



AGENDA
CITY OF DAWSONVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
City Hall, G.L. Gilleland Council Chambers
Monday, March 27, 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 January 23, 2023
 6. Review Financials through February 2023
 7. Director's Report – Amanda Edmondson
 - To Include Updates on Billboard, Pamphlets, Banners, Website and Video

OLD BUSINESS

8. Digital Sign/Kiosk Options
9. Fireworks Celebration
10. FY 2024 Budget Discussion

NEW BUSINESS

11. Determine Use of Remaining Advertising Project Funds
12. Promotion of New Website

ANNOUNCEMENTS

ADJOURNMENT

The next scheduled meeting is Monday, May 22, 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: 03/27/2023

PURPOSE FOR REQUEST:

TO REQUEST APPROVAL FOR THE MINUTES

- **REGULAR MEETING HELD JANUARY 23, 2023**
-

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, January 23, 2023
5:30 P.M.

1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:38 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Kevin Hammond, Keith Stone, Dwight Gilleland, Jamie McCracken and William Illg.

Tasha Howell was not present at the meeting.

City Staff in attendance included City Clerk Beverly Banister, Downtown Development Director Amanda Edmondson and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation was led by J. McCracken and pledge was led by W. Illg.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by K. Hammond; second by W. Illg. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held November 28, 2022

Motion to approve the minutes as presented made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH DECEMBER 2022:** Board reviewed financials. No questions or comments.

OLD BUSINESS

7. **REVIEW OF RESEARCH REGARDING ADVERTISING AT THE OUTLET MALL:** Downtown Director Edmondson reported to the Board regarding joint advertising with downtown businesses both at the outlet mall and/or in the downtown area; businesses were generally interested in joint advertising locally but not at the outlet mall. Businesses also suggested developing a pamphlet with a map, a website with a map and downtown business locations, standing banners and the billboard on Hwy 53; cost will be a factor to determine participation. Discussion occurred concerning various options of advertising and engaging local businesses to contribute to the costs in exchange for advertising their business.

Motion to allocate up to \$2,500 to advertise for two months on the Hwy 53 billboard, to develop and print a double run of pamphlets and purchase the URLs for Downtown Dawsonville (.com, .net, .org, .gov) made by K. Hammond; second by W. Illg. Research and report on developing a video for downtown at a later date. Vote carried unanimously in favor.
8. **BANNER PROGRAM IDEAS:** Downtown Director Edmondson reported to the Board concerning the request to research for joint advertising with local businesses on a digital sign and/or kiosk as an alternative to the banners. She reviewed options for digital signs and kiosks. Discussion occurred regarding costs and possible placement of the sign/kiosk.

Motion to table the digital sign/kiosk options to the March 27, 2023 regular meeting made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.

Further discussion occurred regarding the banner program regarding costs and placements of the banners either in Main Street Park or on light posts at points coming into town on Highways 9 and 53.

Motion to purchase (4) banners in the amount of \$1,000 made by W. Illg; second by J. Campbell. Chairman Stone appointed William Illg, Jamie McCracken and Jonathan Campbell to decide on the choice of banner and report to the Board at the next meeting. Vote carried unanimously in favor.

BUSINESS

9. **HISTORIC RESOURCE SURVEY GRANT SUPPORT LETTER:** Motion to approve the Historic Resource Survey Grant support letter as presented made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
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Monday, January 23, 2023
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- 10. 4TH OF JULY FIREWORKS CELEBRATION:** City Manager Bolz reported on his research about the possibility of a fireworks show; the vendor is planning to come to Dawsonville to review possible sites. Items included in the discussion were where and when the event could take place, what other options could be included for the event such as food trucks, music, and a 5k race. Further discussion included the need for sponsors to help offset costs. Bolz also reported he will likely need the Board of Education to approve the use of their property, the Fire Marshal will also have to approve the event and consideration needs to be made concerning parking and off-duty officers to assist with traffic. Chairmen Stone recommended members to reach out to local businesses for sponsorships and for City Manager Bolz to determine if he could receive approval from the BOE and the Fire Marshal before proceeding.
- 11. FY 2024 BUDGET DISCUSSION:** Discussion occurred about what line items should be considered to add to the upcoming budget such as events (including fireworks), the grant, training and advertising. Board members will create "wish list" items and amounts and present at the March 27, 2022 regular meeting.

ANNOUNCEMENTS

ADJOURNMENT:

At 7:25 p.m. a motion to adjourn the meeting was made by D. Gilleland; second by W. Illg. Vote carried unanimously in favor.

Approved this 27th day of March 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 FEBRUARY 2023

DDA MEETING DATE: 03/27/2023

PURPOSE FOR REQUEST:

TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH FEBRUARY 2023

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	No Activity	\$ 11,547.67	\$ -	\$ -	\$ -	\$ 11,547.67
Feb-23	Deposits for shared advertising	\$ 11,547.67	\$ 2,325.00	\$ -	\$ -	\$ 13,872.67
Mar-23		\$ 13,872.67				\$ 13,872.67
Apr-23		\$ 13,872.67				\$ 13,872.67
May-23		\$ 13,872.67				\$ 13,872.67
Jun-23		\$ 13,872.67				\$ 13,872.67
			\$ 12,375.00		\$ 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: DIRECTOR'S REPORT – AMANDA EDMONDSON

DDA MEETING DATE: 03/27/2023

PURPOSE FOR REQUEST:

