



Downtown Dahlonega Agenda

February 03, 2023 8:30 AM

McCullough Council Chambers – City Hall

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.](#) Downtown Dahlonega Development Authority and Main Street Program Meeting Minutes, January 5, 2023

Promotion

- a. Love Letters to Downtown: Valentine's Day Promotional Campaign
Skyler Alexander, Main Street Manager

Design

- a. Bench Update
Ariel Alexander, DDA Director

Economic Vitality

- [a.](#) Head House RFP: Scope of Work Discussion
Allison Martin, City Manager

Organization

- [a.](#) Financials

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



Downtown Dahlonega Minutes

January 05, 2023 8:30 AM

McCullough Council Chambers – City Hall

Vision Statement

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Call to Order

PRESENT

Chair Amy Thrailkill

Vice Chair Joel Cordle

Board Member Ryan Puckett

Board Member Tony Owens

Board Member Wendi Huguley - arrived at 8:50 A.M.

ABSENT

Chairperson Thrailkill greeted all with a welcome and happy new year.

Chairperson Thrailkill asked for a motion to call the meeting to order at 8:34 A.M.

Approval of Agenda

Chairperson Thrailkill asked for a motion to approve the agenda.

Motion made by Vice Chair Cordle, Seconded by Board Member Puckett.

Voting Yea: Vice Chair Cordle, Board Member Puckett, Board Member Owens

Approval of Minutes

Chairperson Thrailkill asked for a motion to approve the minutes.

Motion made by Board Member Owens, Seconded by Vice Chair Cordle.

Voting Yea: Vice Chair Cordle, Board Member Puckett, Board Member Owens

Promotion

a. Promotion Projects Update

Skyler Alexander, Project Coordinator

Project Coordinator Alexander discussed updates on multiple projects she has been working on, and funding completion in the downtown area. Wayfinding signs are being reviewed for accuracy; a renewal invoice was mailed to the merchants for a maintenance payment.

Project Coordinator Alexander and Downtown Manager Alexander have been updating social media sites on activities added downtown. These new activities are located on both the website and social media platforms, Selfie Spot Trail, Downtown Dahlenega Program Sponsorships, and Reoccurring Programs are new activities.

Staff has been working on a survey to develop a comprehensive plan for business support that will be discussed at their Downtown Dahlenega Retreat. As of today, 28 businesses have responded.

Director Csukas reminds all DDA members that the Downtown Dahlenega Retreat will be held at the Holiday Inn in Dahlenega on January 12, 2023, beginning at 8:30 a.m. Project Coordinator Alexander states that business feedback will be added to a presentation at the retreat by Downtown Manager Alexander. The Downtown Dahlenega Board and staff emphasize the importance and benefits of having the City Council at the retreat.

Design

a. Design Projects Update

Mary Csukas, DDA Director

Director Csukas informs that they are still working on the Head House renovation and no date for completion is available currently. She provides an update on exterior specialty hardware and the benefits it will provide to the building. Updates on current façade grants were discussed with the Board and Staff.

Economic Vitality

a. Economic Vitality Projects Update

Amy Thrailkill, DDA Chair

Chairperson Thrailkill informs all members that the 147 North Park Street subcommittee has been meeting to discuss a specific proposal for the property. This proposal is in the review stage, which leads to members having outstanding questions. Once they receive answers from the promoter, she hopes to have a more defined proposal for the next DDA meeting.

The Board discussed the need to encourage residents to enjoy the benefits of our quaint and vibrant downtown area. This will be a vital topic at the retreat on the 12th of January, ensuring that projects encourage a mix of residents, eventgoers, family shopping, and robust business options on weekdays for all seasons.

Organization

a. Appointment and Reappointment of Executive Officers

Mary Csukas, DDA Director

Members of the DDA Board reappointed Chairperson Thrailkill in her role as DDA Chair for 2023.

Motion made by Vice Chair Cordle, Seconded by Board Member Puckett.

Voting Yea: Vice Chair Cordle, Board Member Puckett, Board Member Owens, and Board Member Hugely.

DDA Board Members appointed Mayor Taylor as the Council member for voting on the DDA Board.

Motion made by Vice Chair Cordle, Seconded by Board Member Owens.

Voting Yea: Vice Chair Cordle, Board Member Puckett, Board Member Owens, and Board Member Hugely.

The Board agreed that the remaining Executive Officer seats would be discussed at the February Meeting to allow a full board of appointees to vote for these critical positions. A.C. Moore resigned earlier this month and Vice Chair Cordle will retire at the end of January this year.

b. Financials

Director Martin stated that expenditures exceeded revenue in the previous month, but a fund balance transfer allowed for a balanced budget.

Partner Agencies

1. City of Dahlonega

Mayor Taylor introduced Finance Director Martin as the final candidate for City Manager at the City of Dahlonega. She discussed the ongoing housing study undertaken by Community Development, which is vital to ensure the longevity of future growth in Dahlonega.

