



AGENDA
CITY OF DAWSONVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
City Hall, G.L. Gilleland Council Chambers
Monday, July 24, 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 May 22, 2023
6. Review Financials through June 2023
7. Director's Report – Amanda Edmondson

OLD BUSINESS

8. Banners

NEW BUSINESS

9. Downtown Dawsonville Historic Photo Contest
10. BBQ Competition/Festival

ANNOUNCEMENTS

- Strategic Planning Dates

ADJOURNMENT

The next scheduled meeting is Monday, September 25, 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: 07/24/2023

PURPOSE FOR REQUEST:

TO REQUEST APPROVAL FOR THE MINUTES

- **REGULAR MEETING HELD MAY 22, 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, May 22, 2023
5:30 P.M.

1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:37 pm.
2. **ROLL CALL:** Present were members William Illg, Dwight Gilleland, Tasha Howell and Jonathan Cambell. Jamie McCracken arrived after the Invocation and Pledge.

Kevin Hammond 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 T. Howell.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held March 27, 2023

Motion to approve the minutes as presented made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH APRIL 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. This included the project management for the downtown strategic plan, the advertising program, banners for Main Street Park, GIS storyboard on the Downtown Dawsonville website, public engagement at Food Truck Night, table tents, a YouTube channel and a Facebook page to promote the website, developing market data and demographic research, development of welcome packets for businesses, consideration of a Historic Photo Contest and/or a Christmas Decorating Contest and/or free concerts or movies in the park to promote the downtown.

City Manager Bolz introduced Jameson Kinley, the City's new Planning Director. He also updated the Board on the fireworks which cannot be held due to the Board of Education denying the use of their property for the purpose of shooting off the fireworks. He further stated, unfortunately, there is no other property within the City to hold the event.

OLD BUSINESS

8. **DIGITAL SIGN/KIOSK OPTIONS:** The Board discussed the options related to the sign/kiosk project.

Motion to take the item off the table made by W. Illg; second by T. Howell. Vote carried unanimously in favor. Motion to not move forward with purchasing a digital/kiosk sign for the park made by W. Illg; second by T. Howell. Vote carried unanimously in favor.
9. **FY 2024 BUDGET DISCUSSION:** Discussion occurred regarding the potential line item expenditures for the additional funding of \$50,000 for the FY 2024 DDA budget.

Motion to allocate \$20,000 for advertising/promotions, \$15,000 for events and \$15,000 for beautification projects for the FY 2024 DDA budget contingent upon the City Council approving the proposed budget made by W. Illg; second by J. Campbell. Vote carried unanimously in favor.

Discussion occurred surrounding whether or not to proceed with the advertising program on the billboard. Motion to approve continuing with the existing billboard advertising program for another year with the existing two businesses made by W. Illg; second by T. Howell. Vote carried unanimously in favor.

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, May 22, 2023
5:30 P.M.

NEW BUSINESS

Keith Stone asked City Manager Bolz about the possibility of holding a BBQ contest as a revenue generator for the DDA; short discussion occurred. Ms. Edmondson suggested putting it on the next agenda for discussion.

ANNOUNCEMENTS

ADJOURNMENT:

At 7:07 p.m. a motion to adjourn the meeting was made by J. McCracken; second by T. Howell. Vote carried unanimously in favor.

Approved this 24th day of July 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 JUNE 2023

DDA MEETING DATE: 07/24/2023

PURPOSE FOR REQUEST:

TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH JUNE 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/Debits</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	Debit Card Purchase	\$ 11,010.19	\$ -	\$ -	\$ 225.75	\$ 10,784.44
Jun-23	Debit Card Purchase(s)	\$ 10,784.44	\$ 225.75	(return)	\$ 1,068.00	\$ 9,942.19
			\$ 12,650.75		\$ 42,176.76	

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
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
5/31/2023	Vista Print - Table Tents to Advertise Website	-	\$225.75
6/1/2023	Canva - One Banner	-	\$108.00
6/9/2023	Universal Concepts - Banners for MSP	-	\$960.00
			<u>\$42,176.76</u>



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 7

SUBJECT: DIRECTOR'S REPORT – AMANDA EDMONDSON

DDA MEETING DATE: 07/24/2023

PURPOSE FOR REQUEST:

TO REPORT ON CURRENT PROGRESS REGARDING DOWNTOWN DEVELOPMENT

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 8

SUBJECT: **BANNERS**

DDA MEETING DATE: **07/24/2023**

PURPOSE FOR REQUEST:

TO CONSIDER PURCHASING ADDITIONAL BANNERS TO DISPLAY IN EITHER MAIN STREET PARK, THE CITY HALL COMPLEX AREA AND/OR THE FARMERS MARKET PAVILION

HISTORY/ FACTS / ISSUES:

SEE ATTACHED MAP OF EXISTING AND POTENTIAL LOCATIONS

BANNER EXAMPLE ATTACHED WITH PHOTO OF ONE AT MAIN STREET PARK

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Amanda Edmondson, Director of Downtown Development



BANNER LOCATIONS

★ Existing ● Potential

**Additional Potential
Light Post Banner Locations**

- 20 - More in Main Street Park
- 4 - at Farmer's Market Pavilion
- 6 - in Front City Hall Parking Lot
- 2 - on Main Street
- 7 - More at Skate Park Loop
- 6 - Additional Park Loop

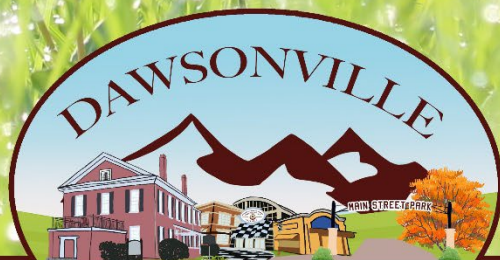
POTENTIAL CONCEPTS: MORE LIGHT POST BANNERS



EAT . SHOP . PLAY

Visit

**DOWNTOWN
DAWSONVILLE**



DOWNTOWN DEVELOPMENT AUTHORITY



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 9

SUBJECT: DOWNTOWN DAWSONVILLE HISTORIC PHOTO CONTEST

DDA MEETING DATE: 07/24/2023

PURPOSE FOR REQUEST:

TO CONSIDER SPONSORSHIP OF AND APPROVAL FOR AWARDING A \$200 CASH PRIZE FOR A HISTORIC PHOTO CONTEST

HISTORY/ FACTS / ISSUES:

INTENT IS TO UNCOVER ANY LOST INTERESTING NEW PHOTOGRAPHS OF HISTORIC DOWNTOWN DAWSONVILLE AND ITS CHANGING ARCHITECTURE OVER THE YEARS TO PERHAPS INFLUENCE OR INSPIRE FUTURE DOWNTOWN DEVELOPMENT.

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Amanda Edmondson, Director of Downtown Development

DOWNTOWN DAWSONVILLE HISTORIC PHOTO CONTEST

WHO CAN DIG
UP THE BEST
ORIGINAL OLD
PHOTO OF
DOWNTOWN
DAWSONVILLE?

PHOTO ARCHAEOLOGY



\$200

CASH PRIZE
TO THE WINNER
ADJUDICATED BY
THE DDA

CONTEST
DEADLINE

9-18-23

WINNER
ANNOUNCED

9-25-23



Post on Instagram with contact
information or bring it into City Hall.

@cityofdawsonville

SPONSORED BY THE
DAWSONVILLE DOWNTOWN
DEVELOPMENT AUTHORITY



DOWNTOWN DEVELOPMENT AUTHORITY



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 10

SUBJECT: BBQ COMPETITION/FESTIVAL

DDA MEETING DATE: 07/24/2023

PURPOSE FOR REQUEST:

TO DISCUSS BBQ COMPETITION/FESTIVAL IDEA

HISTORY/ FACTS / ISSUES:

- **SUGGESTED AT THE 05/22/2023 DDA MEETING**
 - **EXAMPLE FLYER INCLUDED FROM CITY OF TIFTON EVENT**
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Amanda Edmondson, Director of Downtown Development

Rhythm & Ribs BBQ Festival

March 2, 2024

Fulwood Park

10 AM until 10 PM

Kick Off Party - March 1, 2024

6 until 10 PM - Fulwood Park

FREE ADMISSION



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Howdy!

[BBQ Competition](#)

[KidZone](#)

[Entertainment](#)

Join us for the 2023 Rhythm & Ribs BBQ Festival in Tifton, GA, held at Fulwood Park! Join us for professional and backyard BBQ competition, children's games and activities, arts & crafts vendors, food vendors, and lots of entertainment! It promises to be a day full of fun and food! See you then!



Call
T: 229.382.8700



Email
spearmanagency@friendlycity.net
rosalie@tiftontourism.com



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Official Professional Team

Saturday, March 4, 2023

Payouts for the 2023 Rhythm & Ribs BBQ Festival Professional Categories

Grand Champion: \$3,000 & Trophy • Reserve Champion: \$1,500 & Trophy

First (per category): \$750 & Trophy	Sixth (per category): \$150 & Trophy
Second (per category): \$500 & Trophy	Seventh (per category): \$50
Third (per category): \$350 & Trophy	Eighth (per category): \$50
Fourth (per category): \$250 & Trophy	Ninth (per category): \$50
Fifth (per category): \$200 & Trophy	Tenth (per category): \$50

Professional Turn-In Times

Standard GBA Turn In Times will be observed

Preliminaries:

Pork Loin	9:45 – 10:00 a.m.
Pulled Pork	10:45 – 11:00 a.m.
Ribs	11:45 am – 12:00 p.m.

