



**AGENDA
CITY OF DAWSONVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
City Hall, G.L. Gilleland Council Chambers
Monday, January 23, 2023
5:30 P.M.**

-
1. Call to Order
 2. Roll Call
 3. Invocation and Pledge
 4. Approval of the Agenda
 5. Approve Meeting Minutes
 - Regular Meeting held November 28, 2022
 6. Review Financials through December 2022

OLD BUSINESS

7. Review of Research Regarding Advertising at the Outlet Mall
8. Banner Program Ideas

NEW BUSINESS

9. Historic Resource Survey Grant Support Letter
10. 4th of July Fireworks Celebration
11. FY 2024 Budget Discussion

ANNOUNCEMENTS

ADJOURNMENT

The next scheduled meeting is Monday, March 27, 2023

Those persons with disabilities who require reasonable accommodations in order to allow them to observe and/or participate in this meeting or who have questions regarding the accessibility of the meeting, should contact the Clerk at Dawsonville City Hall at 706-265-3256 at least two (2) business days prior to the meeting.



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 5

SUBJECT: APPROVE MEETING MINUTES

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

TO REQUEST APPROVAL FOR THE MINUTES

- **REGULAR MEETING HELD NOVEMBER 28, 2022**
-

HISTORY/ FACTS / ISSUES:

OPTIONS:

APPROVE, AMEND OR DENY

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Beverly Banister, City Clerk

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.

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
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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. Banister, City Clerk



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 6

SUBJECT: REVIEW FINANCIALS THROUGH DECEMBER 2022

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH DECEMBER 2022

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:

FY 2022-2023 DDA Checking Account Activity

<u>FY</u> <u>2022-23</u>	<u>Cleared Activity</u>	<u>Beg. Balance</u>	<u>Deposits</u>	<u>Interest</u>	<u>Checks</u>	<u>Ending Balance</u>
Begin Bal.		\$ 39,468.20				
Jul-22	DDA Basic Training - Jonathan Campbell	\$ 39,468.20	\$ -	\$ -	\$ 275.00	\$ 39,193.20
Aug-22	No Activity	\$ 39,193.20	\$ -	\$ -	\$ -	\$ 39,193.20
Sep-22	Dep - Grant app/AEMC Donation - Deposit Slips	\$ 39,193.20	\$ 10,050.00	\$ -	\$ 56.90	\$ 49,186.30
Oct-22	Check #s 5142, 5144 and 5145	\$ 49,186.30	\$ -	\$ -	\$ 10,438.63	\$ 38,747.67
Nov-22	Check #'s 5146 and 5147	\$ 38,747.67	\$ -	\$ -	\$ 27,200.00	\$ 11,547.67
Dec-22	No Activity	\$ 11,547.67	\$ -	\$ -	\$ -	\$ 11,547.67
Jan-23		\$ 11,547.67				\$ 11,547.67
Feb-23		\$ 11,547.67				\$ 11,547.67
Mar-23		\$ 11,547.67				\$ 11,547.67
Apr-23		\$ 11,547.67				\$ 11,547.67
May-23		\$ 11,547.67				\$ 11,547.67
Jun-23		\$ 11,547.67				\$ 11,547.67
			\$ 10,050.00		\$ 37,970.53	

Checks Cleared			
<u>Date</u>	<u>To Whom</u>	<u>Check #</u>	<u>Amount</u>
7/27/2022	Payback to City - J. Campbell Training	5141	\$275.00
9/28/2022	Deposit Slips	-	\$56.90
10/17/2022	Travel Reimbursement - J. Campbell Training	5142	\$88.63
10/7/2022	Donation from AEMC transferred to City	5144	\$10,000.00
10/12/2022	Studio 101 - Logo Creation	5145	\$350.00
11/8/2022	Reeves Shaw Media LLC	5146	\$2,200.00
11/3/2022	Appalachian Armory	5147	\$25,000.00

\$37,970.53



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 7

SUBJECT: REVIEW OF RESEARCH REGARDING ADVERTISING AT THE OUTLET MALL

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

**FURTHER DISCUSS ADVERTISING AT THE OUTLET MALL – TABLED FROM THE
NOVEMBER 28, 2022 DDA MEETING**

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 8

SUBJECT: **BANNER PROGRAM IDEAS**

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

**FURTHER DISCUSS BANNER PROGRAM IDEAS – TABLED FROM THE NOVEMBER 28, 2022
DDA MEETING**

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 9

SUBJECT: HISTORIC RESOURCE SURVEY GRANT SUPPORT LETTER

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

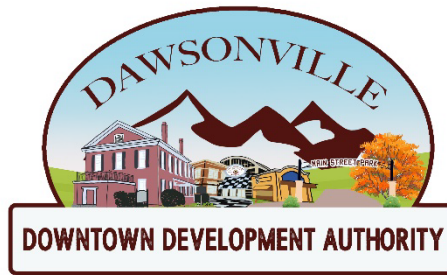
CONSIDERATION OF APPROVAL FOR HISTORIC RESOURCE SURVEY GRANT SUPPORT LETTER

HISTORY/ FACTS / ISSUES:

PLANNING DEPARTMENT IS SEEKING FUNDS FOR A CONSULTANT TO PERFORM A NEW HISTORIC RESOURCE SURVEY

OPTIONS:

RECOMMENDED SAMPLE MOTION:



Downtown Development Authority:

Keith Stone, Chairperson
Kevin Hammond, Vice Chairperson
Tasha Howell, Treasurer-Secretary
Jamie McCracken

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Jonathan Campbell
Dwight Gilleland
William Illg, Councilmember

January 23, 2023

TO WHOM IT MAY CONCERN:

As members of the Dawsonville, Georgia Downtown Development Authority, we unanimously support the efforts of the Dawsonville Planning Department in diligently working toward a plan to restore compliance with all Georgia Department of Community Affairs Historic Preservation Standards. In conjunction with this program, we also appreciate the Department's endeavor to obtain grant funding for an optimal outcome. We are confident given the existing talent in this department, and the recent addition of Department Director Harmit Bedi, that these efforts will progress to exceed required standards and elevate not only the program, but the entire City. Receiving grant funds to facilitate this process and involve a highly experienced consultant to work with this team will assure the success of the project.

The City of Dawsonville is entering into a very exciting time, in which many opportunities are on the horizon to better the City and quality of life for its residents and visitors. Having recently created a Department of Downtown Development and initiated a process for strategic planning, the City has demonstrated both an intent and willingness to devote time and resources toward community improvement. This board understands that our cultural heritage is an invaluable asset, and preserving these resources is a critical part of our efforts to build a strong and resilient future for the City both socially as well as economically. Full DCA compliance is a priority for the Downtown Development Authority also as a critical element necessary for pursuing grants and other programs associated with downtown community improvement projects.

We strongly feel that the City of Dawsonville currently has great leadership, a great team on staff, and limitless potential. Small cities often struggle with funding the time and resource for labor intensive projects such as a full historic resource survey rather than abbreviated "windshield surveys". This grant opportunity enables the City to obtain a highly professional study that not only meets DCA standards but propels the City toward a higher quality of historic preservation, a better future for the historic downtown, and ultimately a stronger community.

kindest Regards,

Keith Stone, Chairperson
Downtown Development Authority



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 10

SUBJECT: 4TH OF JULY FIREWORKS CELEBRATION

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

**TO DISCUSS 4TH OF JULY FIREWORKS CELEBRATION – REQUESTED BY
COUNCILMEMBER ILLG**

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 11

SUBJECT: FY 2024 BUDGET DISCUSSION

DDA MEETING DATE: 01/23/2023

PURPOSE FOR REQUEST:

TO DISCUSS FY 2024 BUDGET DEVELOPMENT – NEEDS, WANTS, ETC.

HISTORY/ FACTS / ISSUES:

FY 2023 BUDGET IS ATTACHED

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REVENUE				
DOWNTOWN DEVELOPMENT AUTHORITY FUND (DDA) - 285				
Account #	Account Description	2022-23 Recmnd	2021-22 Budget	2021-22 Actual
285-7550-000000	DOWNTOWN DEVELOPMENT AUTHORITY (DDA)	4,400.00	4,400.00	0.00
285-7500-740000	TRANSFER IN FROM RESERVES	25,000.00	25,000.00	0.00
DDA FUND 285 Revenue Totals		29,400.00	29,400.00	0.00

EXPENDITURES				
DOWNTOWN DEVELOPMENT AUTHORITY FUND (DDA) - 285				
Account #	Account Description	2022-23 Recmnd	2021-22 Budget	2021-22 Actual
285-7500-521200	PROFESSIONAL LEGAL	2,000.00	2,000.00	0.00
285-7500-521201	PROFESSIONAL ACCOUNTING	1,200.00	1,200.00	0.00
285-7500-521203	PROFESSIONAL OTHER	0.00	0.00	0.00
285-7500-523300	ADVERTISING	0.00	0.00	0.00
285-7500-523700	EDUCATION & TRAINING	1,200.00	1,200.00	0.00
285-7500-531000	FIREWORKS PURCHASE	0.00	0.00	0.00
285-7500-531100	SUPPLIES	0.00	0.00	0.00
285-7500-540000	GRANT DISBURSEMENTS	25,000.00	25,000.00	0.00
285-7550-531000	OTHER EXPENDITURES FROM RESERVES	0.00	0.00	0.00
DDA FUND 285 Expenditure Totals		29,400.00	29,400.00	0.00

DDA FUND 285 Revenue Totals	29,400.00
DDA FUND 285 Expenditure Totals	29,400.00