



# Main Street Program / Downtown Development Authority Board Agenda

March 03, 2022 8:30 AM

McCullough Council Chambers – City Hall

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## Call to Order

## Approval of Agenda

## Approval of Minutes

1. Main Street/Downtown Development Authority Board Meeting Minutes February 3, 2022

Danna Foster, Assistant City Clerk

## Organization

- a. Final Work Plan Approval  
Ariel Alexander, Interim Main Street Manager
- b. Organization Projects Report – February 2022  
Ariel Alexander, Interim Main Street Manager
- c. Financials  
Allison Martin, Finance Director

## Promotion

- a. Promotion Projects Report  
Skyler Alexander, Downtown Coordinator
- b. Upcoming Partner Events – March 2022  
Skyler Alexander, Downtown Coordinator

## Design

- a. Design Projects Report – February 2022  
Mary Csukas, DDA Director

## Economic Vitality

- a. Economic Vitality Projects Report – February 2022  
Mary Csukas, DDA Director

## 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

February 03, 2022, 8:30 AM

McCullough Council Chambers – City Hall

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## PRESENT

Chairperson Amy Thrailkill  
Vice-Chair Joel Cordle  
Board Member Tony Owens  
Board Member A.C. Moore  
Board Member Wendi Huguley  
Board Member Donna Logan

## Call to Order

Chairperson Thrailkill called the meeting to order at 830 am.

## Approval of Agenda

Chairperson Thrailkill asked for the approval of the Agenda. Motion made by Board Member Moore, Seconded by Board Member Owens.

Voting Yea: Vice-Chair Cordle, Board Member Owens, Board Member Moore, Board Member Logan

## Approval of Minutes

1. Main St/Downtown Development Authority Meeting Minutes, January 6, 2022  
Danna Foster, Assistant City Clerk

Chairperson Thrailkill called for a motion to approve the minutes. Motion made by Board Member Moore, Seconded by Board Member Owens. Voting Yea: Vice-Chair Cordle, Board Member Owens, Board Member Moore, Board Member Logan

## Design

- a. Design Projects Report – February 2022, Mary Csukas, DDA Director

Director Csukas explained one of the reasons for the Annual plan was to come up with the four points as the reason we are here. In our contract with DCA, we are called Downtown Dahlonaga. Director Csukas outlined that streamlining the name Main Street/Downtown Dahlonaga Authority to Downtown Dahlonaga may make it simpler to identify ourselves. We still would have the Main Street and Downtown Development programs -they would be housed together under this umbrella, Downtown Dahlonaga. She added it might help us to head in a direction and make it easier for the public to understand us. She asked if that was something the board was interested in. Board members did not indicate an objection.

Director Csukas explained she is focusing on beautification in the design project and has been approved to bring additional benches down Grove Street, East Main Street, and Head House areas. Referencing the maps provided, she explained she would like to enlarge the areas. The focus would be to add benches, trees, greenery, and additional green spaces to make the areas more welcoming. She is working with Troy and Mark to identify where additional welcoming items can be put.

Director Csukas asked the board for thoughts of designers, consultants, and contractors who would be interested in developing the 147 N Park Street property. The Mayor has requested this information for the Council Retreat on April 8<sup>th</sup> and 9<sup>th</sup> at Camp Glisson. It's important that this Board and the City Council agree about the direction of 147 N Park Street. What do we want? Parking garage, condos, retail, shopping? One of the most desired items is multi-family housing. She asked for some thoughts from the board to bring to the next meeting.

Director Csukas indicated we may want to work with partners to connect with successful restoration contractors to make the fund balance available in grants and need to have a plan for grants. Applicants need to understand they need to work through the submission and approval process prior to submitting an invoice for payment. Currently, there are vacancies in the Historic Preservation Committee and there is not an opportunity to bring grants forward. We need to work together to identify areas where we can support businesses and work with Council, especially regarding 147 North Park St.

She also explained the City is responsible for the restoration of the Head House project, and with that, there is an opportunity to put the Head House back under Downtown Development if desired, when the time to rent the 800 sq ft space on the bottom arrives. It will be 6 months before the renovation is done. Keep that in mind and we will bring it forward to another meeting for discussion.

