



Main Street Program / Downtown Development Authority Board Agenda

April 01, 2021 8:45 AM

The Historic Holly Theatre

Call to Order

Amendment to the Agenda

Meeting Minutes

- [1.](#) Meeting Minutes - March 4, 2021
Skyler Alexander, Main Street/DDA Staff

Continuing Business

2. Status of 147 N Park Redevelopment
- [3.](#) GEMS Presentation 2021
Bill Schmid, Acting DDA Director
4. The DDA's Role In The Holly Grant
Ivana Pelnar-Zaiko, Chairman of the Holly Theatre Community Center

New Business

- [5.](#) Main Street Program / Downtown Development Financials - February 2021
Bill Schmid, Acting DDA Director
6. Discussion of Desired Strengths in an Executive Director
7. City Council Retreat
Bill Schmid, Acting DDA Director
8. Forward Look at the Comprehensive Plan Process

Main Street / DDA Monthly Report

- [9.](#) Main Street Program – March 2021
Skyler Alexander, Main Street/DDA Admin Assistant

Announcements from Partner Agencies

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

Adjourn



Dahlonge Downtown Development Authority / Main Street Board Minutes

March 04, 2021 8:45 AM

McCullough Council Chambers – City Hall

Zoom Meeting Link

<https://zoom.us/j/98756789489?pwd=RXk1TlA3clMxbklUYnFZV2VZQUVCUT09>

Call to Order

- Called meeting to order at 8:56 A.M.

Amendment to the Agenda

- Chairman Puckett reads the DDA Bylaws to the board.
- Motion made to amend the changes to the agenda by Board Member Thrailkill, Seconded by Board Member Owens. Voting Yea: Vice Chairman Owens, Board Member Wayne, Board Member Walters, Board Member Thrailkill, Board Member Reagin

Meeting Minutes

- The February meeting minutes were not approved due to the February meeting not having a quorum.

Continuing Business

1. Ordinance 2021-01 – Regulations for Formula Businesses

Bill Schmid, City Manager

- Joe Mirakovits voices his opinion that people come to Dahlonge to see the variety of small businesses and the more the "small town feel" can be legally contained the more it should be.
- Vice Chairman Owens states that the more that we move away from historical preservation the more we lose our authenticity.
- Vice Chairman Owens makes a motion to support the ordinance as written. Seconded by Board Member Walters. Yea: Vice Chairman Owens, Board Member Wayne, Board Member Thrailkill, Board Member Reagin.

2. 147 North Park Street Demolition Discussion

Bill Schmid, City Manager

- Joe Mirakovits, neighbor to said property, expresses opinion that it is an extreme eye sore, a liability, and is not adding to the community. He believes it should be leveled for beautification.
- The Board agrees it is a liability and an eye sore but decides to abstain from giving a recommendation.

New Business

3. Paid Parking Review

Bill Schmid, City Manager

- Joe Mirakovits explains that to improve parking, the City should gravel the bottom of the Kindergarten Property and use that for employee parking. He is Opposed to parking meters.

4. MS/DDA Staffing

Bill Schmid, Acting DDA Director

- Ms. Csukas informs the board that the meeting on March 15th is going to discuss what qualifications staff, Council, and Board will be looking for in new Main Street Manager, whether that be focused more on Main Street or more on Downtown Development.
- Main Street/DDA Staff Member Ariel Alexander shares a video with the meeting members about our 2016 GEMS certification.
- Vice Chairman Owens and Board Member Walters thanks the Tourism Board for the Chocolate Crawl and what a great idea it was.
- Chairman Puckett introduces our new Board Member Ryan Reagin.

Board Member Reagin gives his introduction.

5. Financials - February 2021

Bill Schmid, City Manager

- Board Member Walters asked for clarification on the financial report.
- Ms. Csukas is to obtain an improved report from the Finance Department.

6. Discussion of March 15th joint meeting with Council

Bill Schmid, City Manager

7. Sidewalk Improvements

Ryan Puckett, Main Street/DDA Chairman

- Representatives from ConnectAbility raised concerns about the size and inconsistency of City sidewalks and how they negatively affect people with wheelchair dependent disabilities.
- City Manager Schmid is expecting a recommendation within a month from the City Marshal, Community Development, and the City Engineer about the future Parks and Trails Plan.
- Board Member Walters suggests a bike lane would also be good to add while already improving the sidewalks.
- City Manager Schmid explained the City does not have the means to build bike lanes now but is working on a future plan.

