

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, May 22, 2023**  
**5:30 P.M.**

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1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:37 pm.
2. **ROLL CALL:** Present were members William Illg, Dwight Gilleland, Tasha Howell and Jonathan Cambell. Jamie McCracken arrived after the Invocation and Pledge.  

Kevin Hammond 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 and pledge were led by T. Howell.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
  - Regular Meeting held March 27, 2023

Motion to approve the minutes as presented made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH APRIL 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. This included the project management for the downtown strategic plan, the advertising program, banners for Main Street Park, GIS storyboard on the Downtown Dawsonville website, public engagement at Food Truck Night, table tents, a YouTube channel and a Facebook page to promote the website, developing market data and demographic research, development of welcome packets for businesses, consideration of a Historic Photo Contest and/or a Christmas Decorating Contest and/or free concerts or movies in the park to promote the downtown.  

City Manager Bolz introduced Jameson Kinley, the City's new Planning Director. He also updated the Board on the fireworks which cannot be held due to the Board of Education denying the use of their property for the purpose of shooting off the fireworks. He further stated, unfortunately, there is no other property within the City to hold the event.

**OLD BUSINESS**

8. **DIGITAL SIGN/KIOSK OPTIONS:** The Board discussed the options related to the sign/kiosk project.  

Motion to take the item off the table made by W. Illg; second by T. Howell. Vote carried unanimously in favor. Motion to not move forward with purchasing a digital/kiosk sign for the park made by W. Illg; second by T. Howell. Vote carried unanimously in favor.
9. **FY 2024 BUDGET DISCUSSION:** Discussion occurred regarding the potential line item expenditures for the additional funding of \$50,000 for the FY 2024 DDA budget.  

Motion to allocate \$20,000 for advertising/promotions, \$15,000 for events and \$15,000 for beautification projects for the FY 2024 DDA budget contingent upon the City Council approving the proposed budget made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.

Discussion occurred surrounding whether or not to proceed with the advertising program on the billboard. Motion to approve continuing with the existing billboard advertising program for another year with the existing two businesses made by W. Illg; second by T. Howell. Vote carried unanimously in favor.

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**NEW BUSINESS**

Keith Stone asked City Manager Bolz about the possibility of holding a BBQ contest as a revenue generator for the DDA; short discussion occurred. Ms. Edmondson suggested putting it on the next agenda for discussion.

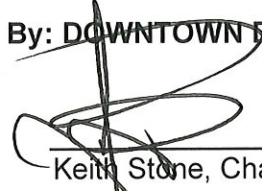
**ANNOUNCEMENTS**

**ADJOURNMENT:**

At 7:07 p.m. a motion to adjourn the meeting was made by J. McCracken; second by T. Howell. Vote carried unanimously in favor.

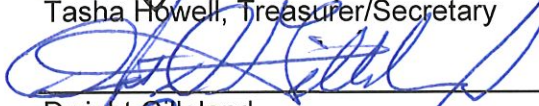
**Approved this 24<sup>th</sup> day of July 2023.**

**By: DOWNTOWN DEVELOPMENT AUTHORITY**


  
\_\_\_\_\_  
Keith Stone, Chair

*resigned*  
\_\_\_\_\_  
Kevin Hammond, Vice Chair

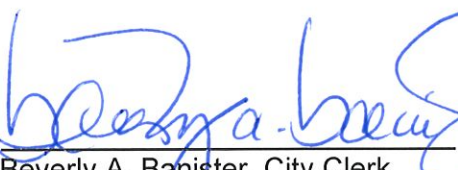
  
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Tasha Howell, Treasurer/Secretary

  
\_\_\_\_\_  
Dwight Gilleland

  
\_\_\_\_\_  
Jamie McCracken

  
\_\_\_\_\_  
Jonathan Campbell

  
\_\_\_\_\_  
William Illg, Councilmember

Attest:   
\_\_\_\_\_  
Beverly A. Banister, City Clerk

