

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, January 23, 2023
5:30 P.M.

1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:38 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Kevin Hammond, Keith Stone, Dwight Gilleland, Jamie McCracken and William Illg.
Tasha Howell was not present at the meeting.
City Staff in attendance included City Clerk Beverly Banister, Downtown Development Director Amanda Edmondson and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation was led by J. McCracken and pledge was led by W. Illg.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by K. Hammond; second by W. Illg. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held November 28, 2022Motion to approve the minutes as presented made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH DECEMBER 2022:** Board reviewed financials. No questions or comments.

OLD BUSINESS

7. **REVIEW OF RESEARCH REGARDING ADVERTISING AT THE OUTLET MALL:** Downtown Director Edmondson reported to the Board regarding joint advertising with downtown businesses both at the outlet mall and/or in the downtown area; businesses were generally interested in joint advertising locally but not at the outlet mall. Businesses also suggested developing a pamphlet with a map, a website with a map and downtown business locations, standing banners and the billboard on Hwy 53; cost will be a factor to determine participation. Discussion occurred concerning various options of advertising and engaging local businesses to contribute to the costs in exchange for advertising their business.
Motion to allocate up to \$2,500 to advertise for two months on the Hwy 53 billboard, to develop and print a double run of pamphlets and purchase the URLs for Downtown Dawsonville (.com, .net, .org, .gov) made by K. Hammond; second by W. Illg. Research and report on developing a video for downtown at a later date. Vote carried unanimously in favor.
8. **BANNER PROGRAM IDEAS:** Downtown Director Edmondson reported to the Board concerning the request to research for joint advertising with local businesses on a digital sign and/or kiosk as an alternative to the banners. She reviewed options for digital signs and kiosks. Discussion occurred regarding costs and possible placement of the sign/kiosk.
Motion to table the digital sign/kiosk options to the March 27, 2023 regular meeting made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
Further discussion occurred regarding the banner program regarding costs and placements of the banners either in Main Street Park or on light posts at points coming into town on Highways 9 and 53.
Motion to purchase (4) banners in the amount of \$1,000 made by W. Illg; second by J. Campbell. Chairman Stone appointed William Illg, Jamie McCracken and Jonathan Campbell to decide on the choice of banner and report to the Board at the next meeting. Vote carried unanimously in favor.

BUSINESS

9. **HISTORIC RESOURCE SURVEY GRANT SUPPORT LETTER:** Motion to approve the Historic Resource Survey Grant support letter as presented made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.

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10. **4TH OF JULY FIREWORKS CELEBRATION:** City Manager Bolz reported on his research about the possibility of a fireworks show; the vendor is planning to come to Dawsonville to review possible sites. Items included in the discussion were where and when the event could take place, what other options could be included for the event such as food trucks, music, and a 5k race. Further discussion included the need for sponsors to help offset costs. Bolz also reported he will likely need the Board of Education to approve the use of their property, the Fire Marshal will also have to approve the event and consideration needs to be made concerning parking and off-duty officers to assist with traffic. Chairmen Stone recommended members to reach out to local businesses for sponsorships and for City Manager Bolz to determine if he could receive approval from the BOE and the Fire Marshal before proceeding.
11. **FY 2024 BUDGET DISCUSSION:** Discussion occurred about what line items should be considered to add to the upcoming budget such as events (including fireworks), the grant, training and advertising. Board members will create "wish list" items and amounts and present at the March 27, 2023 regular meeting.

ANNOUNCEMENTS

ADJOURNMENT:

At 7:25 p.m. a motion to adjourn the meeting was made by D. Gilleland; second by W. Illg. Vote carried unanimously in favor.

Approved this 27th day of March 2023.

By: DOWNTOWN DEVELOPMENT AUTHORITY

absent

Keith Stone, Chair

Kevin Hammond, Vice Chair

absent

Tasha Howell, Treasurer/Secretary

Dwight Gilleland

absent

Jamie McCracken

Jonathan Campbell

William Illg, Councilmember

Attest:

Beverly A. Banister

Beverly A. Banister, City Clerk

