

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, July 28, 2025
5:30 P.M.

1. **Call to Order:** Will Ilg called the meeting to order at 5:30 pm.
2. **Roll Call:** Present were Will Ilg, Chris Sheets, Jonathan Campbell, Tasha Howell and Jamie McCracken.

Mary Wright and Dwight Gilleland were not in attendance.
3. **Invocation and Pledge:** Invocation and pledge were led by Will Ilg.
4. **Approval of the Agenda:** Will Ilg suggested we meet once a month as opposed to every other month. Motion to approve the agenda as presented made by T. Howell; second by J. McCracken. Vote carried unanimously in favor.
5. **Approve Meeting Minutes:**
 - Regular Meeting held May 8, 2025
Motion to approve minutes as presented made by J. McCracken; second by J. Campbell. Vote carried unanimously in favor.
6. **Public Input:** None
7. **Review Financials:** The Board reviewed the financials and there were no questions.
8. **Director's Report – Amanda Edmondson:** Director Edmondson provided updates on the following items:
 - BRAG Event
 - T-Shirt Sales
 - Flyers Traded for T-Shirts
 - Food Truck Fridays
 - Regional Farmers Markets
 - Concerts Mentioned in Articles

OLD BUSINESS

9. **FY2026 Budget Allocation Discussion:** Director Edmondson spoke about the funds for grants and funds for other projects. Motion was made for \$30,000 allocated by the City to be used for grants by J. Campbell; second by J. McCracken. Vote carried unanimously in favor.
10. **Implementation Of Marketing Plan – Follow-Up:** Director Edmondson spoke about the joint advertising plan. She spoke about the concert add on. We are also sending out flyers and posting concert details on the website and in City Hall.
11. **Concert Series – Follow-Up:** Director Edmondson presented the sponsorship flyer and the concert flyer. She created a logo for the Concerts that is in line with the DDA logo. Will Ilg wanted to make sure that the logo would be highlighted during the concerts so that the public would know that the DDA put the concerts together. Jonathan Campbell wanted to know if we already had sponsors lined up. Director Edmondson let them know that there were people who were sponsoring and those that

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had interest but not confirmed yet. Will Ilg wanted to make sure that the public knew that both of these concerts were family friendly.

- 12. Mural Possibilities – Follow-Up:** Director Edmondson stated that there was an RFP being started. We would need to make new contacts with Food Lion to determine that they are still willing to allow the mural.

NEW BUSINESS

- 13. DDA Grant – KARE:** Building was updated on the inside; room was cut up into a lot of small rooms and needed to be opened up so more people could help. KARE requested \$8,400 but the renovation cost was over that. Work was completed in March 2025. Motion was made to award the full requested amount of \$8,400 by J. McCracken; second by J. Campbell. Vote carried unanimously in favor.
- 14. DDA Grant "The Sip" – Cindy Dickinson:** Grant packet did not include two quotes for work done. Motion to table to 09.29.2025 meeting made by J. McCracken; second by C. Sheets. Vote carried unanimously in favor.
- 15. DDA Grant "The Sip" – David Clark:** Grant packet did not include two quotes for work done. Motion to table to 09.29.2025 meeting made by J. McCracken; second by C. Sheets. Vote carried unanimously in favor.
- 16. Georgia Downtown Association Conference – Gainesville, GA 8-25 through 8-28:** Director Edmondson presented the conference which will be in Gainesville this year. Will Ilg stated that he could be attending this year. There is a DDA Toolkit class available that he wants to attend and would love for them to attend if they are available. He is sending out an email to the board.
- 17. Downtown Digital Kiosk – Sign Opportunity:** Will Ilg wanted to add this item to the agenda because he had word that the Racing Hall of Fame wants to install one. The Mayor told Will that there may be grants available to help.
- 18. Billboard Contract Renewal:** Discussion was had concerning the DDA using the entire billboard to advertise the concerts and Mountain Moonshine Festival and then have a joint advertisement beginning in November. Motion was made by J. McCracken to pay the yearly amount; second by T. Howell. Vote carried unanimously in favor.

ADJOURNMENT

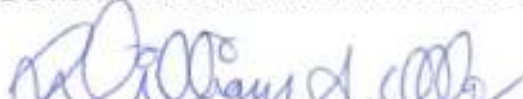
At 6:46 pm, a motion was made to adjourn the meeting by T. Howell; second by C. Sheets. Vote carried unanimously in favor.

(Signatures on following page)

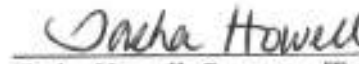
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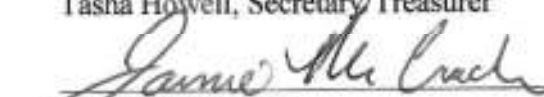
Approved this 29th day of September 2025.

By: DOWNTOWN DEVELOPMENT AUTHORITY

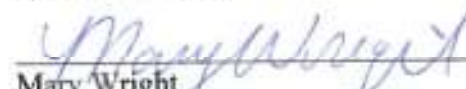

William Illg, Chairperson


Jonathan Campbell, Vice Chairperson


Tasha Howell, Secretary/Treasurer

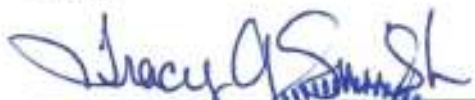

Jamie McCracken

Dwight Gilleland


Mary Wright


Chris Sheets

Attest:


Tracy Smith, Deputy City Clerk

