

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, July 26, 2021
5:30 P.M.

1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:32 pm.
2. **ROLL CALL:** Present were members Tasha Howell, Keith Stone, Dwight Gilleland, Jamie McCracken and William Illg. Kevin Hammond was not present.

Also present was City Clerk Beverly Banister.
3. **INVOCATION AND PLEDGE:** Invocation and Pledge were led by William Illg.
4. **APPROVAL OF THE AGENDA:** Motion to amend the agenda to add item #8 Brainstorming – Ideas for the Future and item #9 DDA Logo made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor

Motion to approve the agenda as amended made by W. Illg; second by T. Howell. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES:**
 - Regular Meeting held March 22, 2021

Motion to approve the minutes as submitted made by D. Gilleland; second by T. Howell. Vote carried four in favor (McCracken, Gilleland, Stone Howell) with one abstained (Illg).
6. **REVIEW FINANCIALS AND FY 2022 BUDGET:** DDA financials presented through June 30, 2021 and the new FY 2022 budget was reviewed.

BUSINESS

7. **REQUEST APPROVAL FOR GEORGIA DOWNTOWN CONFERENCE/TRAINING FOR JAMIE MCCRACKEN:** Motion to approve the expenses for the conference, training, lodging, meals and mileage for Jamie McCracken to attend the 2021 Georgia Downtown Conference/Training made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
8. **BRAINSTORMING – IDEAS FOR THE FUTURE:** William Illg presented some ideas he had about assisting downtown businesses to gather support from the community. He talked about highlighting one business per month with the DDA members and the Dawson County Chamber's involvement. He also stated Alex Popp with Dawson County News would be willing to highlight the business of the month in the local organ. Discussion occurred about this plan and the challenges the downtown area faces.

Keith Stone assigned Jamie McCracken, William Illg and Tasha Howell to work out some logistics about the potential plan to highlight businesses, how to select the business, who would participate and how much of a budget is needed and to bring a report back for the next meeting.
9. **DDA LOGO:** William Illg presented examples of logos and he discussed the importance of branding our downtown to encourage residents to shop downtown. Options were discussed.

Additional discussion occurred regarding the grant.

ANNOUNCEMENTS: None

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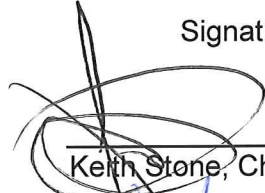
ADJOURNMENT:

At 6:33 p.m. a motion to adjourn the meeting was made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.

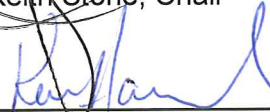
Minutes approved at the September 27, 2021 meeting



Signatures:



Keith Stone, Chair



Kevin Hammond, Vice Chair

absent

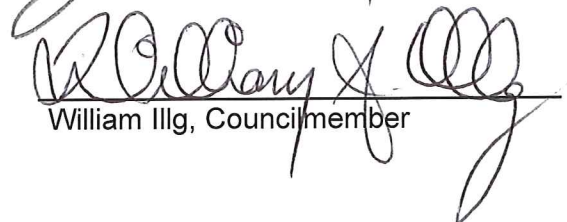
Tasha Howell, Treasurer/Secretary



Dwight Gilleland



Jamie McCracken



William Illg, Council member