2. University of North Georgia

Board Member Hugely announced that UNG had eleven buildings damaged from the cold temperatures from the recent winter strong, bringing temperatures of 2 degrees to our area.

On January 13, the new presidential search committee commences, and we expect to have someone in place by June 2023.

Friday, January 6, 2023, will be UNG's 150th anniversary, and a celebratory lunch will take place on campus.

The Military Leadership Center will be replaced with a new building. They hope to start construction in the fall.

3. Chamber of Commerce/Tourism

No further information is available currently.

4. Historic Preservation Commission

Director Kinley stated that 2022 was a productive year for the Historic Preservation Commission.

5. Planning & Zoning Commission

Director Kinley Director Kinley noted that 2022 was also a productive year for the Planning and Zoning Commission. He discussed that there would be an extensive plan to review the zoning ordinance in Dahlongega, and the housing study is near completion.

At a recent meeting on the 4th of January, parking issues in the downtown area were a prime focus of the Commission. Mayor Taylor states that eliminating specific parking requirements could positively impact the downtown area.

Board Member Owens wondered if there is a private partnership for parking. Mayor Taylor responded with yes; however, funding and grants would have to be a big part of it. Director Csukas made a point that the UNG Parking Deck is available, and city staff is working together on ways to promote this area on the weekends.

6. Downtown Dahlongega Business Association

Mr. Brandon Lytle, a member of the DDBA committee, proposed coordinating business promotion on social media during events and programs. This proposed idea led to a discussion on promoting ticketed events and the ongoing topic of a program called Sip and Shop in the downtown area.

Adjourn

Chairperson Thrailkill asked for a motion to adjourn at 9:23 P.M.

Motion made by Vice Chair Cordle, Seconded by Board Member Owens.

Voting Yea: Vice Chair Cordle, Board Member Puckett, Board Member Owens, Board Member Huguley

The scope of work and the point system below will be formatted to the city's standard Request for Proposal format when it is advertised.

The Dhalonega Downtown Development Authority is seeking the services of a rental management company to manage approximately 800 square feet of retail space located on the first floor of the recently renovated historic Head House, one block off Dhalonega's square. The chosen rental management company will secure a tenant that meets the criteria set forth by the DDA and will oversee the space's rental for one year with an option to renew for two additional one-year terms. Firms will be chosen based on the following criteria: a fee as a percent of rental income from the space, similar work history, and services covered under rental management (repairs, utilities, mitigation of tenant complaints, etc.), experience with local government and/or economic development projects.

The DDA seeks a tenant that will bring economic development to the downtown area. While the DDA is open to a wide variety of tenants, there are no funds available to modify the space. Any tenant seeking a modification to the space must apply with the city for any needed permits or variances and must be willing to cover the costs of the modifications. The DDA is only able to enter into a one-year lease with renewal options but is willing to negotiate terms with the selected/proposed tenant based on the proposed tenant and use of the space.

The real estate management firm chosen should consider the following conditions when interviewing potential tenants:

Number of jobs to be created	40 points
Retail business	25 points
Office space	5 points
Unique business	20 points
Modification of space	10 points

GL NUMBER	DESCRIPTION	2022-23 ORIGINAL BUDGET	YTD BALANCE 12/31/2022 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
	CHARGES FOR SERVICES	1,100.00	0.00	0.00
	INVESTMENT INCOME	400.00	1,244.39	311.10
	CONTRIBUTIONS AND DONATIONS	100.00	0.00	0.00
	MISCELLANEOUS REVENUE	200.00	1,015.00	507.50
	TRANSFERS IN FROM OTHER FUNDS	232,450.00	58,112.49	25.00
	APPROPRIATED FUND BALANCE	71,969.00	0.00	0.00
	TOTAL REVENUES	306,219.00	60,371.88	19.72
	DDA ADMINISTRATION	145,092.00	34,544.28	20.38
	TOURISM	103,284.00	19,582.55	18.96
	DOWNTOWN DEVELOPMENT	57,843.00	20,585.58	35.59
	TOTAL EXPENDITURES	306,219.00	74,712.41	22.60
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
	TOTAL REVENUES	306,219.00	60,371.88	19.72
	TOTAL EXPENDITURES	306,219.00	74,712.41	22.60
	NET OF REVENUES & EXPENDITURES	0.00	(14,340.53)	58.75

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 12/31/2022
 % Fiscal Year Completed: 25.21

