Main Street Program / Downtown Development Authority Board Agenda
September 02, 2021 8:45 AM
McCullough Council Chambers – City Hall

Call to Order

Amendment to the Agenda

Meeting Minutes

1. Main Street/DDA Board August Meeting Minutes
   Main Street/DDA Staff, Skyler Alexander

Continuing Business

2. DDA Executive Director Qualifications
   Main Street/DDA Chairman, Ryan Puckett

3. DDA/Main Street By-Laws
   Ryan Puckett, Main Street/DDA Chairman

4. Municode
   Main Street/DDA Staff, Skyler Alexander

5. Community Survey Results
   Board Member, Joel Cordle

New Business

6. DDA Board Nominee
   DDA Chairman, Ryan Puckett

7. DDA Cash Prize Policy
   Allison Martin, Finance Director

Main Street / DDA Monthly Report

8. July Main Street/DDA Financials
   DDA Director, Bill Schmid

9. Main Street – August 2021
   Ariel Alexander, Main Street/DDA Staff

10. 2021 Georgia Downtown Conference Highlights
    Main Street/DDA Staff, Skyler Alexander

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

Adjourn

Call to Order

The meeting was called to order at 8:50 a.m.

PRESENT
Chairman Ryan Puckett
Vice Chairman Tony Owens
Board Member Ryan Reagin
Board Member Joel Cordle

ABSENT
Board Member DeEnna Walters
Board Member Donna Logan
Board Member Amy Thrailkill

Amendment to the Agenda

- Motion made by Vice Chairman Owens to amend the agenda to include discussion about upcoming Main Street/DDA Training. Seconded by Board Member Cordle.
  Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

Meeting Minutes

1. Main Street/DDA Board July Meeting Minutes

   Motion made by Board Member Cordle to approve minutes as written. Seconded by Board Member Reagin.
   Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

2. Special Called Meeting July 8, 2021, Meeting Minutes

   Motion made by Board Member Cordle to approve minutes as written. Seconded by Vice Chairman Owens.
   Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

Continuing Business

3. DDA Draft Budget FY2022 Bill Schmid, City Manager

   - The Main Street/DDA Board discussed the numbers within in the budget.

   Motion to approve the DDA Draft Budget FY2022 Motion made by Board Member Cordle, Seconded by Board Member Reagin.
   Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

4. Fund Balance Allison Martin, Finance Director

   - City Manager Bill Schmid presented his proposals for capital purchases and their timelines and asked for direction from the board.
   - Chairman Ryan Puckett and the board discussed the need for sidewalk extensions and pedestrian improvements.

   Motion made by Vice Chairman Owens to move forward with purchasing a message board and security camera system for Downtown Dahlonega. Seconded by Board Member Cordle.
   Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

5. DDA Executive Director Qualifications Ryan Puckett, Main Street/DDA Chairman

- The board discussed the community surveys and how the results will help point them in the right direction for the DDA Executive Director Qualifications, the hiring timeline, and the job summary.
- Mr. Puckett suggested appointing one or two members from each body to discuss the job qualifications further. Board Member Owens, Board Member Reagin, and Chairman Puckett all volunteered.

New Business

6. 147 Park Street Hotel Proposal Discussion Ryan Puckett, Main Street/DDA Chairman

- Mr. Schmid gave some background information of the property and the proposal brought to the board from Mr. Patel & Mr. Pamplin.
- Joe and Ellen Mirakovits expressed their opinions as engaged community members, DDBA (Dahlonega Downtown Business Association) representatives, and hospitality business owners that the community they are representing does not want a hotel on said property and believes there should be something that gives the locals and tourists something to do in downtown Dahlonega.
- The board discussed the proposal and thanked Mr. Patel & Mr. Pamplin for their presentation and interest in the property but decided it was not the correct location for this hotel proposal.

Motion to not support the hotel proposal as written was made by Board Member Reagin, Seconded by Vice Chairman Owens.

Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

- Mr. Puckett presented the 147 North Park Street Letter containing the Main Street/DDA board's guidance and parameters for the property.

Motion to approve the DDA Support Letter as written was made by Vice Chairman Owens, Seconded by Board Member Cordle.
Voting Yea: Vice Chairman Owens, Board Member Reagin, Board Member Cordle.

7. DDA/Main Street By-Laws Ryan Puckett, Main Street/DDA Chairman

- Board Member Cordle has been working on the bylaws with help from the state for the needs of the Main Street/DDA Board.

Main Street / DDA Monthly Report

8. May Main Street/DDA Financials Bill Schmid, City Manager

- There was no discussion.

9. June Main Street/DDA Financials Bill Schmid, City Manager

- There was no discussion.

Main Street / DDA Training

- Mr. Cordle reminded the board of the upcoming Main Street/DDA training.

Announcements from Partner Agencies

A. City of Dahlonega

- Mr. Schmid updated the board on happenings in city hall.
- Main Street/DDA Staff Member, Ariel Alexander, updated the board on Skyler & Ariel's training as well as informed the board on what staff has been working on.
- Mr. Cordle gave an overview of the results from the community survey.

B.   Chamber of Commerce/Tourism Office
- Director of Tourism, Sam McDuffie, updated the board on the upcoming campaigns with UNG and requested to be on next month's agenda to make a presentation on "Miners on Main."
C.   Dahlonega Downtown Business Association
- President of the DDBA, Ellen Mirakovits, updated the board on the upcoming back to school event with UNG and requested information about the upcoming Halloween events.

Adjourn

The meeting was adjourned at 10:11 a.m.

municode

MEETINGS

Submitting, Reviewing, and Routing Agenda Items

This guide reviews staff basic training on how to submit, review, and route agenda items as a staff user.

Table of Contents

Initial User Setup and 1st Time Login

These steps will show you how to login and setup a user.

Steps:

1. Bookmark https://meetings.municode.com/ in your browser for future quick navigation

2. Watch training video linked below for initial setup and 1st time login instructions
   https://www.municode.com/training/meetings/initial-setup the below topics are covered

   a. Finding and bookmarking the Municode Meetings Login page

   b. Configuring your browser for optimal use

   c. Retrieving your password for 1st Time Login

   d. 1st Time Login

   e. Understanding the Municode Meetings screen layout

Create New Agenda Items ("Add Item")

These steps will show you how to add a new agenda item.

Steps:

1. Download the Agenda Item / Staff Report Template [IF APPLICABLE]

   Note: If your organization does not use an Agenda Item Template/Staff Report Template, you can skip this section

2. If you do not yet have a copy of the latest template, **click** on the **gray Stack of Paper Icon** located in the top right menu

3. Download the relevant template and save to your local computer
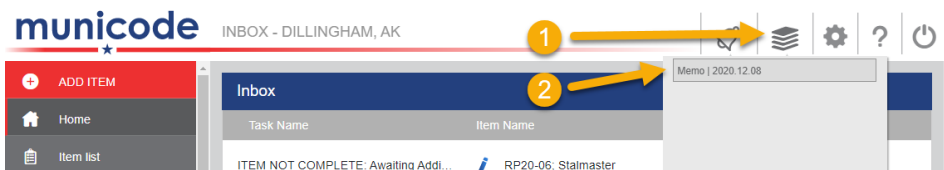
4. Fill Out and Save the Agenda Item Template (via Word) [IF APPLICABLE]

   Important notes when creating your Agenda Item report

   a. The Subject Title field and the Background/History text are especially important

   b. The text you in these two fields will be displayed on the agenda

   c. Please enter the title in bold and the Department un-bolded

   d. Do not change the font or font size

   e. The font and font size needs to stay consistent across all agenda items

   f. If you are copying/pasting from another document, please paste as plain, unformatted text

   g. The FILENAME is important

   h. The filename is visible on the agenda packet - an easy-to-understand name is important (e.g., Staff Report – Drought Emergency Resolution.docx)

5. Submit your Agenda Item to Municode Meetings by clicking the red "**ADD ITEM**" button located in the left side menu

6. Complete the Data field as follows:

   a. Name

      i. Enter a short name for the item, (e.g., "Resolution – Drought Emergency")

      ii. The name field does not appear on the agenda, but it does get used as the label for agenda packet bookmarks

   b. Meeting Type

         i.   **Select** the Meeting Type (e.g., City Council Work Session)

   c.   Meeting

         i.   **Select** the Meeting Date (e.g., 7/16/2021 6:00 PM TEST City Council Work Session)

   d.   Section

         i.   **Select** the Section in which this item should be located (e.g., Presentations, New Business, Old Business)

7.   Complete the Agenda Content field as follows (optional – only if not using an Agenda Item Report):

   a.   The Agenda Content field contains the title of your agenda item as it will appear on the agenda

> ***Note***: *You DO NOT need to fill out this field if you are submitting a staff report. The system automatically pulls the text from the Staff Reports' SUBJECT field as your Agenda Content text*

8.   Complete the Agenda Content field as follows

   a.   Agenda Item Report [IF APPLICABLE]

         ii.   Upload your staff report as a WORD document - The system will auto convert to PDF

   b.   Additional documents

         i.   Upload any additional supporting documents

         ii.   Allowed file types: docx, pptx, xlsx, pdf

   c.   Not allowed

         i.   Old Office Documents (doc, xls, pdf) - These need to be re-saved as docx, xlsx, pptx prior to upload

         ii.   Password protected documents - The passwords need to be removed prior to upload

         iii.   Images - Images cannot be uploaded directly they need to be copied into a Word or PDF document and then uploaded

9.   By **clicking** SUBMIT your item will be saved to the system and will appear in your Home Screen Inbox
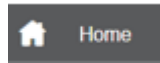
Review and Edit Items (Item Detail Screen)

These steps will show you how to find and review items using the Home Screen/Item List and Item Detail Screen.

Steps for Finding Items (Home Screen / Item List):

1. You can find items in 2 locations within Municode Meetings – your Home Screen (primary) or the Item List (secondary)

    a. Home Screen

        i. Your Home Screen contains an INBOX. The Inbox contains a list of any items that are assigned to you for review and action. This typically includes items that you recently created or items that have been routed to you for action. Simply **click** on any item to go to its Item Detail Screen.

    b. Item List

        i. The Item List allows you to find items. You typically use the Item List if you need access to an item that is no longer in your Inbox. The Item List is searchable and filterable. For example, you can search for all items that you created or all items with the name "Resolution".

Notes about the Item List Filters:

1. Filters are collapsible/expandable. If you **click** on the word "Filters" it will hide/unhide the list of filters

2. "Unassigned" refers to items that are not attached to a specific meeting

3. "Assigned" refers to items that are attached to a specific meeting

4. "Running" is like "In Progress" or "In Review". It refers to items that have not yet been marked as approved or rejected

5. Simply **click** on any item to go to its Item Detail Screen

Steps for Reviewing Items using the Item Detail Screen:

1. After you find and **click** on an item, it brings you to the Item Detail Screen. The Item Detail Screen contains the following segments:

Data	- Name: The short name of the item. The name field does not appear on the agenda, but it does get used as the label for the agenda packet bookmarks. It is also used when searching within the Item List.
	- Meeting: If assigned to a meeting it shows the date/time/title of the meeting
	- Meeting Type: This displays the type of meeting (e.g., City Council Regular Session, city Council Special Meeting, Planning Commission, etc.)
	- Workflow: if this item is part of an approval workflow, the workflow name is displayed
	- Copy Icon: If you want to copy the item's content for use in a future meeting
	- Delete Icon: only shown to administrators and only shown if an item is unassigned (i.e., not assigned/attached to a meeting)
	- Update: **click** the red "**Update**" button to save changes to the Data Segment
Agenda Content	- This is the actual text that appears on the agenda
	- **Click** the red "**Update**" button to save changes to Agenda Content
	- When uploading or re-uploading a Word agenda item report / staff report attachment, the Agenda Content field will auto-update based on bookmarked text within the attachment
Attachments	- Attachments can be added, deleted, re-arranged as needed
	- See the segment "Working with File Attachments". It covers file attachment options in more detail
Current Task	- This allows you to route your item to someone within the organization.
	- See the segment "Reviewing and Routing Items". It covers file routing of items in more detail
Workflow History	- The workflow history segment allows you to see an overview of an item's review and approval history.

Route Items (i.e., "Item Approval Workflow")

After an item has been reviewed and any changes have been made such as updating attachments or changing an item's agenda content text, the item is ready to be routed to the next step in the review and approval process.

Steps involved in routing an item:

1. Go to the Item Detail Screen

    a. **Click** on an Item from the Home screen or Item List Screen to get to the Item Detail Screen. If needed, see the Finding Items segment above for additional details.

2. Fill Out the "Current Task" segment and **Click** Submit

    a. Enter Notes (optional). You may provide the recipient(s) additional information or instructions regarding the item. (Example: "Please conduct a financial review")

    b. **Select** an Action. **Select** from the available list of possible actions. The available Actions are customized based on each organization's desired review and approval process. The selected action determines to whom the item will be assigned for further review/approval. The assignee(s) will receive an email notification, and the item will appear in their Home Screen Inbox as a new task.

    c. **Click** the red "**Submit**" button

Working with File Attachments

The "Attachments" segment of the Item Detail Screen allows you to perform multiple actions on file attachments. Please note that some features may not be visible based on your organization's general settings or your specific security permissions.
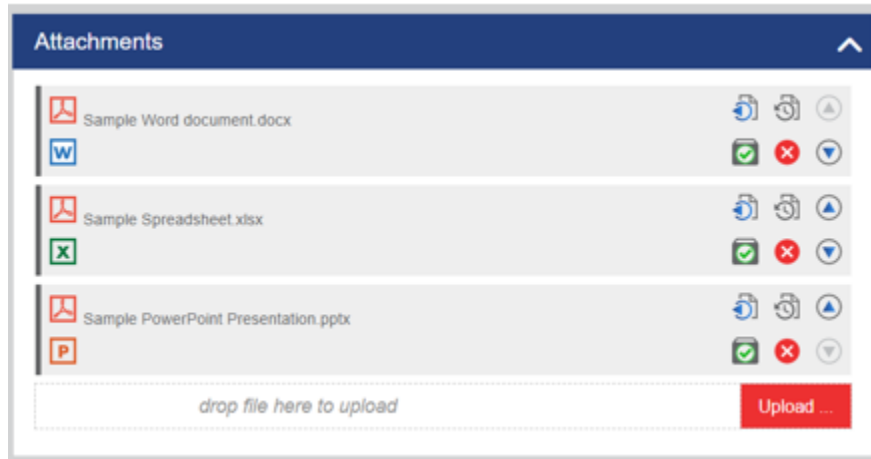
Uploading New Documents

1. Individual Documents - you can upload an individual document by **clicking** on the red "**Upload…**" button

2. Multiple Documents - You can upload multiple documents at once by dragging and dropping files to the box labeled "drop files here to upload"

3. Allowed Document Types: PDF, DOCX, PPTX, XLSX, TXT, RTF

4. Not Allowed: old Microsoft Office files (Doc, XLS, PPT) and all other file types

5. Password-protected documents: passwords need to be removed prior to upload

6. Dealing with Images (JPG, GIF, PNG, TIFF, etc.): images cannot be uploaded individually However, they can be included within Word documents, PDFs, and other allowed file types

Rearranging Document Order

1. **Click** the blue up and down arrows to re-arrange the file order

Viewing Documents / Downloading Documents

1. You will see either 1 or 2 icons to the left of each attachment's filename. These are clickable links that allow you to view/download the PDF version of the document as well as the original Word, PowerPoint, or Excel versions of the document (if applicable)