**TO REPORT ON CURRENT PROGRESS REGARDING DOWNTOWN DEVELOPMENT TO
INCLUDE AN UPDATE ON THE PROMOTIONS UTILIZING THE BILLBOARD, PAMPHLETS,
BANNERS, THE WEBSITE AND VIDEO**

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 8

SUBJECT: DIGITAL SIGN/KIOSK OPTIONS

DDA MEETING DATE: 03/27/2023

PURPOSE FOR REQUEST:

TO FURTHER DISCUSS DIGITAL SIGN/KIOSK OPTIONS

HISTORY/ FACTS / ISSUES:

- **DISCUSSED AT THE 01/23/2023 MEETING; TABLED TO THE 03/27/2023 MEETING**
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 9

SUBJECT: **FIREWORKS CELEBRATION**

DDA MEETING DATE: **03/27/2023**

PURPOSE FOR REQUEST:

CITY MANAGER BOLZ TO FURTHER DISCUSS A FIREWORKS DISPLAY

HISTORY/ FACTS / ISSUES:

- **DISCUSSED AT THE 01/23/2023 MEETING; UPDATE REQUESTED BY COUNCILMEMBER ILLG**
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:



**DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 10**

SUBJECT: FY 2024 BUDGET DISCUSSION

DDA MEETING DATE: 03/27/2023

PURPOSE FOR REQUEST:

TO CONTINUE DISCUSSING FY 2024 BUDGET DEVELOPMENT

HISTORY/ FACTS / ISSUES:

- **PRESENTED AT THE 01/23/2023 MEETING**
 - **DDA MEMBERS CHARGED WITH DEVELOPING A WISH LIST AND PROPOSED AMOUNTS TO BE PRESENTED AT THE 03/27/2023 MEETING**
-

OPTIONS:

CONSIDER INCLUDING LINE ITEMS FOR THE FOLLOWING:

- **ADVERTISING/PROMOTIONS**
 - **TRAINING**
 - **EVENTS**
 - **BEAUTIFICATION PROJECTS**
-

RECOMMENDED SAMPLE MOTION:

Current FY 2023 DDA Budget

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



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 11

SUBJECT: **DETERMINE USE OF REMAINING ADVERTISING PROJECT FUNDS**

DDA MEETING DATE: 03/27/2023

PURPOSE FOR REQUEST:

TO RECEIVE DIRECTION FOR THE USE OF THE REMAINING ADVERTISING PROJECT FUNDS

HISTORY/ FACTS / ISSUES:

- **SEE ATTACHED WORKSHEET FOR BALANCE OF FUNDS**
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:

DDA ADVERTISING PROJECT BALANCE SHEET

ALLOCATED 1-23-23:

\$2,500

REVENUES:	BILLB.	PAMPH.	AR	TRANS.	DATE
FAJITA GRILL - PAMPHLET		\$50		12316	1/31/2023
PHILL GOODSON		\$50		CASH	2/1/2023
KEITH STONE		\$50	\$300	CASH	2/3/2023
JESSICA SCOTT		\$50		CASH	2/3/2023
MAINSTREET PAWN - ERICA		\$50		235	2/3/2023
AMP		\$75		1515	2/3/2023
RUBY'S RECIPES	\$300	\$50		1472	2/2/2023
APPALACHIAN ARMORY	\$300	\$50		20902	2/1/2023
DAWSONVILLE HARDWARE	\$300	\$50		13634	2/1/2023
BOWEN CENTER	\$300	\$50		1615	2/2/2023
LA RUE 26		\$50		258	2/1/2023
FANCY FLEA		\$50		359	2/1/2023
GRHOF		\$75		2113	2/15/2023
CAJUN SEAFOOD		\$50		1023	2/6/2023
HONG KONG CHINESE RESTAURANT		\$50		1128	2/6/2023
FARMERS		\$50		1050	2/10/2023
AMICALOLA FALLS		\$50		6839	3/9/2023
THE POOL ROOM		\$50		1723	2/10/2023
UCB		\$50		CARD	2/7/2023
J&S KITCHEN		\$50		CHK	2/9/2023
WILSON & CO SALON		\$50		CHK	2/8/2023
BURT'S PUMPKIN FARM		\$75		18341	2/14/2023
TOTAL	\$1,200	\$1,175	\$300		
TOTAL RECEIVED	\$2,375.00				
TOTAL RECEIVABLES	\$300.00				
TOTAL REVENUES	\$2,675.00				
EXPENDATURES:	AMT				
FEB 13-MAR 13 BILLBOARD	\$1,049			INV 1215(\$574 + \$475, 2 Contracts	
SECOND CONTRACT NEEDED	\$950			INV 12214	
DOMAINS PURCHASE	\$36				
PAMPHLET PRINTING	\$780				
TOTAL EXPENDATURES	\$2,815.00				
PROJECT BALANCE	\$2,360.00				
NET GAIN / LOSS	\$140.00				



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 12

SUBJECT: PROMOTION OF NEW WEBSITE

DDA MEETING DATE: 03/27/2023

PURPOSE FOR REQUEST:

TO DISCUSS IDEAS FOR THE PROMOTION OF THE NEW WEBSITE

HISTORY/ FACTS / ISSUES:

WEBSITE DOMAIN: www.downtowndawsonville.com

OPTIONS:

RECOMMENDED SAMPLE MOTION:
