



**AGENDA**  
**CITY OF DAWSONVILLE**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**City Hall, G.L. Gilleland Council Chambers**  
**Monday, May 22, 2023**  
**5:30 P.M.**

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1. Call to Order
2. Roll Call
3. Invocation and Pledge
4. Approval of the Agenda
5. Approve Meeting Minutes
  - Regular Meeting held March 27, 2023
6. Review Financials through April 2023
7. Director's Report – Amanda Edmondson

**OLD BUSINESS**

8. FY 2024 Budget Discussion

**NEW BUSINESS**

**ANNOUNCEMENTS**

**ADJOURNMENT**

*The next scheduled meeting is Monday, July 24, 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

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SUBJECT: APPROVE MEETING MINUTES

DDA MEETING DATE: 05/22/2023

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PURPOSE FOR REQUEST:

**TO REQUEST APPROVAL FOR THE MINUTES**

- **REGULAR MEETING HELD MARCH 27, 2023**
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HISTORY/ FACTS / ISSUES:

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OPTIONS:

**APPROVE, AMEND OR DENY**

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Beverly Banister, City Clerk

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, March 27, 2023**  
**5:30 P.M.**

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1. **CALL TO ORDER:** Kevin Hammond called the meeting to order at 5:40 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Kevin Hammond, Dwight Gilleland 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 and pledge were led by W. Illg.
4. **APPROVAL OF THE AGENDA:** Motion to amend the agenda to add item #13 Obtain a Debit Card for the DDA Checking Account made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
  - Regular Meeting held January 23, 2023

Motion to approve the minutes as presented made by K. Hammond; second by J. Campbell. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH FEBRUARY 2023:** Board reviewed financials. No questions or comments.
7. **DIRECTOR'S REPORT – AMANDA EDMONDSON:** Director Edmondson provided an overview of the recent downtown development activity. She reported on the progress with billboard advertising, the development of the downtown pamphlets and the new website. Also mentioned was the shared participation in advertising costs with some of the local businesses and the high level of contributions by the businesses; this created additional funding for other projects. Discussions occurred regarding the design of the banners to be placed around Main Street Park and the promotion of the website.  

Motion to approve the purchase of the “spring” style banner design for Main Street Park banners and a “championship” style banner for the Farmer’s Market and for the purchase of table tents to promote the website up to \$1,500.00 made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.

**OLD BUSINESS**

8. **DIGITAL SIGN/KIOSK OPTIONS:** Councilmember Illg stated he has been speaking with the other Councilmembers regarding additional funding from the City to help supplement some of the projects and will present the request at the April 17, 2023 City Council meeting.  

Motion to table the item to the May 22, 2023 DDA meeting made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.
9. **FIREWORKS CELEBRATION:** City Manager Bolz reported on additional information he obtained regarding a fireworks celebration. A representative from Pyro Shows came to the City and developed a map outlining a potential plan and quoted approximately \$10,000 to do the show. Bolz further explained additional costs will need to be considered for obtaining deputies to assist with parking and security; key City Staff would also need to be in attendance. He also reported that they would still need to obtain permission from the Board of Education and the Fire Marshall. A discussion occurred regarding the possible dates to hold the event since it will not occur on Independence Day due to non-availability by the company to hold the show on that date; consideration of a possible Veteran’s Day celebration was suggested as an option. Bolz also reminded and encouraged the DDA members to seek donations to assist with the cost.
10. **FY 2024 BUDGET DISCUSSION:** Discussion occurred regarding the budget for FY 2024 and members would like to see funding for advertising, training and education, events, the grant and beautification projects. Councilmember Illg reiterated that he would present a budget request to the

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
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City Council and work on gathering input from the Board members who were not present at this meeting.

**NEW BUSINESS**

11. **DETERMINE USE OF REMAINING ADVERTISING PROJECT FUNDS:** Discussed briefly during agenda Item #7; balance of funds can be used for future projects.
12. **PROMOTION OF NEW WEBSITE:** Discussed during agenda item #7.
13. **OBTAIN A DEBIT CARD FOR THE DDA CHECKING ACCOUNT:** Motion to approve obtaining a debit card in Kevin Hammond's name for the DDA checking account made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.

**ANNOUNCEMENTS**

City Manager Bolz announced the Farmer's Market will open on April 29<sup>th</sup> and the first Food Truck Friday is on May 5<sup>th</sup>.

**ADJOURNMENT:**

At 7:04 p.m. a motion to adjourn the meeting was made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.