Main Street / DDA Monthly Report

8. GEMS Presentation Overview Draft

Bill Schmid, City Manager

9. Main Street – March 2021

Ariel Alexander and Skyler Alexander, Main Street/DDA Admin Assistants

- Main Street/DDA Staff Member Ariel Alexander outlines the upcoming events on the Main Street/DDA Monthly report and Main Street/DDA Staff Member Skyler Alexander adds the Social Media report.

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
 - Board Member Walters, representation from UNG, updates Board on the demolition of the Public Safety Building. Public safety has been relocated until property is renovated. Explains that enrollment remains constant. Reports coordination of a large shuttle bus to accomodate students attending Mike Cottrell School of Business.
 - Courtney Randolph from Tourism with an update about the Chocolate Crawl. It has been going very well.
 - Sam McDuffie, Director of Tourism states they are about to start another digital marketing campaign, mainly focusing on the Dahlonega Plateau as well as Dahlonega being a romantic getaway. The roof is getting replaced on the Visitor's Center and should be completed by 3/5/2021. Also inquired about the status of a DDA or Main Street Manager.
 - Ms. Csukas informed him the position is not yet advertised, but we have Main Street and DDA Board and Staff figuring out details for the 15th meeting. This will be the main topic of discussion in that meeting.

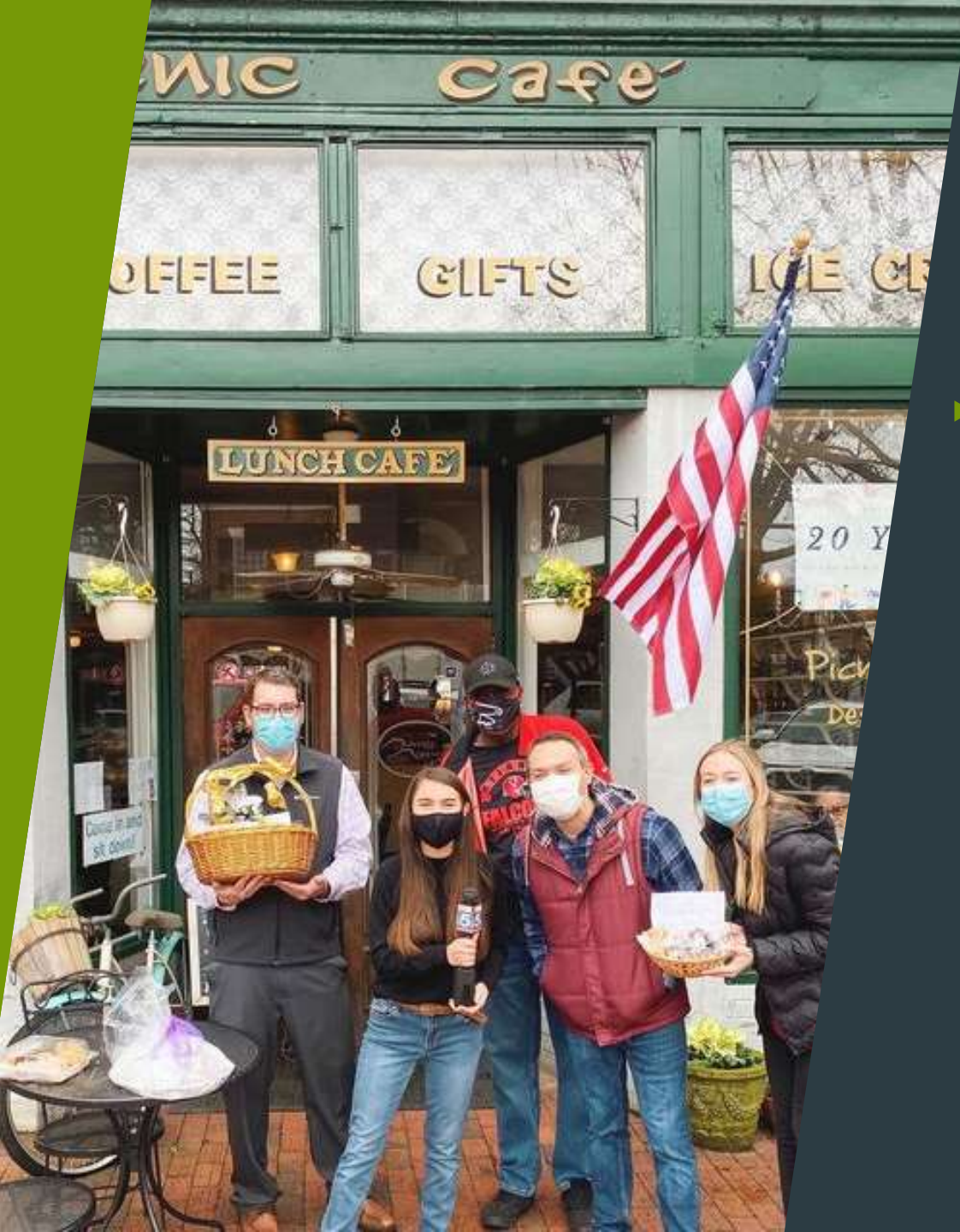
Adjourn

Adjourned at 10:20 A.M.

The logo features the word "GEORGIA" in a large, bold, blue serif font with a white outline and a brown hatched pattern. Below it, the words "MAIN STREET" are in a smaller, green, sans-serif font, flanked by two stylized, teardrop-shaped icons in blue and brown. At the bottom, the word "GEMS" is in a large, bold, blue serif font.

GEORGIA MAIN STREET GEMS

Georgia's Exceptional Main Streets



Welcome! Tell us about yourself.

- ▶ Describe your community.
 - ▶ Dahlonega, population ~7,500, Lumpkin County, ~34,000
 - ▶ [Orientation map](#)
 - ▶ Downtown Development Authority (incorporated 1991)
