

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, November 28, 2022
5:30 P.M.

1. **CALL TO ORDER:** Kevin Hammond called the meeting to order at 5:35 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Tasha Howell, Kevin Hammond, and William Illg.

Keith Stone, Dwight Gilleland and Jamie McCracken were not present at the meeting.

City Staff in attendance included Deputy City Clerk Tracy Smith, Downtown Development Director Amanda Edmondson, Planning Director Harmit Bedi and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by Tasha Howell.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by T. Howell; second by J. Campbell. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held September 26, 2022

Motion to approve the minutes as presented made by W. Illg; second by T. Howell. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH OCTOBER 2022:** Board reviewed financials. Councilmember Illg asked if the check to the Appalachian Armory had cleared their account yet; the answer was no.

Amanda Edmondson introduced the new Planning Director, Harmit Bedi. He spoke briefly to the Board regarding his experience and excitement to work with the City.

BUSINESS

7. **RECAP OF BILLBOARD ADVERTISING PROGRAM:** Director Edmondson provided an overview of the billboard advertising as requested by the Board to promote downtown businesses being opened during the Mountain Moonshine Festival and also for the Christmas Tree Lighting, Parade and Jingle Market. The ads ran for four weeks with additional bonus days and the amount spent by the DDA was \$2,200 with the City contributing an additional \$600. A short discussion occurred regarding the effectiveness of the billboard advertising and the success of the Christmas event.
8. **REVIEW OF RESEARCH REGARDING ADVERTISING AT THE OUTLET MALL:** Director Edmondson reported on the research she did for advertising at the North Georgia Premium Outlet Mall. Discussion occurred. Councilmember Illg suggested choosing one option and to consider partnering with the downtown businesses to contribute to the cost making it more affordable for both entities. Additionally, ideas were shared on marketing Main Street Park in order to bring people into the downtown and partnering with the Amicalola Farmer's Market to share the expense. Director Edmondson stated she will follow up on these ideas.

Motion to table the item to the January 23, 2023 regularly scheduled DDA meeting made by W. Illg; second by T. Howell. Vote carried unanimously in favor.
9. **BANNER PROGRAM IDEAS:** Director Edmondson reviewed the options and costs she researched for onsite banner ideas. The Board discussed the options and shared ideas about where they preferred placement of the banners and the types of banners; most members preferred limiting the amount of banners in the park to the amphitheater area, the entrance and the playground. There was a discussion of placing banners on the roadways for better exposure with the idea of having alternating signs welcoming visitors then an "Eat, Play, Shop" theme to better identify the downtown area. Jonathan Campbell suggested an electronic kiosk located in Main Street Park which local businesses could rent space to advertise their business and it could also include a map showing the downtown area. Ms. Edmondson will work on obtaining cost estimates and placement of the banners.

Motion to table the item to the January 23, 2023 regularly scheduled DDA meeting made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.

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ANNOUNCEMENTS

Planning Director Bedi provided an overview of the upcoming Comprehensive Plan and the City's requirement to update it. He is putting together a steering committee and would like a member of the DDA to participate in the process.

ADJOURNMENT:

At 6:20 p.m. a motion to adjourn the meeting was made by W. Illg; second by T. Howell. Vote carried unanimously in favor.

Approved this 23rd day of January 2023.

By: DOWNTOWN DEVELOPMENT AUTHORITY



Keith Stone, Chair

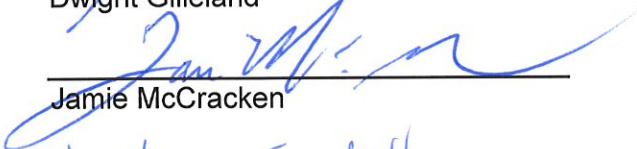


Kevin Hammond, Vice Chair

Tasha Howell, Treasurer/Secretary



Dwight Gilleland



Jamie McCracken



Jonathan Campbell



William Illg, Councilmember

Attest: 
Beverly A. Bahister, City Clerk

