



## Main Street Program / Downtown Development Authority Board Agenda

January 06, 2022 8:30 AM

McCullough Council Chambers – City Hall

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### **Call to Order**

### **Approval of Agenda**

### **Approval of Minutes**

1. Main St/Downtown Development Authority Meeting Minutes, December 2, 2021  
Danna Foster, Assistant City Clerk

### **Organization**

- a. Administrative: Appointment and Reappointment of Executive Officers  
Mary Csukas, DDA Director
- b. Main Street – December 2021  
Ariel Alexander, Main Street/DDA Interim Main Street Manager
- c. Financials - November 2021  
Allison Martin, Finance Director

### **Promotion**

- a. Advertising and Marketing  
Skyler Alexander, Downtown Coordinator
- b. Main Street Programs
- c. Partner Events

### **Design**

- a. Restoration and Repair Projects
- b. Main Street Wayfinding Sign Report – January 2022  
Ariel Alexander, Main Street/DDA Interim Main Street Manager

### **Economic Vitality**

- a. Community Activity Reports  
Ariel Alexander, Main Street/DDA Interim Main Street Manager

### **Partner Agencies**

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce/Tourism
4. Historic Preservation Commission
5. Planning & Zoning Commission
6. Downtown Dahlonega Business Association

### **Adjourn**



## Main Street Program / Downtown Development Authority Board Minutes

December 02, 2021, 8:45 AM

McCullough Council Chambers – City Hall

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### PRESENT

Chairman Ryan Puckett  
Vice-Chairman Tony Owens  
Board Member Amy Thrailkill  
Board Member A.C. Moore  
Board Member Wendi Huguley

### ABSENT

Board Member Joel Cordle  
Board Member Donna Logan

### Call to Order

Chairman Puckett called the meeting to order at 8:49 am

### Amendment to the Agenda

Chairman Puckett called for a motion to accept the agenda.

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

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

### Meeting Minutes

1. MS/DDA Minutes November 4, 2021, Danna Foster, Assistant City Clerk

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

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

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

### Continuing Business

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

Chairman Puckett asked Director Csukas to walk them through the By-Laws Agenda item. Director Csukas explained the item was on the agenda again because the vote last month asked for the MOU to be included in the By-laws, and they need to be separate items. She stated that the MOU and the By-Laws are separate items and are still active. Chairman Puckett offered to entertain a motion if there were an agreement to accept the By-Laws as written.

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

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

3. Proposal to Produce a Strategic Work Plan, Ariel Alexander, Main Street/DDA Interim Main Street Manager, Mary Csukas, Main Street/DDA Director

Interim Manager Alexander indicated the enclosed document was an agreement showing the services provided to help facilitate the strategic plan. Director Csukas stated the City is now using DocuSign for document signatures.

Chairman Puckett asked if the Board had any questions and asked for a motion to accept.

Motion made by Vice-Chairman Owens, Seconded by Board Member Moore.

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

## **New Business**

4. Appointment of Officers Committee, Mary Csukas, Main Street/ DDA Director

Chairman Puckett introduced it was time to make nominations for appointments of officers.

Director Csukas offered guidance on the process and suggested the vote could be held at the January meeting. Director Csukas also reminded the Board that Allison Martin can be the treasurer as stated in the By-laws.

After some discussion, the Board decided it would be appropriate to have Board Member Logan come off the Board based on attendance and open the seat up as a vacancy. Chairman Puckett called for a motion.

Motion made by Board Member Moore to have Board Member Donna Logan come off the board, Seconded by Board Member Thrailkill. Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Moore, Board Member Huguley

Director Csukas indicated she would notify Board Member Logan.

Chairman Puckett decided to form a committee with himself, Vice-Chairman Owens, and Board Member Moore.

Director Csukas inquired if the Board knew what they were looking for to fill the vacancy and upcoming vacancies, and it was agreed they would like one seat to be a business owner on the square who has a vested interest in the square.

Board Member Thrailkill made a motion, Seconded by Board Member Thrailkill.

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

5. Intergovernmental Service Agreement – Downtown Development Authority, Allison Martin, Finance Director

Director Csukas indicated there was not an agreement on file.

Chairman Puckett called for questions and, without questions, called for a motion to approve the Agreement as written.

