



Dahlonega Downtown Development Authority/Main Street Program Meeting Agenda

September 07, 2023 8:30 AM

47 S. Park Street- The Head House

Vision Statement

Downtown Dahlonega will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

Mission Statement

The purpose of Downtown Dahlonega is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

Call to Order

Approval of Agenda

Approval of Minutes

1. Dahlonega Downtown Development Authority/Main Street Program Meeting Minutes, August 3, 2023
- [2.](#) Dahlonega Downtown Development Authority Special Called Meeting Minutes, August 4, 2023

Promotion

- a. Promotion Work Plan Items Update
Ariel Alexander, DDA Director

Design

- a. Design Work Plan Items Update
Ariel Alexander, DDA Director

Organization

- a. Design Work Plan Items Update
Ariel Alexander, DDA Director
- [b.](#) Financials

Partner Agencies

1. City of Dahlonega
2. University of North Georgia
3. Chamber of Commerce
4. Tourism/CVB
5. Development Authority of Lumpkin County
6. Historic Preservation Commission

7. Planning & Zoning Commission
8. Downtown Dahlongega Business Association

Economic Vitality

- a. Economic Vitality Work Plan Items Update
Ariel Alexander, DDA Director
- b. Executive Session: Real Estate

Adjourn



Dahlonega Downtown Development Authority Special Called Meeting Minutes

August 04, 2023 2:30 PM

47 S. Park Street- The Head House

Vision Statement

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PRESENT

Vice Chair Wendi Huguley

Board Member Deb Rowe

Board Member Awtrey Moore

Board Member Donna Logan

Call to Order

Vice Chair Huguley called the meeting to order at 2:32 p.m.

Approval of Agenda

Vice Chair Huguley asked for a motion to approve the agenda.

Motion made by Board Member Moore, Seconded by Board Member Rowe

Voting Yea: Board Member Logan, Board Member Moore, Board Member Rowe

1. Façade Grant Application: Dahlonega Square Hotel & Villas

Ariel Alexander, DDA Director

Director Alexander explained that the maximum award amount that the board could grant would be \$2,225.00. Vice Chair Huguley asked for a motion to approve the maximum award amount for the project.

Motion made by Board Member Logan, Board Member Moore

Voting Yea: Board Member Logan, Board Member Moore, Board Member Rowe

2. Façade Grant Application: One off Main B&B

Ariel Alexander, DDA Director

Director Alexander stated that the maximum award amount that the board could grant would be \$5,000.00. Vice Chair Huguley asked for a motion to approve the maximum award amount for the project.

Motion made by Board Member Rowe, Seconded by Board Member Moore

Voting Yea: Board Member Rowe, Board Member Moore, Board Member Logan

3. Façade Grant Application: The Corner Kitchen

Ariel Alexander, DDA Director

Director Alexander relayed a message from absent Board Member Tony Owens that even though he was not present in the meeting, he recused himself from the consideration of the award and any future discussion of the proposed project explained in the application. Director Alexander explained that the maximum award amount that the board could grant would be \$5,000.00. Vice Chair Huguley asked for a motion to approve the maximum award amount for the project.

Motion made by Board Member Logan, Seconded by Board Member Moore

Voting Yea: Board Member Logan, Board Member Moore, Board Member Rowe

4. Façade Grant Application: The Historic Holly Theater

Ariel Alexander, DDA Director

Director Alexander stated that the maximum award amount that the board could grant would be \$5,000.00. Board Member Rowe asked for a more detailed explanation of the application. Director Alexander explained that they would be replacing the slabs of marble on the exterior of the building that is cracked and making improvements to the historic marquee, as it is rusting. Vice Chair Huguley asked for a motion to approve the maximum award amount for the project.

Motion made by Board Member Moore, Seconded by Board Member Rowe

Voting Yea: Board Member Moore, Board Member Rowe, Board Member Logan

Before adjourning, Director Alexander shared an update from the first-floor tenant of the Head House regarding the changes she would need to make to comply with health department standards. The tenant wanted the board to review the proposed changes to ensure that they were comfortable with them before moving forward. The board indicated that they understood that any changes would be returned to their original state when the tenant left the property and was comfortable with the proposal.

Adjourn

Vice Chair Huguley asked for a motion to adjourn the meeting at 2:50 p.m.

Motion made by Board Member Logan, Seconded by Board Member Rowe.