Manager Alexander detailed the items in the packet for reference. Included there is a map of the DDA boundaries and Historic District as a reference to see the properties we will work with over the next year. There is also the final work plan and individually assigned tasks for committees. Chairperson Thrailkill explained the purpose was to take the responsible areas and give tasks aligned to help streamline and build ownership as we move forward and help us stay on task and focused.

Manager Alexander explained the team will stay in contact with resources and advice from the board. These projects will develop over time.

b. Arbor Day Proclamation

Skyler Alexander, Downtown Coordinator

Coordinator Alexander announced that Arbor Day is February 24<sup>th</sup>. She is working with the tree committee and Public Works. Once a location has been selected, she will email everyone the details.

## **Economic Vitality**

a. Economic Vitality Projects Report – February 2022

Mary Csukas, DDA Director

Director Csukas discussed the development of the list of properties or areas that can be developed. She is in contact with the County to work on this. She reiterated how important it is that we all be the eyes and ears in the Community. This is the 5-year plan. Working with the County and University together to ensure Economic Development. As part of the Comprehensive plan, we need to know what square footage needs a new tenant. She feels working with Community Development regarding new permits and interest in properties helps develop our plan.

Board Member Moore detailed that he has been working with a restaurant group that has an interest in Dahlonga. Director Csukas indicated these connections are exactly what she is talking about and directed him to contact Coordinator Alexander.

b. Community Activity Reports

Ariel Alexander, Interim Main Street Manager

Manager Alexander indicated all items were submitted and all requirements are met.

**Organization**

a. Organization Projects Report

Ariel Alexander, Interim Main Street Manager

Manager Alexander indicated a lot of the Vacant properties list was completed. It is available at [www.dahlongegadda.org](http://www.dahlongegadda.org) under resources and then available properties.

Interested parties can then be directed to the website. Manager Alexander reminded the Board this was one of the items on the worklist to have the Board assist with notifying Manager and Coordinator Alexander with the information.

Director Csukas described how Administrator Kinley is working with them for a long-term plan to develop a virtual map. Director Csukas and the board discussed options for gathering information about building owners, especially those in transition. Director Csukas wants to use this as a tool to connect vacant properties with owners to assist in the development and revitalization of Downtown. She also detailed the City Manager and Administrator Kinley were working with the County on the development of the GA 400 area and how it relates to traffic flowing into Downtown Dahlongega.

b. December 2021 Financials

Mary Csukas, Director

Director Csukas indicated nothing huge is happening and the budget is on track. She noted to expect increases in training and yearly updates. She also advised there may be some purchases of electronics.

**Promotion**

a. Promotion Projects Report – February 2022

Skyler Alexander, Downtown Coordinator

Coordinator Alexander stated one of her tasks was to revive and update walking tour promotional materials which she is working on. She presented an idea to do a Mother's Day crawl this year and coordinated with Sam McDuffie to work together on this. She is taking suggestions and is thinking of a passport-style event where there is a raffle drawing as the final award.

Board Member Huguley offered that might be Commencement weekend. Discussion with Board and Staff ensued about opportunities to draw families in town. Restaurant limitations were discussed with the possibility of adding Food Trucks. Board Member Owens offered it is nice to have something happening the first week of the month for the retailers. There was a suggestion to give the Restaurants a heads-up to give them time to prepare and awareness of extra activity downtown.

**Partner Agencies**

1. City of Dahlongega- City Manager Bill Schmid announced progress is being made on the Head House renovation. Council's retreat is happening in April instead of March.

2. University of North Georgia

Board Member Huguley added that Bear on the Square weekend is the same weekend as parents and alumni weekend. They have lots of partners on campus and will have

live music at Hansford Hall, helicopters, and tanks on the drill field. She will assist in cross-marketing.

3. Chamber of Commerce/Tourism

Director McDuffie updated the Chocolate Crawl will occur March 1-6 and approximately 10 businesses may be participating. He also returned from a conference and made connections which he will share with the DDA. The Visitor's Center had approximately 200,000 people come through in 2021, with over 31,046 in December. The Chamber is working on new commercials which will be coming out soon and filming businesses participating in Chocolate Crawl. He is also working with several organizations for conferences and tournaments and working on the sign changes.

Board Member Huguley announced they were bringing the world series trophy through, and it is to be housed at the Coleman Field House area. She will provide more information.

Director McDuffie also discussed changes in his Board to 11 participants.