Changing a Document's Filename

1. Use your mouse to **click** on the document title (i.e., Sample Word document.docx")
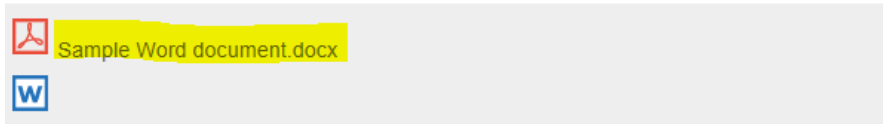
2. Now change the filename and then **click** the **blue floppy disc icon** to save your change
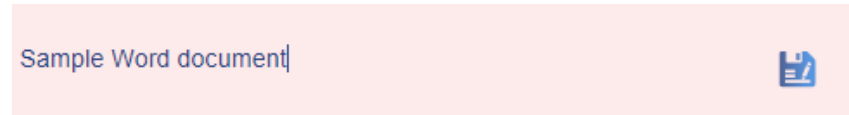
Deleting a Document

1. **Click** the **red x icon** to delete a file

    Note: *deleting a document deletes it forever, including all versions of the document. The below Check-out / Check-in process is recommended, as it retains an audit history of document revisions.*

Updating an Existing Document (Check Out, Check In)

You can update existing documents by using the check out / check in feature

1. Prepare to make change - Check Out the Document

    a. You can check out a document by **clicking** on the document's **blue Check Out icon**

    b. This now shows other users in the system that you are making changes to the document. It prevents users from writing over each other's changes.

    c. If you change your mind, you can **click** the **green Cancel Check Out icon**

2. Open your document and make changes (i.e., via Word, PPT, or Excel)

    a. If you do not have the current version of the document that you wish to edit, you should first download it. (see "Viewing Documents / Downloading Documents" above for more information)

    b. Make changes to the document and save those changes to your local machine

3. Upload your changes – Check In the Document

    a. When you are ready to upload your revised document, **click** the document's **red Check In icon**

    b. Follow the screen prompts to upload your document

    c. The system will automatically create a new PDF version of your revised document

    d. The previous version of the document will be available by **clicking** on the **gray document history icon**

Document History / Versioning

1. When documents are updated, the system keep a record of every document version

2. You can see the document history by **clicking** on the gray document history icon 🕐

3. In addition to being able to download previous version, you can also see date, time, and username of the person who made the update

Document Visibility Status (i.e., visibility on the Public Agenda Packet and Private Agenda Packet)

1. By default, all documents appear on the Agenda Packet. This is denoted by the **Green Check Mark icon** ✅

2. You can, however, **click** on this icon to change a document's Visibility. The available options are as follows

   ✅   Included in All Packets (default)

   ⊠   Excluded from All Packets

   🔵   Included in Private Packet Only

   🔷   Included in Public Packet Only

COMMUNITY INPUT FINDINGS

DAHLONEGA MAIN STREET PROGRAM AND DOWNTOWN DEVELOPMENT AUTHORITY

SUMMER 2021

CONDITIONS

- ▶ Three hundred and forty-eight (348) community members responded to a survey of 18 questions.

- ▶ Each response was submitted anonymously.

- ▶ Sixteen of the 18 questions sought answers through multiple choice, ranking, and opinion questions.

- ▶ One of the two open-ended questions sought comments on the vision for an ideal Downtown Dahlonega in 2031.

- ▶ The last open-ended question solicited additional comments, ideas, suggestions, or concerns for Downtown Dahlonega.

