

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, September 27, 2021
5:30 P.M.

1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:33 pm.
2. **ROLL CALL:** Present were members Kevin Hammond, Keith Stone, Dwight Gilleland, Jamie McCracken and William Illg. Tasha Howell was not present.

Also present was City Clerk Beverly Banister and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation and Pledge were led by William Illg.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda made by W. Illg; second by K. Hammond. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES:**
 - Regular Meeting held July 26, 2021Motion to approve the minutes as submitted made by K. Hammond; second by J. McCracken. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH AUGUST 31, 2021:** DDA financials presented through August 31, 2021. No questions or comments.

BUSINESS

7. **REQUEST APPROVAL TO RATIFY LETTER OF SUPPORT TO THE GEORGIA RACING HALL OF FAME:** Motion to ratify approval for the letter of support to the Georgia Racing Hall of Fame made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
8. **PRESENTATION BY MANDY POWER, DAWSON COUNTY CHAMBER OF COMMERCE:** Mandy Power presented an overview of the Chamber highlighting their support and promotion of local businesses through networking, special events, programs and ribbon cuttings. She also spoke about priority development areas being residential and making downtown a community destination and also shared various demographics within the City limits and throughout Dawson County.

Discussion occurred surrounding the challenges to attract higher payer jobs, increasing traffic to the downtown area from the 400 corridor and capitalizing on the park to encourage a walkable downtown to develop a eat, shop and play atmosphere.
9. **PLAN TO SUPPORT DOWNTOWN BUSINESSES:** Councilmember Illg stated he believes a good way to support the downtown businesses would be to partner with the Chamber to support the businesses and to consider creating a marketing strategy to attract people to the downtown. They determined a logo should be developed and approved first to assist with their branding.
10. **DOWNTOWN DEVELOPMENT AUTHORITY LOGO:** Discussion occurred about the development of the DDA logo. The sample logos provided at the last meeting were considered as well as other DDA logos which mostly incorporate the "Main Street" look; all agreed this option was favorable. Further discussion occurred regarding what the staples are which define downtown Dawsonville. Ideas included racing, Main Street Park, the Georgia Racing Hall of Fame and the Pool Room. The Board discussed the option of working with a local business who specializes in the development of a logo and how the logo could be used to market the downtown. The Board will research companies to provide a quote for the logo.
11. **REVIEW OF DAWSONVILLE DOWNTOWN MASTER PLAN:** City Manager Bolz discussed the challenges associated with implementing the downtown master plan emphasizing the need for a bypass to remove the truck traffic through the downtown area. Bolz reported he has met with Georgia Mountain Regional Commission (GMRC), Appalachian Regional Commission (ARC) and Department of Community Affairs (DCA), who all agree, a realistic strategic plan needs to be developed for the existing downtown and an option to move the downtown closer to City Hall and the Main Street Park area. He stated the City Council approved the City to move forward in applying for a grant through ARC which will be administered by GMRC to fund a strategic downtown plan. An intergovernmental agreement will need to be in place for the DDA to partner with the City. Bolz further listed the items

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that have been recommended to be included in the plan and spoke about the possibility of employing or contracting with an economic development person to implement the plan. Kevin Hammond spoke about the importance of working with property owners downtown concerning the façade of the buildings. He stated UGA had previously been able to develop an improved look for a section/block of downtown for a reasonable cost; this can be presented to property owners with the possibility of a grant to implement the changes. He will check with UGA to see if the program is still available.

ANNOUNCEMENTS:


Jamie McCracken expressed his thanks to the Board for permitting him to attend the Georgia Downtown training; he said it was very informational.

ADJOURNMENT:

At 7:01 p.m. a motion to adjourn the meeting was made by K. Stone; second by J. McCracken. Vote carried unanimously in favor.

Approved this 22nd day of November 2021

By: DOWNTOWN DEVELOPMENT AUTHORITY



Keith Stone, Chair



Kevin Hammond, Vice Chair



Tasha Howell, Treasurer/Secretary

absent

Dwight Gilleland

absent

Jamie McCracken



William Ilg, Councilmember