 - ▶ Great American Main Street Applicant (1986?)
 - ▶ Better Hometown
 - ▶ Main Street Classic
 - ▶ Great American Main Street Award Semifinalist (2015)
 - ▶ Main Street GEMS (2016)
 - ▶ Great American Main Street Award Finalist (2016)

Welcome! Tell us about yourself.



- ▶ Smallest of four GAMSA communities in Georgia (Rome, Thomasville, and Milledgeville)
- ▶ One of smallest of 17 GEMS programs in Georgia
- ▶ Long-term and on-going commitment to the Main Street Approach
- ▶ Expensive downtown properties with limited in-fill or redevelopment options
- ▶ Currently two full-time and two part-time staff:
 - ▶ Full-time staff both have completed Main Street 101 and are working on DDA training
 - ▶ Part-time support comes from the City Clerk and City Manager, as needed
 - ▶ Council anticipates clarifying roles as Main Street/DDA

Welcome! Tell us about yourself.

- ▶ On-going real estate investment in or near downtown - even through COVID
 - ▶ 23 room expansion of Smith House Hotel
 - ▶ 75 room downtown Holiday Inn & Express with enclosed structured parking
 - ▶ Purchase of the 1906 Head House property for rehabilitation
 - ▶ Pending lease or sale of 2.6 acres of city-owned property
- ▶ Tourism Product Development
 - All Abilities Gold Adventure Playground
 - Wimpy Mill All-Abilities Park and Kayak Launch (2021)
 - High Trestle Hummingbird Trail
 - Lake Zwerner Swim Beach



Welcome! Tell us about yourself.

- ▶ What does an average day look like for the Main Street Program?
 - ▶ Planning & permitting more than 200 annual events
 - ▶ 6 city-sponsored events (App Jam, Farmers Market, First Friday Concert Series, Halloween, July 4th, & Tree-lighting)
 - ▶ 2 large co-sponsored events (Gold Rush, Jaycees & Bear on the Square, BOTS committee)
 - ▶ Remainder third-party events of varying sizes with differing levels of support
 - ▶ Attending community partner meetings (Downtown Business Association, Chamber...)
 - ▶ Meeting with potential prospects and developers for Central Business District properties
 - ▶ Coordinating with downtown business owners on special projects/needs

Tell us about your program.