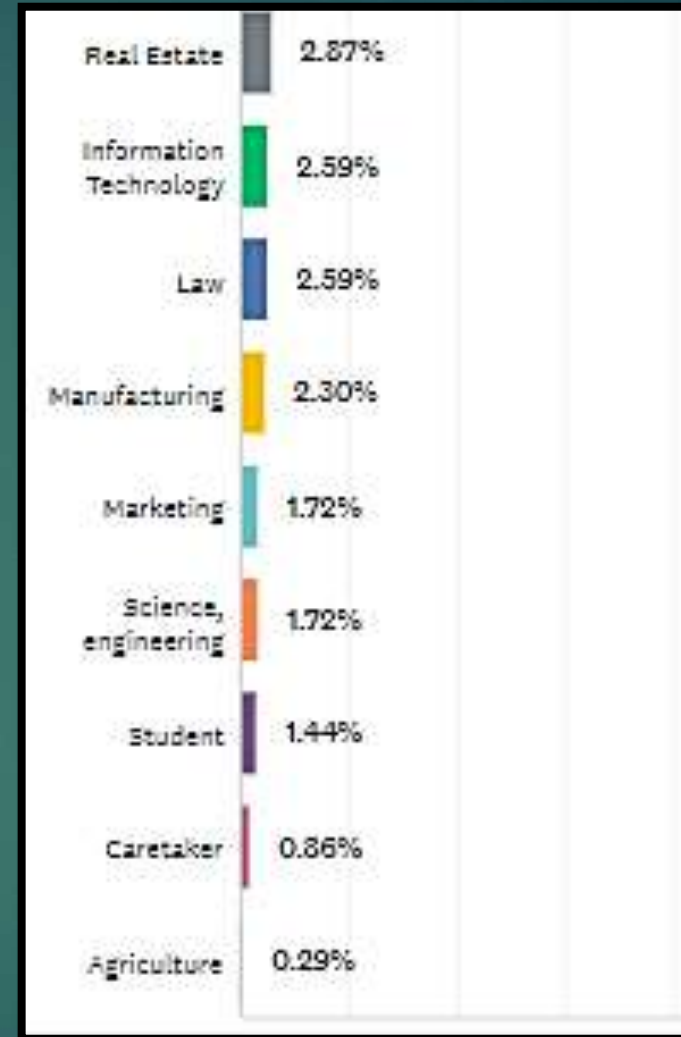# Q1: How old are you?
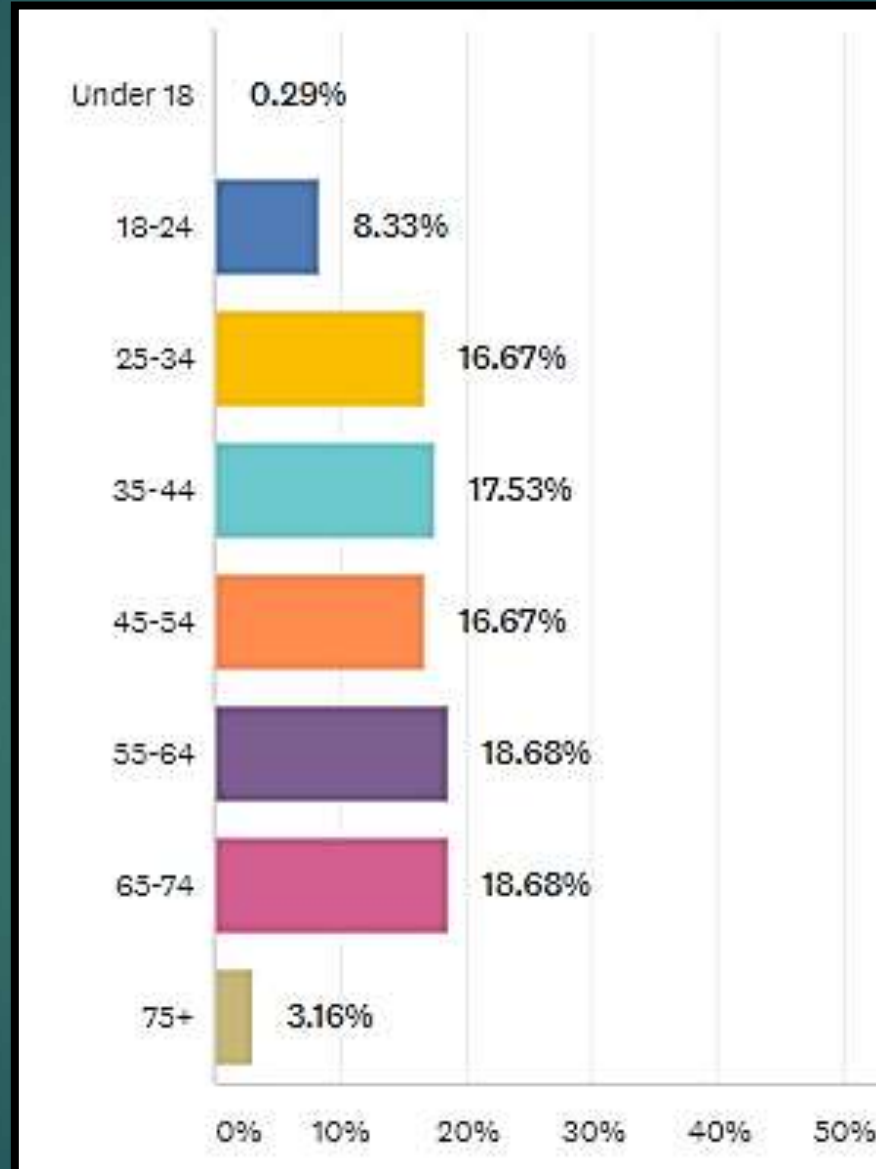
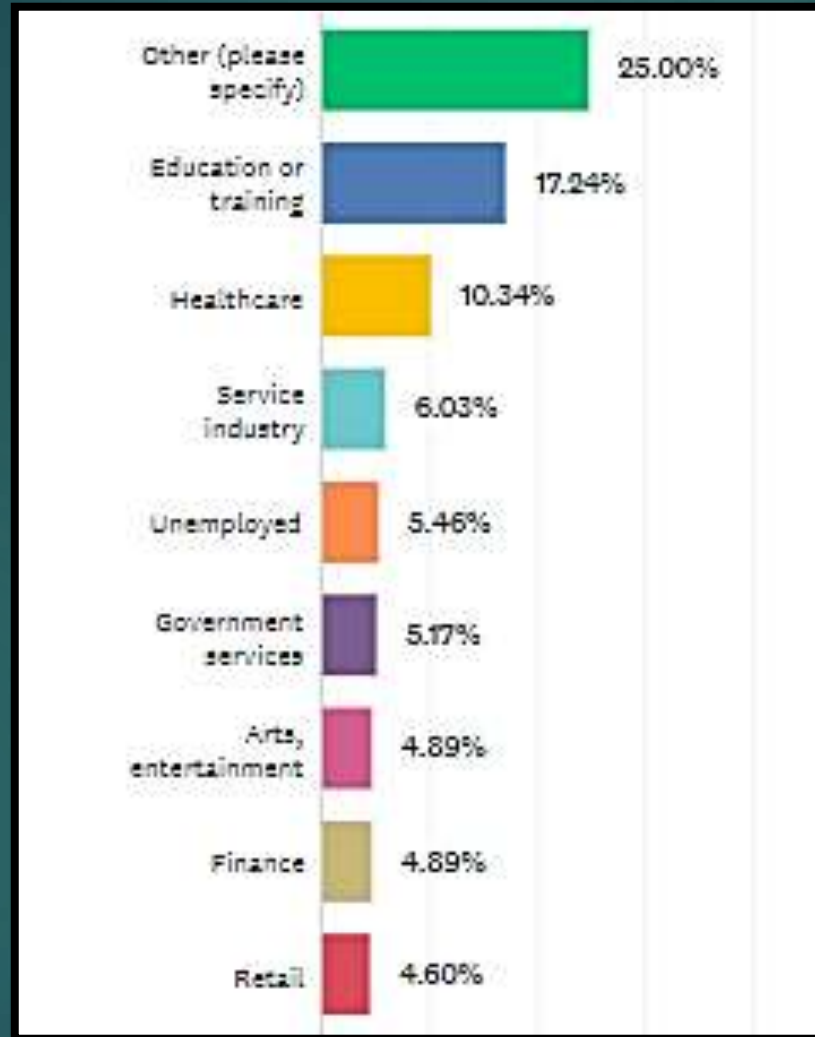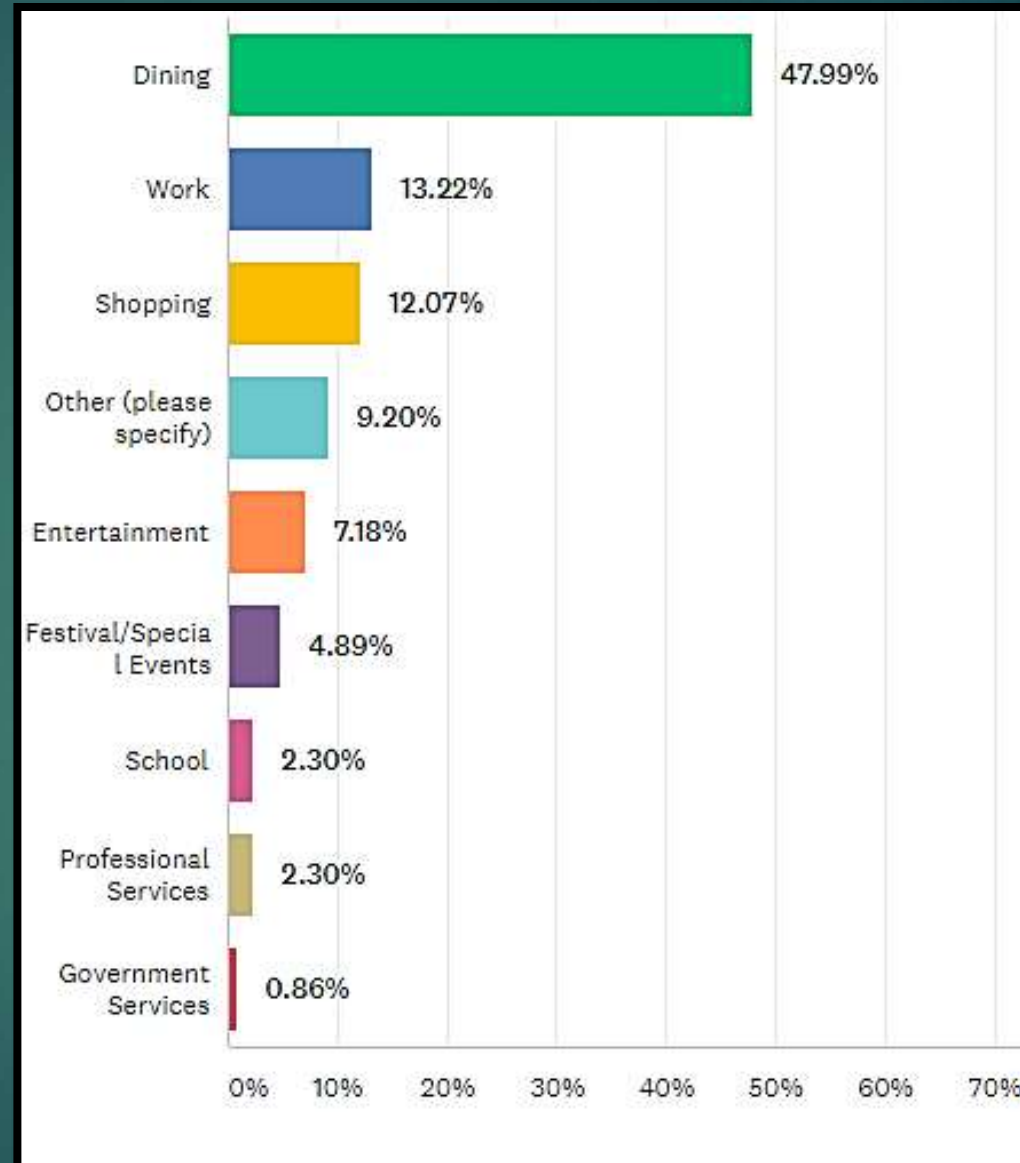# Q2: To which gender do you identify?
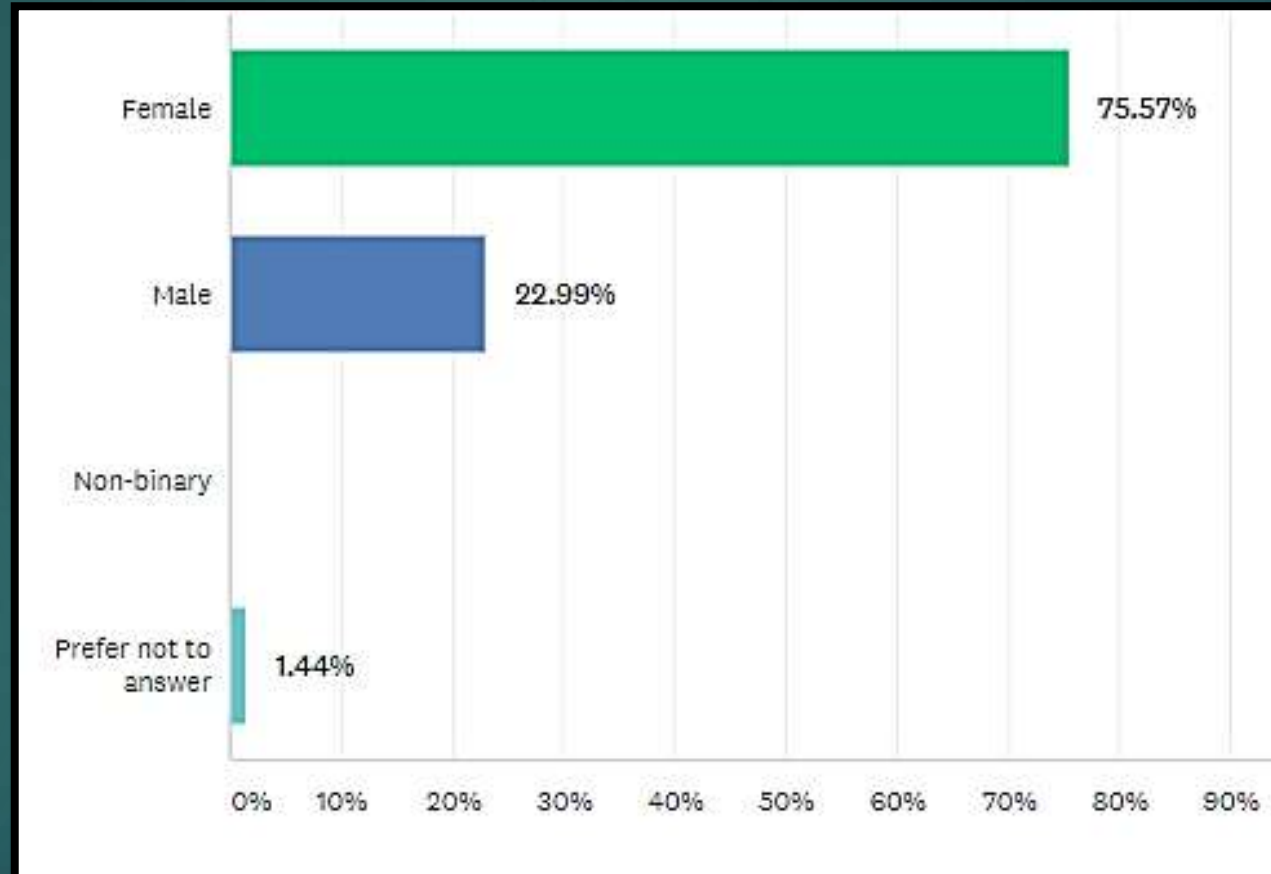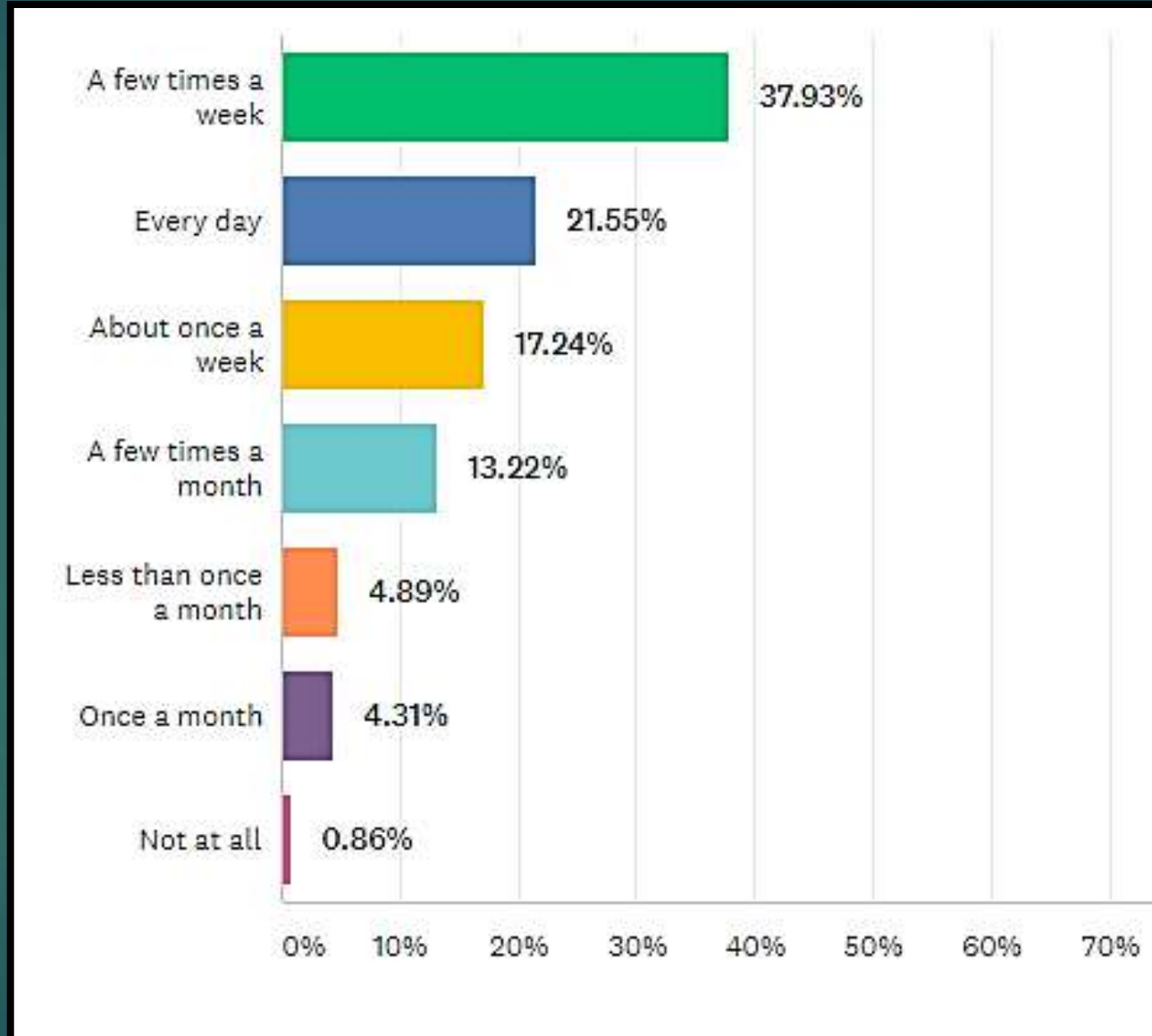
Q3: Where do you live?
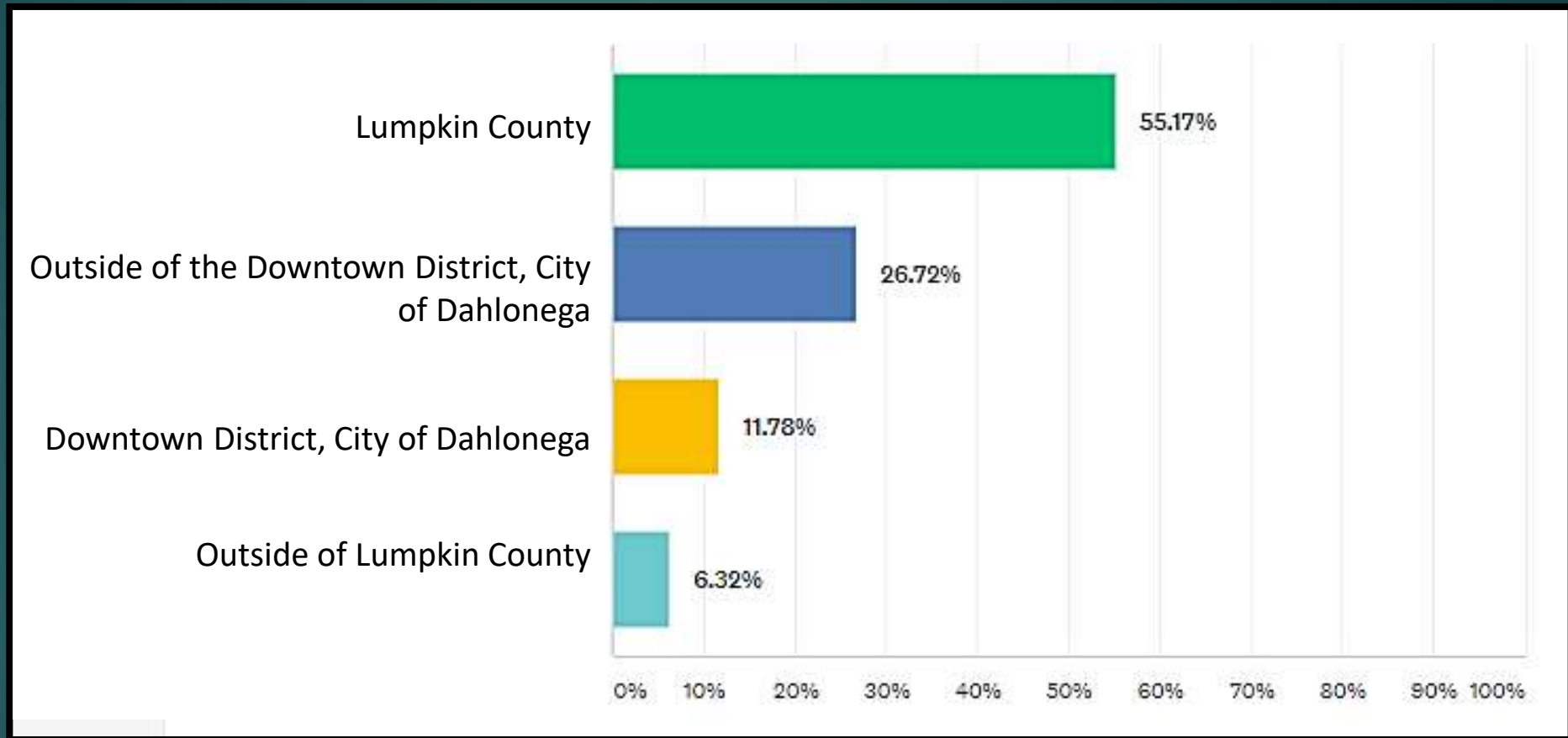
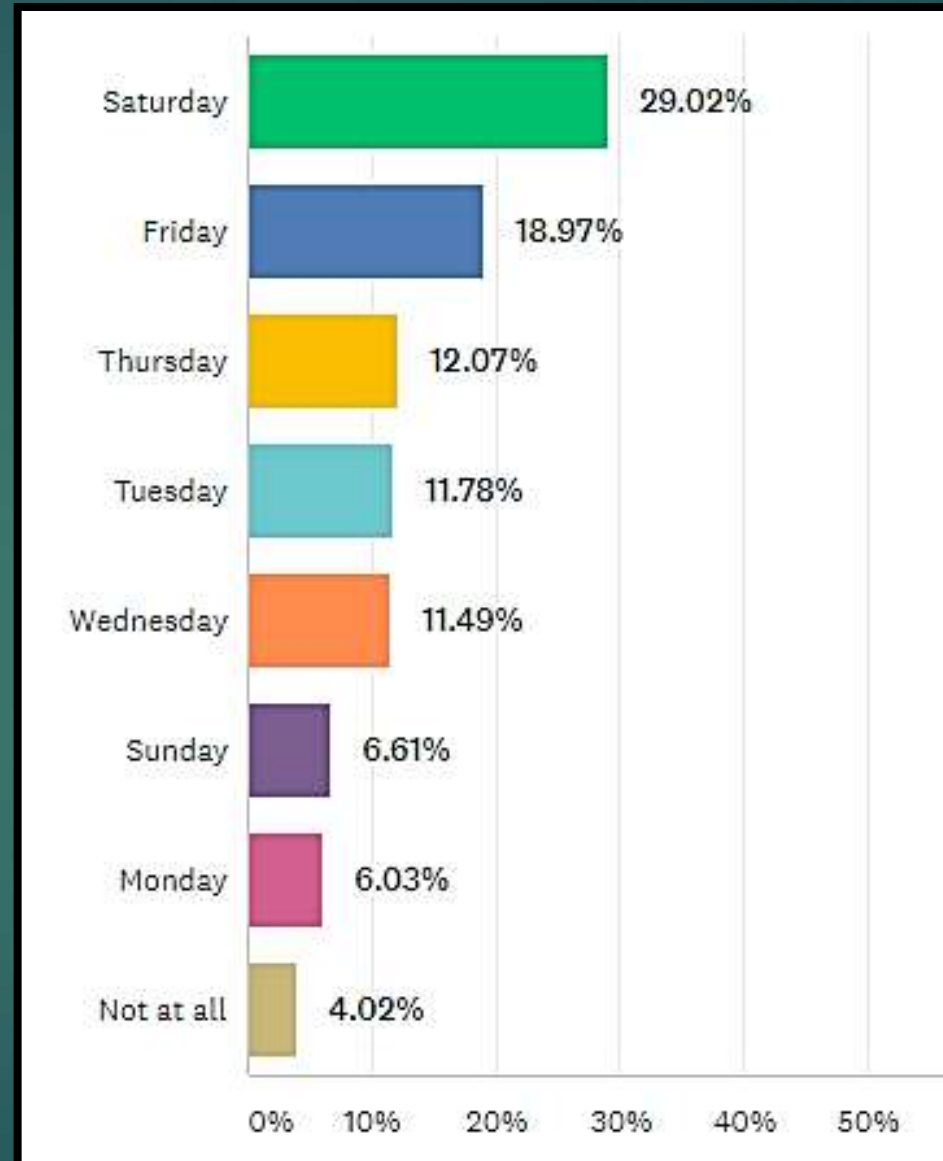Q4: Where do you work?
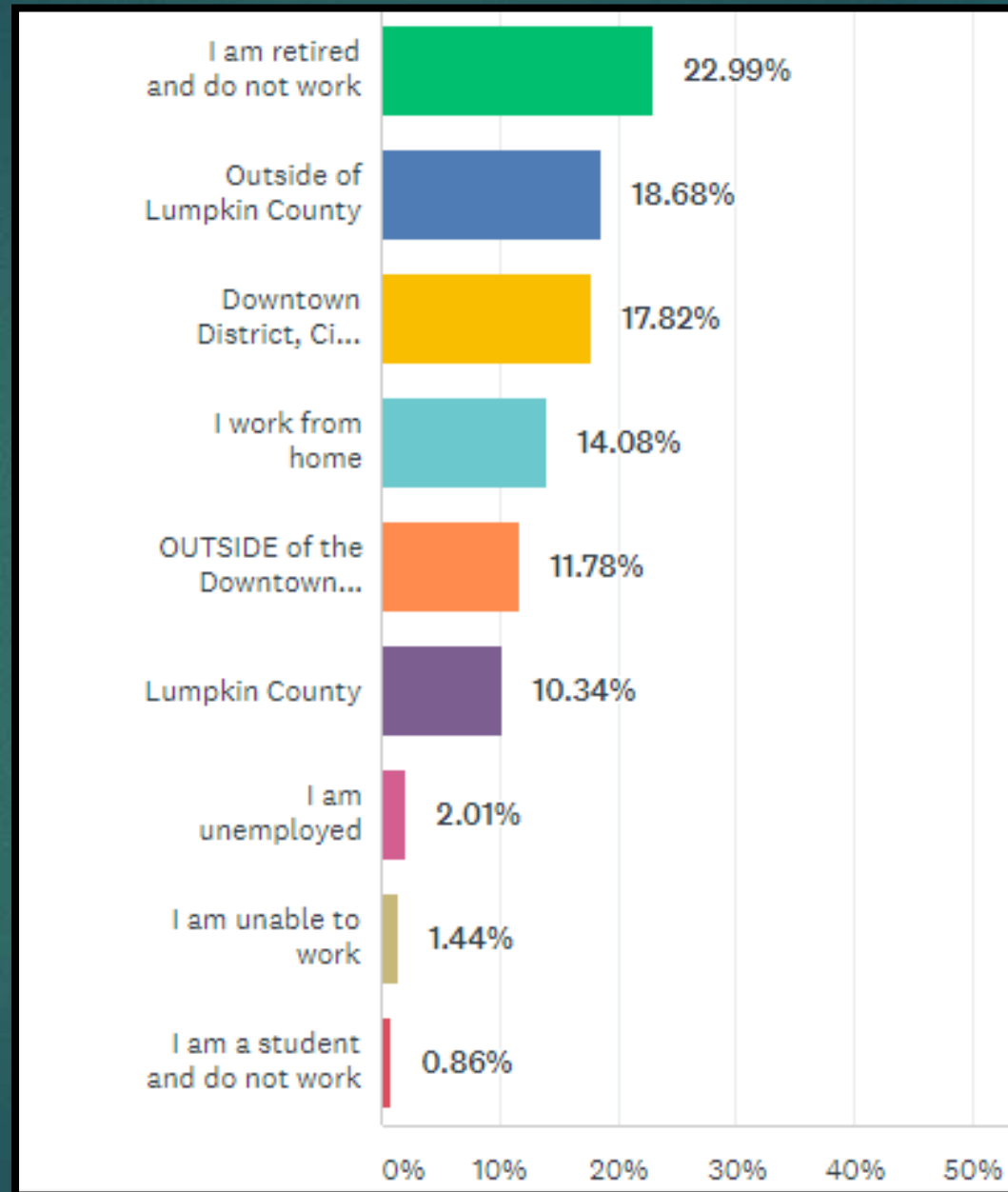
Q5: What is your area of work?