***Approved this 22<sup>nd</sup> day of May 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

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SUBJECT: REVIEW FINANCIALS THROUGH FEBRUARY 2023

DDA MEETING DATE: 05/22/2023

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PURPOSE FOR REQUEST:

**TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH APRIL 2023**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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**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	Check #s 5148, 5149, 5150, 5151 and 5252/Deposit for shared advertising	\$ 13,872.67	\$ 50.00	\$ -	\$ 1,962.48	\$ 11,960.19
Apr-23	Check #5153	\$ 11,960.19	\$ -	\$ -	\$ 950.00	\$ 11,010.19
May-23		\$ 11,010.19				\$ 11,010.19
Jun-23		\$ 11,010.19				\$ 11,010.19
			\$ 12,425.00		\$ 40,883.01	

<b>Checks Cleared</b>			
<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
3/3/2023	Trifold Pamphlets (Reimburse City)	5150	\$260.00
3/3/2023	Website Domain registration (reimburse City)	5151	\$36.00
3/8/2023	Mashburn Outdoor (Billboard)	5149	\$1,049.00
3/17/2023	U-Line (pamphlet holders)	5148	\$97.48
3/28/2023	Trifold Pamphlets - Balance (Reimburse City)	5152	\$520.00
4/12/2023	Mashburn Outdoor (Billboard)	5153	\$950.00
			\$40,883.01



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 7

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SUBJECT: DIRECTOR'S REPORT – AMANDA EDMONDSON

DDA MEETING DATE: 05/22/2023

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PURPOSE FOR REQUEST:

**TO REPORT ON CURRENT PROGRESS REGARDING DOWNTOWN DEVELOPMENT**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 8

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SUBJECT: DIGITAL SIGN/KIOSK OPTIONS

DDA MEETING DATE: 05/22/2023

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PURPOSE FOR REQUEST:

**TABLED FROM MARCH 27, 2023 MEETING**

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HISTORY/ FACTS / ISSUES:

**THIS HAS BEEN A DISCUSSION ITEMS FOR SEVERAL MEETINGS.**

**RECOMMEND CONSIDERATION OF HAULTING THIS PROJECT UNTIL THE PROPERTY  
ACROSS THE STREET IS DEVELOPED WHERE IT CAN BE BETTER UTILIZED**

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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**DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 9**

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**SUBJECT: FY 2024 BUDGET DISCUSSION**

**DDA MEETING DATE: 05/22/2023**

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**PURPOSE FOR REQUEST:**

**TO ALLOCATE FUNDING FOR FY 2024 BUDGET**

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**HISTORY/ FACTS / ISSUES:**

- **REQUEST MADE TO CITY COUNCIL FOR AN ADDITIONAL \$50,000 FOR THE DDA BUDGET**
  - **CURRENT FUNDING IS IN THE PROPOSED FY 2024 BUDGET AND WILL BE CONSIDERED FOR ADOPTION AT THE JUNE 19, 2023 CITY COUNCIL MEETING**
  - **FY 2023 BUDGET AND PROPOSED FY 2024 BUDGET IS INCLUDED FOR REVIEW**
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**OPTIONS:**

**CONSIDER ALLOCATING FUNDING IN THE FOLLOWING CATEGORIES:**

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

**FUNDING SHOULD ALSO STILL BE CONSIDERED FOR:**

- **LEGAL**
  - **ACCOUNTING**
  - **TRAINING**
  - **GRANT**
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**RECOMMENDED SAMPLE MOTION:**

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## 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

**PROPOSED FY 2024 DDA BUDGET**

<b>REVENUE</b>		<b>DOWNTOWN DEVELOPMENT AUTHORITY FUND (DDA) - 285</b>	
<b>Account #</b>	<b>Account Description</b>	<b>2023-24 Recmnd</b>	<b>2022-23 Budget</b>
285-7550-000000	DOWNTOWN DEVELOPMENT AUTHORITY (DDA)	4,400.00	4,400.00
285-7500-740000	TRANSFER IN FROM RESERVES	75,000.00	25,000.00
<b>DDA FUND 285 Revenue Totals</b>		<b>79,400.00</b>	<b>29,400.00</b>

<b>EXPENDITURES</b>		<b>DOWNTOWN DEVELOPMENT AUTHORITY FUND (DDA) - 285</b>	
<b>Account #</b>	<b>Account Description</b>	<b>2023-24 Recmnd</b>	<b>2022-23 Budget</b>
285-7500-521200	PROFESSIONAL LEGAL	2,000.00	2,000.00
285-7500-521201	PROFESSIONAL ACCOUNTING	1,200.00	1,200.00
285-7500-521203	PROFESSIONAL OTHER	0.00	0.00
285-7500-523300	ADVERTISING	50,000.00	0.00
285-7500-523700	EDUCATION & TRAINING	1,200.00	1,200.00
285-7500-531000	FIREWORKS PURCHASE	0.00	0.00
285-7500-531100	SUPPLIES	0.00	0.00
285-7500-540000	GRANT DISBURSEMENTS	25,000.00	25,000.00
285-7550-531000	OTHER EXPENDITURES FROM RESERVES	0.00	0.00
<b>DDA FUND 285 Expenditure Totals</b>		<b>79,400.00</b>	<b>29,400.00</b>

<b>DDA FUND 285 Revenue Totals</b>	<b>79,400.00</b>
<b>DDA FUND 285 Expenditure Totals</b>	<b>79,400.00</b>