- ▶ Dahlonge's Main Street Program functions through the Downtown Development Authority Board using dedicated staff on-loan from the city.
 - ▶ Currently, Main Street operates out of Dahlonge City Hall, approximately 1-mile from the downtown city center.
 - ▶ Future offices of Main Street/DDA will be located just one-block off the square in the heart of the central business district
- ▶ Acting Executive Director position is currently the City Manager
 - ▶ Acting Main Street Manager is the City Clerk
- ▶ Funded primarily through City revenue allocation
- ▶ Board meets at least monthly, depending upon needs

Introduce us to your board.

- ▶ Ryan Puckett, Chairman - Downtown business owner (Nimble Wheels Bicycles) and Dahlonega resident
- ▶ Tony Owens, Vice-Chairman - Dahlonega native, downtown business owner (The Fudge Factory, founded by his family in 1982 & the more recently opened Corner Kitchen)
- ▶ Donna Logan - Downtown business owner (Country Financial, located on the square), insurance agent and financial representative
- ▶ DeEnna Walters - Dahlonega native and Executive Director of Auxiliary Services at the University of North Georgia
- ▶ Eddie Wayne - President of United Community Bank, Dahlonega and graduate of the University of North Georgia
- ▶ Amy Thrailkill - Local business owner and long-term resident
- ▶ Ryan Reagin - Local Realtor and Postal Carrier for Dahlonega

Introduce us to your board.

| Board Strengths | Board Weaknesses |
|---|---------------------------------|
| Diversity (gender, age, backgrounds) | Limited real estate development |
| Forward-thinking; visionary | Competing personal priorities |
| Eager with a desire to be proactive | Limited training |
| Committed and vested in mission | Limited available time |
| Collaborative but don't subscribe to groupthink | |
| Not afraid to ask difficult questions | |

How active and engaged is your Board of Directors?

- ▶ Actively engaged
- ▶ Regularly attend community special events formally representing the Main Street / DDA program, offering assistance to staff, and/or providing valuable feedback as event participants
- ▶ Proactively engaging with fellow downtown business owners on behalf of the Main Street / DDA and the City (formally & informally)
- ▶ Share private assets such as conference rooms/meeting space when needed
- ▶ Provide subject matter expertise as needed

Tell us about your program's relationship with your community.

- ▶ What are you doing to engage them? Provide examples.
 - ▶ Monthly digital newsletter
 - ▶ Open houses/meetings (Farmers Market Meet & Greet)
 - ▶ Active social media strategy
 - ▶ Dedicated downtown walkabouts/visits
- ▶ How are your downtown businesses actively participating in your program? Provide examples.
 - ▶ Increased participation in our wayfinding signage program
 - ▶ Significant engagement from downtown businesses during events [donating supplies (Halloween); serving as an exhibitor (Gold Rush); hosting an activity (Science & Fair); volunteering (tree/square lighting checks); & more staying open later during special events)]

Tell us about your program's relationship with your community.

- Is the National Main Street and Georgia Main Street logo on your Main Street website and city website? Yes

Much more information about the Dahlonega Downtown Development Authority and Main Street Program can be found at our website, www.dahlogaddd.org.

GREAT AMERICAN MAIN STREET AWARD

Each year, the National Main Street Center recognizes exceptional Main Street communities whose successes serve as a model for comprehensive, preservation-based commercial district revitalization with the Great American Main Street Award (GAMSA). Since the award's inception in 1995, over 90 Main Street programs have been honored. In 2016, Dahlonega was recognized as a Great American Main Street Award Winner.



GEORGIA'S EXCEPTIONAL MAIN STREET

The Georgia's Exceptional Main Street communities, or better known as GEMS, represent some of the best of the best Main Street Programs that the state has to offer. These Main Street Programs have gone above and beyond expectations by making a strong and positive impact in their communities as measured by the Monthly Reporting and the Annual Assessment Process. Dahlonega is designated as a GEMS City.



THE MAIN STREET MOVEMENT

Main Street is economic development within the context of historic preservation using a comprehensive approach to downtown revitalization.

THE MAIN STREET APPROACH

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening the economy of our downtown. These Strategies are informed by a solid understanding of local and regional market data, local assets, and inclusive community engagement. Dahlonega Main Street's work on Transformation Strategies is organized around the Four Point Approach: Organization, Design, Economic Vitality, and Promotion.



Great American Main Street

The National Main Street Center, Inc. announced today that Dahlonega, Georgia has been chosen as a 2016 Great American Main Street Award® (GAMSA) winner. The City of Dahlonega and the Dahlonega Main Street program were recognized at the 2016 Main Street Now Conference held in Milwaukee, Wisconsin.