4. Historic Preservation Commission

Administrator Kinley announced the Commission would meet on Wednesday, discussing training and looking for 3 new members. He discussed the Comprehensive Plan which looks 30 to 50 years out where DDA/Main St has a significant impact, and the preservation of historic downtown, trails, and sidewalks.

He discussed the Historic Preservation District Survey referring to a provided map and indicated the red-lined areas, and possibly outside those, as more buildings may be identified in the survey to be added to the Historic District. This would include the Central Business District and B-3 areas. The Survey is done every 10 years, there may be some homes that meet the qualifications.

5. Planning & Zoning Commission

Board Member Logan questioned Administrator Kinley on the new Elementary School which led to a discussion on that area being developed. Administrator Kinley indicated these were County projects in the City. A discussion was had regarding the intersection and roads which have no changes.

6. Downtown Dahlonga Business Association

Board Member Moore announced a social event on February 17th at Canopy and the Roots with comedy night to encourage other businesses to join this group.

Board Member Owens announced the Fudge Factory's 40<sup>th</sup> anniversary. They have a renovation reopening this Friday and will be working on the outside as the weather warms.

## Adjourn

Chairperson Thrailkill reminded Board members that Manager Alexander had shared individual responsibilities to help everyone be more involved. She thanked everyone for their reports and called for a motion to adjourn at 9:25 am

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

Voting Yea: Vice-Chair Cordle, Board Member Owens, Board Member Moore, Board Member Huguley, Board Member Logan

**Vision**

*In 2032 downtown Dahlonega has advanced its reputation as a thriving district that preserves its historic, small-town character. It is loved by residents and visitors who enjoy the experiences it offers in shopping, dining, and living within a clean, safe, and vibrant center of business and community. Successful, locally owned small businesses are brimming with a robust blend of local residents and families, university professionals and students, as well as visitors who are drawn to the local history, architecture, and friendly charming atmosphere. Pedestrians enjoy moving with ease through an expansive network of sidewalks and crosswalks that are well-lighted and connected to nearby residential streets, the University campus, and the reservoir trails. Streets are lined by new trees, flowering plants, and colorful banners throughout the shopping district. A comprehensive parking management system makes it convenient and affordable for everyone - employees, locals, and visitors – to park, thanks to new signage, information, off-street facilities, and a shuttling system that serves the business district. Downtown Dahlonega is one of the greatest small-town centers in America because of its uniqueness, history, and the preservation-minded pride of its local residents.*

**Community Transformation Strategies**

1. *Historic Preservation & Maintaining Authenticity (with Sharing Your Community’s Story)*
2. *Businesses and Amenities to Serve Residents*

**Rationale**

In 2021, the DDA-Main Street office conducted three surveys: 1) Business Owner Survey, 2) Community Input survey, and 3) Downtown Leadership survey. Survey responses identified “*Historic Preservation & Maintaining Authenticity*,” and “*Businesses and Amenities to Serve Residents*” to be DDA-Main Street’s top priorities (or community transformation strategies) for the next two-three years. Data showed local residents’ very strong commitment to historic preservation of downtown buildings and their plea for more businesses to serve the community. Dahlonega is a leader in creating a climate for business success based around the historic preservation of its central business district. The extensive and concise data from the surveys are translated into this economic development plan of work for Dahlonega DDA-Main Street board and staff.

**Wildly Important Goals**

<b>Historic Preservation &amp; Maintaining Authenticity</b>	<b>Businesses and Amenities to Serve Residents</b>
<p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Repair and preserve downtown buildings</li> <li>2. Preservation education</li> </ol>	<p><b>Goals</b></p> <ol style="list-style-type: none"> <li>1. Retain, Expand, and Recruit (RER) businesses</li> </ol>
<p><b>Definition for Success</b></p> <ol style="list-style-type: none"> <li>1. Twenty-five percent of privately owned properties (15) and 100% of public properties are cleaned and/or painted, repaired, and landscaped, by July 2024</li> <li>2. Create &amp; publish six downtown preservation stories, and update two walking tours, by May 2024</li> </ol>	<p><b>Definition for Success</b></p> <ol style="list-style-type: none"> <li>1. Retain current businesses; help expand two current businesses; recruit six new businesses for vacancies, by July 2024</li> </ol>
<p><b>Lead Board Member</b> Amy</p>	<p><b>Lead Board Member</b> Amy</p>