A discussion was had reviewing options for using the funds and discussed that grants had to be reviewed before work started. The information will be shared to the DDA Website to educate potential applicants to the grant.

Motion made by Vice-Chairman Owens, Seconded by Board Member Moore.

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

6. 2022 Meeting Dates - City of Dahlonega, Mary Csukas, Main Street/ DDA Director  
Chairman, Committee, and Director discussed the dates and suggested moving the meet time from 8:45 am to 8:30 am and later deciding on excluding the July 7<sup>th</sup> meeting date as the Authority decided that was not a necessary meeting month.  
Director Csukas discussed the differences between Community Events and Programs which will be applied for through OpenGov. There was discussion regarding support for July 4<sup>th</sup>, Halloween, and happenings such as Farmers Market, and how the Main St/Downtown Development Authority and the City can work together to streamline these events.  
Motion made by Board Member Thraikill to accept dates with change to 830 am, Seconded by Board Member Moore. Voting Yea: Vice Chairman Owens, Board Member Thraikill, Board Member Moore, Board Member Huguley

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

7. DDA/Main Street Program Financials - October 2020, Mary Csukas, Main Street/DDA Director  
Director Csukas indicated surplus monies were available and suggested working during the strategic planning how you would like to use those funds over the next year for what the Downtown needs. Administrator Kinley will bring updated Downtown Development Authority Boundary maps for review and discussion.  
Chairman and Committee accepted the financials as written.
8. Main Street – September 2021, Ariel Alexander, Main Street/DDA Interim Main Street Manager  
Manager Alexander announced upcoming Part Time Event Coordinator Assistant Positions. Coordinator Alexander discussed the success of Shop Small Saturday, including the distribution of Shop Small canvas bags through the Christmas committee, which included a business directory in the bags. The committee and staff agreed the Christmas tree lighting was a huge success with numerous people and extensive amounts of Hot Chocolate. She also advised the Wayfinding sign program was being utilized well, and adjustments were made for new and closed businesses.  
A discussion concerning garbage scheduling during events is a topic for further Main St/DDA consideration and as multiple trash pickups are made during the Christmas weekends. Director Csukas suggested a possible need for a garbage fee associated with events comparable to Gold Rush, which provides their own dumpsters and is paid by the committee.  
Board Member Huguley brought attention to the need for upgrades to the public restrooms for the number of people visiting. We want our visitors to get a good impression. Main St/DDA Board discussed using some of their monies to assist in upgrades. The Board indicated they would be willing to share with the Lumpkin County Tourism Committee for their Committee's portion with Lumpkin County Government and the City of Dahlonega. The Board encourages an agreement quickly on these improvements.

### **Announcements from Partner Agencies**

- A. City of Dahlonega- A presentation was made by Public Works Director and City Engineer Mark Buchanan about specific curb designs in high pedestrian areas of the Downtown area and areas addressed during the Streetscapes projects. He also shared the upcoming plans for sidewalks to make a complete circle around the Downtown area connecting the Downtown, UNG, Lake Zwerner, and Shopping areas.
- B. University of North Georgia – Board Member Huguley is in conversation with Assistant Vice President Ken Crowe to update projects at the University.
- C. Chamber of Commerce/Tourism Office – not in attendance

- D. Historic Preservation Commission - not in attendance
- E. Planning & Zoning Commission – not in attendance
- F. Dahlonaga Downtown Business Association – not in attendance

### **Adjourn**

Chairman Puckett called for the adjournment at 9:55 am.

Motion made by Board Member Thrailkill, Seconded by Board Member Huguley. Voting Yea: Vice Chairman Owens, Board Member Thrailkill, Board Member Moore, Board Member Huguley

## Department Report

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

### Recently Completed:

- Redeveloped some aspects of the dahlonegadda.org website for easier public use. These changes included a “leave a comment” tab, more developed “shop, dine, stay” materials, and more accessible resources for small businesses.
- Met with First Night Dahlonaga for pre-event planning and for cancellation discussions.
- Hired Ashley Phipps to work as a part-time Event Coordinator for all city-wide events downtown.
- Staff participated in strategic planning training courses through the Department of Community Affairs.
- Sold four new wayfinding signs and installed those signs downtown.
- Worked with Old Fashioned Christmas Committee on all the Christmas festivities: Festival of Trees, Lighting of the Square, Carriage Rides, etc.)
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### Underway:

- Working with Joel Cordle to develop a Staff & Board Survey for facilitation of the annual retreat.
- Evaluating our status on completing the Annual Assessment of the Dahlonaga Main Street Program (due January 15, 2022).
- Ensuring all board members and staff have completed up-to-date training and have provided proof of completion to the DCA.
- Working with Old Fashioned Christmas Committee on all the Christmas festivities: Festival of Trees, Lighting of the Square, Carriage Rides, etc.)
- Developing online applications through OpenGov, a form submission service that will allow us to accept event applications virtually.
- Redeveloping available properties list and downtown business directory.

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA  
 PERIOD ENDING 11/30/2021  
 % Fiscal Year Completed: 16.71

ACCOUNT DESCRIPTION	2021-22 ORIGINAL BUDGET	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
CHARGES FOR SERVICES	0.00	0.00	285.86	100.00
INVESTMENT INCOME	0.00	0.00	42.38	100.00
CONTRIBUTIONS AND DONATIONS	0.00	0.00	80.00	100.00
MISCELLANEOUS REVENUE	0.00	0.00	175.00	100.00
OTHER FINANCING SOURCES	322,998.00	322,998.00	53,833.00	16.67
<b>TOTAL REVENUES</b>	<b>322,998.00</b>	<b>322,998.00</b>	<b>54,416.24</b>	<b>16.85</b>
PERSONAL SERVICES AND EMPLOYEE BENEFITS	228,669.00	228,669.00	24,107.79	10.54
PURCHASED/CONTRACTED SERVICES	79,629.00	86,216.48	3,232.66	3.75
SUPPLIES	14,700.00	14,700.00	2,052.78	13.96
<b>TOTAL EXPENDITURES</b>	<b>322,998.00</b>	<b>329,585.48</b>	<b>29,393.23</b>	<b>8.92</b>
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES	322,998.00	322,998.00	54,416.24	16.85
TOTAL EXPENDITURES	322,998.00	329,585.48	29,393.23	8.92
NET OF REVENUES & EXPENDITURES	0.00	(6,587.48)	25,023.01	379.86

