



# Main Street Program / Downtown Development Authority Board Agenda

October 07, 2021 8:45 AM

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

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## **Call to Order**

## **Amendment to the Agenda**

## **Meeting Minutes**

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

## **Continuing Business**

2. 147 Park Street Discussion  
Bill Schmid, DDA Director
3. Main Street/ DDA By-Laws  
Joel Cordle, Main Street/DDA Board Member
4. Head House Project Update  
Bill Schmid, DDA Director
5. Independence Day Celebration 2021 - Reconciliation  
Mary Csukas, City Clerk

## **New Business**

6. Mural Discussion - Main Street/DDA Board & Staff

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

7. August Main Street/DDA Financials  
Bill Schmid, DDA Director
8. Main Street – August 2021  
Ariel Alexander, Marketing Coordinator

## **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

September 02, 2021 8:45 AM

McCullough Council Chambers – City Hall

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## Call to Order

Meeting called to order at 8:45 a.m.

## PRESENT

Chairman Ryan Puckett

Vice Chairman Tony Owens

Board Member Donna Logan

Board Member Amy Thraikill

Board Member Joel Cordle

## ABSENT

N/A

## Amendment to the Agenda

## Meeting Minutes

1. Main Street/DDA Board August Meeting Minutes Skyler Alexander, Downtown Coordinator  
Motion to approve made by Board Member Cordle, Seconded by Board Member Logan.  
Voting Yea: Vice Chairman Owens, Board Member Logan, Board Member Cordle

## Continuing Business

2. DDA Executive Director Qualifications Main Street/DDA Chairman, Ryan Puckett
  - DDA Director Bill Schmid let the board know the position is posted online at the city website, it was given out in the welcome packet at the DCA conference in August, the Georgia Main Street page, and the GLGA Marketplace.
3. DDA/Main Street By-Laws Ryan Puckett, Main Street/DDA Chairman
  - Board Member Cordle and his committee have been working on new and improved Main Street/DDA bylaws.
4. Municode Downtown Coordinator Skyler Alexander
  - Ms. Skyler Alexander gave a presentation on Municode Meetings and how to view the training videos within the system.
5. Community Survey Results Board Member, Joel Cordle
  - Board Member Cordle highlighted the Community Survey Results in a presentation.
  - Vice Chairman Owens suggested adding a mural to the side of his building that houses Corner Kitchen to draw people into downtown.
  - HPC Board Member, Ellen Mirakovits said the HPC would be in full support of a mural.

## New Business

6. DDA Board Nominee DDA Chairman, Ryan Puckett
  - Chairman Puckett presented Shenanigan's Restaurant owner, Deb Rowe's, application to the board and made it known that the application was not an action item, but simply a discussion.
  - Board Member Cordle suggested the board look for a member from the university as there is no longer someone with that skill on the board.

7. DDA Cash Prize Policy Allison Martin, Finance Director
  - DDA Director Schmid presented this policy and recommended it be approved by the Main Street/DDA Board.

Motion to approve made by Vice Chairman Owens, Seconded by Board Member Cordle.  
Voting Yea: Vice Chairman Owens, Board Member Logan, Board Member Thraikill, Board Member Cordle

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

8. July Main Street/DDA Financials DDA Director, Bill Schmid
  - There was no discussion.
9. Main Street – August 2021 Ariel Alexander, Marketing Coordinator
  - Ms. Ariel Alexander highlighted the Main Street/DDA August monthly report.
  - Ms. Ariel Alexander presented the Downtown Dahlonega business survey to the board.
  - The Main Street/DDA Board, The Chamber & Tourism Bureau, and the DDBA agreed that they are going to put a pause on Halloween this year due to COVID-19 and the strain it puts on downtown businesses.
10. 2021 Georgia Downtown Conference Highlights Skyler Alexander, Downtown Coordinator
  - Ms. Skyler Alexander went over some highlights from the 2021 Georgia Downtown Conference she attended August 16<sup>th</sup>-20<sup>th</sup>.