FINALS

Pork Loin	1:25 – 1:30 p.m.
Pulled Pork	1:55 – 2:00 p.m.
Ribs	2:25 – 2:30 p.m.

AWARD CEREMONY: 4:00 p.m. (tentative)

****PEOPLE'S CHOICE****

FREE to Enter, Meat provided on Friday

Turn In: Saturday, March 4, 9:30 am

CASH Prize: \$150 plus trophy

Tentative Contest/Festival Schedule

Friday, March 3, 2023

7 am – Until	Set-Up at Fulwood Park
5-6 pm	Team Meeting (Pro)
5:30 pm	Team Meeting (Backyard)
11 pm – 7 am	Mandatory Quiet Time

Saturday, March 4, 2023

8 - 9 am	Judges Check In (Pro)
9 – 10 am	Judges Meeting (Pro)
10 am – 10 pm	Festival & Entertainment
4:00 pm	Awards Ceremony





Official Backyard Team

March 4, 2023

Payouts for the 2023 Rhythm & Ribs BBQ Festival Backyard Categories

Grand Champion: \$1,200 & Trophy • Reserve Champion: \$600 & Trophy
 First (per category): \$500 & Trophy
 Second (per category): \$400 & Trophy
 Third (per category): \$300 & Trophy
 Fourth (per category): \$200
 Fifth (per category): \$100
 6-10th will receive acknowledgement of participation

Ancillary Competition

BBQ Sauce, Bloody Mary, Dessert
 \$25 for each entry
 CASH Prize: \$100 FIRST place per category
Turn In: Saturday, March 4 at 9:30 am

Backyard Turn-In Times

Preliminaries:

Chicken 10:30-10:45 am
 Ribs 11:00-11:15 am
 Pulled Pork 11:30-11:45 am

FINALS

Chicken 1:20-1:30 pm
 Ribs 1:40-1:50 pm
 Pulled Pork 2:00-2:10 pm

AWARD CEREMONY: 4:00 pm (Main Stage)

BACKYARD RULES

- There will be a MANDATORY backyard team meeting on Friday evening at 5:30 pm to review rules and judging guidelines. At least one team member should be present.
- Pulled pork can come from any cut of meat (butt, loin, etc).
- Chicken: Do NOT turn in a whole chicken.
- Ribs: Loin back, baby back or spare ribs only. No country style ribs.
- There must be a minimum of six (6) separate and identifiable pieces of meat in your box.
- All meats must be USDA inspected/passed. No pre-seasoning, injecting, marinating or cooking of any entry is to be done off-site.
- No official meat inspection will be done.
- DO NOT use any kind of garnish or decoration in your box.
- The only approved cooking fuels are wood, charcoal or wood pellets. Gas is not allowed (except to start initial fire).
- All Ancillary competition categories MUST be cooked/made on site.

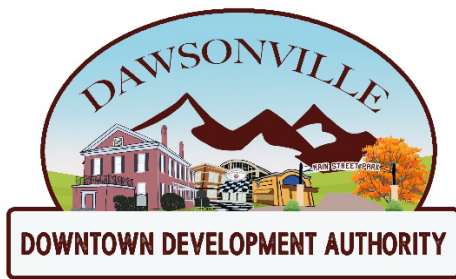
Contest/Festival Schedule

Friday, March 3, 2023

7 am – Until Set-Up at Fulwood Park
 5:00 pm Team Meeting (Pro)
 5:30 pm Team Meeting (Backyard)
 11 pm – 7 am Mandatory Quiet Time

Saturday, March 4, 2023

8 – 9 am Judges Check In (Pro)
 9 – 10 am Judges Meeting (Pro)
 10 am – 10 pm Festival & Entertainment
 4:00 pm Awards Ceremony



ANNOUNCEMENTS

1. Strategic Planning Dates – See attached SAVE THE DATE flyer

- *Please save these dates to participate in the meetings*



SAVE THESE DATES!

DOWNTOWN DAWSONVILLE STRATEGIC PLANNING



KICK-OFF MEETING

This is the community visioning stage of strategic planning. Please help us finalize the goals and outcomes future projects will seek to achieve.

9-7-23



DESIGN WORKSHOP

This event will include further visioning through project design concepts, focusing on elements such as architectural character and land use for downtown.

11-2-23



FINAL PLAN OPEN HOUSE

At this event we will introduce the final strategic plan document and supplementary materials. Discussions can begin regarding future implementation.

1-25-24

HELP SHAPE YOUR COMMUNITY'S FUTURE!

JOIN THE DOWNTOWN DAWSONVILLE COMPREHENSIVE STRATEGIC PLANNING PROCESS

LEARN MORE
LOCATION TBD

706-203-4922 | DowntownDawsonville.com
downtowndevelopment@dawsonville-ga.gov