Voting Yea: Board Member Logan, Board Member Rowe, Board Member Moore

GL NUMBER	DESCRIPTION	2022-23 ORIGINAL BUDGET	YTD BALANCE 07/31/2023 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	CHARGES FOR SERVICES	1,100.00	389.09	35.37
	INVESTMENT INCOME	400.00	7,450.81	1,862.70
	CONTRIBUTIONS AND DONATIONS	100.00	3,000.00	3,000.00
	MISCELLANEOUS REVENUE	200.00	3,940.00	1,970.00
	TRANSFERS IN FROM OTHER FUNDS	232,450.00	193,708.30	83.33
	APPROPRIATED FUND BALANCE	71,969.00	0.00	0.00
	TOTAL REVENUES	306,219.00	208,488.20	68.08
	DDA ADMINISTRATION	145,092.00	141,818.31	83.67
	TOURISM	103,284.00	69,425.14	67.22
	DOWNTOWN DEVELOPMENT	57,843.00	69,165.37	119.57
	TOTAL EXPENDITURES	306,219.00	280,408.82	84.81
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	306,219.00	208,488.20	68.08
	TOTAL EXPENDITURES	306,219.00	280,408.82	84.81
	NET OF REVENUES & EXPENDITURES	0.00	(71,920.62)	294.63

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 07/31/2023
 % Fiscal Year Completed: 83.29

GL NUMBER	DESCRIPTION	YTD BALANCE 07/31/2022 NORM (ABNORM)	2022-23 ORIGINAL BUDGET	2022-23 MENDED BUDGET	ACTIVITY FOR MONTH 07/31/23 INCR (DECR)	YTD BALANCE 07/31/2023 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 0000 - NON DEPARTMENTAL								
INTERGOVERNMENTAL REVENUE								
230.0000.33.9000	INTERGOVERNMENTAL REVENUES	10,923.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTERGOVERNMENTAL REVENUE	10,923.00	0.00	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES								
230.0000.34.5410	PARKING CHARGES	739.66	1,100.00	1,100.00	60.04	389.09	710.91	35.37
	CHARGES FOR SERVICES	739.66	1,100.00	1,100.00	60.04	389.09	710.91	35.37
INVESTMENT INCOME								
230.0000.36.1000	INTEREST REVENUES	310.66	400.00	400.00	0.00	7,450.81	(7,050.81)	1,862.70
	INVESTMENT INCOME	310.66	400.00	400.00	0.00	7,450.81	(7,050.81)	1,862.70
CONTRIBUTIONS AND DONATIONS								
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURC	80.00	100.00	100.00	0.00	3,000.00	(2,900.00)	3,000.00
	CONTRIBUTIONS AND DONATIONS	80.00	100.00	100.00	0.00	3,000.00	(2,900.00)	3,000.00
MISCELLANEOUS REVENUE								
230.0000.38.9000	MISCELLANEOUS REVENUES	205.00	200.00	200.00	460.00	3,940.00	(3,740.00)	1,970.00
	MISCELLANEOUS REVENUE	205.00	200.00	200.00	460.00	3,940.00	(3,740.00)	1,970.00
TRANSFERS IN FROM OTHER FUNDS								
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	229,485.00	150,000.00	150,000.00	12,500.00	125,000.00	25,000.00	83.33
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	39,680.00	82,450.00	82,450.00	6,870.83	68,708.30	13,741.70	83.33
	TRANSFERS IN FROM OTHER FUNDS	269,165.00	232,450.00	232,450.00	19,370.83	193,708.30	38,741.70	83.33
APPROPRIATED FUND BALANCE								
230.0000.39.9100	APPROPRIATED FUND BALANCE	0.00	71,969.00	71,969.00	0.00	0.00	71,969.00	0.00
	APPROPRIATED FUND BALANCE	0.00	71,969.00	71,969.00	0.00	0.00	71,969.00	0.00
Total Dept 0000 - NON DEPARTMENTAL		281,423.32	306,219.00	306,219.00	19,890.87	208,488.20	97,730.80	68.08
TOTAL REVENUES		281,423.32	306,219.00	306,219.00	19,890.87	208,488.20	97,730.80	68.08
Expenditures								
Dept 0000 - NON DEPARTMENTAL								
OTHER COSTS								
230.0000.57.3000	PAYMENTS TO OTHERS	10,923.00	0.00	0.00	0.00	0.00	0.00	0.00
	OTHER COSTS	10,923.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 0000 - NON DEPARTMENTAL		10,923.00	0.00	0.00	0.00	0.00	0.00	0.00
Dept 7510 - DDA ADMINISTRATION								
DDA ADMINISTRATION								
230.7510.51.1100	SALARIES AND WAGES	20,135.01	30,469.00	30,469.00	6,835.10	51,717.99	(21,248.97)	
230.7510.51.1300	OVERTIME	93.60	0.00	0.00	93.60	274.95	(274.95)	
230.7510.51.2100	GROUP INSURANCE	2,038.34	3,700.00	3,700.00	888.10	5,780.81	(2,080.81)	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 07/31/2023
 % Fiscal Year Completed: 83.29