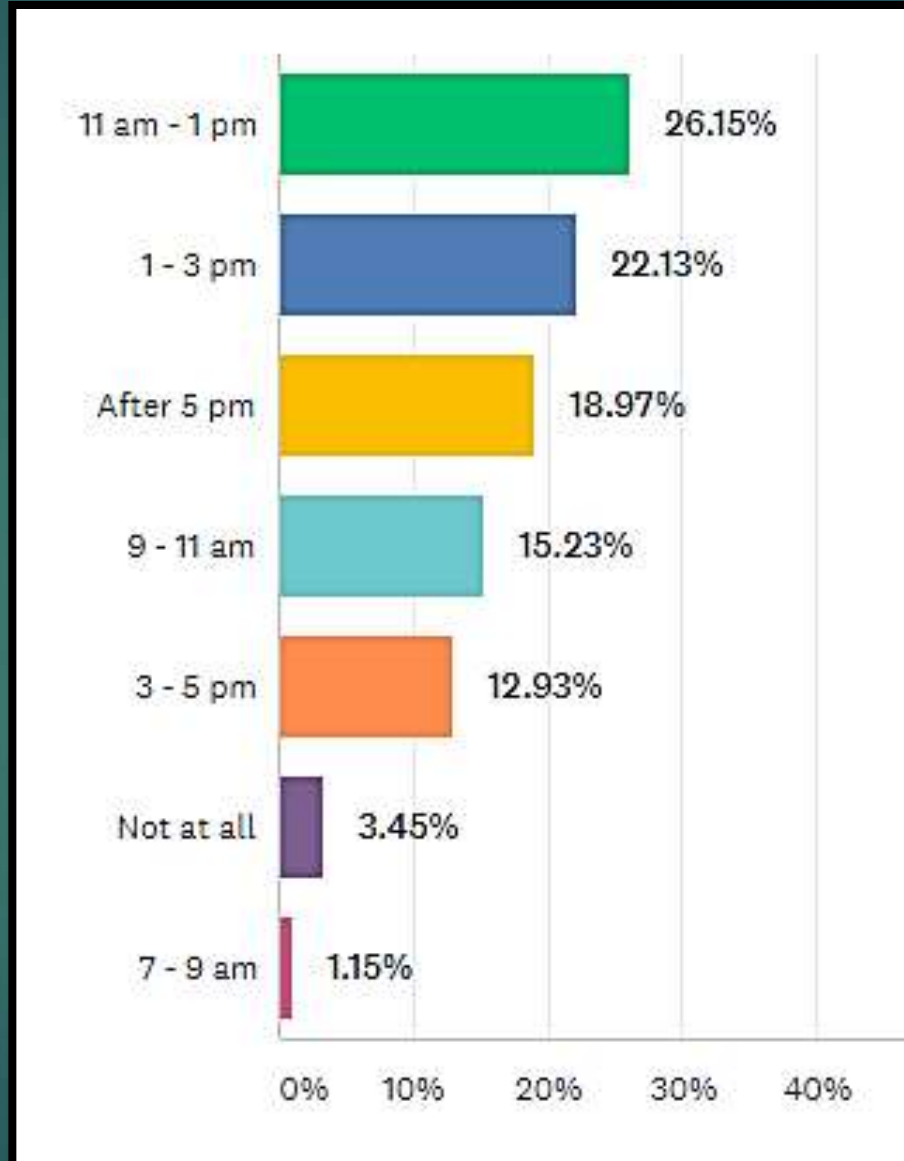Q6: What most frequently brings you to Downtown Dahlonega?
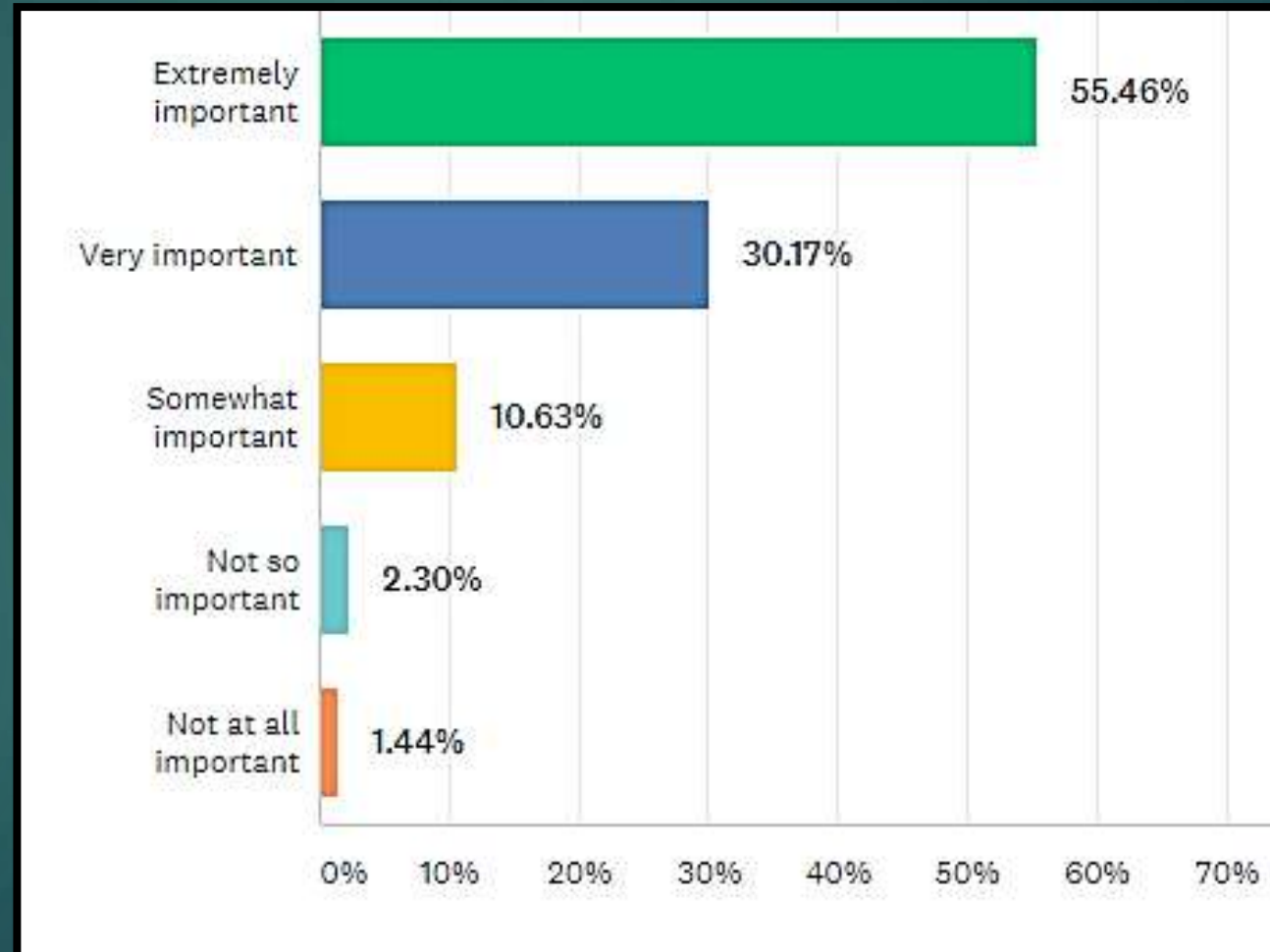
Q7: How often do you visit Downtown?

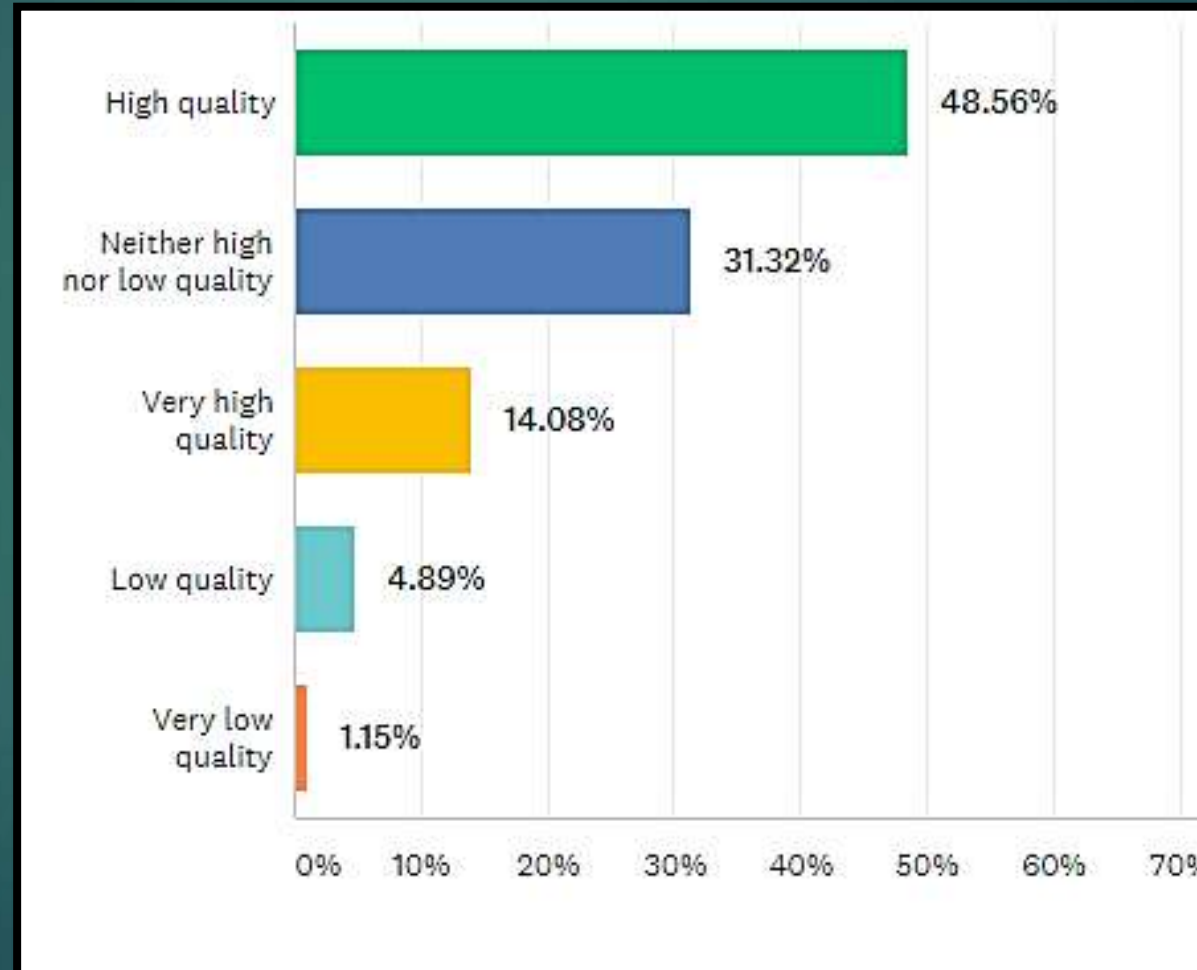Q8: Which day of the week do you most frequently shop?