"Downtown Dahlonega is a sparkling example of how careful planning, small business support, and historic preservation can combine to create a thriving downtown," says Patrice Frey, president, and CEO of the National Main Street Center. "Its downtown district, art galleries, restored theater and courthouse stand out in North Georgia, making Dahlonega a truly distinctive shopping and dining destination and a charming place to call home."

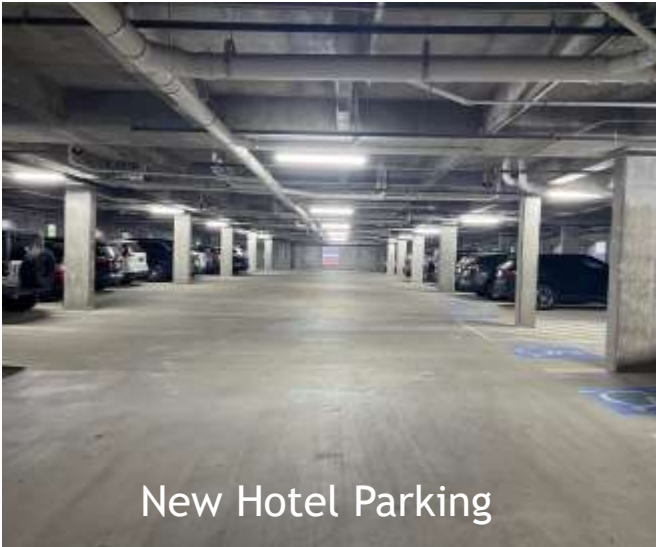
In its 15 years of operation, Dahlonega Main Street distinguished itself as a vital downtown partner in several ways. When a fire devastated several businesses in 2014, the organization led the effort to assess the damage, create an action plan and relocate displaced businesses and 40 employees. In partnership with the Dahlonega-Lumpkin County Chamber of Commerce, local and state government agencies, and the University of North Georgia, Dahlonega Main Street has facilitated 180 building rehabilitation, 108 new business openings and a reduction in retail vacancy rates from 20 percent in 2000 to 2 percent today.



The Georgia Department of Community Affairs (DCA) announced on April 4 the Dahlonega Downtown Development Authority is designated as a



Meaders St. Just off the Square



New Hotel Parking

Tell us about your program's Community Transformation Strategies

- ▶ Historic Preservation (HPC training, formula business ordinance, ground floor retail ordinance)
- ▶ Expanding look and feel of downtown through crosswalks, garbage cans, benches, plantings, etc. (Streetscape extra light)
- ▶ Traffic counting technologies
- ▶ Optimization of existing lodging inventory - Sun-Thur stays to increase HMT, sales tax and property values
- ▶ On-street parking optimization
- ▶ Public and private parking lot optimization
- ▶ Structured parking optimization
- ▶ Air space optimization (design studio concepts) - no additional parking required for residential or lodging uses on 2nd or 3rd floors

Tell us how your workplan is developed and how it relates to your Community Transformation Strategies.

- ▶ 2016 to early-2019: Executive Director worked closely with the DDA Board and the City Manager as well as department peers to help craft an annual plan of work.
- ▶ Late-2019 to present: 2020 workplan was not instituted. 2021 City seeks facilitated services from Georgia Main Street office for development of five-year downtown strategic plan with annual implementation plans.
- ▶ True CVB to be formed by Dec 2021 - better coordination to reduce duplicated efforts
- ▶ February 2022 - Updated Citywide Comprehensive Plan is due and will facilitate and support the downtown plan

What were your program's biggest accomplishments? (2018-2020)

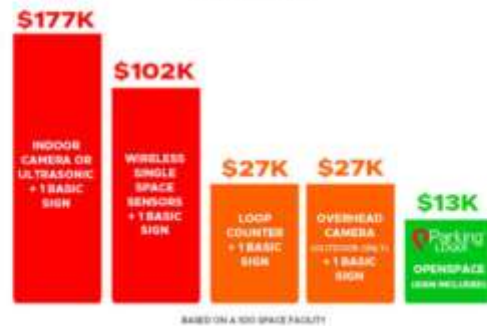
- ▶ Historic Preservation -
 - ▶ Restoration/Renovation of the 1888 House, special events and wedding venue (private project, 2018)
 - ▶ Purchase (2019) of the historic Head House by the City with redevelopment efforts (2020)
- ▶ Economic Development
 - ▶ New downtown hotel (2020)
 - ▶ Holly Theater improvements - ARC grant conduit (2020-21)
 - ▶ \$30 million new Cottrell College of Business (2020-2022)



What are your community's most effective “tools” in your downtown development toolbox?