GL NUMBER	DESCRIPTION	YTD BALANCE	2022-23	2022-23	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		07/31/2022	ORIGINAL	BUDGET	MONTH 07/31/23	07/31/2023	BALANCE	
		NORM (ABNORM)	BUDGET	MENDED BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7510.51.2200	FICA CONTRIBUTIONS	1,763.30	1,489.00	1,489.00	520.77	3,914.66	(2,425.66)	262.91
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	14,300.90	12,871.00	12,871.00	1,207.17	12,071.70	799.30	93.79
230.7510.51.2700	WORKERS COMPENSATION	3,718.11	3,718.00	3,718.00	57.09	2,168.14	1,549.86	58.31
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVIC	1,417.81	12,079.00	12,079.00	0.00	5,256.68	6,822.32	43.52
230.7510.52.2000	PURCHASED PROPERTY SERVICES	120.00	0.00	0.00	0.00	0.00	0.00	0.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	739.00	1,500.00	1,500.00	337.03	515.03	984.97	34.34
230.7510.52.2300	RENTALS	0.00	0.00	0.00	2,976.19	3,969.07	(3,969.07)	100.00
230.7510.52.3100	INSURANCE	4,375.00	5,000.00	5,000.00	0.00	1,823.00	3,177.00	36.46
230.7510.52.3200	COMMUNICATIONS	5,736.83	10,236.00	10,236.00	2,405.90	10,177.00	59.00	99.42
230.7510.52.3300	ADVERTISING	243.25	2,000.00	2,000.00	0.00	484.50	1,515.50	24.23
230.7510.52.3400	PRINTING	0.00	3,000.00	3,000.00	0.00	68.00	2,932.00	2.27
230.7510.52.3500	TRAVEL	659.81	0.00	0.00	0.00	1,394.77	(1,394.77)	100.00
230.7510.52.3600	DUES AND FEES	1,712.25	1,555.00	1,555.00	135.00	2,810.64	(1,255.64)	180.75
230.7510.52.3700	EDUCATION AND TRAINING	3,845.00	2,175.00	2,175.00	1,015.00	1,350.00	825.00	62.07
230.7510.53.1100	GENERAL SUPPLIES AND MATERIAL	2,271.64	1,500.00	25,910.83	5,950.36	30,847.14	(4,936.31)	119.05
230.7510.53.1210	WATER/SEWER	660.45	3,300.00	3,300.00	115.15	907.50	2,392.50	27.50
230.7510.53.1230	ELECTRICITY	4,718.35	9,500.00	9,500.00	540.92	6,137.73	3,362.27	64.61
230.7510.53.1600	SMALL EQUIPMENT	74.50	0.00	0.00	0.00	149.00	(149.00)	100.00
230.7510.54.9900	CAPITAL OUTLAYS	0.00	41,000.00	41,000.00	0.00	0.00	41,000.00	0.00
DDA ADMINISTRATION		68,623.15	145,092.00	169,502.83	23,077.38	141,818.31	27,684.52	83.67
Total Dept 7510 - DDA ADMINISTRATION		68,623.15	145,092.00	169,502.83	23,077.38	141,818.31	27,684.52	83.67
Dept 7540 - TOURISM								
TOURISM								
230.7540.51.1100	SALARIES AND WAGES	29,085.24	37,440.00	37,440.00	0.00	12,439.98	25,000.02	33.23
230.7540.51.1300	OVERTIME	374.94	0.00	0.00	0.00	148.50	(148.50)	100.00
230.7540.51.2100	GROUP INSURANCE	2,104.44	2,142.00	2,142.00	0.00	762.46	1,379.54	35.60
230.7540.51.2200	FICA CONTRIBUTIONS	2,289.03	2,864.00	2,864.00	0.00	963.01	1,900.99	33.62
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	10,444.50	9,400.00	9,400.00	881.62	8,816.20	583.80	93.79
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVIC	28,896.68	46,850.00	46,850.00	12,145.12	36,371.12	10,478.88	77.63
230.7540.52.2300	RENTALS	0.00	0.00	0.00	0.00	3,401.76	(3,401.76)	100.00
