

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, March 27, 2023
5:30 P.M.

1. **CALL TO ORDER:** Kevin Hammond called the meeting to order at 5:40 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Kevin Hammond, Dwight Gilleland and William Illg.

Tasha Howell, Keith Stone and Jamie McCracken were 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 and pledge were led by W. Illg.
4. **APPROVAL OF THE AGENDA:** Motion to amend the agenda to add item #13 Obtain a Debit Card for the DDA Checking Account made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held January 23, 2023

Motion to approve the minutes as presented made by K. Hammond; second by J. Campbell. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH FEBRUARY 2023:** Board reviewed financials. No questions or comments.
7. **DIRECTOR'S REPORT – AMANDA EDMONDSON:** Director Edmondson provided an overview of the recent downtown development activity. She reported on the progress with billboard advertising, the development of the downtown pamphlets and the new website. Also mentioned was the shared participation in advertising costs with some of the local businesses and the high level of contributions by the businesses; this created additional funding for other projects. Discussions occurred regarding the design of the banners to be placed around Main Street Park and the promotion of the website.

Motion to approve the purchase of the "spring" style banner design for Main Street Park banners and a "championship" style banner for the Farmer's Market and for the purchase of table tents to promote the website up to \$1,500.00 made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.

OLD BUSINESS

8. **DIGITAL SIGN/KIOSK OPTIONS:** Councilmember Illg stated he has been speaking with the other Councilmembers regarding additional funding from the City to help supplement some of the projects and will present the request at the April 17, 2023 City Council meeting.

Motion to table the item to the May 22, 2023 DDA meeting made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.
9. **FIREWORKS CELEBRATION:** City Manager Bolz reported additional information he obtained regarding a fireworks celebration. A representative from Pyro Shows came to the City and developed a map outlining a potential plan and quoted approximately \$10,000 to do the show. Bolz further explained additional costs will need to be considered for obtaining deputies to assist with parking and security; key City Staff would also need to be in attendance. He also reported that they would still need to obtain permission from the Board of Education and the Fire Marshall. A discussion occurred regarding the possible dates to hold the event since it will not occur on Independence Day due to non-availability by the company to hold the show on that date; consideration of a possible Veteran's Day celebration was suggested as an option. Bolz also reminded and encouraged the DDA members to seek donations to assist with the cost.
10. **FY 2024 BUDGET DISCUSSION:** Discussion occurred regarding the budget for FY 2024 and members would like to see funding for advertising, training and education, events, the grant and beautification projects. Councilmember Illg reiterated that he would present a budget request to the

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City Council and work on gathering input from the Board members who were not present at this meeting.

NEW BUSINESS

11. **DETERMINE USE OF REMAINING ADVERTISING PROJECT FUNDS:** Discussed briefly during agenda Item #7; balance of funds can be used for future projects.
12. **PROMOTION OF NEW WEBSITE:** Discussed during agenda item #7.
13. **OBTAIN A DEBIT CARD FOR THE DDA CHECKING ACCOUNT:** Motion to approve obtaining a debit card in Kevin Hammond's name for the DDA checking account made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.

ANNOUNCEMENTS

City Manager Bolz announced the Farmer's Market will open on April 29th and the first Food Truck Friday is on May 5th.

ADJOURNMENT:

At 7:04 p.m. a motion to adjourn the meeting was made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.

Approved this 22nd day of May 2023.

By: DOWNTOWN DEVELOPMENT AUTHORITY



Keith Stone, Chair

absent

Kevin Hammond, Vice Chair



Tasha Howell, Treasurer/Secretary



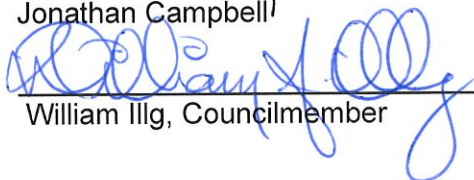
Dwight Gilleland



Jamie McCracken



Jonathan Campbell



William Illg, Councilmember

Attest:



Beverly A. Banister, City Clerk