**Community Transformation Strategy: *Historic Preservation***

<b>Goal 1</b> Repair and preserve downtown buildings	<b>Definitions for Success</b> 25% of privately owned properties (15) and 100% of public properties are cleaned and/or painted, repaired, and landscaped, by July 2024
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**Partners:** Historic Preservation Commission, property and business owners, local painting contractors, area nursery businesses, City staff including building inspector

Tasks	Staff & Board Responsible	Due Dates (Start & Complete)	Partners	Budget
Perform a “walkabout” with the Main Street/DDA Board, Council, and HPC to identify properties in need of rehab or repair.	Ariel Alexander & Amy Thrailkill	1/2022 – 7/2022	Code Enforcement, Public Works. Council, DDA	No cost
Seek a bank of preservation experts to review historical photos for rehab/repair advice.	Mary Csukas & Joel Cordle	4/2022-4/2023	Local Contractors, HPC, Historical Society, Ga. Main Street	No cost
Educate property owners on the available façade, fire prevention, and history plaque grants.	Skyler Alexander & Tony Owens	2/2022-2/2023	Local Contractors, Fire Marshall	Copying, some postage - \$100?
Prepare a database of local contractors who have successfully performed restoration work on downtown buildings in the last 10 years and make it available to property owners who need contractors for repairs	Mary Csukas & Joel Cordle	4/2022 – 6/2022	Tim Martin, Sam Norton	No cost
Purchase additional benches for targeted areas (E. Main, N. Grove, Head House)	Mary Csukas & Tony Owens	3/2022 – 10/2022	City public works	TBD – DDA reserve\$
Add more shade trees, plants, and small pockets of green space to increase visual appeal of East Main, South Chestatee, North Grove	Mary Csukas & Ryan Puckett	2/2022 – 3/2024	City public works, city landscaping staff	H/M \$?
Partner with city public works to freshly paint crosswalks, add “painted sidewalk stripes” where needed, add crosswalk lighting, and replace damaged crosswalk signage - all to improve pedestrian safety	Mary Csukas & Joel Cordle	2/2022 – 9/2022, then ongoing routine	City public works	H/M \$?

**Community Transformation Strategy: *Historic Preservation***

<b>Goal 2</b> Preservation Education	<b>Definitions for Success</b> Create and publish six downtown preservation stories, and update two walking tours, by May 2024
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**Partners:** Historic Preservation Commission, property and business owners Chris Worick, Georgia Main Street, UNG, Georgia Historic Preservation Office, Lumpkin Schools

Task s	Staff & Board Responsible	Due Dates (Start & Complete)	Partners	Budget
Implement a public art initiative that highlights Dahlonega history. This will include downtown selfie spots.	Skyler Alexander & Tony Owens	2/2022 – 2/2023	HPC, Chestatee Arts Alliance, Council, LCHS art class	Materials? \$1000?
Develop and distribute 6 or more preservation stories and develop and install new “Dahlonega Stories” plaques, including one at the Head House	Ariel Alexander & Ryan Puckett	3/2022 – 12/2022	History Department of UNG, Historical Society	New plaques \$5000?
Visit and partner with the Historical Society to find historical pictures of downtown for a “Throwback Thursday” Social Media campaign.	Skyler Alexander & Joel Cordle	1/2022 – 1/2023	History Department of UNG, Historical Society	No cost
Collaborate with University of North Georgia to digitize and share historic copies of the local newspaper – focusing first on downtown buildings and businesses	Ariel Alexander & Wendi Huguley	5/2022 – 5/2024	UNG Archivist, Dahlonega Nugget	No cost
Create education program for local school system bring local children and their families downtown and become involved – focus on Historic Preservation Month (May) and downtown buildings and/or art for selfie spots	Ariel Alexander & Amy Thrailkill	2/2022 – 3/2023	Lumpkin Co. School System, UNG	Supplies & materials?
Revive and update the walking tour promotional materials for “Dahlonega Stories” and the Historic District	Skyler Alexander & Wendi Huguley	4/2022 – 3/2022	Chris Worick, HPC, Lumpkin Historical Society, Tourism office	Printing &/or apps \$?