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

GL NUMBER	DESCRIPTION	YTD BALANCE 12/31/2021 NORM (ABNORM)	2022-23 ORIGINAL BUDGET	2022-23 MENDED BUDGET	ACTIVITY FOR MONTH 12/31/22 INCR (DECR)	YTD BALANCE 12/31/2022 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	351.97	1,100.00	1,100.00	0.00	0.00	1,100.00	0.00
	CHARGES FOR SERVICES	351.97	1,100.00	1,100.00	0.00	0.00	1,100.00	0.00
INVESTMENT INCOME								
230.0000.36.1000	INTEREST REVENUES	93.51	400.00	400.00	0.00	1,244.39	(844.39)	311.10
	INVESTMENT INCOME	93.51	400.00	400.00	0.00	1,244.39	(844.39)	311.10
CONTRIBUTIONS AND DONATIONS								
230.0000.37.1000	CONTRIBUTIONS - PRIVATE SOURC	80.00	100.00	100.00	0.00	0.00	100.00	0.00
	CONTRIBUTIONS AND DONATIONS	80.00	100.00	100.00	0.00	0.00	100.00	0.00
MISCELLANEOUS REVENUE								
230.0000.38.9000	MISCELLANEOUS REVENUES	205.00	200.00	200.00	0.00	1,015.00	(815.00)	507.50
	MISCELLANEOUS REVENUE	205.00	200.00	200.00	0.00	1,015.00	(815.00)	507.50
TRANSFERS IN FROM OTHER FUNDS								
230.0000.39.1100	TRANSFERS IN - GENERAL FUND	68,845.50	150,000.00	150,000.00	12,500.00	37,500.00	112,500.00	25.00
230.0000.39.1275	TRANSFERS IN - HOTEL/MOTEL TAX	11,904.00	82,450.00	82,450.00	6,870.83	20,612.49	61,837.51	25.00
	TRANSFERS IN FROM OTHER FUNDS	80,749.50	232,450.00	232,450.00	19,370.83	58,112.49	174,337.51	25.00
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		92,402.98	306,219.00	306,219.00	19,370.83	60,371.88	245,847.12	19.72
TOTAL REVENUES		92,402.98	306,219.00	306,219.00	19,370.83	60,371.88	245,847.12	19.72
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								
230.7510.51.1100	SALARIES AND WAGES	2,428.06	30,469.00	30,469.00	2,366.36	7,496.61	22,972.39	

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 12/31/2022
 % Fiscal Year Completed: 25.21

