resort Restaurant at 639 Birch River Drive, Dahlonega, GA. The restaurant will now be under the management of Herr Services at Achasta, LLC, and the application request is for a Beer, Wine, and Distilled Spirits license. The application is complete and ready for review by the City Council.

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**HISTORY/PAST ACTION:**

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**FINANCIAL IMPACT:**

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**RECOMMENDATION:**

Staff recommend approving a Beer, Wine, and Distilled Spirits alcoholic beverage license for Jamie K Herr, Herr Services at Achasta, LLC, 639 Birch River Drive, Dahlonega, GA.

---

**SUGGESTED MOTIONS:**

Approval of a Beer, Wine, and Distilled Spirits alcoholic beverage license for Jamie K Herr, Herr Services at Achasta, LLC.

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**ATTACHMENTS:**

Alcoholic Beverage License Application

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