



**AGENDA  
CITY OF DAWSONVILLE  
DOWNTOWN DEVELOPMENT AUTHORITY  
City Hall, G.L. Gilleland Council Chambers  
Monday, September 25, 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 July 24, 2023
6. Review Financials through August 2023
7. Director's Report – Amanda Edmondson

**NEW BUSINESS**

8. Recognition of Keith Stone's Service to the City
9. Acknowledgement of Need to Replace DDA Members/Appoint Chairperson
10. 2024 Meeting Calendar
11. Christmas Decorating Contest and Sponsorship
12. Gospel in the Park

**OLD BUSINESS**

13. Downtown Dawsonville Historic Photo Contest
14. Banners
15. BBQ Competition/Festival

**ANNOUNCEMENTS**

**ADJOURNMENT**

*The next scheduled meeting is Monday, November 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

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SUBJECT: APPROVE MEETING MINUTES

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO REQUEST APPROVAL FOR THE MINUTES**

- **REGULAR MEETING HELD SEPTEMBER 25, 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, July 24, 2023**  
**5:30 P.M.**

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

Kevin Hammond was not present at the meeting; he has officially resigned from the board.

City Staff in attendance included City Clerk Beverly Banister and Downtown Development Director Amanda Edmondson.
3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by D. Gilleland.
4. **APPROVAL OF THE AGENDA:** Motion to amend the agenda to add item #11 Appoint Vice Chairperson made by W. Illg; second by T. Howell. Vote carried unanimously in favor.  

Motion to approve the agenda as amended made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
  - Regular Meeting held May 22, 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 JUNE 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 a grant awarded from DCA for the Historic Resource Survey and she has applied for the T-Mobile Hometown Grant. She reported on the upcoming Strategic Planning project and announced the dates for the meetings inviting all members of the DDA to be a part of the process. She provided an update on the billboard advertising project with the DDA supplementing a third of the cost. Lastly, the table tents promoting Downtown Dawsonville have been printed and she asked the Board to share them with the community.

#### **OLD BUSINESS**

8. **BANNERS:** Director Edmondson stated the pilot program for the banners has been implemented and the four banners have been placed in the park and she provided options for pricing and future placement if the Board desires to move forward with purchasing additional banners. Discussion occurred. The Board was interested in purchasing additional banners and would like to see more of them in the City Hall Complex area, as well as downtown. Edmondson explained there would be a different approval process and price to place them downtown and stated she could check into the logistics associated with placing them downtown.  

Motion to table the item to the September 25, 2023 meeting made by W. Illg; second by J. Cambell. Vote carried unanimously in favor.

#### **NEW BUSINESS**

9. **DOWNTOWN DAWSONVILLE HISTORIC PHOTO CONTEST:** Director Edmondson proposed a Downtown Dawsonville Historic Photo Contest to uncover interesting new photographs of Historic Downtown Dawsonville and its changing architecture over the years to possibly influence or inspire future development. She proposed the DDA would sponsor and judge the photographs with a suggested \$200 prize. Discussion occurred surrounding the prize, criteria for the winner and possibly involving the Bowen Center.  

Motion to sponsor the Downtown Dawsonville Historic Photo Contest with a First Place prize of \$200, Second Place prize of \$100 and a Third Place prize of \$50 with the Board members adjudicating and announcing the winners at the September 25, 2023 meeting 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 2<sup>nd</sup> Floor**  
**Monday, July 24, 2023**  
**5:30 P.M.**

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**10. BBQ COMPETITION/FESTIVAL:** Director Edmondson presented some information regarding the event which she obtained through the Georgia Barbeque Association and the City of Tifton, who has held BBQ competitions in the past. Discussion occurred about specific logistics of the potential event which included the type of smoking equipment to be used especially without the availability of the required electrical hookups (50 AMP), professional vs. amateur entries, the judging, entry fees, the types of meats and conditions that may have to be met by the Board of Health and the Fire Department. It was determined that additional details would need to be confirmed before moving forward with a plan.