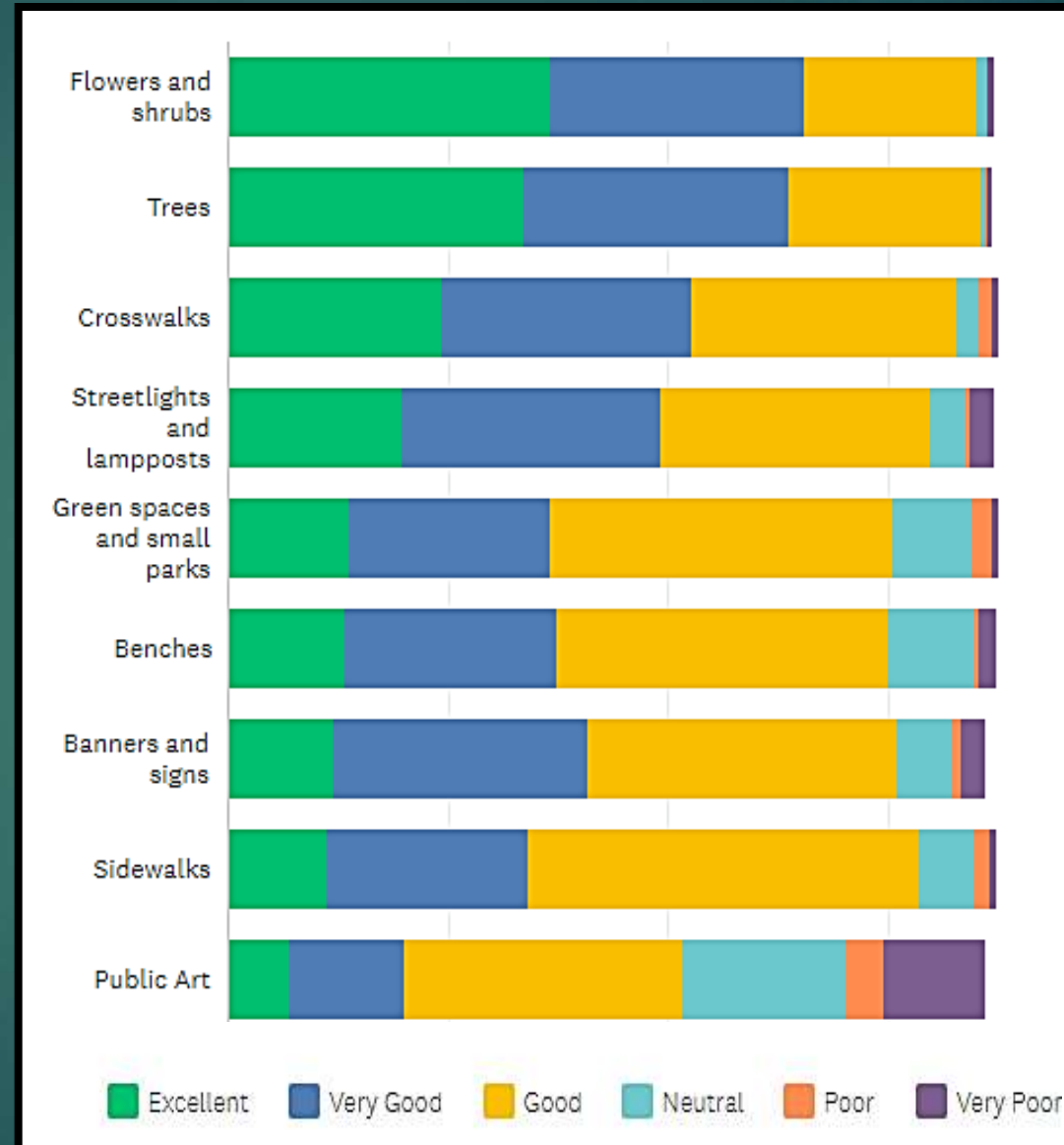Q9: What time of day do you most typically do your shopping?

Q10: How important is it to have a thriving downtown?

Q11: What is your general opinion of Downtown Dahlonega?

Q12: Please identify the quality of the components of the downtown streetscape.

Q13: Please rate the quality or availability of the following aspects of Downtown Dahlonega
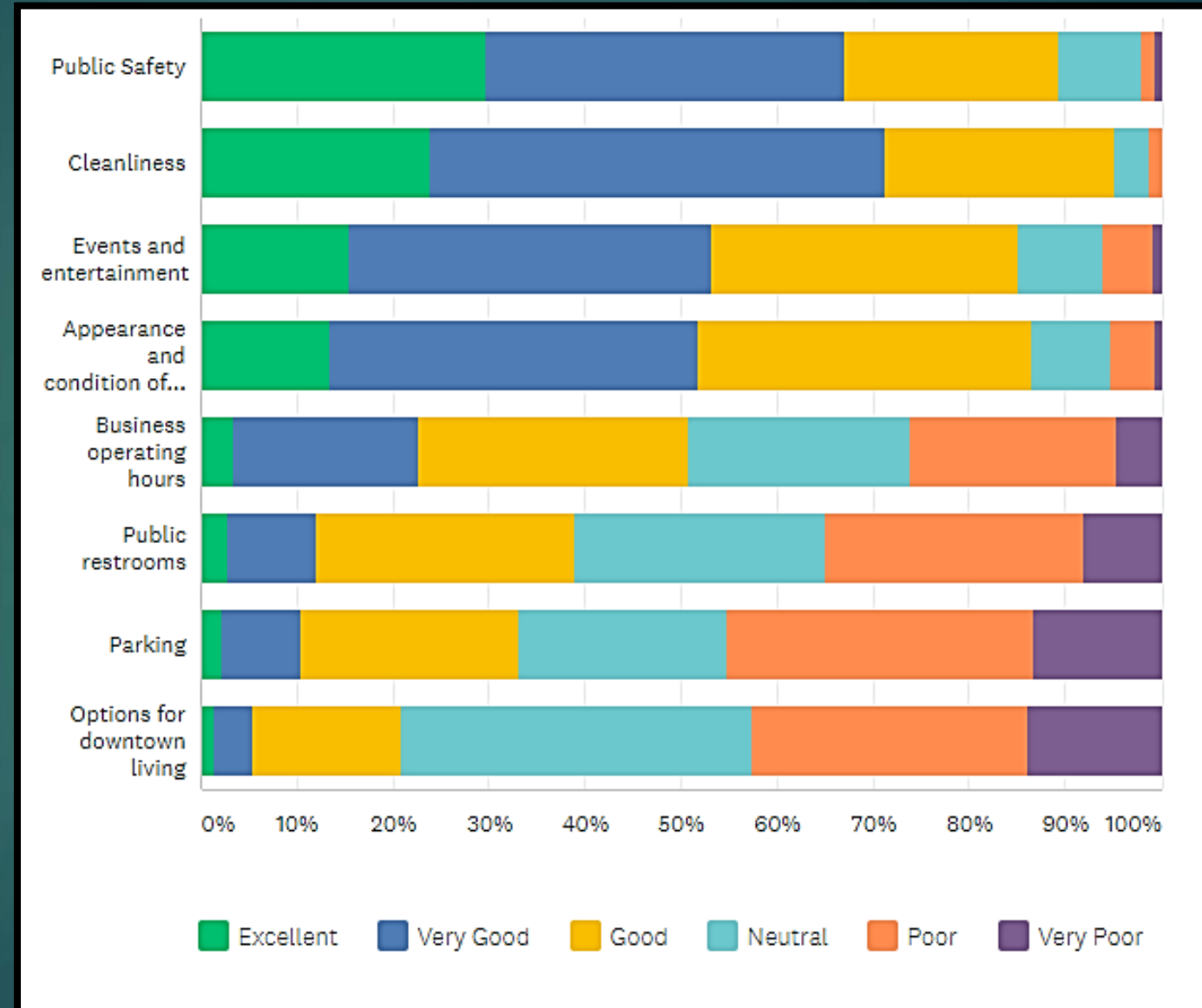
Q14: What business types would you like to see developed over the next 2-3 years?

Grocery | Entertainment | Fine dining | Brewery | Pub/restaurant | Coffee shop/bakery

Legend: Great Need | Need | Not Sure | Do Not Need | Do Not Want
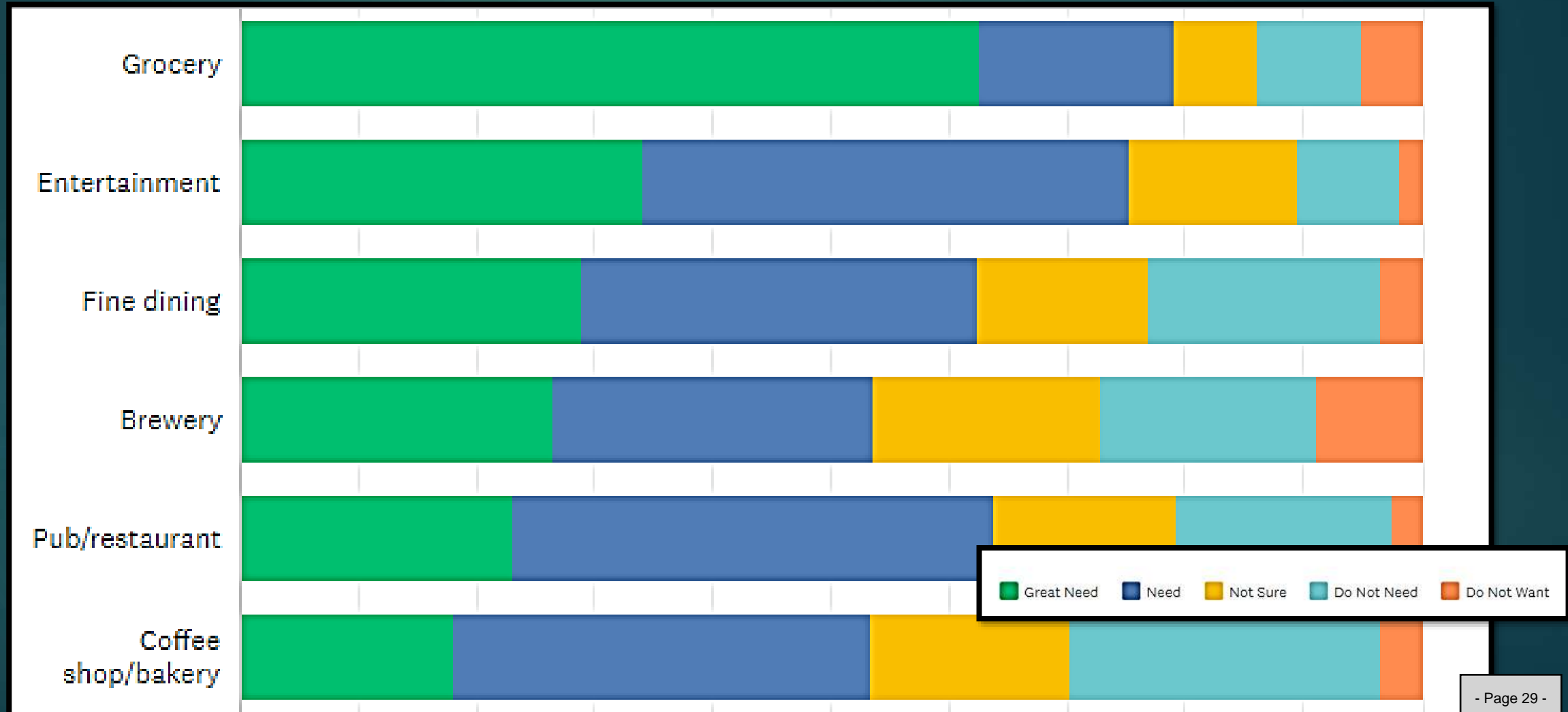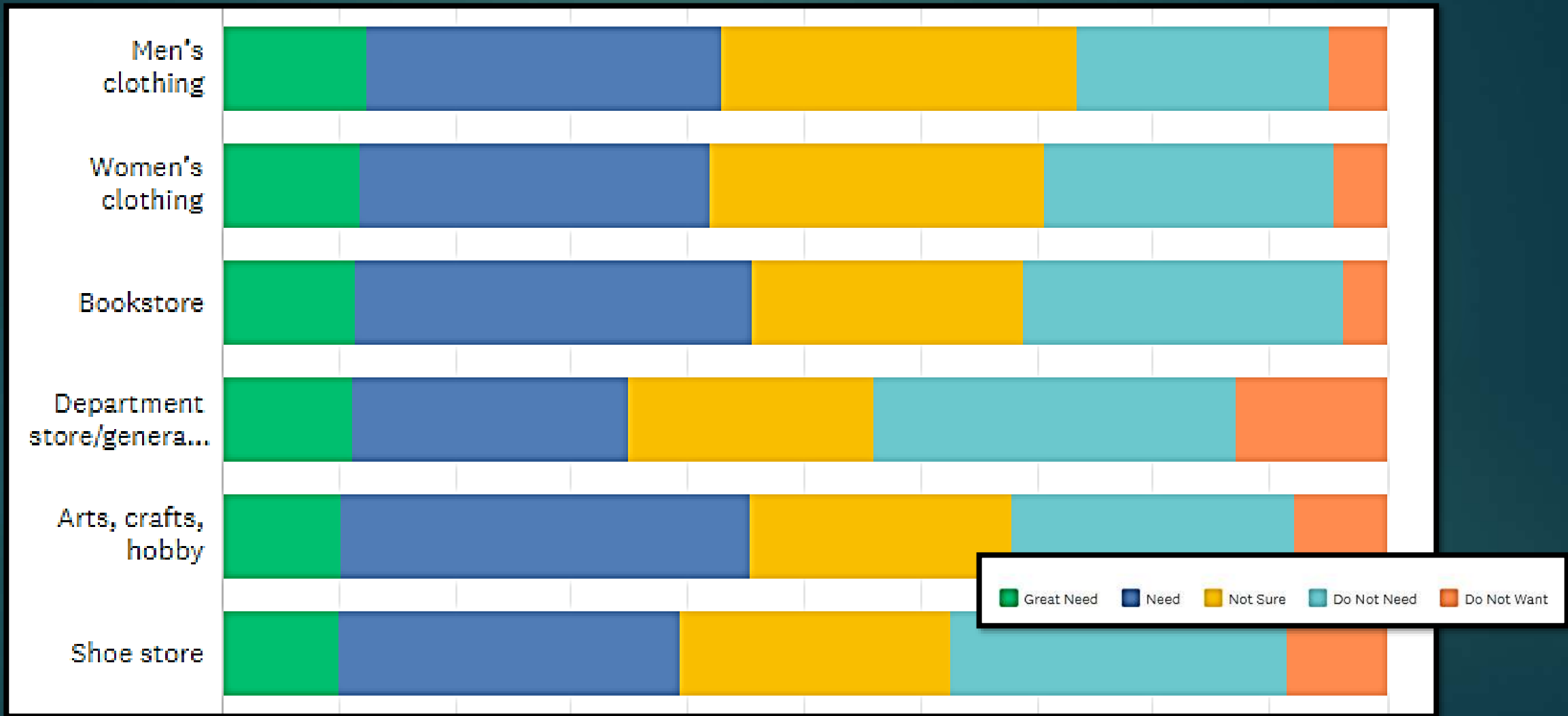
Q15: What is your level of interest in participation in the following activities if they were offered in Downtown?
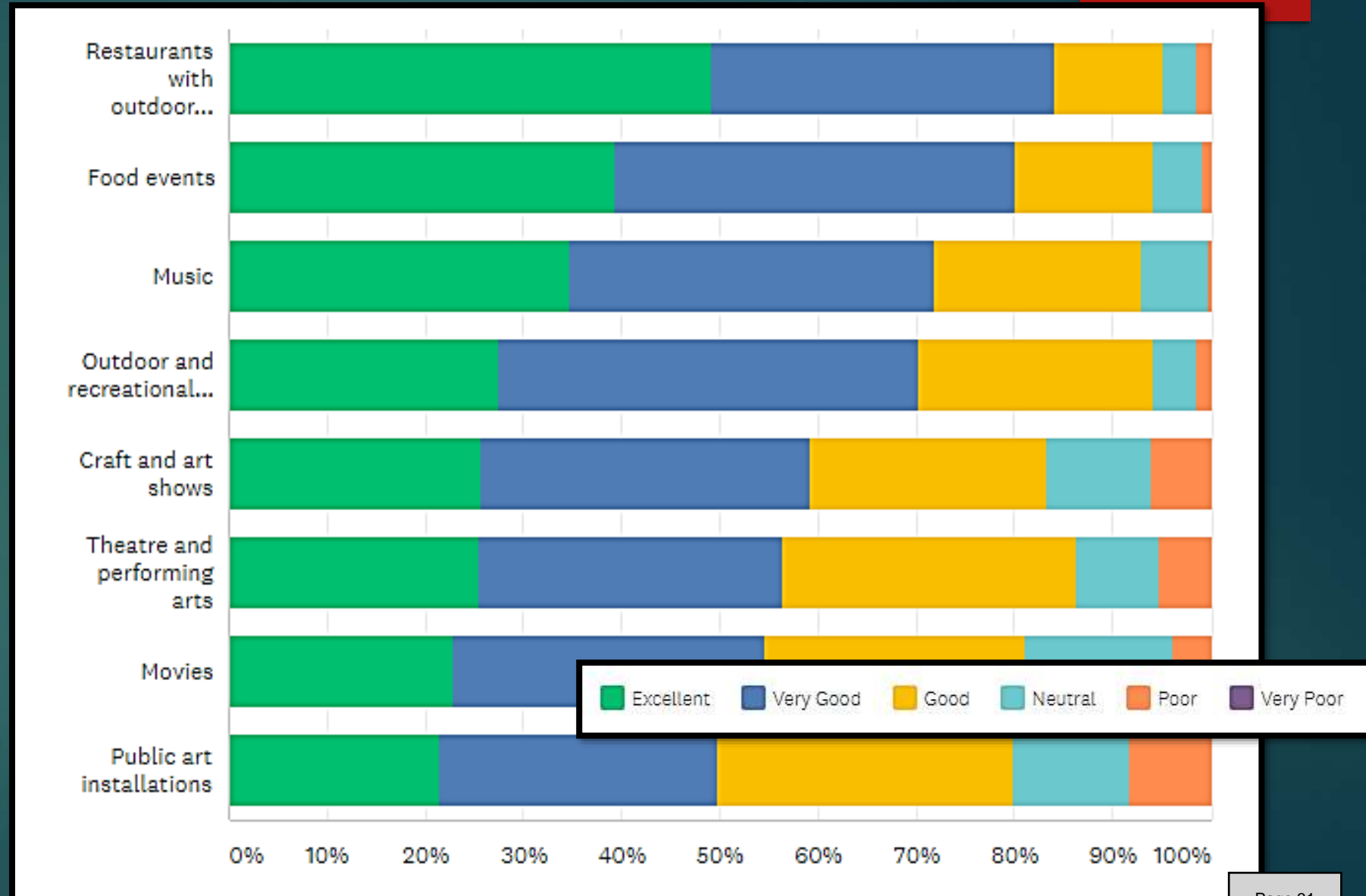
Downtown Dahlonega