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 11/30/2021

% Fiscal Year Completed: 16.71

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

GL NUMBER	DESCRIPTION	YTD BALANCE 11/30/2020 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 11/30/21 INCR (DECR)	YTD BALANCE 11/30/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 0000 - NON DEPARTMENTAL							
CHARGES FOR SERVICES							
230.0000.34.5410	PARKING CHARGES	0.00	0.00	77.08	285.86	(285.86)	100.00
230.0000.34.6990	OTHER FEES	60.87	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES		60.87	0.00	77.08	285.86	(285.86)	100.00
INVESTMENT INCOME							
230.0000.36.1000	INTEREST REVENUES	71.86	0.00	0.00	42.38	(42.38)	100.00
INVESTMENT INCOME		71.86	0.00	0.00	42.38	(42.38)	100.00
CONTRIBUTIONS AND DONATIONS							
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURCES	0.00	0.00	0.00	80.00	(80.00)	100.00
CONTRIBUTIONS AND DONATIONS		0.00	0.00	0.00	80.00	(80.00)	100.00
MISCELLANEOUS REVENUE							
230.0000.38.9000	MISCELLANEOUS REVENUES	0.00	0.00	0.00	175.00	(175.00)	100.00
MISCELLANEOUS REVENUE		0.00	0.00	0.00	175.00	(175.00)	100.00
TRANSFERS IN FROM OTHER FUNDS							
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	42,509.50	275,382.00	22,948.50	45,897.00	229,485.00	16.67
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	4,896.16	47,616.00	3,968.00	7,936.00	39,680.00	16.67
TRANSFERS IN FROM OTHER FUNDS		47,405.66	322,998.00	26,916.50	53,833.00	269,165.00	16.67
Total Dept 0000 - NON DEPARTMENTAL		47,538.39	322,998.00	26,993.58	54,416.24	268,581.76	16.85
TOTAL REVENUES		47,538.39	322,998.00	26,993.58	54,416.24	268,581.76	16.85
Expenditures							
Dept 7510 - DDA ADMINISTRATION							
DDA ADMINISTRATION							
230.7510.51.1100	SALARIES AND WAGES	7,388.60	71,050.00	853.86	4,736.06	66,313.94	6.67
230.7510.51.2100	GROUP INSURANCE	27.89	26,771.00	141.50	659.89	26,111.11	2.46
230.7510.51.2200	FICA CONTRIBUTIONS	562.31	5,435.00	63.35	354.20	5,080.80	6.52
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	2,950.05	18,690.00	1,430.09	2,860.18	15,829.82	15.30
230.7510.51.2700	WORKERS COMPENSATION	0.00	3,203.00	0.00	0.00	3,203.00	0.00
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVICES	970.00	3,225.00	15.00	15.00	9,797.48	0.15
230.7510.52.2000	PURCHASED PROPERTY SERVICES	80.00	480.00	40.00	80.00	400.00	16.67
230.7510.52.2200	REPAIRS AND MAINTENANCE	575.00	1,500.00	0.00	0.00	1,500.00	0.00
230.7510.52.2300	RENTALS	0.00	1,240.00	0.00	0.00	1,240.00	0.00
230.7510.52.3100	INSURANCE	0.00	4,594.00	0.00	0.00	4,594.00	0.00
230.7510.52.3200	COMMUNICATIONS	34.16	1,440.00	143.80	348.06	1,091.94	24.17
230.7510.52.3210	POSTAGE	0.00	100.00	0.00	0.00	100.00	0.00
230.7510.52.3300	ADVERTISING	0.00	300.00	0.00	0.00	300.00	0.00
230.7510.52.3400	PRINTING	0.00	500.00	0.00	0.00	500.00	0.00
230.7510.52.3500	TRAVEL	0.00	0.00	53.72	53.72	(53.72)	100.00
230.7510.52.3600	DUES AND FEES	658.00	2,660.00	95.00	199.99	2,460.01	7.52
230.7510.52.3700	EDUCATION AND TRAINING	0.00	1,500.00	125.00	775.00	725.00	51.67
230.7510.53.1100	GENERAL SUPPLIES AND MATERIALS	126.49	1,500.00	108.30	994.62	505.38	33.69
230.7510.53.1210	WATER/SEWER	80.40	1,400.00	75.15	150.30	1,249.70	11.45