Director Edmondson charged the Board to reach out to their friends and local churches to determine an interest level and what their cooking set up would be so that we could find out what the Board of Health and the DCFD would allow and/or require. Motion made by J. McCracken to table the item to the September 25, 2023 meeting; second by W. Illg. Vote carried unanimously in favor.

**11. APPOINT VICE CHAIRPERSON:** Chairperson Stone stated that the Board has a vacancy with Kevin Hammond resigning and to think about a replacement. The Board will also need to appoint a new Vice Chairperson.

Motion to appoint William Illg as the Vice Chairperson of the Board upon the contingency of approval by the City Attorney made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor.

**ANNOUNCEMENTS**

- **Strategic Planning Dates:** Director Edmondson reminded the Board regarding the Strategic Planning meeting dates and asked them to attend. She would also like to meet with the Board members ahead of time to hear their ideas on the frontend of the process to possibly incorporate into the master plan. She encouraged the Board to email her to schedule a stakeholder meeting.

**ADJOURNMENT:**

At 7:09 p.m. a motion to adjourn the meeting was made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.

***Approved this 25<sup>th</sup> day of September 2023.***

**By: DOWNTOWN DEVELOPMENT AUTHORITY**

\_\_\_\_\_  
Vacant

\_\_\_\_\_  
William Illg, Vice Chair

\_\_\_\_\_  
Tasha Howell, Treasurer/Secretary

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, July 24, 2023**  
**5:30 P.M.**

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\_\_\_\_\_  
Dwight Gilleland

\_\_\_\_\_  
Jamie McCracken

\_\_\_\_\_  
Jonathan Campbell

\_\_\_\_\_  
Vacant

Attest: \_\_\_\_\_  
Beverly A. Banister, City Clerk

DRAFT



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 6

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SUBJECT: REVIEW FINANCIALS THROUGH JUNE 2023

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH AUGUST 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 2023-2024 DDA Checking Account Activity**

<u>FY</u> <u>2023-24</u>	<u>Cleared Activity</u>	<u>Beg. Balance</u>	<u>Deposits</u>	<u>Checks/Debits</u>	<u>Ending Balance</u>
Begin Bal.		\$ 9,942.19			
Jul-23	Debit Card Purchase - Vistaprint	\$ 9,942.19	\$ -	\$ 225.75	\$ 9,716.44
Aug-23	Deposits for Billboard/Debits for Mashburn Outdoor	\$ 9,716.44	\$ 2,400.00	\$ 950.00	\$ 11,166.44
Sep-23		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Oct-23		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Nov-23		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Dec-23		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Jan-24		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Feb-24		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Mar-24		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Apr-24		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
May-24		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
Jun-24		\$ 11,166.44	\$ -	\$ -	\$ 11,166.44
			\$ 2,400.00	\$ 1,175.75	

<u>Checks/Debits Cleared</u>		<u>Check #</u>	<u>Amount</u>
<u>Date</u>	<u>To Whom</u>		
7/11/2023	Vistaprint - Purchase for Table Tents (Downtown Development)		\$225.75
8/15/2023	Mashburn Outdoor (Billboard)		\$475.00
8/30/2023	Mashburn Outdoor (Billboard)		\$475.00



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 7

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SUBJECT: DIRECTOR'S REPORT – AMANDA EDMONDSON

DDA MEETING DATE: 09/25/2023

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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: RECOGNITION OF KEITH STONE'S SERVICE TO THE CITY

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO RECOGNIZE KEITH STONE'S SERVICE TO THE CITY**

**\* HISTORICAL RECORDS SHOW HE SERVED CONSECUTIVE 4-YEAR TERMS SINCE 1996**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 9

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SUBJECT: ACKNOWLEDGEMENT OF NEED TO REPLACE DDA MEMBERS/APPOINT  
CHAIRPERSON

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO DISCUSS THE VACANCIES ON THE BOARD AND APPOINT A NEW CHAIRPERSON**

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HISTORY/ FACTS / ISSUES:

- **KEVIN HAMMOND – TO FILL AN UNEXPIRED TERM THROUGH 12/31/2025**
  - **KEITH STONE – TO FILL AN UNEXPIRED TERM THROUGH 12/31/2023**
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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 10

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SUBJECT: 2024 MEETING CALENDAR

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO PRESENT THE PROPOSED MEETING CALENDAR AND CHOOSE POTENTIAL  
OPTIONS/DATES FOR MAY AND NOVEMBER 2024**

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HISTORY/ FACTS / ISSUES:

- **THE FOURTH MONDAY IN MAY IS MEMORIAL DAY**
  - **THE FOURTH MONDAY IN NOVEMBER IS THANKSGIVING WEEK; PREFER NOT TO SCHEDULE A MEETING AS STAFF AND MEMBERS COULD BE LIMITED**
  - **MEETINGS COULD BE SCHEDULED ANY DAY OF THOSE MONTHS; TUESDAY OR THURSDAY WOULD BE PREFERABLE**
  - **MEETINGS COULD ALSO BE CALLED FOR THOSE MONTHS AT THE MEETING PRIOR IF PREFERRED**
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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development

# January 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <b>City Hall Closed</b> New Year's Eve Observed	2 <b>City Hall Closed</b> New Year's Day Observed	3	4	5	6
7	8 <b>Planning Commission</b>	9	10	11 <b>City Council Regular Meeting</b>	12	13
14	15 <b>City Hall Closed</b> Martin Luther King Day	16	17	18	19	20
21	22 <b>Downtown Development Authority</b>	23	24	25	26	27
28	29	30	31			

# March 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 City Council Regular Meeting	5	6	7	8	9
10	11 Planning Commission	12	13	14	15	16
17	18 City Council Regular Meeting & Work Session	19	20	21	22	23
24	25 Downtown Development Authority	26	27	28	29 City Hall Closed Good Friday	30
31 Easter Sunday						

# May 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 City Council Regular Meeting	7	8	9	10	11
12	13 Planning Commission	14	15	16	17	18
19	20 City Council Regular Meeting & Work Session	21	22	23	24	25
26	27 City Hall Closed Memorial Day	28	29	30	31	

# July 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 <b>City Hall Closed</b> Independence Day	5	6
7	8 Planning Commission	9	10	11	12	13
14	15 City Council Regular Meeting & Work Session	16	17	18	19	20
21	22 Downtown Development Authority	23	24	25	26	27
28	29	30	31			

# September 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <b>City Hall Closed</b> Labor Day	3	4	5	6	7
8	9 <b>Planning Commission</b>	10	11	12	13	14
15	16 <b>City Council Regular Meeting &amp; Work Session</b>	17	18	19	20	21
22	23 <b>Downtown Development Authority</b>	24	25	26	27	28
29	30					



# November 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 City Council Regular Meeting	5	6	7	8	9
10	11 City Hall Closed Veteran's Day	12	13	14	15	16
17	18 City Council Regular Meeting	19	20	21	22	23
24	25	26	27	28 City Hall Closed Thanksgiving	29 City Hall Closed Day After Thanksgiving	30



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 11

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SUBJECT: CHRISTMAS DECORATING CONTEST AND SPONSORSHIP

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO DISCUSS CHRISTMAS DECORATING COMPETITION AND POSSIBLE SPONSORSHIP**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 12

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SUBJECT: **GOSPEL IN THE PARK**

DDA MEETING DATE: **09/25/2023**

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PURPOSE FOR REQUEST:

**TO DISCUSS 2024 EVENT – GOSPEL IN THE PARK**

**SATURDAY, MAY 11, 2024**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 13

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SUBJECT: **DOWNTOWN DAWSONVILLE HISTORIC PHOTO CONTEST**

DDA MEETING DATE: **09/25/2023**

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PURPOSE FOR REQUEST:

**TO AWARD/ANNOUNCE WINNER OF HISTORIC PHOTO CONTEST**

**PLEASE SEE ATTACHED 3 ENTRIES SUBMITTED BY UCB**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

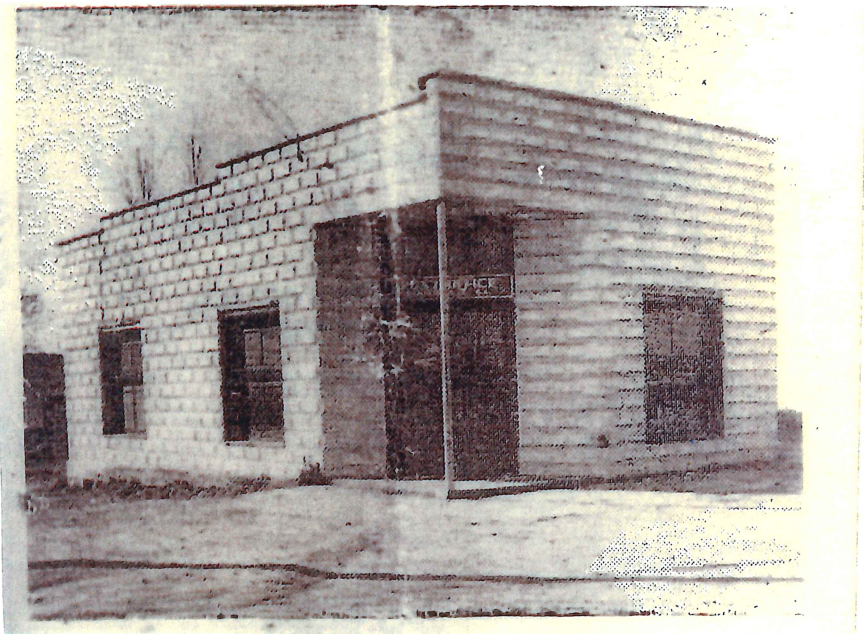
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RECOMMENDED SAMPLE MOTION:

**CONSIDER AND APPROVE AWARD**

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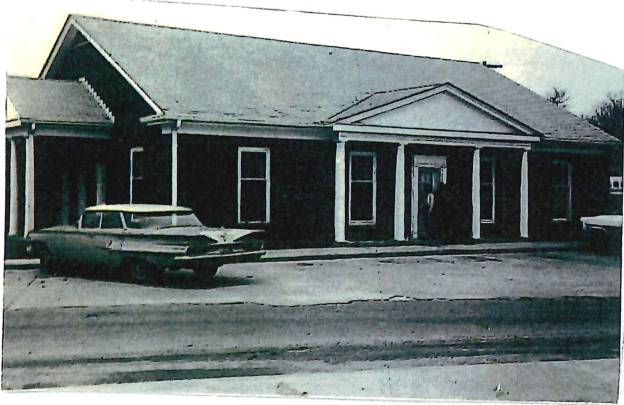
REQUESTED BY: Amanda Edmondson, Director of Downtown Development



- Original  
Dawson County Bank  
1953

Chartered Nov. 2, 1953

- Approximate location is  
where Dawsonville  
Hardware is located.  
Now.



- Bank building  
prior to 1987
- Now known as  
Fancy Flea bldg  
33 Hwy 53 W. ↻  
Dawsonville



Dawson County  
- Bank lobby prior  
to 1987  
NKA- 33 Hwy 53W, Dawsonville



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 14

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SUBJECT: **BANNERS**

DDA MEETING DATE: **09/25/2023**

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PURPOSE FOR REQUEST:

**TO CONSIDER PURCHASING ADDITIONAL BANNERS TO DISPLAY**

**\*TABLED TO 09/25/2023 AT THE 07/24/2023 MEETING TO DETERMINE  
PROCESS/POSSIBILITY OF PLACING BANNERS DOWNTOWN**

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HISTORY/ FACTS / ISSUES:

- **PILOT PROGRAM OF BANNERS HAS BEEN IMPLEMENTED**
  - **BOARD REQUESTED THE POSSIBILITY OF PLACING BANNERS DOWNTOWN;  
DIRECTOR EDMONDSON WOULD NEED TO LOOK INTO THE PROCESS OF DOING SO**
  - **QUOTE OBTAINED TO PURCHASE 20 BANNERS FOR DOWNTOWN AND 20 BANNERS  
FOR CITY HALL COMPLEX/PARK/FARMERS MARKET AREAS**
  - **THIS QUOTE INCLUDES A DISCOUNT FOR THE THRESHOLD OF 20 BANNERS EACH  
“RUN”; IT ALSO INCLUDES HARDWARE AND INSTALLATION**
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OPTIONS:

**DETERMINE A BUDGET FOR THE PURCHASE AND INSTALLATION OF ADDITIONAL  
BANNERS OR REQUEST FURTHER INFORMATION**

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development





ADDRESS
CITY OF DAWSONVILLE 415 HWY. 53 E. SUITE 100 DAWSONVILLE, GA 30534

SHIP TO
CITY OF DAWSONVILLE ATTN: TRAMPAS HANSARD 415 HWY. 53 E. SUITE 100 DAWSONVILLE, GA 30534

ESTIMATE #	DATE
12243	09/12/2023

ACTIVITY	QTY	RATE	AMOUNT
<b>BANNERS</b> CUSTOM 18" X 45" DOUBLE SIDED BANNER WITH DIGITAL PROCESS ON MAINSTREET FABRIC. "EAT, SHOP, PLAY", "VISIT DOWNTOWN DAWSONVILLE" AND DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY", WILL MATCH CUSTOMERS ILLUSTRATIONS ON PROOF #9	20	75.00	1,500.00
<b>BANNERS</b> CUSTOM 30" X 60" DOUBLE SIDED BANNER WITH DIGITAL PROCESS ON MAINSTREET FABRIC. "EAT, SHOP, PLAY", "VISIT DOWNTOWN DAWSONVILLE" AND DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY", WILL MATCH CUSTOMERS ILLUSTRATIONS ON PROOF #9	20	115.00	2,300.00
<b>BANNERWARE</b> FIBERFLEX II WITH BANDING STRAPS, POWDER COATED BLACK CAST, AND RODS	20	75.00	1,500.00
<b>BANNERWARE</b> FIBERFLEX 2, WITH 39" BANDING STRAPS, RODS, NOT POWDER COATED	20	95.00	1,900.00
<b>INSTALLATION</b> INSTALLATION OF 18" X 45" BANNERS AND BRACKETS	20	50.00	1,000.00
<b>INSTALLATION</b> INSTALLATION OF 30" X 60" BANNERS AND BRACKETS	20	55.00	1,100.00

IF YOU APPROVE THIS ESTIMATE, PLEASE SIGN AND SEND BACK. THANK YOU.

TOTAL

**\$9,300.00**

Accepted By

Accepted Date

[www.christmasdecoandmore.com](http://www.christmasdecoandmore.com) 800.522.0718

FAX 770.844.9972 [sales@universalconcepts.info](mailto:sales@universalconcepts.info)



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 15

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SUBJECT: BBQ COMPETITION/FESTIVAL

DDA MEETING DATE: 09/25/2023

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PURPOSE FOR REQUEST:

**TO FOLLOW UP AND DISCUSS BBQ COMPETITION/FESTIVAL IDEA**

**\*DIRECTOR EDMONDSON ASKED THE BOARD TO GATHER INFORMATION REGARDING THE LEVEL OF INTEREST AND VARIOUS COOKING SET UPS FROM FRIENDS AND LOCAL CHURCHES IN ORDER TO DETERMINE WHAT THE BOARD OF HEALTH AND FIRE DEPARTMENT WOULD REQUIRE**

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HISTORY/ FACTS / ISSUES:

- **SUGGESTED AT THE 05/22/2023 DDA MEETING**
  - **DISCUSSED AT THE 07/24/2023 MEETING AND TABLED TO THE 09/24/2023 MEETING**
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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Amanda Edmondson, Director of Downtown Development