**Community Transformation Strategy: *Businesses and Amenities to Serve Residents***

<b>Goal 1</b> Retain, Expand, and Recruit (RER) businesses for the downtown district (retail, entertainment)	<b>Definitions for Success</b> Retain current businesses, expand two current businesses, and recruit six new businesses, by July 2024
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**Partners and Resources:** local business owners, potential business owners, Ga. Power’s ESRI customer demographic and retail leakage data, Chamber, Tourism Board, schools (work training), Lumpkin Co. Development Authority, UNG Marketing, city community development/planning

Task s	Staff & Board Responsible	Due Dates (Start & Complete)	Partners	Budget
Develop or sell the 147 North Park Street property.	Mary Csukas & Amy Thraikill	2/2022 until sold *Top Priority*	Lumpkin County Development Authority, Rebecca Mincey	Revenues
Proactively work with business owners on community programs while also including the Chamber of Commerce.	Skyler Alexander & Tony Owens	2/2022 - ongoing	DDBA, Chamber, Tourism Board	??
Assist downtown businesses with marketing and promotion efforts, including special focus on local resident and UNG consumers	Skyler Alexander & Wendi Huguley	2/2022 – 6/2023	Business owners, chamber, UNG	\$ for targeted advertis.
Use data from Community Survey, Ga. Power ESRI retail leakage report, identify types of businesses needed, & provide data to current and prospective business owners (expanding, recruiting)	Ariel Alexander & A.C. Moore	4/2022- ongoing practice	Business owners, Ga. Power	No cost
Recruit a boutique grocery/beverage market w/tasting room, café) (ask existing area markets about expansion to downtown)	Mary Csukas & Amy Thraikill	4/2022 – 1/2023	Targeted prospects	No cost
Get essential info on each vacant property from owners and use it to populate an up-to-date property inventory	Ariel Alexander & Donna Logan	2/2022 – ongoing practice	Property owners	No cost
Maintain a “waiting list” of prospective businesses to hook up with owners	Skyler Alexander & Donna Logan	2/2022 – ongoing practice	Prospects, property owners	No cost
Contract with parking management consultant to create a visitor-based parking education program including stronger signage & marking	Ariel Alexander & A.C. Moore	4/2022 – 1/2023	UNG, parking consultant, city staff, Tourism Office	H/M tax \$
Research and develop a parking shuttle for ease of access to downtown, use of university parking deck, city lots	Mary Csukas & Joel Cordle	2/2022 – 5/2022	Local business owners, UNG, city council & staff	<b>Amy</b>



## Organization Projects Report

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Report Title: Organization Projects Report – February 2022

Name and Title: Ariel Alexander, Interim Main Street Manager

- Developing a working budget for the work plan and connecting with other department heads on coinciding projects.
- Reviewing fee schedule for the department to identify changes for application fees, usage fees, and deposit amounts.
- Reassessing all incentives applications to reflect the correct information and application process.
- Undergoing review of all existing Dahlongega Stories plaques and identifying potential locations for new additions.
- Researching other Georgia Main Street Communities that provide an educational program to public schools.
- Redeveloping event applications for easy use and adding them to both the city and the DDA websites.
- Creating a “Downtown Database”- this will have Excel sheets for all existing businesses, interested potential tenants, and available properties for rent, sale, and development.
- Training our FWS Intern as well as our new Event Coordinator.
- Collecting information for the DCA Community Activity Report due March 15. This information will be reflected in the next agenda packet.

ACCOUNT DESCRIPTION	2021-22 ORIGINAL BUDGET	2021-22 AMENDED BUDGET	YTD BALANCE 01/31/2022 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
CHARGES FOR SERVICES	0.00	0.00	429.93	100.00
INVESTMENT INCOME	0.00	0.00	117.07	100.00
CONTRIBUTIONS AND DONATIONS	0.00	0.00	80.00	100.00
MISCELLANEOUS REVENUE	0.00	0.00	205.00	100.00
OTHER FINANCING SOURCES	322,998.00	322,998.00	107,666.00	33.33
<b>TOTAL REVENUES</b>	<b>322,998.00</b>	<b>322,998.00</b>	<b>108,498.00</b>	<b>33.59</b>
PERSONAL SERVICES AND EMPLOYEE BENEFITS	228,669.00	228,669.00	49,332.61	21.57
PURCHASED/CONTRACTED SERVICES	79,629.00	86,216.48	6,636.48	7.70
SUPPLIES	14,700.00	14,700.00	5,015.67	34.12
<b>TOTAL EXPENDITURES</b>	<b>322,998.00</b>	<b>329,585.48</b>	<b>60,984.76</b>	<b>18.50</b>
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES	322,998.00	322,998.00	108,498.00	33.59
TOTAL EXPENDITURES	322,998.00	329,585.48	60,984.76	18.50
NET OF REVENUES & EXPENDITURES	0.00	(6,587.48)	47,513.24	721.27