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 11/30/2021

% Fiscal Year Completed: 16.71

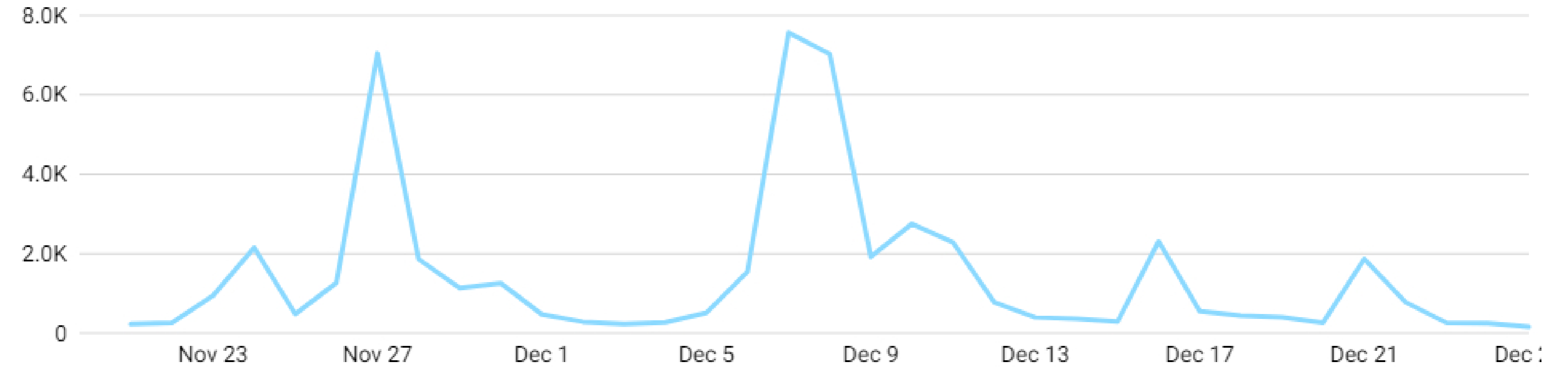
\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	YTD BALANCE 11/30/2020 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 11/30/21 INCR (DECR)	YTD BALANCE 11/30/2021 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
230.7510.53.1230	ELECTRICITY	438.02	4,400.00	464.32	907.86	3,492.14	20.63
230.7510.53.1600	SMALL EQUIPMENT	0.00	1,000.00	0.00	0.00	1,000.00	0.00
DDA ADMINISTRATION		13,890.92	150,988.00	3,609.09	12,134.88	145,440.60	7.70
Total Dept 7510 - DDA ADMINISTRATION							
		13,890.92	150,988.00	3,609.09	12,134.88	145,440.60	7.70
Dept 7540 - TOURISM							
TOURISM							
230.7540.51.1100	SALARIES AND WAGES	0.00	31,911.00	2,759.33	5,663.06	26,247.94	17.75
230.7540.51.2100	GROUP INSURANCE	0.00	10,200.00	410.15	615.24	9,584.76	6.03
230.7540.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	206.46	426.31	2,397.69	15.10
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	1,056.21	13,650.00	1,044.45	2,088.90	11,561.10	15.30
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVICES	268.00	36,500.00	0.00	536.00	35,964.00	1.47
230.7540.52.2300	RENTALS	0.00	5,100.00	0.00	0.00	5,100.00	0.00
230.7540.52.3400	PRINTING	0.00	500.00	0.00	30.00	470.00	6.00
230.7540.52.3500	TRAVEL	0.00	0.00	0.00	44.89	(44.89)	100.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIALS	94.41	4,800.00	0.00	0.00	4,800.00	0.00
TOURISM		1,418.62	105,485.00	4,420.39	9,404.40	96,080.60	8.92
Total Dept 7540 - TOURISM							
		1,418.62	105,485.00	4,420.39	9,404.40	96,080.60	8.92
Dept 7550 - DOWNTOWN DEVELOPMENT							
DOWNTOWN DEVELOPMENT							
230.7550.51.1100	SALARIES AND WAGES	0.00	31,911.00	2,759.17	5,662.61	26,248.39	17.75
230.7550.51.2100	GROUP INSURANCE	0.00	10,200.00	410.11	615.15	9,584.85	6.03
230.7550.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	206.45	426.19	2,397.81	15.09
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVICES	31.49	15,000.00	0.00	1,000.00	14,000.00	6.67
230.7550.52.3300	ADVERTISING	0.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.52.3400	PRINTING	0.00	500.00	0.00	0.00	500.00	0.00
230.7550.52.3600	DUES AND FEES	165.00	1,490.00	150.00	150.00	1,340.00	10.07
230.7550.53.1100	GENERAL SUPPLIES AND MATERIALS	0.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7550.53.1270	MOTOR FUEL	40.00	600.00	0.00	0.00	600.00	0.00
DOWNTOWN DEVELOPMENT		236.49	66,525.00	3,525.73	7,853.95	58,671.05	11.81
Total Dept 7550 - DOWNTOWN DEVELOPMENT							
		236.49	66,525.00	3,525.73	7,853.95	58,671.05	11.81
TOTAL EXPENDITURES							
		15,546.03	322,998.00	11,555.21	29,393.23	300,192.25	8.92
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		47,538.39	322,998.00	26,993.58	54,416.24	268,581.76	16.85
TOTAL EXPENDITURES		15,546.03	322,998.00	11,555.21	29,393.23	300,192.25	8.92
NET OF REVENUES & EXPENDITURES		31,992.36	0.00	15,438.37	25,023.01	(31,610.49)	370.86