230.7540.52.3300	ADVERTISING	0.00	500.00	500.00	930.75	1,861.50	(1,361.50)	372.30
230.7540.52.3400	PRINTING	487.25	500.00	500.00	0.00	1,115.60	(615.60)	223.12
230.7540.52.3500	TRAVEL	0.00	575.00	575.00	0.00	90.41	484.59	15.72
230.7540.52.3600	DUES AND FEES	0.00	513.00	513.00	0.00	163.59	349.41	31.89
230.7540.52.3700	EDUCATION AND TRAINING	0.00	0.00	0.00	0.00	195.00	(195.00)	100.00
230.7540.53.1100	GENERAL SUPPLIES AND MATERIAL	1,245.27	2,000.00	2,000.00	1,775.20	3,096.01	(1,096.01)	154.80
230.7540.53.1270	MOTOR FUEL	398.12	500.00	500.00	0.00	0.00	500.00	0.00
TOURISM		75,325.47	103,284.00	103,284.00	15,732.69	69,425.14	33,858.86	67.22
Total Dept 7540 - TOURISM		75,325.47	103,284.00	103,284.00	15,732.69	69,425.14	33,858.86	67.22
Dept 7550 - DOWNTOWN DEVELOPMENT								
DOWNTOWN DEVELOPMENT								
230.7550.51.1100	SALARIES AND WAGES	30,780.70	38,480.00	38,480.00	4,730.36	39,904.96	(1,424.96)	103.70
230.7550.51.1300	OVERTIME	413.88	0.00	0.00	124.49	365.92	(365.92)	100.00
230.7550.51.2100	GROUP INSURANCE	7,146.20	10,709.00	10,709.00	181.02	4,647.27	6,061.73	43.40
230.7550.51.2200	FICA CONTRIBUTIONS	2,352.04	2,944.00	2,944.00	371.39	3,041.28	(97.2)	
230.7550.51.2700	WORKERS COMPENSATION	0.00	0.00	0.00	217.16	217.16	(217.16)	
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVIC	4,630.69	0.00	0.00	4,690.72	15,233.72	(15,233.72)	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 07/31/2023
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		NORM (ABNORM)	BUDGET	MENDED BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7550.52.2300	RENTALS	2,690.00	0.00	0.00	2,970.00	2,970.00	(2,970.00)	100.00
230.7550.52.3300	ADVERTISING	0.00	2,000.00	2,000.00	0.00	1,105.00	895.00	55.25
230.7550.52.3400	PRINTING	0.00	1,000.00	1,000.00	20.00	173.00	827.00	17.30
230.7550.52.3500	TRAVEL	892.14	0.00	0.00	0.00	0.00	0.00	0.00
230.7550.52.3600	DUES AND FEES	663.00	250.00	250.00	0.00	488.40	(238.40)	195.36
230.7550.52.3700	EDUCATION AND TRAINING	0.00	0.00	0.00	0.00	50.00	(50.00)	100.00
230.7550.53.1100	GENERAL SUPPLIES AND MATERIAL	306.91	1,500.00	1,500.00	0.00	350.00	1,150.00	23.33
230.7550.53.1270	MOTOR FUEL	702.89	960.00	960.00	130.27	618.66	341.34	64.44
230.7550.53.1790	OTHER SUPPLIES - VOLUNTEER AP	130.35	0.00	0.00	0.00	0.00	0.00	0.00
DOWNTOWN DEVELOPMENT		50,708.80	57,843.00	57,843.00	13,435.41	69,165.37	(11,322.37)	119.57
Total Dept 7550 - DOWNTOWN DEVELOPMENT		50,708.80	57,843.00	57,843.00	13,435.41	69,165.37	(11,322.37)	119.57
TOTAL EXPENDITURES		205,580.42	306,219.00	330,629.83	52,245.48	280,408.82	50,221.01	84.81
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		281,423.32	306,219.00	306,219.00	19,890.87	208,488.20	97,730.80	68.08
TOTAL EXPENDITURES		205,580.42	306,219.00	330,629.83	52,245.48	280,408.82	50,221.01	84.81
NET OF REVENUES & EXPENDITURES		75,842.90	0.00	(24,410.83)	(32,354.61)	(71,920.62)	47,509.79	294.63