Tourism

Public Health and Wellness

Beautification Initiatives and Design

Ecotourism and Recreational Economy

Downtown Living

Agricultural Tourism

High Priority   Medium Priority   Low Priority   Don't Know
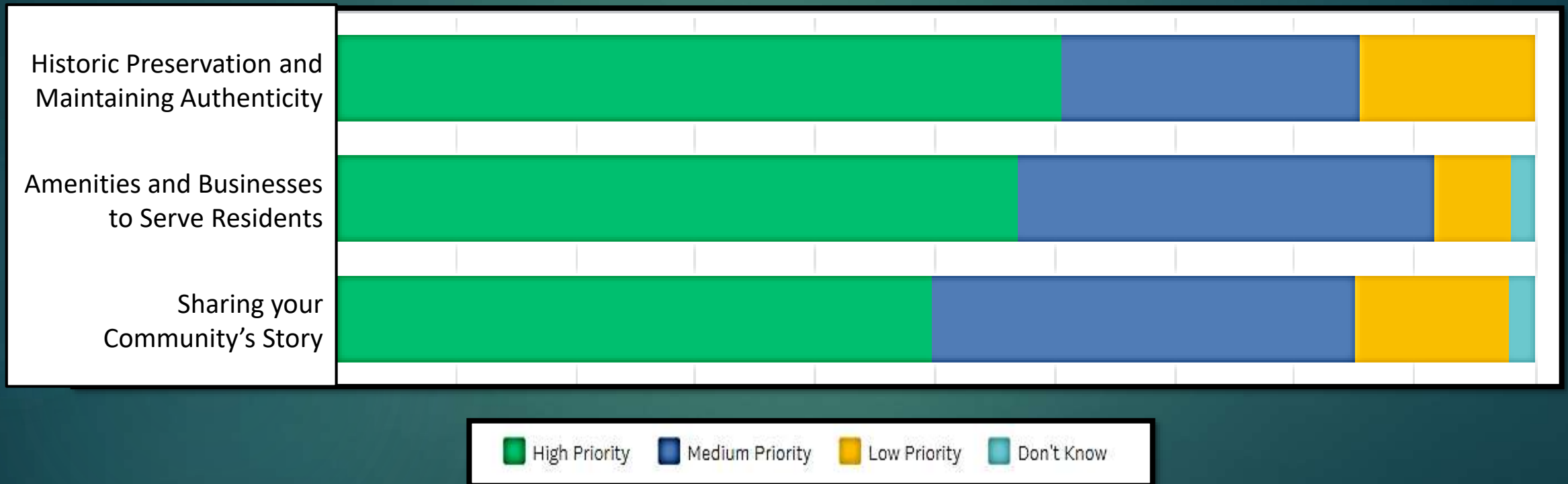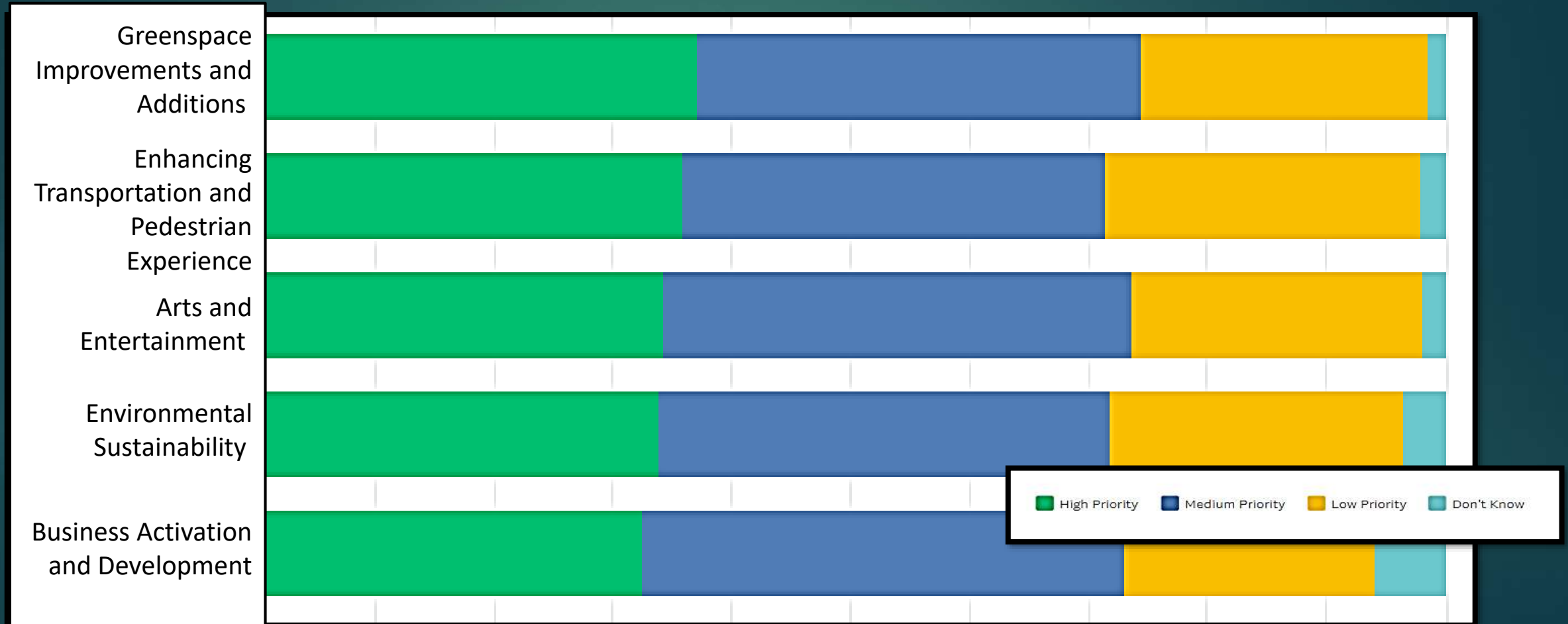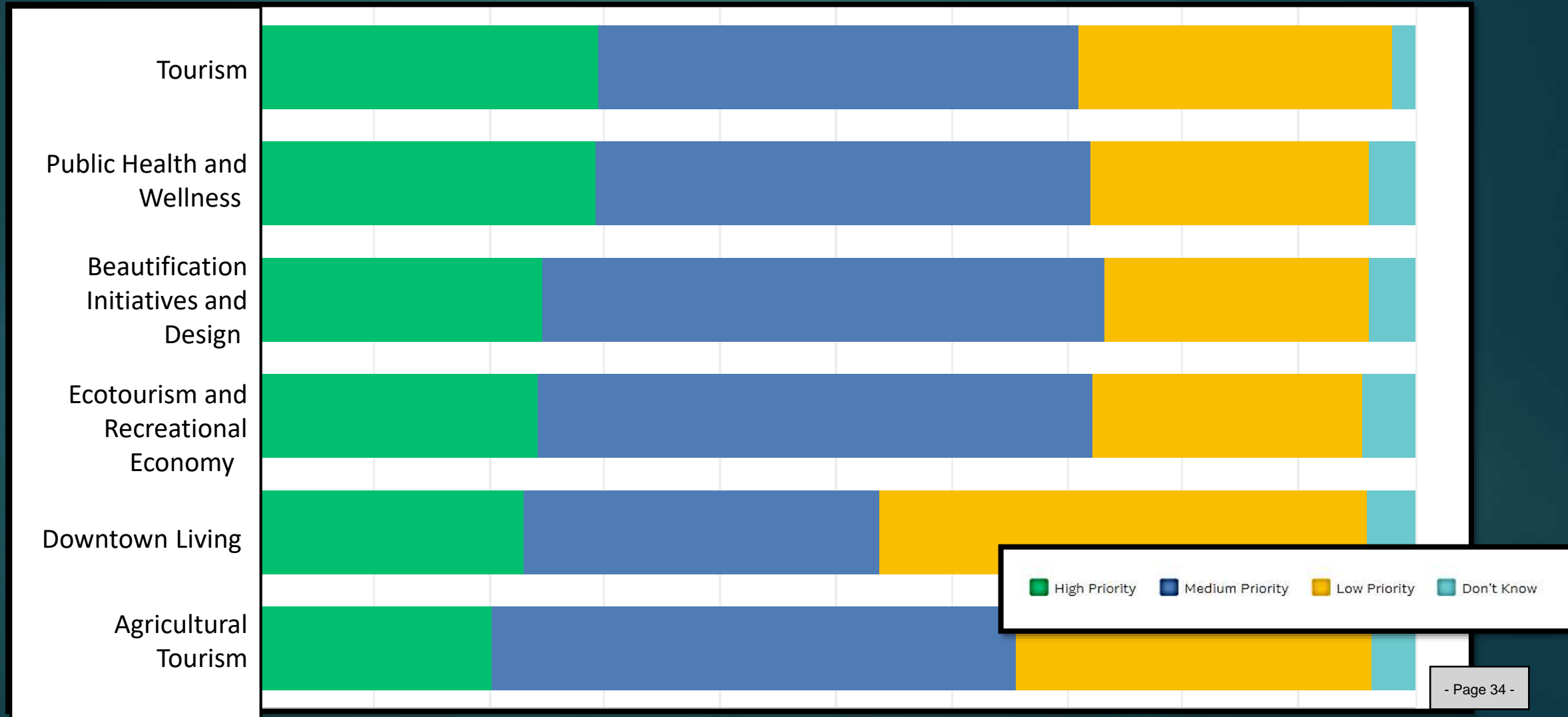
Q17: Describe your ideal Downtown Dahlonega 10 years from now. What do you want Downtown Dahlonega to be known for? Share with us your positive vision, ideas or thoughts for the future.

City Council Agenda Memo

DATE: August 27, 2021
TITLE: DDA Cash Prize Policy
PRESENTED BY: Allison Martin, Finance Director

AGENDA ITEM DESCRIPTION:

Cash Prize Policy

HISTORY/PAST ACTION:

The DDA is a dependent authority whose members are appointed by the City of Dahlonega Council. As an authority, the DDA/Main Street Program carries out initiatives to stimulate and sustain economic development in Downtown Dahlonega in accordance with Georgia statutes and ordinances and policies of the City of Dahlonega. The City of Dahlonega's finance department is the financial administrator for the authority. Staff recently discovered there is no policy which provides guidance for the awarding of cash prizes to winners of events sponsored by the DDA. Because the city does not have such a provision in its financial policies, it is necessary to ask the DDA Board to approve this policy, so the city's auditors will have a basis for understanding and testing of procedures surrounding this practice.

FINANCIAL IMPACT:

There is no negative financial impact to approving this policy. Creation of a policy will protect the city, its authority, and staff from accusations of mismanagement and fraud. Sound financial policies will also reduce potential for adverse findings from the city's audit firm, while providing transparency for the public and guidance to staff.

RECOMMENDATION:

Staff recommends the approval of this policy by the DDA board.

ATTACHMENTS:

DDA Cash Prize Policy

Downtown Development Authority
Cash Prize Policy

POLICY OVERVIEW

The purpose of this policy is to provide guidance and direction regarding the distribution of cash prizes for events sponsored by the Downtown Development Authority/Main Street program (DDA). Officials and employees of the City are expected to ensure that public funds are expended solely for the purpose for which they are intended and in the most economical and prudent manner.

A reference in this document to "employee" includes those employed by the City as well as officials, both elected and appointed, and any others representing the City of Dahlonega in an official capacity.

ETHICS

The City of Dahlonega is committed to maintaining high standards for financial practices. Each person involved in the financial processes of the city must adhere to a high standard of ethics and seek to avoid even the appearance or perception of impropriety. All employees are expected to conduct themselves according to the highest level of standards.

No employee of the City shall make, participate in, or attempt to influence any decision if the employee knows or has reason to know that he/she has a financial interest in the outcome of that decision.

It is unethical for any City employee to knowingly use confidential information for actual or anticipated personal gain, or for the actual or anticipated personal gain of any other person.

City employees shall not use City credit, purchasing power, or facilities to make purchases of goods or services for themselves or for non-City activities.

All employees are charged with the responsibility to report known or suspected violations of this policy. Any employee not complying with this policy, or failing to report non-compliance, may be subject to disciplinary action in accordance with the City of Dahlonega personnel policy.

RESPONSIBILITIES

This section of the policy provides specific descriptions of the responsibilities of each participant in the financial processes surrounding the distribution of cash prizes for DDA sponsored events. The mission of the DDA is to stimulate and sustain economic development in Downtown Dahlonega by a variety of programs and initiatives. To fulfill the mission, at times it may be

necessary to offer cash prizes to the winners of contests, parades, and other events sponsored by the DDA. Cash prizes may be funded by donations or by budgeted funds of the DDA.

The winners of such events will be chosen by a panel of independent judges that are not members of or employed by the DDA.

The winners of the events shall receive their award in cash at the end of final judging and shall sign for receipt of the prize.

PROCEDURES AND APPROVAL AUTHORIZATIONS

This section of the policy provides guidance on choosing the appropriate process and sets required approvals for the award of cash prizes.