Results

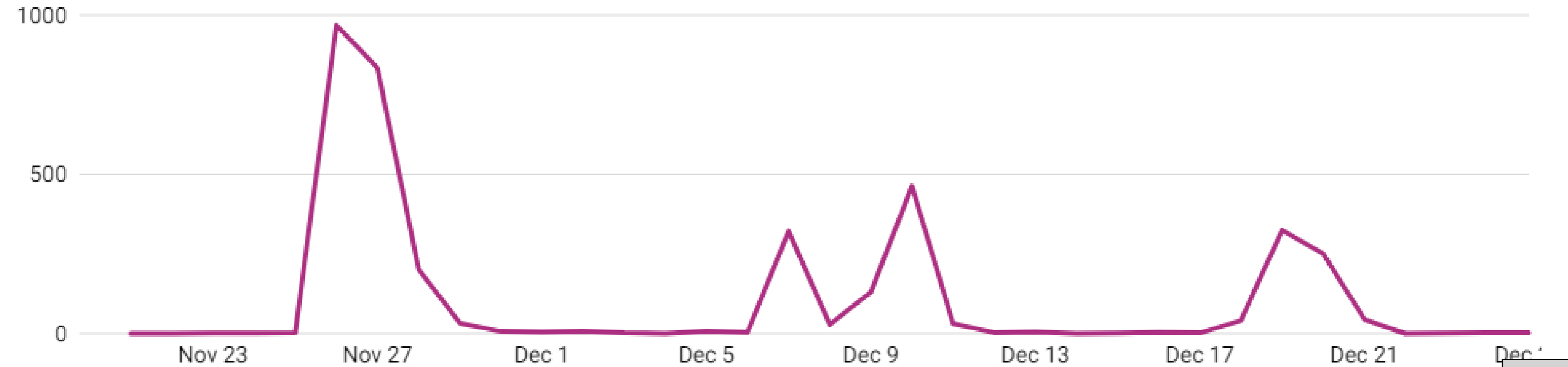
Facebook Page Reach ⓘ

30,813 ↑ 584%



Instagram Reach ⓘ

2,207 ↑ 364.6%





## Wayfinding Sign Report

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Report Title: Main Street Wayfinding Sign Report – January 2022  
Report Highlight: Renewals and New Applications  
Name and Title: Ariel Alexander, Main Street/DDA Interim Main Street Manager

The department received six renewals of signs for 2022.

The department received five new applications of signs for 2022.

There are 19 businesses remaining that need to renew with their \$30 maintenance fee.

Form Name:	2021 Community Activity Report
Submission Time:	December 31, 2021 4:39 pm
Browser:	Chrome 96.0.4664.110 / Windows
IP Address:	174.131.164.79
Unique ID:	907758966
Location:	

**Main Street Community Reporting:** Dahlongega

**Designation Level** GEMS

**Month of Report:** December

**Person Reporting:** Ariel Alexander

**I would like a copy of this completed report emailed to:** aalexander@dahlongegadda.org

**Region:** Region 2

**Community Population:** 5,001 to 10,000

**Did program staff or board members participate in training this month?** Yes

**Did your program hold a board meeting this month?** Yes

**Program Income:** 27422.66

**Program Expense:** 17838.02

## EVENTS and VOLUNTEERS

**Downtown Events:** 12

**Event Attendance:** 5000

**Volunteer Hours:** 50

## JOB CREATION

**New Businesses: How many new businesses opened in your program area during this reporting period?** 0

**Business Closings: How many businesses closed in your program area during this reporting period?** 0

**Expansions: How many business expansions or relocations occurred in your program area during this reporting period?** 0

## REAL ESTATE SALES, HOUSING and NEW CONSTRUCTION

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Were there any new residential living units added to your Main Street District this month?

No

Were any commercial or residential properties sold in your Main Street District this month?

No

New Construction (In-fill Development):  
How many new commercial buildings were built in your program area during this reporting period?

0

## REHAB AND PUBLIC IMPROVEMENT PROJECTS

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Rehabs: How many private rehabilitation projects were completed in your program area during this reporting period?

0

Public Improvements: How many public improvement projects were completed in your program area during this reporting period?

0

## NEW MAIN STREET STAFF

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Did your program hire any new staff this month?

Yes

Is the new staff full-time or part-time?

Part-time

If so, please include their Name and Role below:

Ashley Phipps, Event Coordinator

Please provide the new staff's contact information.

aphipps@dahlongadda.org

Would you like for new staff to receive information about the Georgia Downtown Association via the provided contact information?

No

Did your program release staff this month?

No

**Complete and Certify**

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Do you need to speak to someone from the Office of Downtown Development based on the information in this report? No

By signing below, you verify that the information contained in this report is accurate to the best of your knowledge.

Ariel Alexander