### **Announcements from Partner Agencies**

- A. City of Dahlonega
  - DDA Director Schmid informed the board that the early voting for the upcoming election is on the same weekend as Gold Rush and the Main Street Staff worked with the applicants to work out a solution.
  - The Wimpy Mill Sidewalk is complete.
  - The search for the new City Marshal is going well.
  - DDA Director Schmid introduced the new Planning and Zoning Administrator, Jameson Kinley.
- B. Chamber of Commerce/Tourism Office
  - Tourism Director Sam McDuffie gave his report on his department's recent conferences and tourism overall and reported that Dahlonega, GA is a place people are wanted to stay.
- C. Historic Preservation Commission
  - DDA Director Schmid gave the HPC report.
- D. Planning & Zoning Commission
  - Planning and Zoning Administrator Jameson Kinley gave the Planning & Zoning Commission report.
- E. Dahlonega Downtown Business Association
  - President of the DDBA, Ellen Mirakovits, gave the DDBA report and informed the board that their UNG move in day scavenger hunt was not a success and they will not be doing the event next year. Mrs. Mirakovits also invited the board and staff to the Old-Fashioned Christmas meeting on September 14<sup>th</sup>.

### **Adjourn**

Motion was adjourned at 10:10 a.m.

DDA  
2021 Independence Day Celebration Even rev/exp reconciliation

Original FY21 Budget	\$ 20,000.00
DDA approved \$10k worth of expenses for 4th in 5/6/2021 minutes	\$ 10,000.00 (budget adjustment not done in BS&A)
donations parade winners	<u>\$ 350.00</u>

Total Budget \$ 30,350.00

2021 Expenditures

4th July entertainment deposit	\$ 2,090.00
4th July face painting	\$ 315.00
4th July parade performance	\$ 900.00
Concert & sound tech	\$ 600.00
signs/stakes/U.S. flags	\$ 2,339.73
LCSSO City Detail July 3rd	\$ 3,000.00
4th July face painting , balloon twister	\$ 2,405.00
Independence Day Concert Performance	\$ 600.00
Portable Units, Handwashing Stations	\$ 1,215.00
Inflatables for Independence Day	\$ 1,512.66
4th July Posters	\$ 210.00
Balloon weights	\$ 15.98
Award metals	\$ 11.59
Patriotic decorations	\$ 46.88
T-shirts	\$ 1,624.00
parade signs	\$ 404.00
fuel	\$ 135.08
parade winners	<u>\$ 350.00</u>

Total \$ 17,774.92

Indirect cost of labor for employees that worked 7/3/2021 \$ 3,318.48

Grand Total Expenditures \$ 21,093.40

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
 PERIOD ENDING 08/31/2021  
 % Fiscal Year Completed: 91.78

ACCOUNT DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	YTD BALANCE 08/31/2021 NORMAL (ABNORMAL)	% BDGT 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
MISCELLANEOUS REVENUE	800.00	800.00	557.30	69.66
OTHER FINANCING SOURCES	284,434.00	284,434.00	260,731.18	91.67
<b>TOTAL REVENUES</b>	<b>285,434.00</b>	<b>285,434.00</b>	<b>262,225.16</b>	<b>91.87</b>
PERSONAL SERVICES AND EMPLOYEE BENEFITS	193,920.00	193,920.00	91,950.58	47.42
PURCHASED/CONTRACTED SERVICES	78,214.00	78,214.00	41,361.25	52.88
SUPPLIES	13,300.00	13,300.00	14,087.65	105.92
<b>TOTAL EXPENDITURES</b>	<b>285,434.00</b>	<b>285,434.00</b>	<b>147,399.48</b>	<b>51.64</b>
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES	285,434.00	285,434.00	262,225.16	91.87
TOTAL EXPENDITURES	285,434.00	285,434.00	147,399.48	51.64
NET OF REVENUES & EXPENDITURES	0.00	0.00	114,825.68	100.00

Report Title: Main Street – August 2021

Report Highlight: Maintaining Event Schedule while also developing more Main Street Projects

Name and Title: Ariel Alexander, Marketing Coordinator

### Recently Completed:

- Skyler and Ariel were promoted to the positions of Downtown Coordinator and Marketing Coordinator, respectively.
- Updated the new feature to the DDA website that allows users to view available properties for rent or sale on or near the Square (added new properties and pictures of properties).
- First Weekend events were successful, with Ugly Cousin performing at the First Friday Concert, a popular Art in the Park the first Saturday, as well as continuing Farmer’s Market and Appalachian Jam.
- Created a social media calendar to allow for more frequent cohesive posts about downtown shops, restaurants, and lodging options. Includes campaigns such as “Local Secrets” and “Downtown Highlights” to showcase merchants.
- Developed a “Downtown Dahlongega” Welcome Packet for new businesses that will detail services provided by the department, ways to become involved, and additional resources. A copy is attached.
- Developed a pamphlet for new business owners and residents in the downtown area for quick resources and contacts. A copy is attached.