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 01/31/2022  
 % Fiscal Year Completed: 33.70

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

GL NUMBER	DESCRIPTION	YTD BALANCE 01/31/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 01/31/22 INCR (DECR)	YTD BALANCE 01/31/2022 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	77.96	429.93	(429.93)	100.00
230.0000.34.6990	OTHER FEES	144.00	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES		144.00	0.00	77.96	429.93	(429.93)	100.00
INVESTMENT INCOME							
230.0000.36.1000	INTEREST REVENUES	146.37	0.00	24.80	117.07	(117.07)	100.00
INVESTMENT INCOME		146.37	0.00	24.80	117.07	(117.07)	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	205.00	(205.00)	100.00
MISCELLANEOUS REVENUE		0.00	0.00	0.00	205.00	(205.00)	100.00
TRANSFERS IN FROM OTHER FUNDS							
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	85,019.00	275,382.00	22,948.50	91,794.00	183,588.00	33.33
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	9,792.32	47,616.00	3,968.00	15,872.00	31,744.00	33.33
TRANSFERS IN FROM OTHER FUNDS		94,811.32	322,998.00	26,916.50	107,666.00	215,332.00	33.33
Total Dept 0000 - NON DEPARTMENTAL		95,101.69	322,998.00	27,019.26	108,498.00	214,500.00	33.59
TOTAL REVENUES		95,101.69	322,998.00	27,019.26	108,498.00	214,500.00	33.59
Expenditures							
Dept 7510 - DDA ADMINISTRATION							
DDA ADMINISTRATION							
230.7510.51.1100	SALARIES AND WAGES	14,837.18	71,050.00	1,450.11	7,040.03	64,009.97	9.91
230.7510.51.1300	OVERTIME	192.00	0.00	0.00	0.00	0.00	0.00
230.7510.51.2100	GROUP INSURANCE	430.45	26,771.00	152.19	953.59	25,817.41	3.56
230.7510.51.2200	FICA CONTRIBUTIONS	1,143.52	5,435.00	108.97	526.51	4,908.49	9.69
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	5,957.75	18,690.00	1,430.09	5,720.36	12,969.64	30.61
230.7510.51.2700	WORKERS COMPENSATION	2,974.31	3,203.00	0.00	2,930.34	272.66	91.49
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVICES	1,216.37	3,225.00	0.00	621.03	9,191.45	6.33
230.7510.52.2000	PURCHASED PROPERTY SERVICES	160.00	480.00	0.00	120.00	360.00	25.00
230.7510.52.2200	REPAIRS AND MAINTENANCE	575.00	1,500.00	400.00	739.00	761.00	49.27
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	658.74	1,150.60	289.40	79.90
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	203.25	203.25	96.75	67.75
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	0.00	53.72	(53.72)	100.00
230.7510.52.3600	DUES AND FEES	1,025.00	2,660.00	95.00	389.99	2,270.00	
230.7510.52.3700	EDUCATION AND TRAINING	0.00	1,500.00	310.00	1,085.00	415.00	
230.7510.53.1100	GENERAL SUPPLIES AND MATERIALS	255.95	1,500.00	227.02	1,411.19	88.81	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 01/31/2022  
 % Fiscal Year Completed: 33.70