One week prior to the event, the DDA will prepare a check request detailing the number of cash prizes and the amount of each prize. The city's finance department will prepare the check and obtain the funds for the prizes.

Each division of cash, by prize winning place, shall be sealed in a marked envelope.

The envelope will be given to DDA staff and distributed to the winners of the event(s) at the time of final judging. DDA staff shall have each winner sign for receipt of prize money.

After the event, DDA staff shall return the record of prize winner's signature to the finance department for retention with the check request. This request shall serve as proof that the funds intended for awards were issued and not retained by a staff member.

08/13/2021 01:23 PM
User: AMARTIN
DB: Dahlonega

REVENUE AND EXPENDITURE REPORT FOR CITY OF DAHLONEGA
PERIOD ENDING 07/31/2021
% Fiscal Year Completed: 83.29

Page: 1/1

ACCOUNT DESCRIPTION	2020-21 ORIGINAL BUDGET	2020-21 AMENDED BUDGET	YTD BALANCE 07/31/2021 NORMAL (ABNORMAL)	% BDGT USED
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY				
CHARGES FOR SERVICES	200.00	200.00	425.10	212.55
INVESTMENT INCOME	0.00	0.00	394.29	100.00
MISCELLANEOUS REVENUE	800.00	800.00	437.30	54.66
OTHER FINANCING SOURCES	284,434.00	284,434.00	237,028.34	83.33
TOTAL REVENUES	285,434.00	285,434.00	238,285.03	83.48
PERSONAL SERVICES AND EMPLOYEE BENEFITS	193,920.00	193,920.00	83,651.40	43.14
PURCHASED/CONTRACTED SERVICES	78,214.00	78,214.00	35,641.11	45.57
SUPPLIES	13,300.00	13,300.00	13,000.62	97.75
TOTAL EXPENDITURES	285,434.00	285,434.00	132,293.13	46.35
Fund 230 - DOWNTOWN DEVELOPMENT AUTHORITY:				
TOTAL REVENUES	285,434.00	285,434.00	238,285.03	83.48
TOTAL EXPENDITURES	285,434.00	285,434.00	132,293.13	46.35
NET OF REVENUES & EXPENDITURES	0.00	0.00	105,991.90	100.00

Department Report

Report Title: Main Street – August 2021

Report Highlight: Maintaining Event Schedule while also developing more Main Street Projects

Name and Title: Ariel Alexander, Main Street/DDA Staff

Recently Completed:

- The Downtown Business Survey ended on August 26th. A presentation of the results is attached.
- Added a new feature to the DDA website that allows users to view available properties for rent or sale on or near the Square.
- First Weekend events were successful, with Hughes Taylor performing at the First Friday Concert, a popular Art in the Park the first Saturday, as well as continuing Farmer's Market and Appalachian Jam.
- Ariel completed an introductory grant writing course at UGA in early August, which will help with revitalization and facilitation of the façade grant program, as well as other programs.
- Skyler attended the Georgia Downtowns Conference in Young Harris, Georgia (August 16 to the 20). There she participated in special Main Street and DDA trainings. Her report is attached.
-

Underway:

- In the process of updating all Wayfinding sign information. Maintenance fee reminder letters were sent out to current sign holders on August 6, 2021. Several businesses have already renewed, and more reminders will be sent out in the next month. Directional arrow changes and new business signs will be put up beginning with the new fiscal year in October.
- Planning Volunteer Appreciation event for local clubs and organizations.
- Planning a Halloween celebration in coordination with various businesses downtown.

DAHLONEGA DOWNTOWN BUSINESS SURVEY RESULTS

EMPLOYEE INFORMATION

36

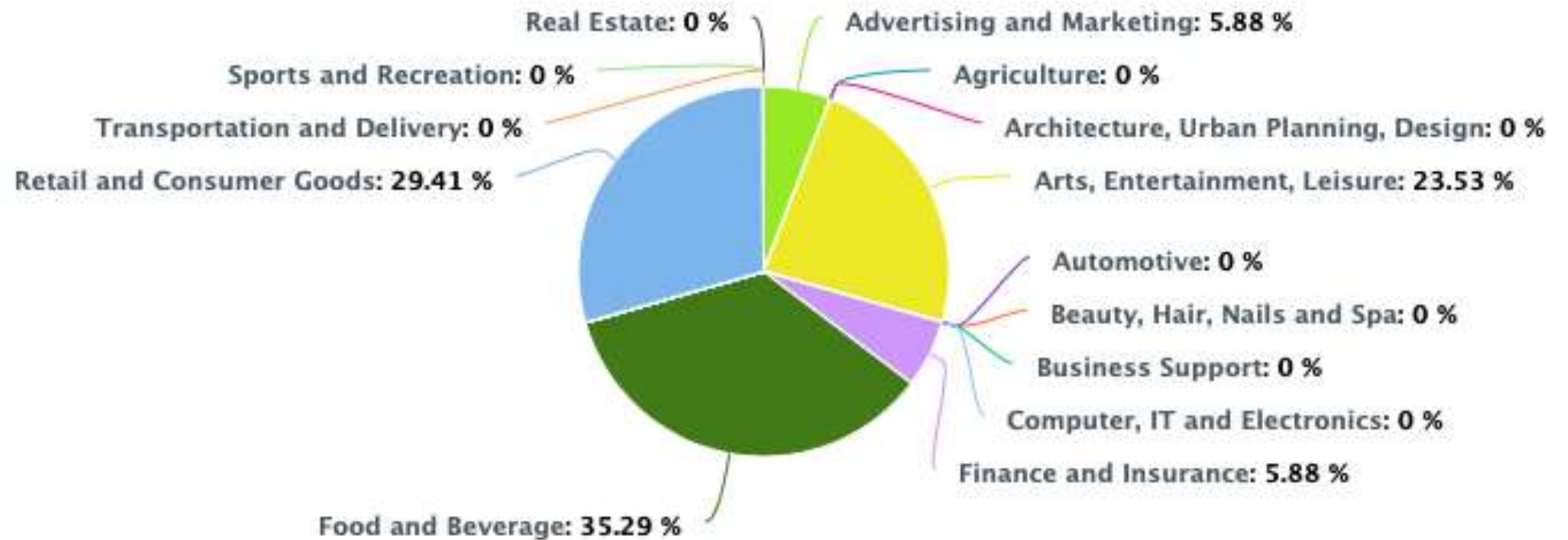How many full-time employees do you have? (SUM)

88

How many part-time employees do you have? (SUM)

13

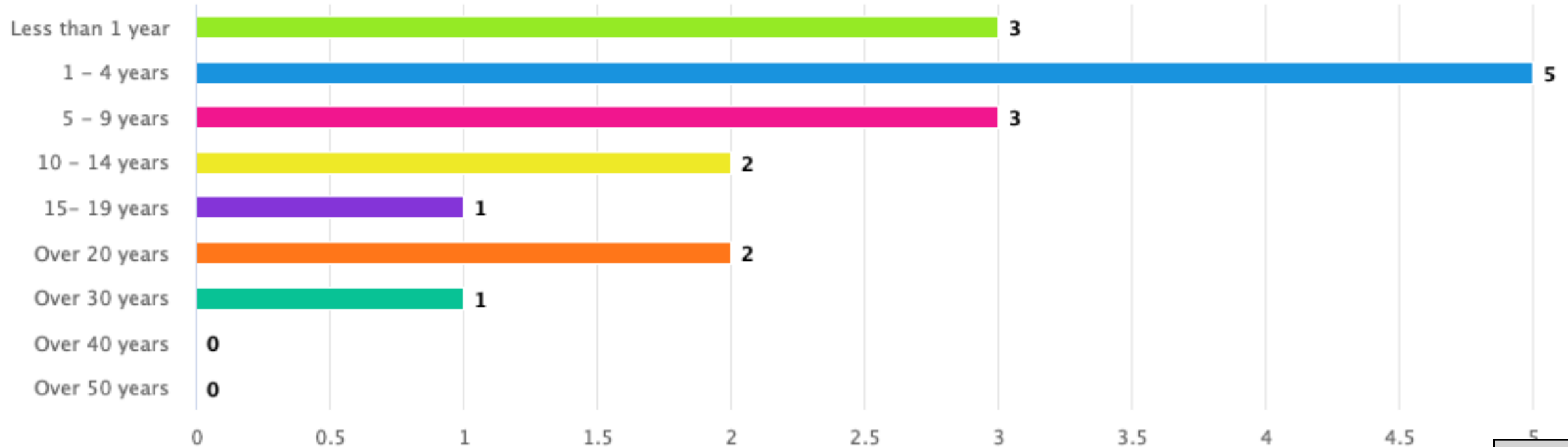If Yes, then how many extra people do you hire on to meet your seasonal needs? (SUM)

QUESTION ONE:

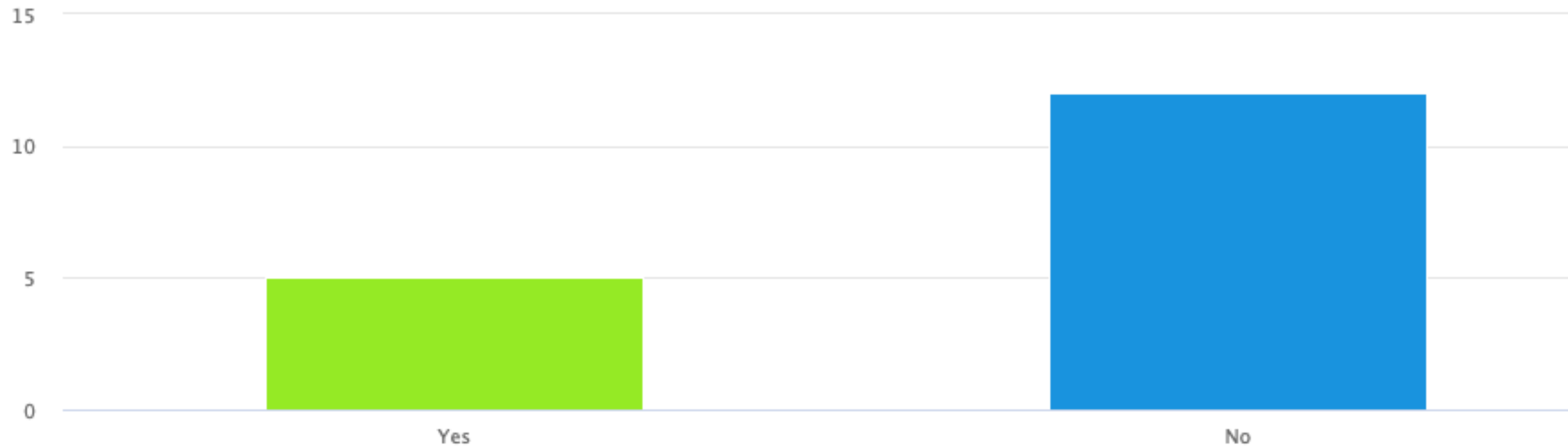Which of the following best describes the principle industry of your organization?

Real Estate: 0 %

Sports and Recreation: 0 %

Transportation and Delivery: 0 %

Retail and Consumer Goods: 29.41 %

Advertising and Marketing: 5.88 %

Agriculture: 0 %

Architecture, Urban Planning, Design: 0 %

Arts, Entertainment, Leisure: 23.53 %

Automotive: 0 %

Beauty, Hair, Nails and Spa: 0 %

Business Support: 0 %

Computer, IT and Electronics: 0 %

Finance and Insurance: 5.88 %

Food and Beverage: 35.29 %

QUESTION TWO

How long has your business been in operation downtown?

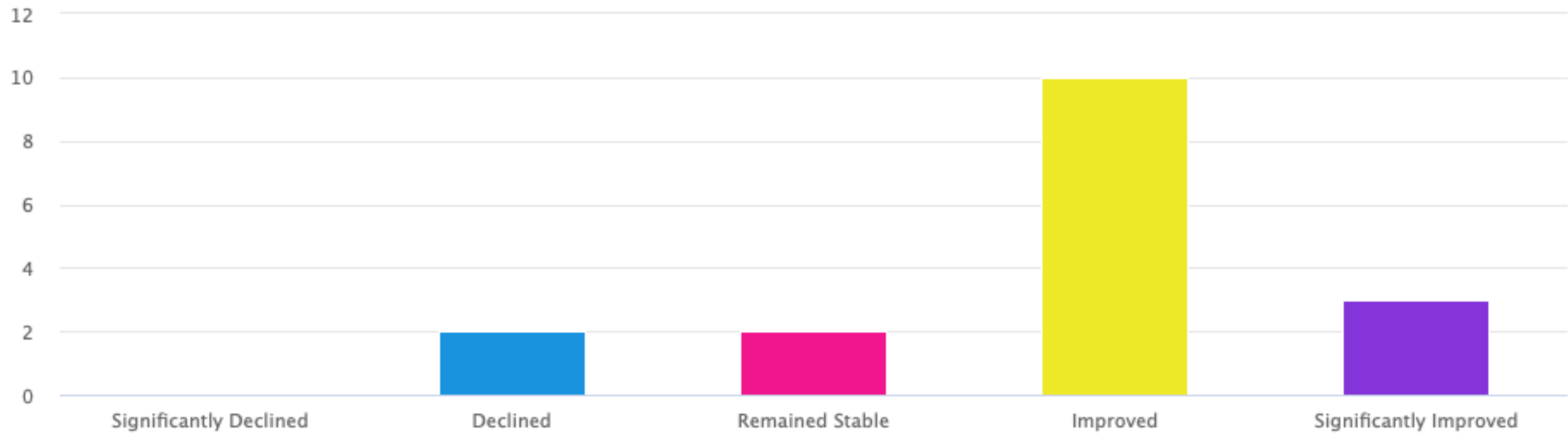|	
Less than 1 year	3
1 – 4 years	5
5 – 9 years	3
10 – 14 years	2
15– 19 years	1
Over 20 years	2
Over 30 years	1
Over 40 years	0
Over 50 years	0

QUESTION THREE

Do you increase your staff seasonally?

QUESTION FOUR

Over the last two years our individual business has:

(Bar chart)
- Significantly Declined: 0
- Declined: 2
- Remained Stable: 2
- Improved: 10
- Significantly Improved: 3

QUESTION FIVE

How would you describe the general business climate of downtown over the past two years?