### Underway:

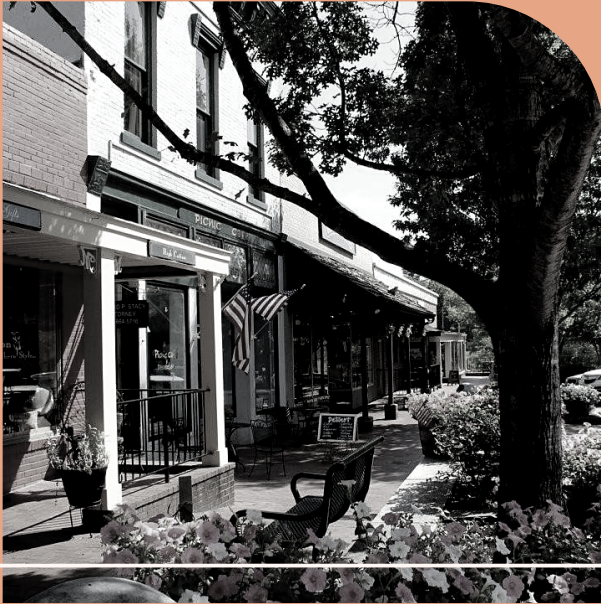
- In the process of updating all Wayfinding sign information. Maintenance fee reminder letters were sent out to current sign holders on August 6, 2021. Several businesses have already renewed, and more reminders will be sent out in the next month. Directional arrow changes and new business signs will be put up beginning with the new fiscal year in October.
- Planning Volunteer Appreciation event for local clubs and organizations to be held in Hancock Park on October 12.
- Developing a campaign for the dahlonegadda.org website where “mini” articles will be posted highlighting activities and events corresponding with each season. These will be posted every other week.
- 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.

# **DOWNTOWN DAHLONEGA NEW BUSINESS WELCOME PACKET**



**465 RILEY RD.  
(706) 482-2714  
WWW.DAHLONEGADDA.ORG  
@DAHLONEGAMAINSTREET**

# DOWNTOWN DAHLONEGA WELCOMES YOU!



**The Main Street and Downtown Development Office is located within Dahlonega City Hall, just a minute from the historic downtown square. The Main Street Program & DDA is dedicated to the revitalization of economic development in Dahlonega's downtown district. Our office is your point of contact for prospective downtown projects, grant programs, as well as promotion and marketing. Our focus is on creating opportunities for residents and visitors to engage with our businesses in a way that will keep them coming back. Our office plans many exciting community events to draw crowds to downtown, including our First Friday Concert Series, Art in the Park, and Appalachian Jam.**

**The Downtown Development Authority was established in accordance with Downtown Development Authority Law. The DDA powers include the ability to purchase and own property to rent or lease, to finance projects, to execute contracts and finance projects, and to receive tax monies. Dahlonega's DDA Board consists of seven community volunteers from varying backgrounds. This board meets every first Thursday at 8:45 a.m. and welcomes the public to join.**



# MEET OUR STAFF



**Ariel Alexander**  
**Marketing Coordinator**

Ariel Alexander has worked for the Main Street/DDA Program since January 2021. Ariel has lived in Dahlonega since 2011 and is a graduate of Lumpkin County High School. She attended the University of North Georgia to obtain her undergraduate degree in Political Science/Pre-Law Studies. Ariel's perfect day in Dahlonega would include breakfast at Picnic Cafe and enjoying the monthly Art in the Park event downtown, and wrapping up with an outdoor concert at Shenanigan's Irish Pub!

She is responsible for developing and promoting marketing activities in the downtown district to promote economic vitality. She focuses on design and promotion using social media campaigns, informational programs, and website facilitation. Bring your advertising questions to her! She is here to help with financial programs support, event planning, and small business development.



**Skyler Alexander**  
**Downtown Coordinator**

Skyler Alexander moved here in 2004 from Indiana and has loved every moment of her 17 years in Dahlonega. She graduated from LCHS in 2016 and is currently enrolled as a student at UNG. Skyler has worked at Dahlonega City Hall since November 2018 in the Community Development Department and in January 2021 transitioned to the Main Street/DDA Department.

As the Downtown Coordinator, her main responsibilities include developing, promoting, and implementing production and support for Dahlonega's organizations and to maintain relationships with downtown businesses. Skyler normally starts her weekends off with a morning tea from My Vintage Gypsy Tea's on the square, swings by Shenanigan's Irish Pub for a rubeen, and ends the night with a fun game of Friday night "On Tap Trivia" at Gold City Growler's.