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

GL NUMBER	DESCRIPTION	YTD BALANCE 01/31/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 01/31/22 INCR (DECR)	YTD BALANCE 01/31/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
230.7510.53.1210	WATER/SEWER	195.75	1,400.00	59.84	285.29	1,114.71	20.38
230.7510.53.1230	ELECTRICITY	2,398.32	4,400.00	990.10	2,915.87	1,484.13	66.27
230.7510.53.1600	SMALL EQUIPMENT	0.00	1,000.00	0.00	0.00	1,000.00	0.00
DDA ADMINISTRATION		31,395.76	150,988.00	6,085.31	26,145.77	131,429.71	16.59
Total Dept 7510 - DDA ADMINISTRATION		31,395.76	150,988.00	6,085.31	26,145.77	131,429.71	16.59
Dept 7540 - TOURISM							
TOURISM							
230.7540.51.1100	SALARIES AND WAGES	0.00	31,911.00	2,716.80	11,509.05	20,401.95	36.07
230.7540.51.2100	GROUP INSURANCE	0.00	10,200.00	178.52	1,010.51	9,189.49	9.91
230.7540.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	207.83	871.22	1,952.78	30.85
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	1,056.21	13,650.00	1,044.45	4,177.80	9,472.20	30.61
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	215.26	4,800.00	0.00	208.99	4,591.01	4.35
TOURISM		1,539.47	105,485.00	4,147.60	18,388.46	87,096.54	17.43
Total Dept 7540 - TOURISM		1,539.47	105,485.00	4,147.60	18,388.46	87,096.54	17.43
Dept 7550 - DOWNTOWN DEVELOPMENT							
DOWNTOWN DEVELOPMENT							
230.7550.51.1100	SALARIES AND WAGES	0.00	31,911.00	2,870.64	11,662.16	20,248.84	36.55
230.7550.51.2100	GROUP INSURANCE	0.00	10,200.00	843.46	2,062.12	8,137.88	20.22
230.7550.51.2200	FICA CONTRIBUTIONS	0.00	2,824.00	210.34	868.92	1,955.08	30.77
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	0.00	663.00	827.00	44.50
230.7550.53.1100	GENERAL SUPPLIES AND MATERIALS	0.00	2,000.00	194.33	194.33	1,805.67	9.72
230.7550.53.1270	MOTOR FUEL	106.92	600.00	0.00	0.00	600.00	0.00
230.7550.53.1780	BEAUTIFICATION SUPPLIES	46.98	0.00	0.00	0.00	0.00	0.00
DOWNTOWN DEVELOPMENT		350.39	66,525.00	4,118.77	16,450.53	50,074.47	24.73
Total Dept 7550 - DOWNTOWN DEVELOPMENT		350.39	66,525.00	4,118.77	16,450.53	50,074.47	24.73
TOTAL EXPENDITURES		33,285.62	322,998.00	14,351.68	60,984.76	268,600.72	18.50
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		95,101.69	322,998.00	27,019.26	108,498.00	214,500.00	33.59
TOTAL EXPENDITURES		33,285.62	322,998.00	14,351.68	60,984.76	268,600.72	
NET OF REVENUES & EXPENDITURES		61,816.07	0.00	12,667.58	47,513.24	(54,100.72)	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 01/31/2022  
% Fiscal Year Completed: 33.70

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

GL NUMBER	DESCRIPTION	YTD BALANCE 01/31/2021 NORM (ABNORM)	2021-22 ORIGINAL BUDGET	ACTIVITY FOR MONTH 01/31/22 INCR (DECR)	YTD BALANCE 01/31/2022 NORM (ABNORM)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
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## Promotion Projects Report

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Report Title: Promotion Projects Report – February 2022

Name and Title: Skyler Alexander, Downtown Coordinator

Underway:

- Mother Day Crawl, reaching out to businesses on ideas and promotions.
- Meeting with Toursim for crawl tips and tricks
- Gathering pictures from Joel's old files for #tbt
- Gathering information on mural process with Tony Owens.



## Upcoming Partner Events

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Report Title: Upcoming Partner Events – March 2022  
Name and Title: Skyler Alexander, Downtown Coordinator

- March 5, 2022: Art in the Park from 10 am – 5 pm
- April 2, 2022: Art in the Park from 10 am – 5 pm
- April 21-24, 2022: Bear on the Square Mountain Festival
- May 20-22, 2022: Dahlongega Arts and Wine Festival





## Design Projects Report

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Report Title: Design Projects Report – February 2022

Name and Title: Mary Csukas, DDA Director

- As part of the proposed Annual Work Plan beautification project, two corridors in the City of Dahlonega, E. Main, and N. Grove, along with the Head House, were discussed as possible areas of interest. Once the budget is set and the plans approved by the Board and Council, we will work with Mark Buchanan and Troy Armstrong to identify and support areas for beautification as our first step.
- Work with partners to connect with successful restoration contractors to make available to property owners who might be interested in repairs.



## **Economic Vitality Projects Report**

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Report Title: Economic Vitality Projects Report – February 2022

Name and Title: Mary Csukas, DDA Director

- 147 N. Park Street Development Updates
- New Property Development Updates