PARKING GUIDANCE SYSTEMS



- ▶ Dahlenega Stories Plaque program (50% match)
- ▶ Conduit applicant for grants (ex. ARC Holly Theater)
- ▶ Direct Grants (façade grant and fire safety improvements)
- ▶ Design studio services (2020 UGA parking deck study)

UGA Grad Student Design Concept Study

PARKING DECK PLANNING AND INFILL DESIGN

SMITH HOUSE LOT

- Create one illustrative perspective showing a potential parking deck at the corner of Choice Avenue and South Chestatee Street.
- Create one illustrative perspective from the square showing ground-floor retail with parking above.
- Develop a site plan illustrating the potential deck footprint and general layout.

CHOICE AVENUE LOT

- Develop a site plan and AutoCAD base map of the proposed deck footprint with surrounding buildings and streets.
- Create one illustrative rendering showing a potential parking deck.
- Develop a site plan for an alternative beautified surface lot.
- Design one illustrative perspective showing alternative beautification of the existing surface lot.

UNG LOT 05 & LOT 22

- Develop a site plan for a beautified surface lot for LOT 22.
- Develop a site plan illustrating the potential infill footprint and general layout in LOT 5.
- Create one illustrative rendering showing a potential infill at the corner of West Main Street and Water Street.

SELECT REDEVELOPMENT

FORMER REGIONS BANK

- Illustrate a conceptual redesign with potential uses of the corner of East Main Street, Choice Avenue, and Albia Street.
- Create one illustrative rendering showing potential mixed-use redevelopment.
- Create one "light touch" rendering showing adaptive reuse and landscape improvements.

225 SOUTH CHESTATEE STREET

- One illustrative rendering showing potential redevelopment.

11

CHOICE AVENUE PARKING DECK DESIGN

The rendering below shows a parking deck on this site at the intersection of Choice Avenue and South Meaders Street. The brick columns help the parking deck blend visually with the historic buildings in Dahoonaga. Cables are used in place of concrete walls on the upper two levels of the parking deck to allow more light to pass through and minimize the overbearing feeling of heavy concrete walls. A low concrete barrier on the lower level helps delineate the space and act as a car stop.

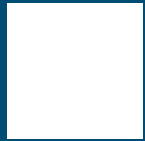


FULL REBUILD



The site plan above the site is home to a new mixed-use infill development. This concept relocates most of the parking area to the rear of the building, maximizing valuable landscape along East Main Street. Expanded sidewalks throughout this design help connect this development to downtown and can be used as an outdoor seating area. A planting bed has been added along the northern edge of the property to act as a buffer between the street and seating area. An interior courtyard between the two buildings provides additional seating and acts as a flexible event space.

What currently is your program's greatest challenge?



Lower than region per capita digest value and lower than region per capita sales tax



Balancing economic development with heritage/history



Lack of diversified funding sources

What is the future direction of your program?

- ▶ Over one-year period:
 - ▶ Preservation & redevelopment of the historic Head House into permanent offices for the Main Street/DDA and retail/commercial space, providing the DDA with a downtown presence and generating an alternative revenue source for the DDA/Main Street
 - ▶ Introduction of better online tools and website functions via a new DDA/Main Street website platform
- ▶ Over three-year period:
 - ▶ Focused effort with CVB on better use of existing lodging inventory through small group off-season and Sun-Thurs. stays - increase sales tax and digest values
 - ▶ Redevelopment of the old school property, putting the parcel back on the City's tax digest, expanding the downtown central business district, and generating a long-term revenue source for the DDA/Main Street



What additional information would you like us to know?