# MEET OUR BOARD

Ryan Puckett

Tony Owens

Donna Logan

Amy Thraikill

A.C. Moore

Joel Cordle

Wendy Huguley

# MAJOR EVENTS

## January

First Night Dahlonega: New Year's Celebration

## May-October

First Friday Concert Series

## April

Dahlonega Arts and Wine Festival

## July

Dahlonega Independence Day Celebration

## October

Gold Rush Days Festival

## November-December

Dahlonega Old Fashioned Christmas



# BUSINESS RESOURCES

## Facade Grants

Incentive:

50% or up to \$1,500 in a five year period.

Guidelines:

- Available for exterior restorations/repairs
- Grant amount determined by available funds and number of requests under consideration
- Available for commercial property owners and business owners within the locally designated DDA area zoned B-3 and CBD
- Government buildings and national franchises not eligible
- Improvements are to remain in place and maintained
- All property taxes and licenses are current
- Applicant responsible for the project and result in restorations appropriate for the building, contributing to the success of the current business and repair the building's façade to positively contribute to the appearance and vitality of Downtown

Projects must:

- Preserve architectural integrity of the structure and if possible restore the original façade
- Match preservation guidelines outlined by the US Secretary of the Interior Standards
- Meet all local governmental rules, regulations, and laws, including the Dahlongea Historic Preservation Ordinance and Design Guidelines
- Use the gentlest methods available for exterior surface cleaning
- Consider the unique qualities of the individual building

# BUSINESS RESOURCES

## Sprinkler and Wiring System Grant

### Incentive:

50% or up to \$1,500 in a five year period per location.

### Guidelines:

- Zoned B-3 in the historic district. CBD properties may be considered based on the availability of funds
- Grant amount determined by available funds and the number of requests under consideration
- Commercial buildings 50 years or older
- Improvements are to remain in place and maintained.
- All property taxes and licenses are current
- Applicant responsible for the project

## Monitored Fire Alarm System Grant

### Incentive:

50% or up to \$500 in a five year period per location.

### Guidelines:

- Zoned B-3 in the historic district.
- Grant amount determined by available funds and number of requests under consideration
- Improvements are to remain in place and maintained
- All property taxes and licenses are current
- Applicant responsible for the project

# BUSINESS RESOURCES

## Bronze Dahlonga Stories History Plaques

Incentive:

50% of the plaque cost.

Guidelines:

- Property is within the locally designated downtown development are within the historic central business district
- Available for commercial property owners and business owners.

Government buildings and national franchises not eligible

## Downtown Dahlonga Wayfinding

- Main Street Dahlonga's wayfinding signage is a system of signs that guides people by vehicle, bicycle, or on foot to important destinations downtown.

# FAQS

## How do I sign up for the newsletter?

It's easy! Just fill out the form in the back of this packet and return it to us! Also, don't forget to join our Facebook group: Downtown Dahlonega Business & Property Owners.

## What do I do about trash and recycling?

Recycling and solid waste within the city limits are taken care of by Dahlonega Public Works. Please contact the City of Dahlonega for more information: (706) 864-6133.

## How do I get on the website directory?

Our website currently has pages for restaurants, shopping, attractions, and hotels! If you fit into one of these categories, you will be added. Be sure to fill out the form in the back of this packet and return it back into us! We will get you added!

## Does Downtown Dahlonega have social media?

Definitely! We have Facebook and Instagram. Be sure to tag us in your Instagram photos. Don't forget to let us know when you have something special going on so we can share it!



# BUSINESS CONTACT FORM

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

HOW MANY EMPLOYEES: FT \_\_\_\_\_ PT \_\_\_\_\_

WEBSITE: \_\_\_\_\_

WHAT FORMS OF SOCIAL MEDIA DO YOU USE (CIRCLE): FACEBOOK  
INSTAGRAM TWITTER LINKEDIN OTHER

PLEASE LIST ANY OTHER EMPLOYEES E-MAIL ADDRESSES YOU WOULD  
LIKE TO RECEIVE OUR MONTHLY NEWSLETTER:

\_\_\_\_\_

\_\_\_\_\_

ANY OTHER FACTS ABOUT YOUR BUSINESS YOU WOULD LIKE US TO  
KNOW?

\_\_\_\_\_

HOW WOULD YOU PREFER TO BE CONTACTED FOR IMPORTANT NEWS  
AND ANNOUNCEMENTS?

EMAIL

TELEPHONE

PRIVATE FACEBOOK GROUP

PLEASE SEND THIS BACK TO THE OFFICE OF DOWNTOWN  
DEVELOPMENT: AALEXANDER@DAHLONEGADDA.ORG

465 RILEY RD.

DAHLONEGA, GA 30533