Significantly Declined: 0 %

Declined: 11.11 %

Significantly Improved: 11.11 %
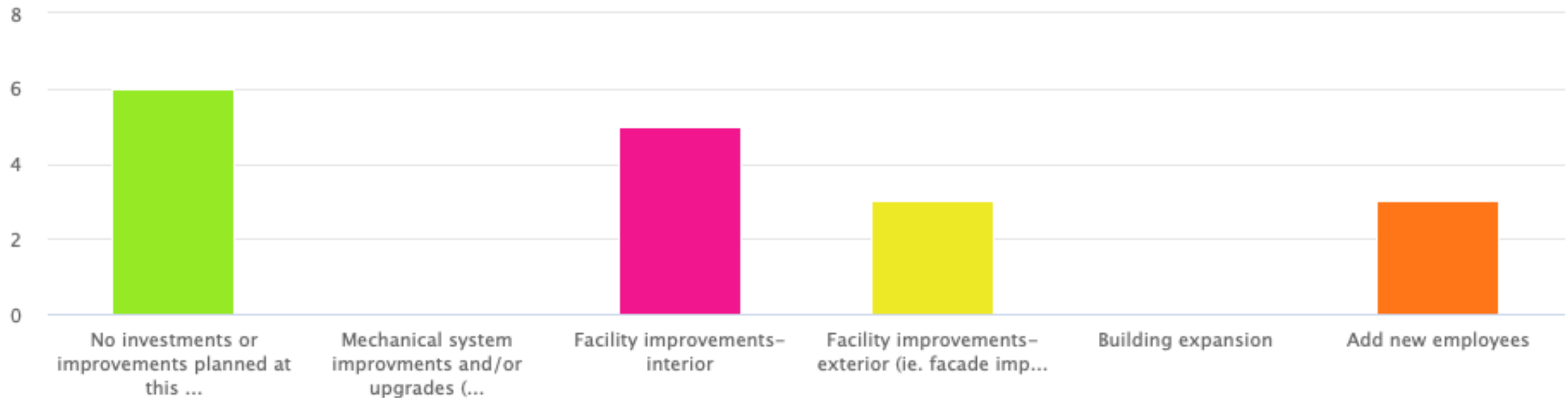
Improved: 33.33 %

Stable: 44.44 %
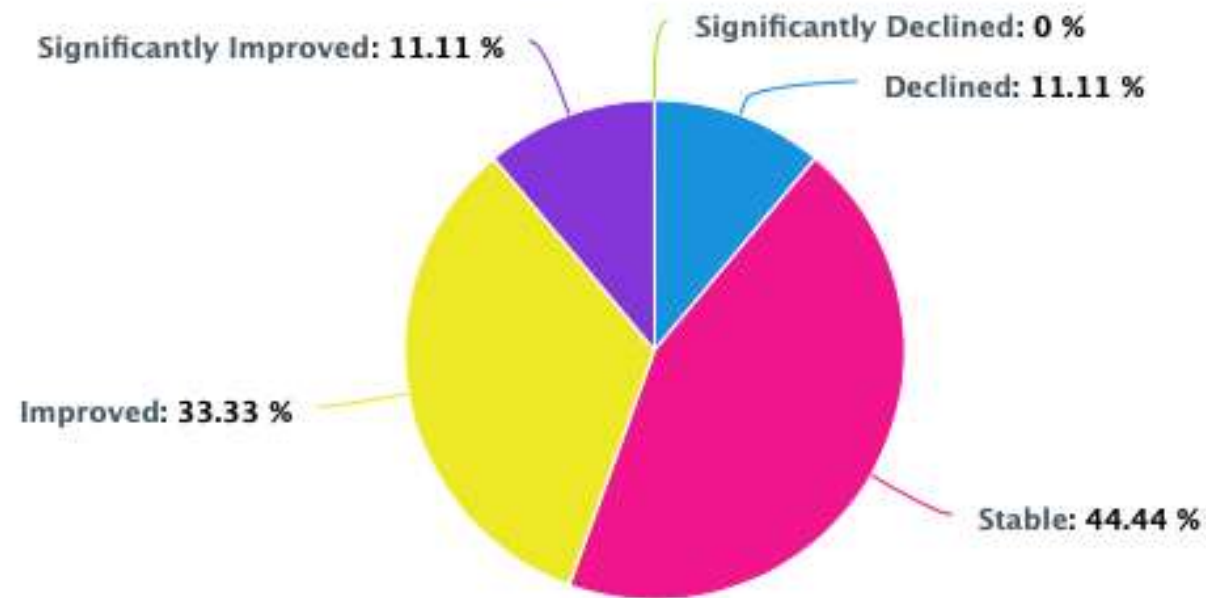
QUESTION SIX

Are you expecting or actively planning changes to your business in the next 2–3 years?
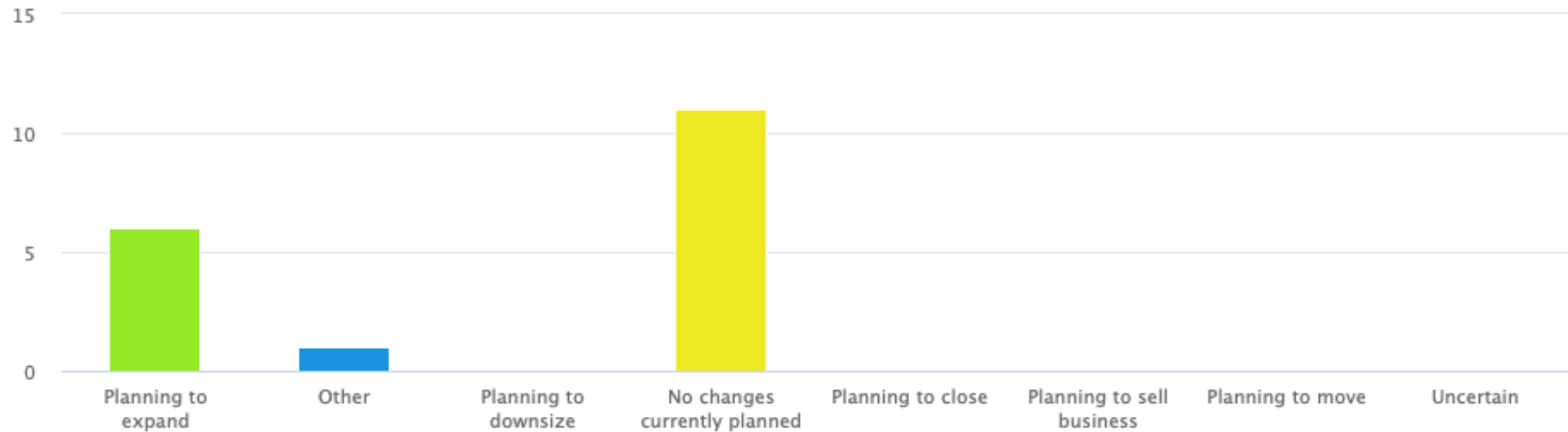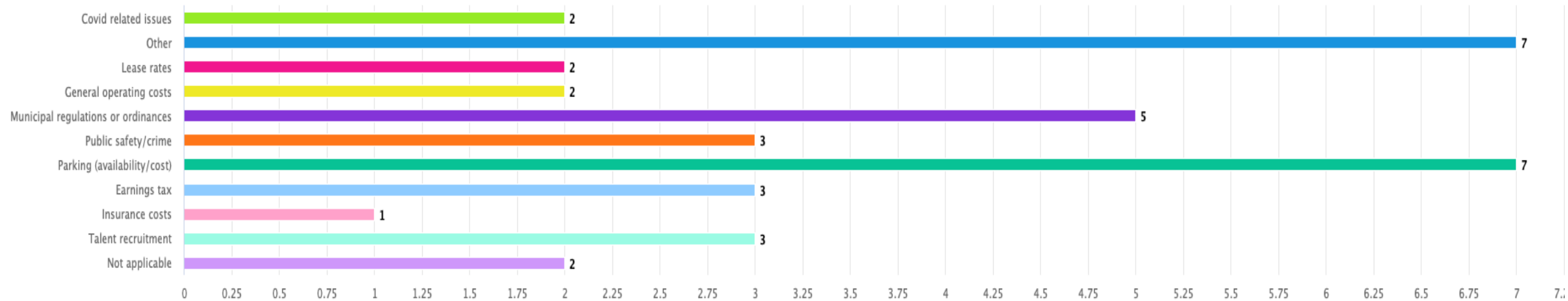
QUESTION SEVEN

Do you plan to make any of the following investments or improvements in the next 2 years? Select all that apply.
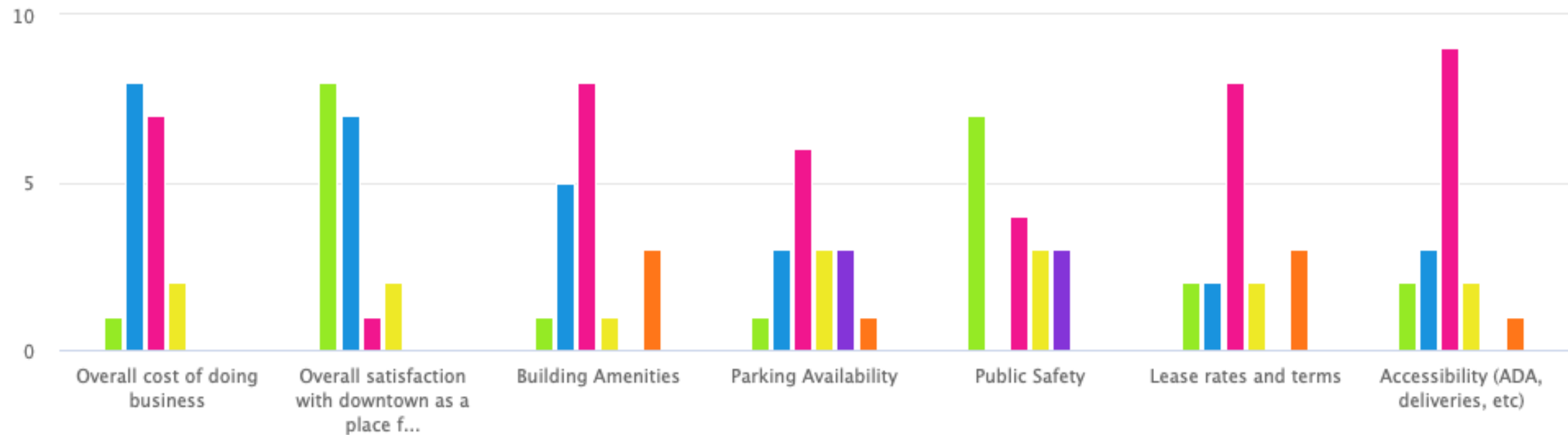
QUESTION EIGHT

What are some of the biggest challenges facing your business' operation in downtown? (Select all that apply)

QUESTION NINE

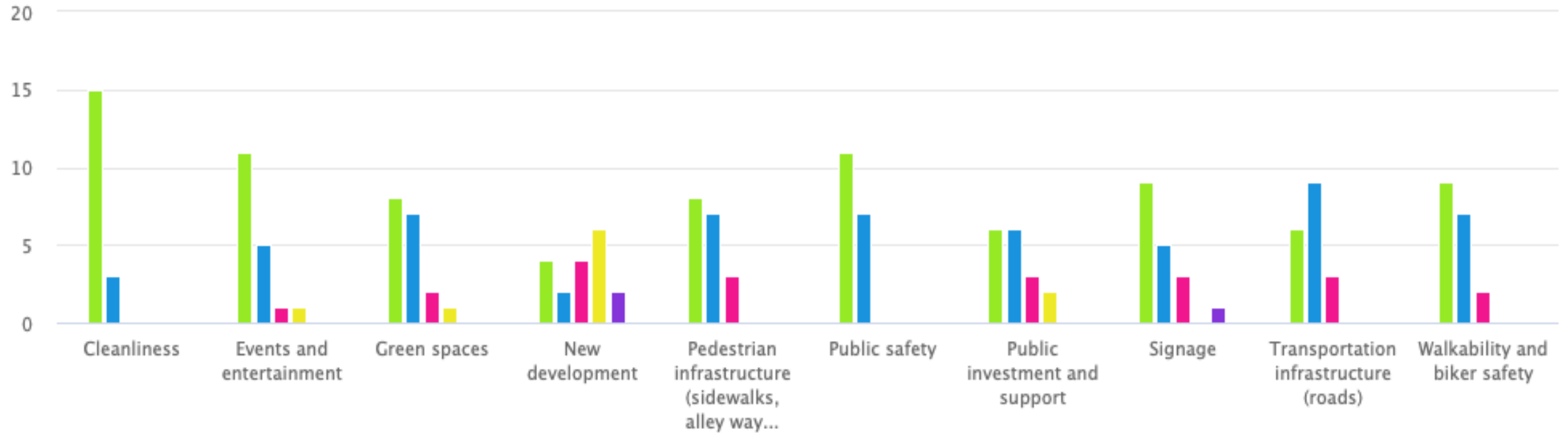Please rate the following aspects of operating your business in downtown.

QUESTION TEN

What types of business assistance services would be helpful for Dahlonega DDA/Main Street to offer to you and other downtown businesses?
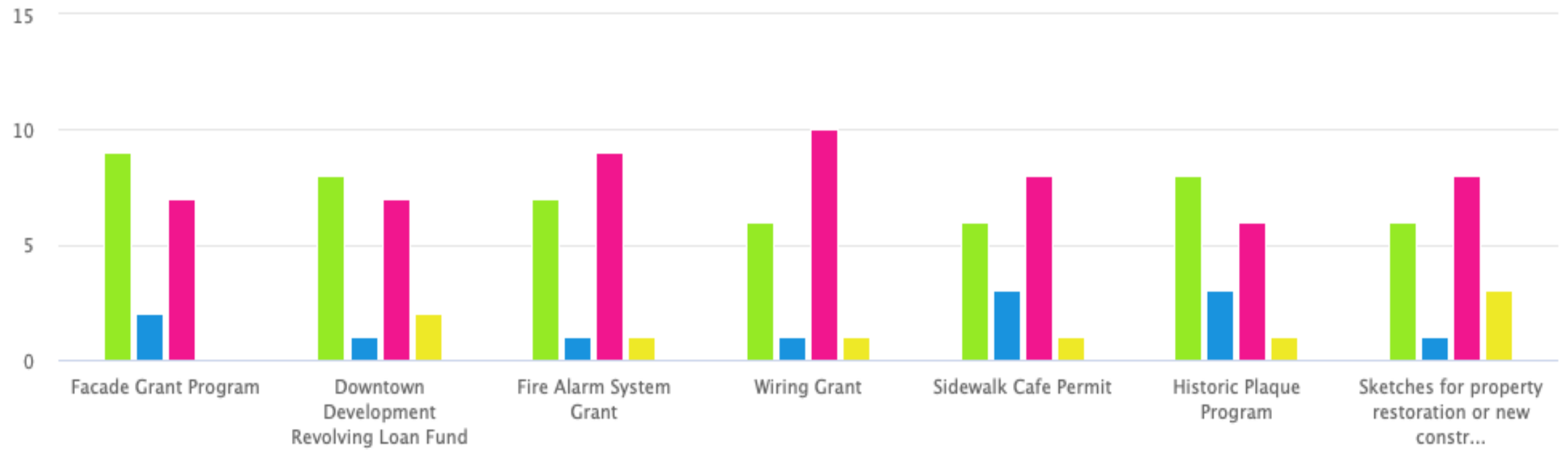
QUESTION ELEVEN

To make downtown a better business environment how important is it to focus on the following?

QUESTION TWELVE

What programs or financial resources available downtown have you utilized for your business?

2021 GA Downtown Conference Highlights:

Social Media in the Downtown World
- New & exciting campaigns
- Deeper understanding of what exactly to post
- The importance of hashtags
- How to respond & deal with the negative

The Copper Basin Experience Master Plan
- Importance of community branding
- The unity and togetherness it takes to build and brand a successful downtown

The Evolution of Main Street
- How far the Main Street Programs have grown
- The importance of our jobs as a board and as staff
- Accurate reporting is critical

Creating a DT Renaissance – DDA Advanced Training
- Kirby Glaze, Monica Callahan, Amanda Glover, Ellen Hill, Jennifer Nelson: amazing presentations
- Tax credits, Redevelopment Powers Act, Creating Clarity & Unity of Purpose, HP Tax Credits

Rip Off & Duplicate:
- Winter Chili Cookout
- SWAG is crucial for marketing your downtown (stickers, shirts, cups, guitar picks at First Fridays)
- Video Content & Commercials (Drink, Shop, Dine, Professional Services)
- Monthly helpful tips and tricks
  - Different forms of payments
- Church as parking partner