- ▶ For a variety of reasons, the program has transitioned through a succession of Main Street Managers and DDA Directors as the program attempted major changes post-GAMSA award: Downtown Streetscape improvements, Retirement of ten-year key employee to consult to other Main Street programs, Creation of the North Georgia Film Office, Parking management by the DDA, Purchase of the Head House, COVID response, etc.
- ▶ Through it all the commitment and financial support of the City Manager and Council to the Main Street Approach has remained consistent - unspent funds have remained with the DDA so that it now has "seed" money to even consider undertaking real estate transactions.
- ▶ Nonreserved HMT funds are now being used to provide income other than just General Fund support for event programming and promotion.

What three words would you use to describe your community + why?

- ▶ Authentic
 - ▶ Dahlonega is the real deal and people who visit (or are privileged enough to live here) know it.
- ▶ Varied
 - ▶ Dahlonega is not a one-trick pony
 - ▶ National historic significance
 - ▶ University of North Georgia
 - ▶ Mountain climate and recreation
- ▶ Thriving
 - ▶ Growth in Georgia continues to be between I-75 and I-85, I-575 and I-985 up the GA 400 Corridor





How would you suggest a visitor spend 72 hours in your community?

- ▶ Stay overnight on (or just off) the Square at one of several well-appointed accommodations (over 150 rooms), whether for a romantic weekend, Atlanta area staycation, Sunday to Wednesday small-group conference (10-200 people), to celebrate one of our festivals, to reconnect with other UNG alumni or US Army Ranger buddies, or as a base for daytrips to explore other places in the north Georgia Mountain region - state parks and unique character communities - Dawsonville (international and national brand outlet stores and NASCAR history), Blue Ridge (same day railroad excursion to Tennessee and back), Helen (German-themed), or Gainesville (pleasure boating and sailing on Lake Lanier).
- ▶ If the Square just isn't your style (or your group is bigger), there are more than 150 other guestrooms available in the City. Not too bad for a town of 7,000 residents!

How would you suggest a visitor spend 72 hours in your community?

- ▶ Grab coffee and a light breakfast and walk the square and Hancock Park - see the only known 1880s diving bell in the US. Let the kids (or grands) experience the All-Abilities Gold Adventure playground.
- ▶ Walk historic dogwood-lined Park Street from the Square to Madelyn Anthony park
- ▶ Get a haircut at a 90+ year old barber shop
- ▶ See the goldmine shaft and video in the basement of the Smith House
- ▶ Attend a Corps of Cadets drill or ceremony on the parade grounds
- ▶ Tour the Gold Museum and Consolidated Gold Mine
- ▶ See a working stampmill crush ore at the Crisson Mine
- ▶ For lunch take a list of restaurants, close your eyes and point, then do the same thing with the menu
- ▶ Drive or cycle the 6 Gap Century route through the mountains

How would you suggest a visitor spend 72 hours in your community?

- ▶ Shop in one of the many specialty retail stores - antique oriental rugs, home décor, leather goods, antiques, art galleries, ladies clothing, hand-blown glass, knick-knacks and paddywhacks, tea shops, specialty foods,
- ▶ Research area history at the UNG library or ancestors' graves at historic Mt. Hope Cemetery
- ▶ Take a walk or run around the scenic reservoir, or kayak/canoe
- ▶ Take a fly-fishing lesson or just put your line in the water
- ▶ Play a round of golf or play in a tournament at our Jack Nicklaus Signature course (Achasta)
- ▶ Treat yourself or others at one of three chocolatiers on the Square
- ▶ Participate in a tournament, walk the trails or fish in Yahoola Creek Park
- ▶ Pick a style of food from more than a dozen quality choices in or near downtown: Traditional Family Style, Farm to Table, Seafood, Cajun, BBQ, Italian, Mexican, Irish, Mediterranean, Pizza, Soup/salad and dessert, Sandwiches, German/Swiss, . . .

How would you suggest a visitor spend 72 hours in your community?



