

**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, March 24, 2025**  
**5:30 P.M.**

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1. **CALL TO ORDER:** William Ilg called the meeting to order at 5:32 pm.
2. **ROLL CALL:** Present were Dwight Gilleland, Tasha Howell, Jonathan Campbell, Mary Wright and Chris Sheets.  
  
Jamie McCracken was not in attendance  
  
City Staff in attendance included City Manager Bob Bolz, Assistant City Manager Jacob Evans, Downtown Development Director Amanda Edmondson and City Clerk Beverly Banister.
3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by Jonathan Campbell.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.

5. **APPROVE MEETING MINUTES**

- **Regular Meeting held January 28, 2025**

Motion to approve minutes as presented made by D. Gilleland; second by J. Campbell. Vote carried unanimously in favor.

6. **PUBLIC INPUT:** None
7. **REVIEW FINANCIALS:** The Board reviewed the financials and had no questions or comments. Director Edmondson reported that she has now collected all the funding from the businesses partnering with the DDA on the new brochure.
8. **DIRECTOR'S REPORT – AMANDA EDMONDSON:** The Board welcomed new Downtown Development Authority member Chris Sheets and the new Assistant City Manager Jacob Evans. Director Edmondson provided updates on the implementation of the following items:
  - Rural Zone Designation
  - Historic Resource Survey is complete
  - Hotel Feasibility Study is complete
  - RAISE grant has been submitted
  - GDOT TAP grant is looking favorable
  - Funding received for the Cannery Feasibility Study
  - City's patio space is underway
  - Planning for two concerts in the park has begun; looking for potential sponsors
  - Promotion of the Gamification Brochure

She also provided updates on the following events and promotions:

- Article in the Neighbors of Dawsonville publication
- Revitalization of the Historic District
- Granddaddy Mimms grand opening and ribbon cutting
- DDA grant for El Rios; project has been fully implemented

Lastly, she spoke to the Board about a potential future project for Workforce Development involving the GA FLEX Program.

**OLD BUSINESS**

9. **BROCHURE GAMIFICATION UPDATE:** Director Edmondson stated the new gamification brochure has been developed, completed and has been distributed accordingly.
  - **ADDITIONAL TEE-SHIRT ORDER: 1XL, 2XL, 3XL:** Director Edmondson reported on the popularity of the T-shirts and requested the Board consider purchasing additional T-shirts in larger sizes.

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Motion to approve an additional T-Shirt order in sizes 1XL, 2XL and 3XL made by J. Campbell; second by D. Gilleland. Vote carried unanimously in favor.

- 10. REGIONAL ADVERTISEMENT OPTIONS: MARKETING PLAN UPDATE:** Director Edmondson has prepared a marketing plan as the Board requested for regional advertisement options. Discussion occurred regarding the best option.

Motion to approve the marketing plan consisting of advertising with Smoke Signals, The Mountain Traveler, One Dawson, Lake Living, Discover Fall insert and Awesome Dawson in the amount of \$3,552.00 made by M. Wright; second by C. Sheets. Vote carried unanimously in favor.

**11. MURAL POSSIBILITIES**

- **DOWNTOWN DAWSONVILLE LOGO MURAL AT THE FANCY FLEA:** This project will be pushed out a little further but has already been approved by the DDA and is awaiting approval from the HPC. Mr. Gilleland, the property owner, is also considering some improvements to the property.
- **IMPROVEMENT OF MURAL NEXT TO CIRCLE-K:** Board discussed some options about possibly touching up this mural and developing a fundraiser to contribute to the cost. Property owners will need to be contacted for permission and an estimate is being developed by Audie Murell.
- **"STORIES OF DAWSONVILLE" MURAL LINKED TO ARCGIS STORY MAP AT THE FOOD LION:** Director Edmondson reported on the details and process of this project and requested the Board consider if they would like to support this project and possibly contribute to the cost. Councilmember Illg asked City Manager Bolz if he thought the City's impact fees could contribute to the cost; Bolz stated he would need to check with legal to confirm if that would be an acceptable expenditure to be paid out of impact fees. Councilmember Illg stated he would check with City Council regarding funding for this project.

**NEW BUSINESS**


- 12. CANNERY PROJECT – COMMUNITY FUNDING REQUEST LETTER OF SUPPORT:** Motion to approve the letter of support as presented made by T. Howell; second by J. Campbell. Vote carried unanimously in favor.


**ADJOURNMENT**

At 6:50 pm, a motion was made to adjourn the meeting by T. Howell; second by M. Wright. Vote carried unanimously in favor.

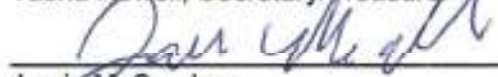
**Approved this 8<sup>th</sup> day of May 2025.**

**By: DOWNTOWN DEVELOPMENT AUTHORITY**

  
\_\_\_\_\_  
William Illg, Chairperson

  
\_\_\_\_\_  
Jonathan Campbell, Vice Chairperson

**Absent**  
\_\_\_\_\_  
Tasha Howell, Secretary/Treasurer

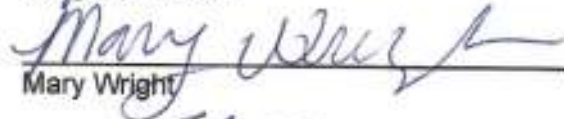
  
\_\_\_\_\_  
Jamie McCracken

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Dwight Gilleland



Mary Wright



Chris Sheets

Attested:



Tracy Smith, Deputy City Clerk