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

GL NUMBER	DESCRIPTION	YTD BALANCE	2022-23	2022-23	ACTIVITY FOR	YTD BALANCE	AVAILABLE	% BDGT USED
		12/31/2021	ORIGINAL	BUDGET MENDED BUDGET	MONTH 12/31/22	12/31/2022	BALANCE	
		NORM (ABNORM)	BUDGET		INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7510.51.1300	OVERTIME	0.00	0.00	0.00	181.35	181.35	(181.35)	100.00
230.7510.51.2100	GROUP INSURANCE	801.40	3,700.00	3,700.00	209.36	575.74	3,124.26	15.56
230.7510.51.2200	FICA CONTRIBUTIONS	417.54	1,489.00	1,489.00	192.20	579.92	909.08	38.95
230.7510.51.2400	RETIREMENT CONTRIBUTIONS	4,290.27	12,871.00	12,871.00	0.00	2,414.34	10,456.66	18.76
230.7510.51.2700	WORKERS COMPENSATION	3,673.92	3,718.00	3,718.00	2,111.05	2,111.05	1,606.95	56.78
230.7510.52.1000	PROFESSIONAL/TECHNICAL SERVIC	621.03	12,079.00	12,079.00	0.00	0.00	12,079.00	0.00
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	339.00	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
230.7510.52.2300	RENTALS	0.00	0.00	0.00	168.00	168.00	(168.00)	100.00
230.7510.52.3100	INSURANCE	2,552.08	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
230.7510.52.3200	COMMUNICATIONS	419.91	10,236.00	10,236.00	697.09	1,472.48	8,763.52	14.39
230.7510.52.3300	ADVERTISING	0.00	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
230.7510.52.3400	PRINTING	0.00	3,000.00	3,000.00	0.00	0.00	3,000.00	0.00
230.7510.52.3500	TRAVEL	53.72	0.00	0.00	246.70	211.60	(211.60)	100.00
230.7510.52.3600	DUES AND FEES	598.36	1,555.00	1,555.00	695.89	790.89	764.11	50.86
230.7510.52.3700	EDUCATION AND TRAINING	775.00	2,175.00	2,175.00	0.00	0.00	2,175.00	0.00
230.7510.53.1100	GENERAL SUPPLIES AND MATERIAL	400.49	1,500.00	25,910.83	285.85	17,164.16	8,746.67	66.24
230.7510.53.1210	WATER/SEWER	225.45	3,300.00	3,300.00	59.84	187.58	3,112.42	5.68
230.7510.53.1230	ELECTRICITY	1,925.77	9,500.00	9,500.00	713.40	1,041.56	8,458.44	10.96
230.7510.53.1600	SMALL EQUIPMENT	0.00	0.00	0.00	149.00	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		19,642.00	145,092.00	169,502.83	8,076.09	34,544.28	134,958.55	20.38
Total Dept 7510 - DDA ADMINISTRATION		19,642.00	145,092.00	169,502.83	8,076.09	34,544.28	134,958.55	20.38
Dept 7540 - TOURISM								
TOURISM								
230.7540.51.1100	SALARIES AND WAGES	8,210.04	37,440.00	37,440.00	3,080.00	8,119.98	29,320.02	21.69
230.7540.51.1300	OVERTIME	0.00	0.00	0.00	148.50	148.50	(148.50)	100.00
230.7540.51.2100	GROUP INSURANCE	854.80	2,142.00	2,142.00	178.52	490.93	1,651.07	22.92
230.7540.51.2200	FICA CONTRIBUTIONS	663.39	2,864.00	2,864.00	246.98	632.53	2,231.47	22.09
230.7540.51.2400	RETIREMENT CONTRIBUTIONS	3,133.35	9,400.00	9,400.00	0.00	1,763.24	7,636.76	18.76
230.7540.52.1000	PROFESSIONAL/TECHNICAL SERVIC	536.00	46,850.00	46,850.00	0.00	6,566.00	40,284.00	14.01
230.7540.52.3300	ADVERTISING	0.00	500.00	500.00	0.00	0.00	500.00	0.00
230.7540.52.3400	PRINTING	30.00	500.00	500.00	87.60	1,065.60	(565.60)	213.12
230.7540.52.3500	TRAVEL	0.00	575.00	575.00	0.00	0.00	575.00	0.00
230.7540.52.3600	DUES AND FEES	0.00	513.00	513.00	163.59	163.59	349.41	31.89
230.7540.53.1100	GENERAL SUPPLIES AND MATERIAL	208.99	2,000.00	2,000.00	632.18	632.18	1,367.82	31.61
230.7540.53.1270	MOTOR FUEL	0.00	500.00	500.00	0.00	0.00	500.00	0.00
TOURISM		13,636.57	103,284.00	103,284.00	4,537.37	19,582.55	83,701.45	18.96
Total Dept 7540 - TOURISM		13,636.57	103,284.00	103,284.00	4,537.37	19,582.55	83,701.45	18.96
Dept 7550 - DOWNTOWN DEVELOPMENT								
DOWNTOWN DEVELOPMENT								
230.7550.51.1100	SALARIES AND WAGES	8,209.38	38,480.00	38,480.00	3,878.40	10,315.58	28,164.42	26.81
230.7550.51.1300	OVERTIME	0.00	0.00	0.00	137.96	206.94	(206.94)	100.00
230.7550.51.2100	GROUP INSURANCE	1,241.98	10,709.00	10,709.00	843.46	2,319.51	8,389.4	
230.7550.51.2200	FICA CONTRIBUTIONS	658.58	2,944.00	2,944.00	297.98	779.47	2,164.5	
230.7550.52.1000	PROFESSIONAL/TECHNICAL SERVIC	1,000.00	0.00	0.00	0.00	6,150.00	(6,150.00)	100.00

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA

PERIOD ENDING 12/31/2022
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		NORM (ABNORM)	BUDGET	MENDED BUDGET	INCR (DECR)	NORM (ABNORM)	NORM (ABNORM)	
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
230.7550.52.3300	ADVERTISING	0.00	2,000.00	2,000.00	0.00	620.50	1,379.50	31.03
230.7550.52.3400	PRINTING	0.00	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
230.7550.52.3600	DUES AND FEES	663.00	250.00	250.00	0.00	0.00	250.00	0.00
230.7550.53.1100	GENERAL SUPPLIES AND MATERIAL	0.00	1,500.00	1,500.00	0.00	0.00	1,500.00	0.00
230.7550.53.1270	MOTOR FUEL	0.00	960.00	960.00	81.76	193.58	766.42	20.16
DOWNTOWN DEVELOPMENT		11,772.94	57,843.00	57,843.00	5,239.56	20,585.58	37,257.42	35.59
Total Dept 7550 - DOWNTOWN DEVELOPMENT		11,772.94	57,843.00	57,843.00	5,239.56	20,585.58	37,257.42	35.59
TOTAL EXPENDITURES		55,974.51	306,219.00	330,629.83	17,853.02	74,712.41	255,917.42	22.60
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		92,402.98	306,219.00	306,219.00	19,370.83	60,371.88	245,847.12	19.72
TOTAL EXPENDITURES		55,974.51	306,219.00	330,629.83	17,853.02	74,712.41	255,917.42	22.60
NET OF REVENUES & EXPENDITURES		36,428.47	0.00	(24,410.83)	1,517.81	(14,340.53)	(10,070.30)	58.75