- ▶ Sample Dahlonega Plateau AVA region wine vintages downtown by visiting four convenient tasting rooms, or travel to a Dahlonega winery for a wine tasting, or venture into the county for mead made from honey, or tour one of several Dahlonega Plateau wineries
- ▶ Pamper yourself or someone you love at one of our local spas
- ▶ Attend quality athletic and arts events at UNG or Lumpkin County High School
- ▶ Catch a show at the historic but newly renovated Holly Theater, take an evening guided cemetery tour, or enjoy live music at several restaurants
- ▶ When it's warm...enjoy a day tubing/kayaking the Chestatee River, enjoy a free Friday night concert in the park, visit the Saturday Farmer's Market, listen to Appalachian music ...
- ▶ Before you leave, check your schedule and book your next return



THANK YOU!

| GL NUMBER | DESCRIPTION | 2020-21 AMENDED BUDGET | YTD BALANCE 02/28/2021 NORMAL (ABNORMAL) | % BDGT USED |
|--|--------------------------------|---------------------------|--|----------------|
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY | | | | |
| | DAHLONEGA 2000 | 800.00 | 0.00 | 0.00 |
| | CHARGES FOR SERVICES | 200.00 | 144.00 | 72.00 |
| | TRANSFERS IN FROM OTHER FUNDS | 284,434.00 | 118,514.15 | 41.67 |
| | TOTAL REVENUES | 285,434.00 | 118,658.15 | 41.57 |
| | DDA ADMINISTRATION | 195,298.00 | 44,056.64 | 22.56 |
| | TOURISM | 56,472.00 | 1,539.47 | 2.73 |
| | DOWNTOWN DEVELOPMENT | 33,664.00 | 362.43 | 1.08 |
| | TOTAL EXPENDITURES | 285,434.00 | 45,958.54 | 16.10 |
| Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY: | | | | |
| | TOTAL REVENUES | 285,434.00 | 118,658.15 | 41.57 |
| | TOTAL EXPENDITURES | 285,434.00 | 45,958.54 | 16.10 |
| | NET OF REVENUES & EXPENDITURES | 0.00 | 72,699.61 | 100.00 |

Department Report

Report Title: Main Street/DDA Board Meeting: April 1, 2021

Name(s) and Title(s): Ariel Alexander, Main Street/DDA Staff
Skyler and Alexander, Main Street/DDA Staff

Recently Completed:

- Skyler and Ariel transitioned to full-time employees on March 1, 2021.
- Coordinated a full schedule of Appalachian Jam Artists for the year (April to October).
- Planned logistics of Dahlongega Arts and Wine Festival (May 15 & 16) with Letty Rayneri.
- Discussed success of Chocolate Crawl with the Chamber/Tourism Staff and similar events to be held in the future.
- Attended a planning work lunch with the Chamber/Tourism Staff, discussing Fourth of July, general advertising, and future collaborations. All parties excited about developing a relationship between the two departments again.
- Coordinated and hosted the Wimpy Mill All-Abilities Kayak Launch and Picnic Area Grand-Opening.
- Presented the Annual Georgia Exceptional Main Street Assessment Presentation to the Georgia Department of Community Development with City Manager and City Clerk. We expect results from this assessment by the end of the week.
- Coordinated and assisted ConnectAbility with their Movie in the Park Event on March 26, 2021.

Underway:

- Finalizing full schedule of First Friday Concerts in Hancock Park (Beginning May 7, 2021)
- Looking into logistics of hosting First Saturday Movie Nights in Hancock Park (purchasing movie screen & projector, selling popcorn and frozen treats to begin creating revenue for program again).
- Planning and scheduling of Full Fourth of July Activities in downtown Dahlongega (Hancock Park). Coordinating with downtown merchants on their opinions for the day to ensure focus is on economic stimulation.
- Finalizing information packets for Farmer's Market Open House on April 8, 2021.
- Creating social media campaign entitled "Local Secrets", detailing activities and "must-dos" in the historic area and beyond.
- Creating a running list of available retail spaces in the downtown district to inform new & relocating businesses in order to reestablish ourselves as the primary resource.

- Developing posters to advertise upcoming Spring/Summer events to be displayed by business owners & around the downtown area.

Near Term:

- (EVENTS) On April 17, there will be an Art in the Park event in Hancock, the UNG Corps of Cadets will be hosting an Alumni Weekend Run, and it will also be our first Appalachian Jam of the year.
- (EVENTS) The Historic Holly Theater will be hosting their Grand Reopening event on April 24, 2021.
- (EVENT) The first Farmer's Market of the Year will be held on May 1, 2021.
- (EVENT) The First Friday Concert Series will begin on May 7, 2021.
- (EVENT) The North Georgia Chamber Symphony Concert will be held on Saturday, May 8, 2021.
- (EVENT) The Dahlonega Arts and Wine Festival will be held on May 15 and 16, 2021.